kakao

2Q 2022 | Kakao Investor Relations



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Kakao Ecosystem

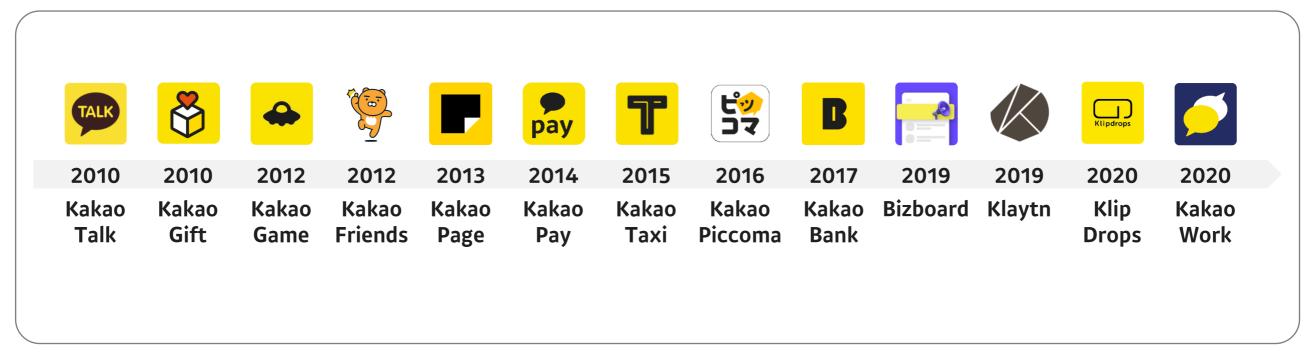
Kakao Business Financial Overview Mission

Making a Better World with People and Technology

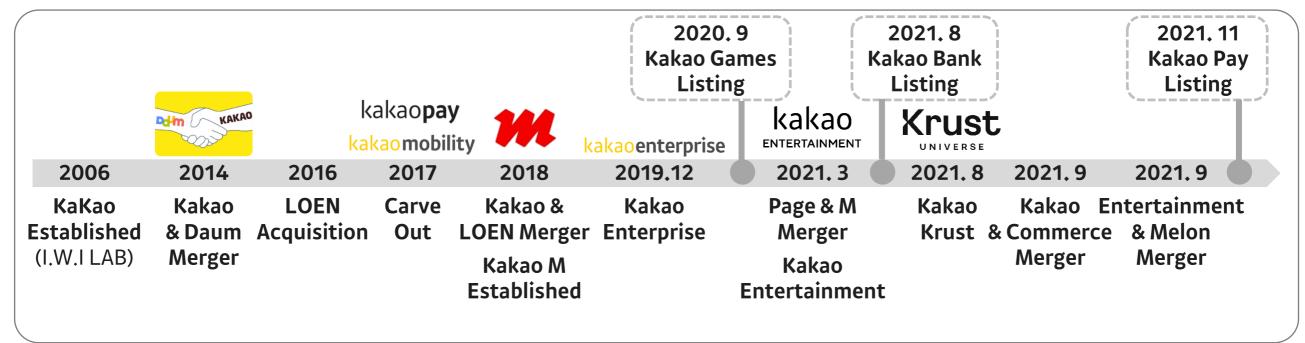


History

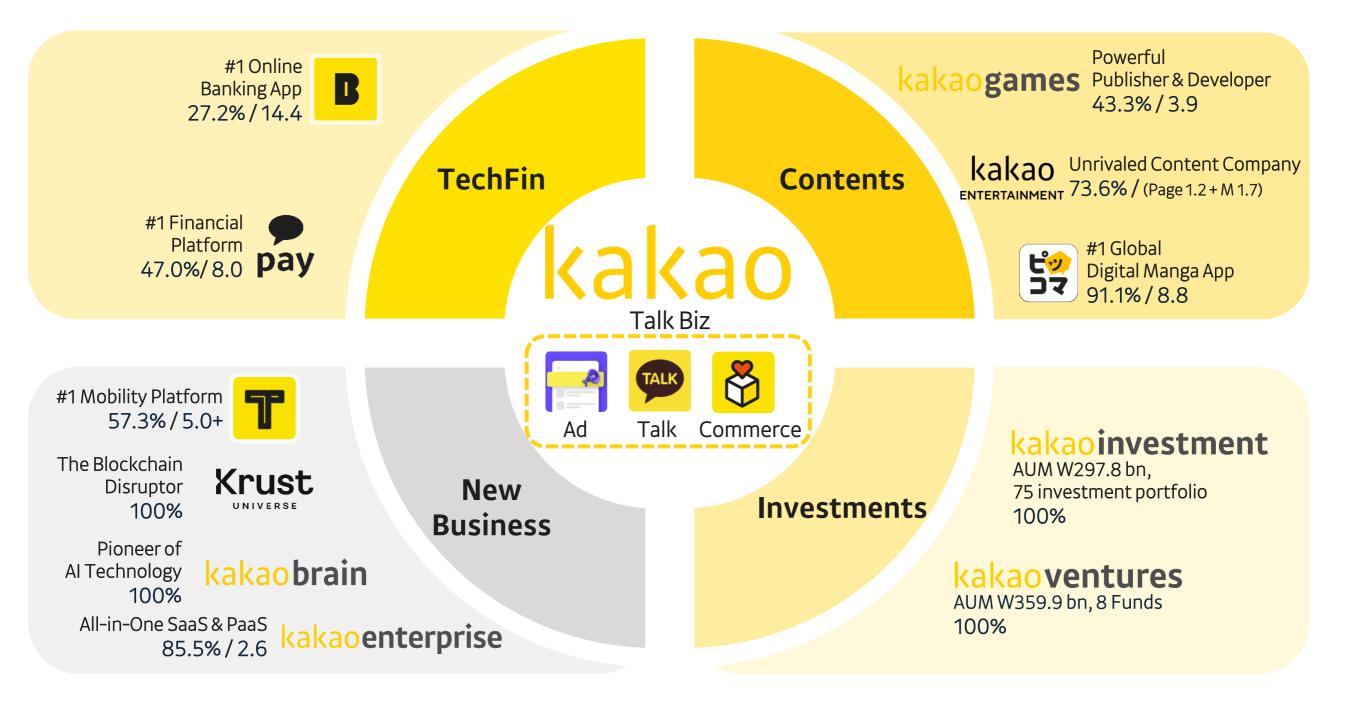
Innovative Service Launch



Changes in Business Structure & Listing of Subsidiaries



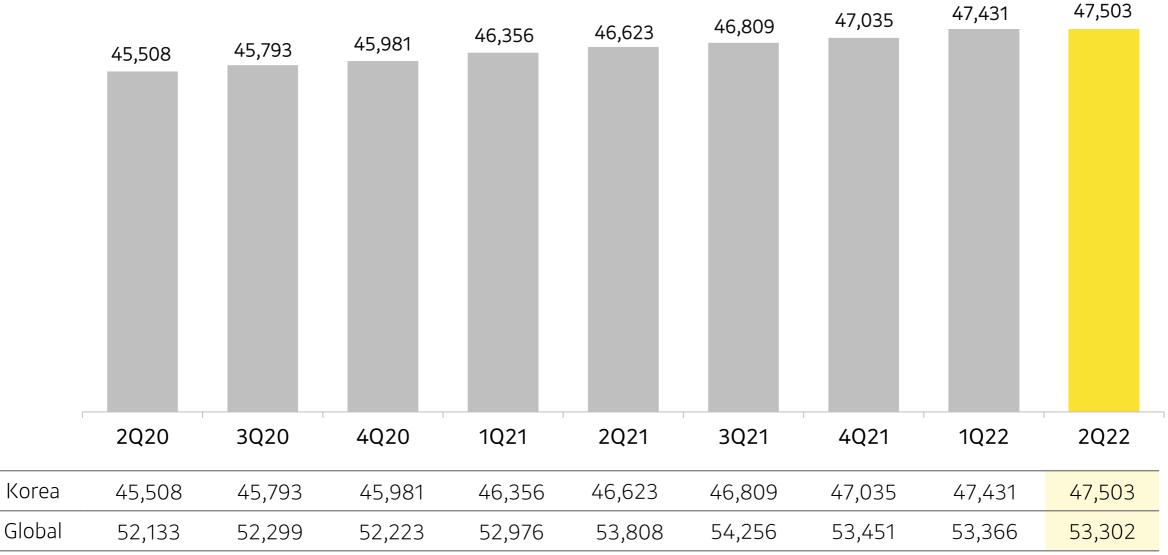
• Kakao's Stake (%) / Transaction Valuation (KRW tn)¹⁾



Kakao Ecosystem Kakao Business Financial Overview Monthly Active Users in Korea Grew by +880K YoY, +72K QoQ



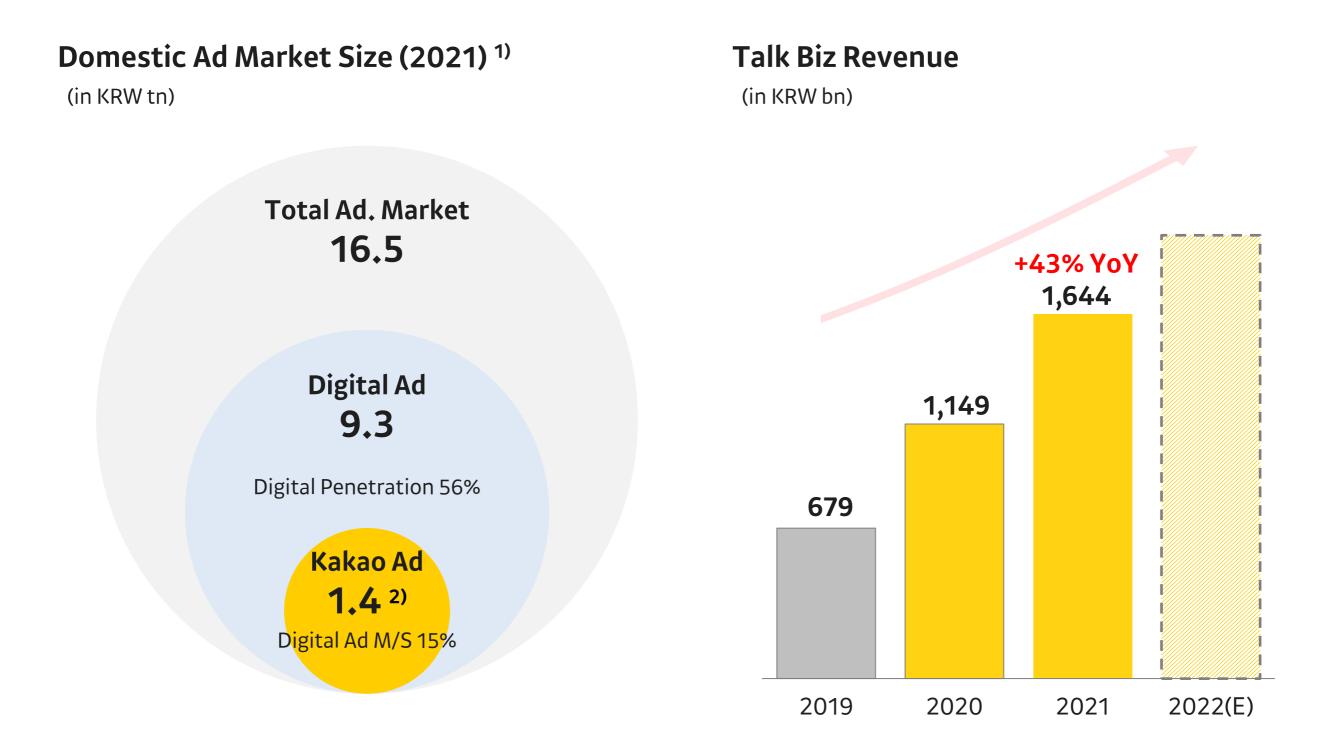
(in thousands)



Average of monthly MAUs. Global includes domestic MAUs.

Paradigm Shift in Advertising Industry

Significant Growth Opportunity in KakaoTalk as a Biz Platform

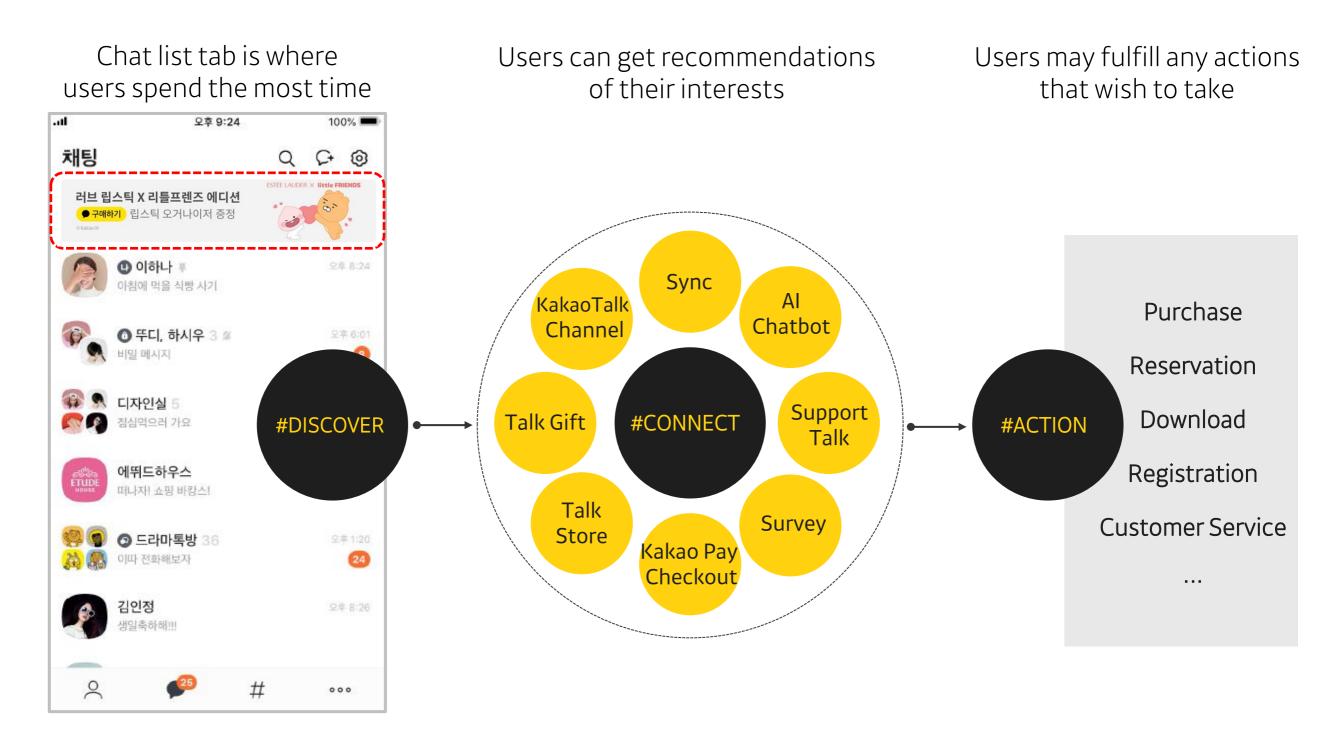


1) Source KOBACO, 2021 Korea Advertising Expenditure Research (2021.12)

2) Kakao Ad includes Talk biz advertising and Portal Biz Revenue

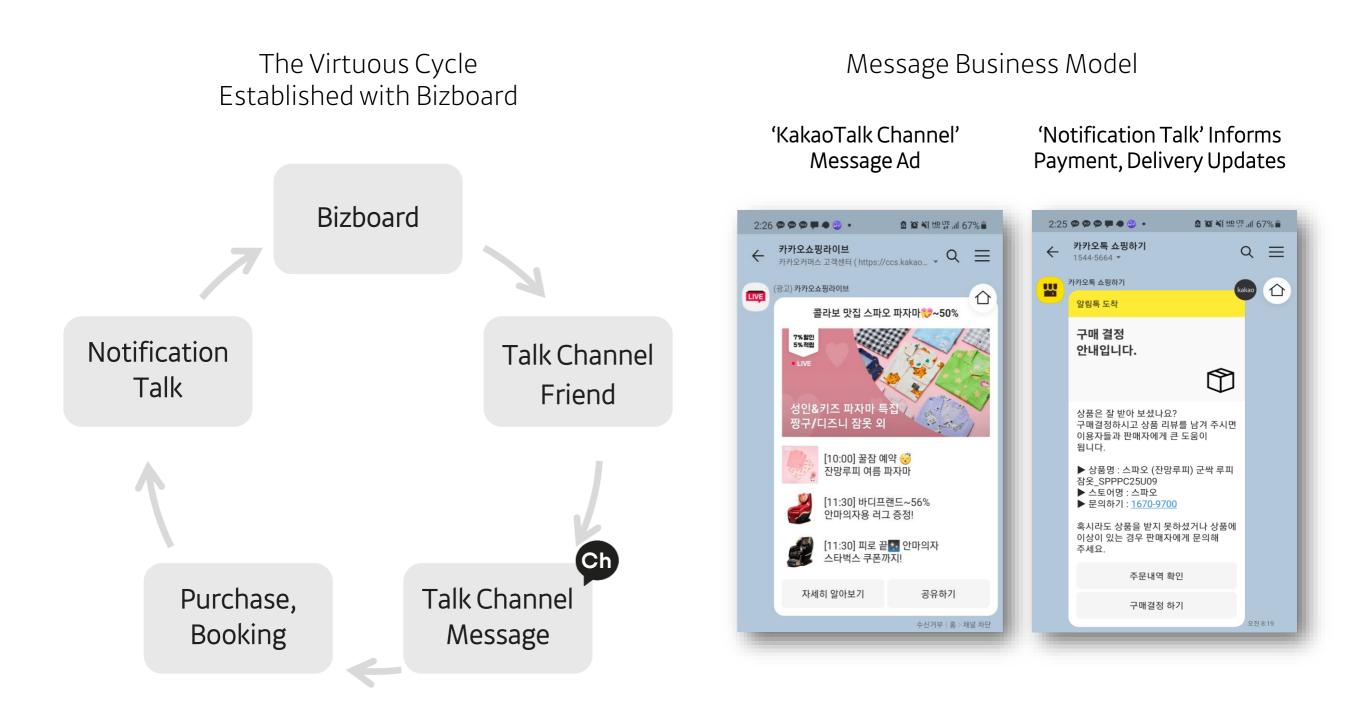
Talk Biz Advertising (Kakao Bizboard)

New Innovative Way to Connect 47 million Mega Traffic



Talk Biz Advertising (Message Ad)

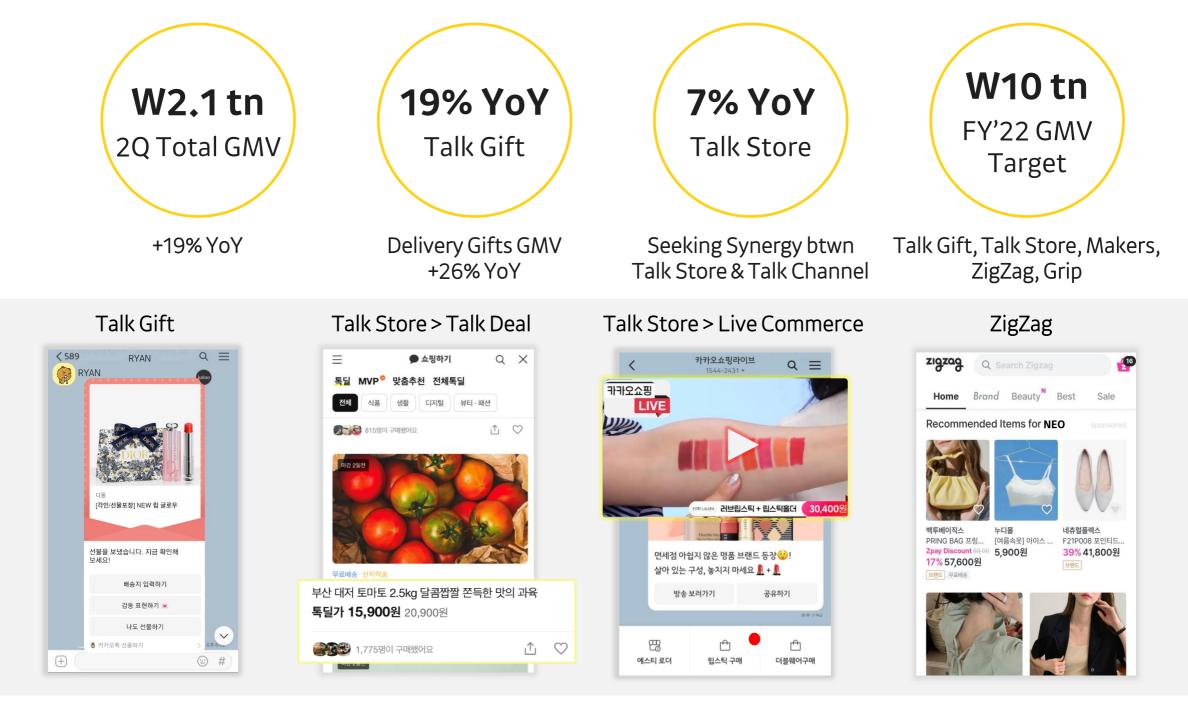
Virtuous Cycle with Bizboard, KakaoTalk Channel and Notification Talk

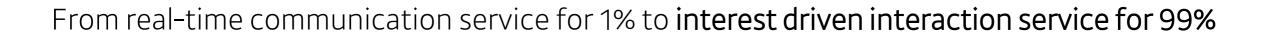


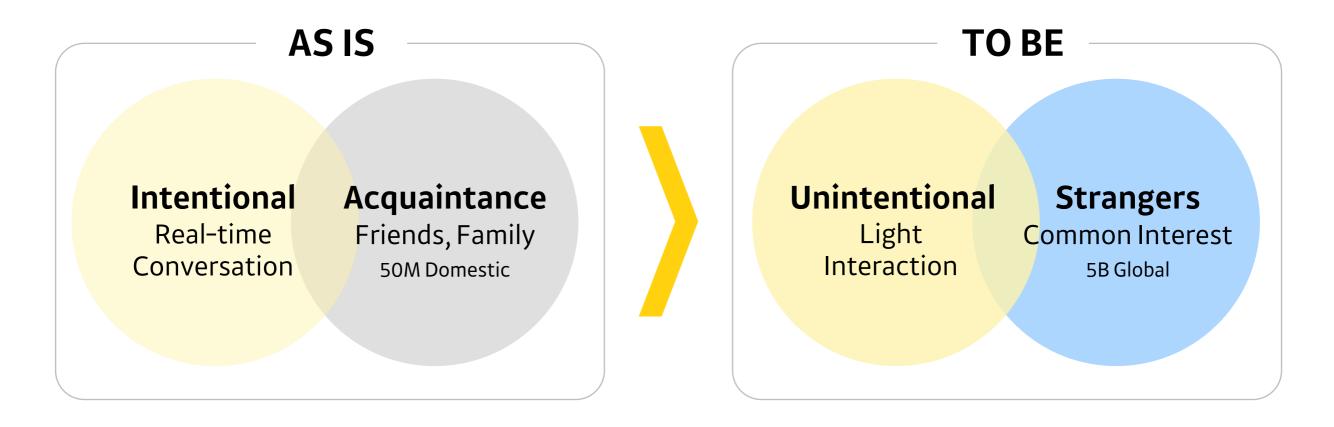
Talk Biz Commerce

From Leveraging the Social Graph to any Talk-based Transactions

kakaocommerce Key indices





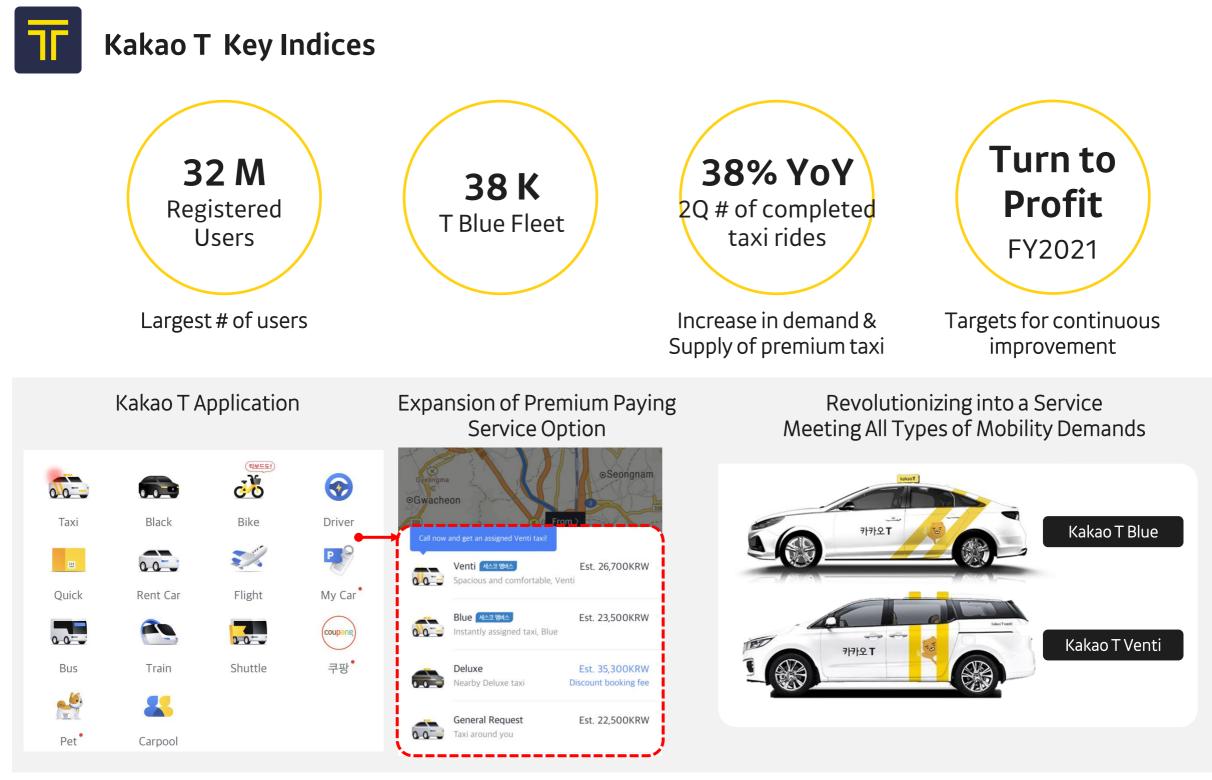


1. Kakao Talk - more light interaction

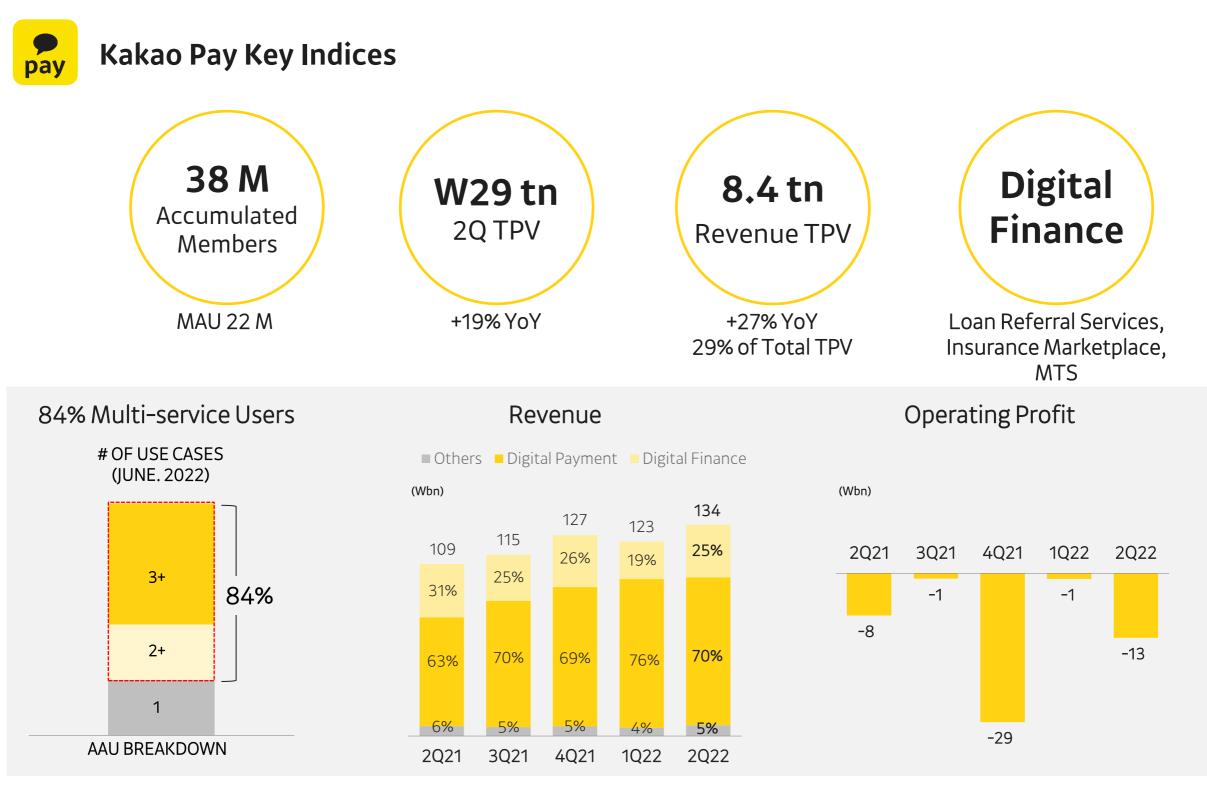
2. Open Chat - interest-oriented service

Mobility

Satisfying Every Customers Need with All-in-One Mobility Platform



No.1 Comprehensive Daily Financial Platform

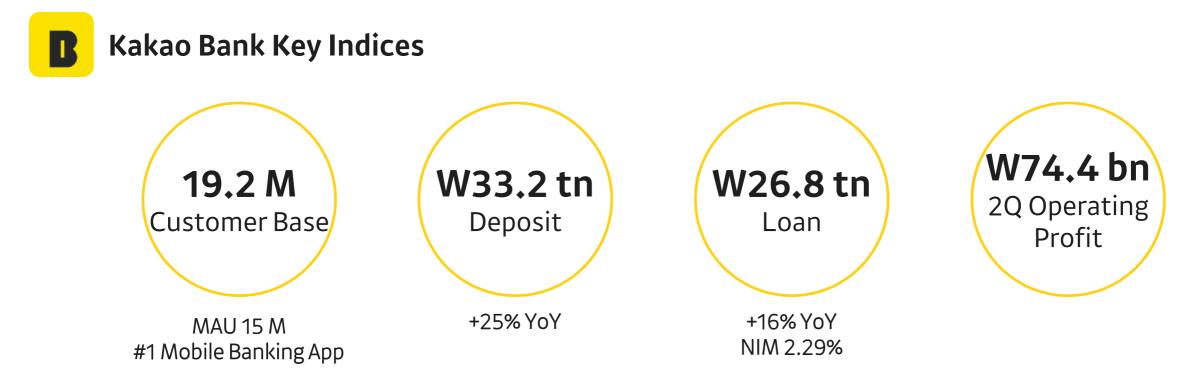


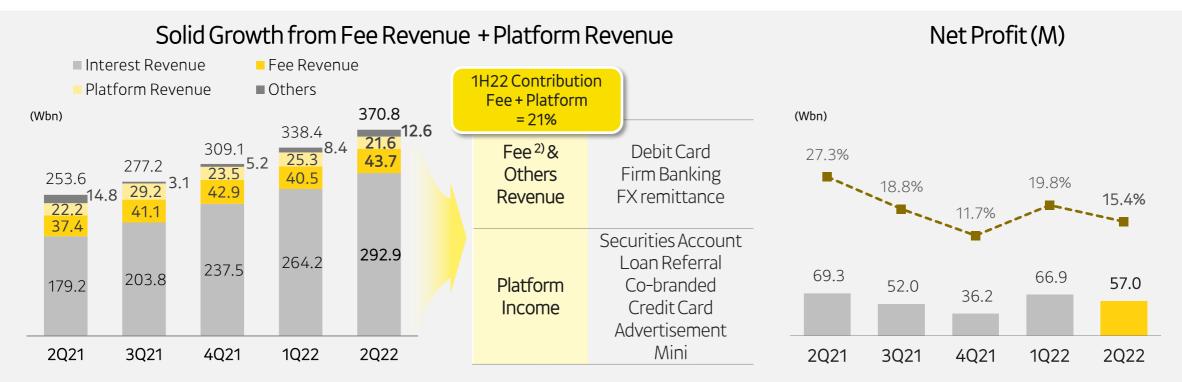
1) Key Indices as of 2Q22

2) Kakao Pay's stand-alone financials may differ from Kakao consolidated financials

Kakao Bank

No.1 Online Banking with Innovative User-Friendly Technology





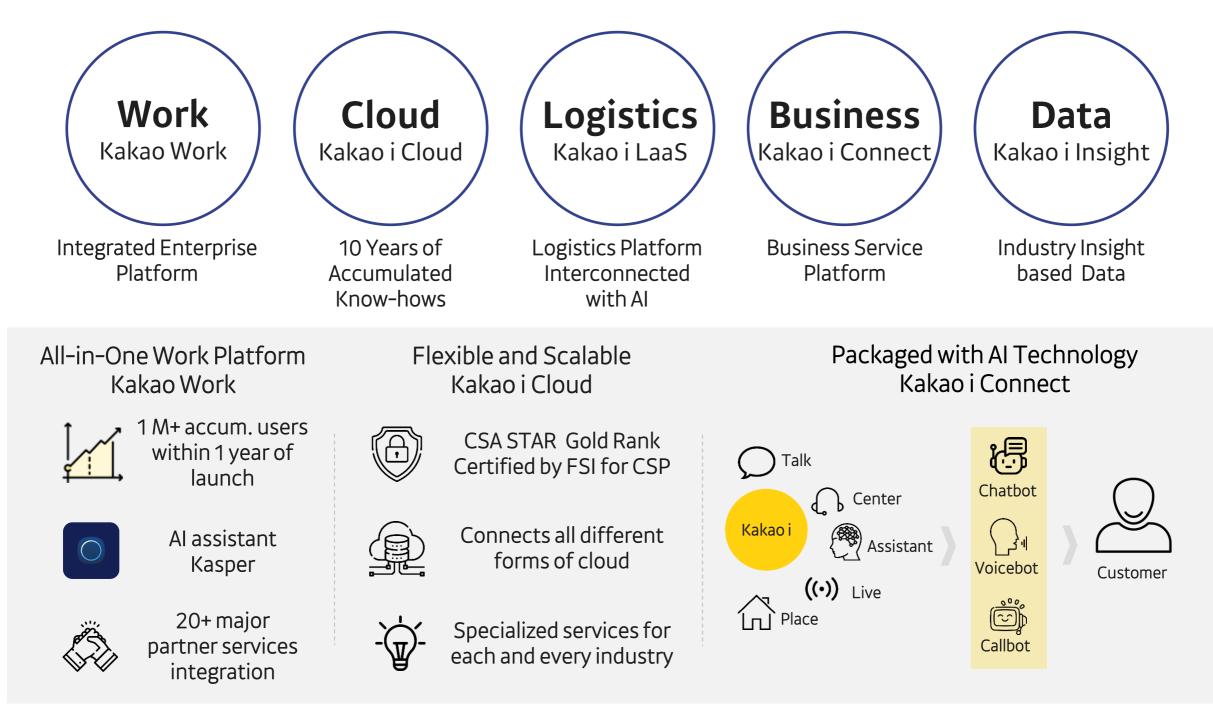
1) Key Indices as of 2Q22 2) Changes in classification of financial investment asset sales (Fee revenue → others)

3) Kakao Bank's financials are recognized as equity method gains

Enterprise

B2B Business Expansion with Differentiated AI Technology

kakaoenterprise Key Services



Blockchain

Transforming as a global blockchain platform most suited to metaverse



Klaytn Governance Council

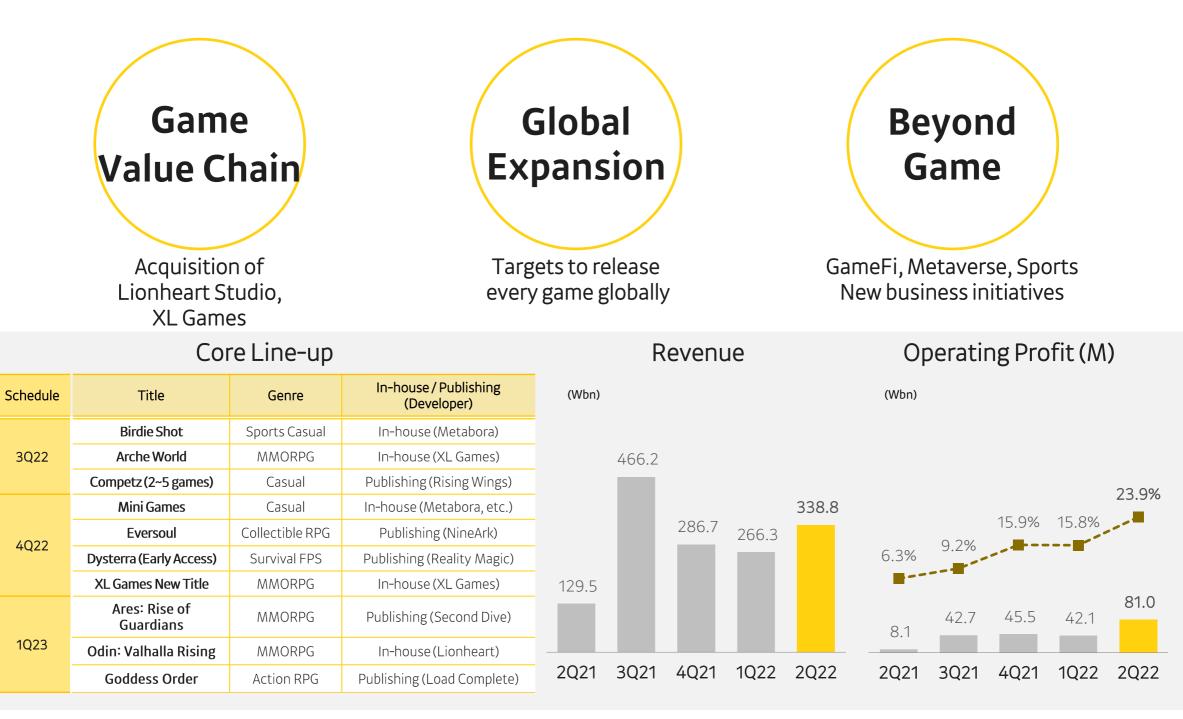


		Klaytn Ecosystem	
<u>GameFi</u>		<u>NFT</u>	<u>DeFi/Exchange</u>
Kakao Games/Bora	O BORA	Klip Drops	INANCE
Netmarble/MarbleX		Klaytn NFT Marketplace	
		🕗 OpenSea	KLAYswap
Neowiz/Neopin	ア	One of 4 blockchains to be registered on world's largest NFT marketplace	ClaimSwap

Kakao Games

Multi-Platform Game Company Encompassing PC and mobile

Kakao Games Key Indices

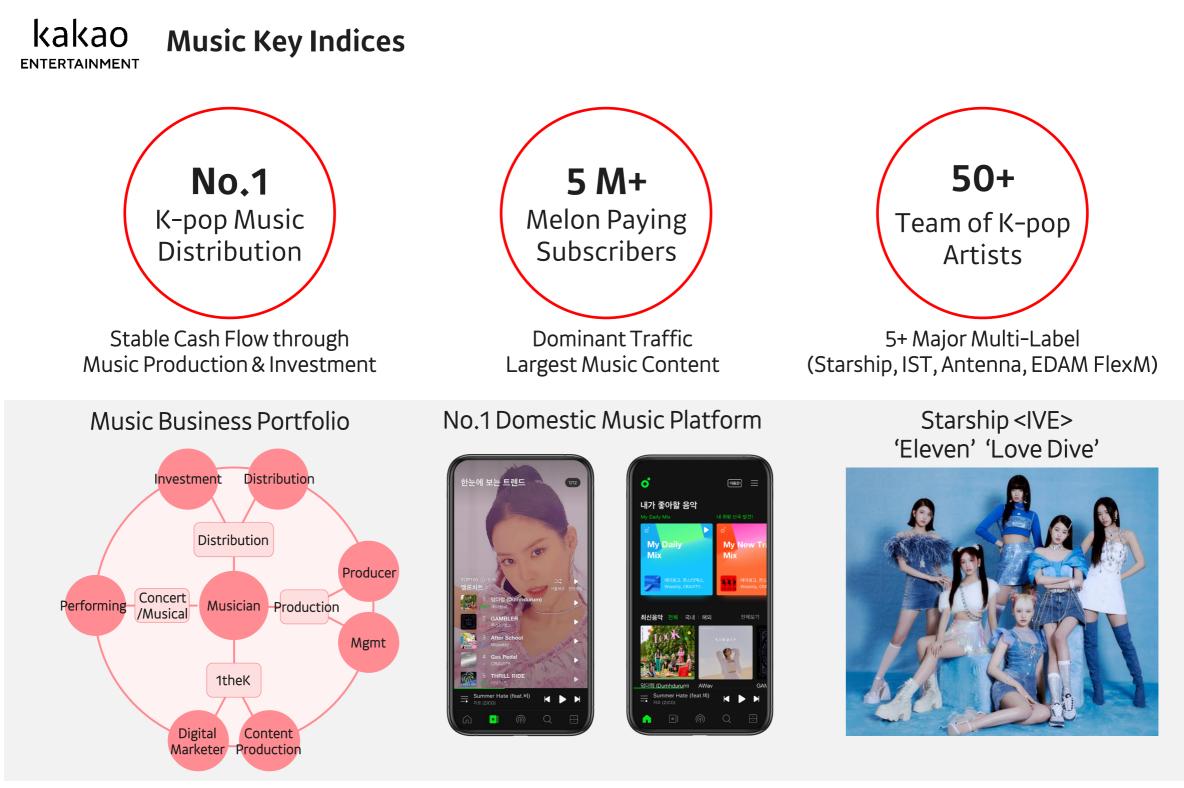


1) Key Indices as of 2Q22

2) Kakao Games' stand-alone financials may differ from Kakao consolidated financials

Music

Building a Powerful Value Chain with Korea's Largest Music Platform Melon



Story

Growth through Innovative Business Model and Original IPs



Key Indices as of 2Q22 2) Source: METI, Overview of global and Japan content market (Feb.2020), Mobile Content Forum (Jul.2021), IC, Digital book business research (Aug.2021) 22
Content market includes advertising spending for music, publishing, movie, game and character (both physical and digital)

Distinguished Content Production Capability and Top-tier Talent Pool

kakao **Media Key Indices** ENTERTAINMENT



Content Production Capability

Virtuous Cycle of Content Value Chain



Kakao Ecosystem Kakao Business Financial Overview

Revenue

Q2 Revenue YoY +35% / QoQ +10%

Mix - Platform 51% : Content 49%

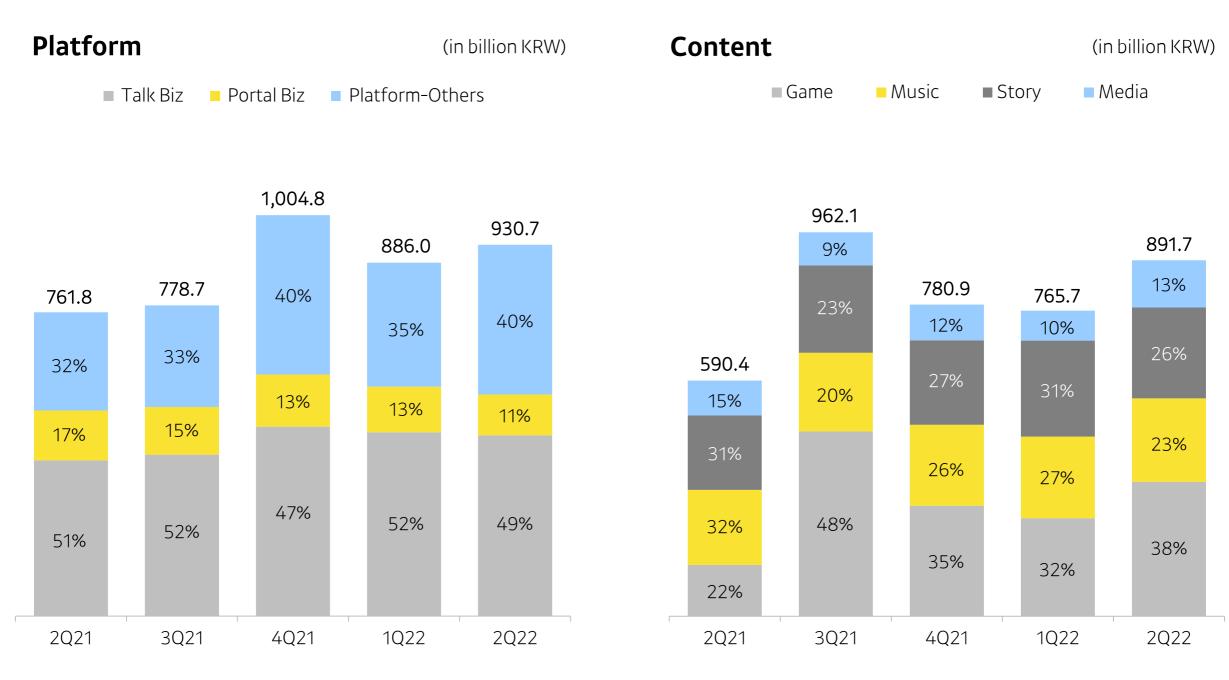
Platform Content (in billion KRW) 1,822.3 1,785.7 1,740.8 1,651.7 1,352.2 778.7 930.7 <mark>1,004.8</mark> (45%) (51%) 886.0 (56%) (54%) 761.8 (56%) 962.1 891.7 780.9 765.7 (55%) (49%) 590.4 (44%) (46%) (44%) 2Q21 3Q21 4Q21 1Q22 2Q22

	Rev	enue Breakdown
		Advertising - Bizboard, Talk channel, Emoticon
	Talk Biz	Commerce - Gift, Store, Makers, Kakao Friends Online
Platform	Portal Biz	Daum PC / Mobile Kakao Story / Style / Page Other Subsidiaries' Ad
	Platform- Others	Mobility, Pay, Enterprise, Blockchain, Other Subsidiaries, Kakao Friends- Others
	Game	Mobile, PC, Other
	Music	Melon, Digital Music Distribution, Album Distribution, Music Production
Content	Ctory	Entertainment
	Story	Piccoma
	Media	Video Production, Talent Agency

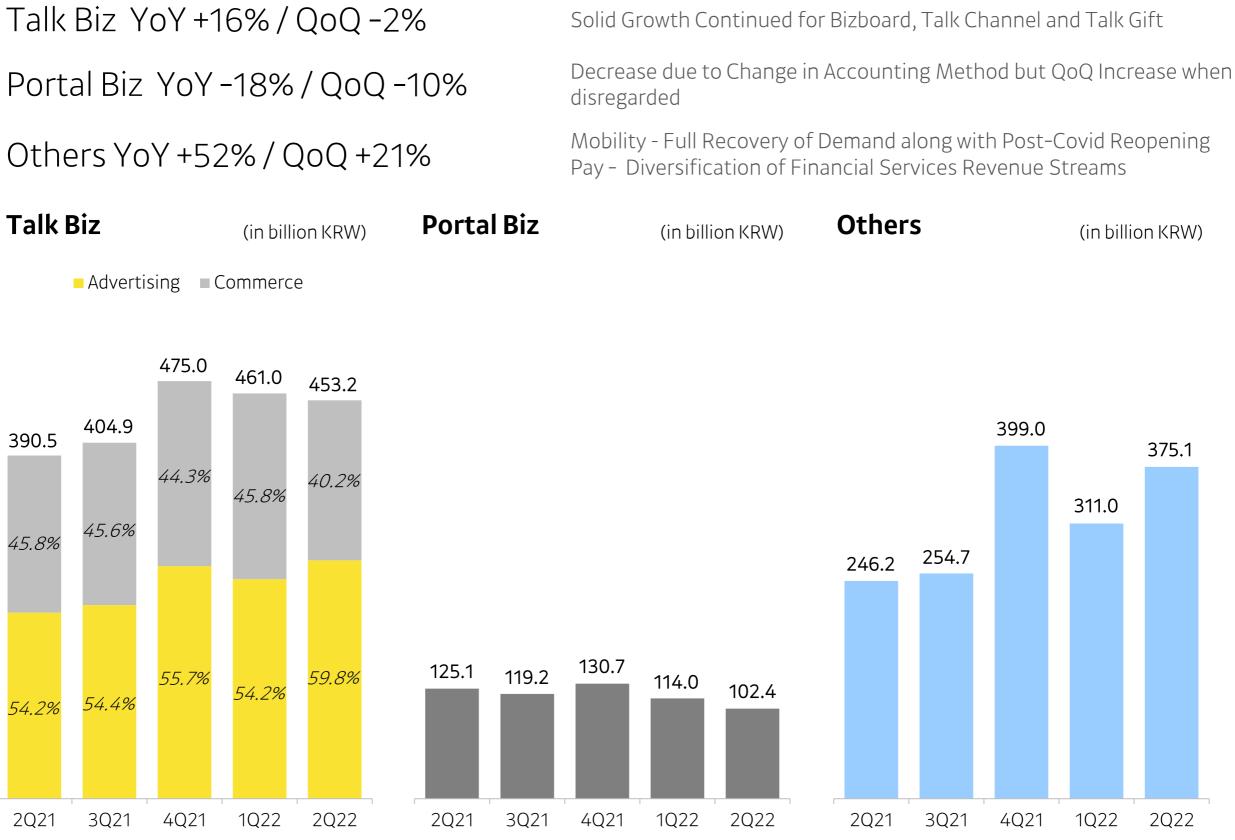
Platform / Content

Platform YoY +22% / QoQ +5%

Content YoY +51% / QoQ +16%



Platform | Talk Biz Portal Biz Platform-Others



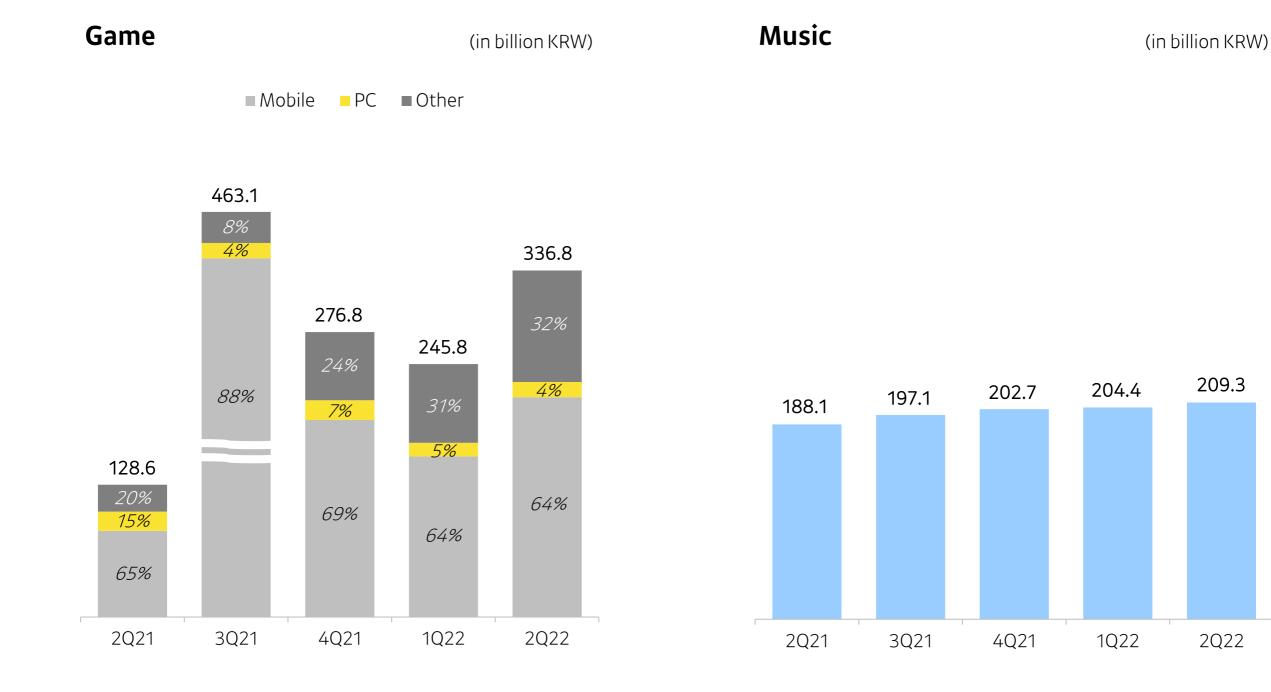
Content | Game Music

Game YoY +162% / QoQ +37%

Music YoY +11% / QoQ +2%

Solid Performance of 'Odin' & 'Uma Musume'

Consistent Melon Platform and Increase in Global Music Distribution



Content | Story Media

Story YoY +22% / QoQ -5%

^L Entertainment +28% (y) / -7% (q), Piccoma +17% (y) / -4% (q)

Media YoY +35% / QoQ +57%

Decrease in User Activity due to Endemic, Weak JPY/KRW Piccoma - Excluding FX Effect, +27% YoY, +5% QoQ

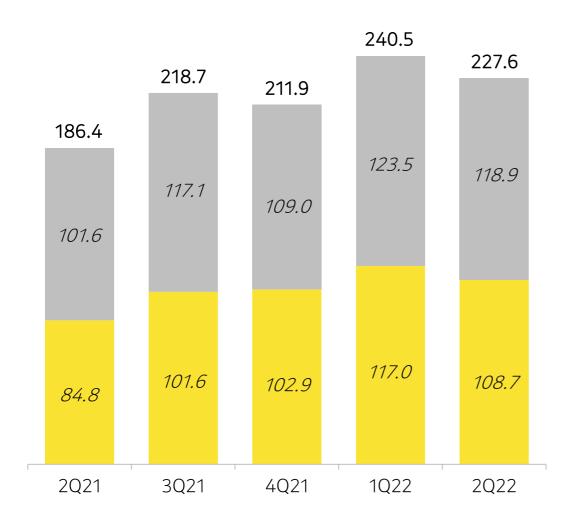
Expansion of Production Line-up

Story

(in billion KRW)

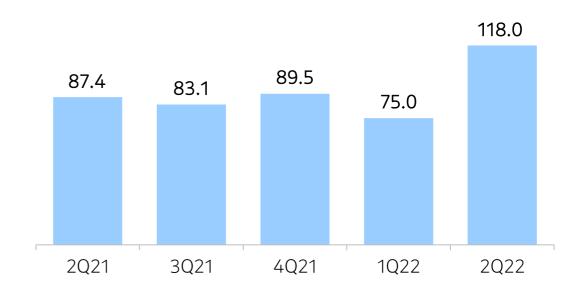


■ Entertainment ■ Piccoma



Media

(in billion KRW)



Earnings Summary

(in billion KRW)

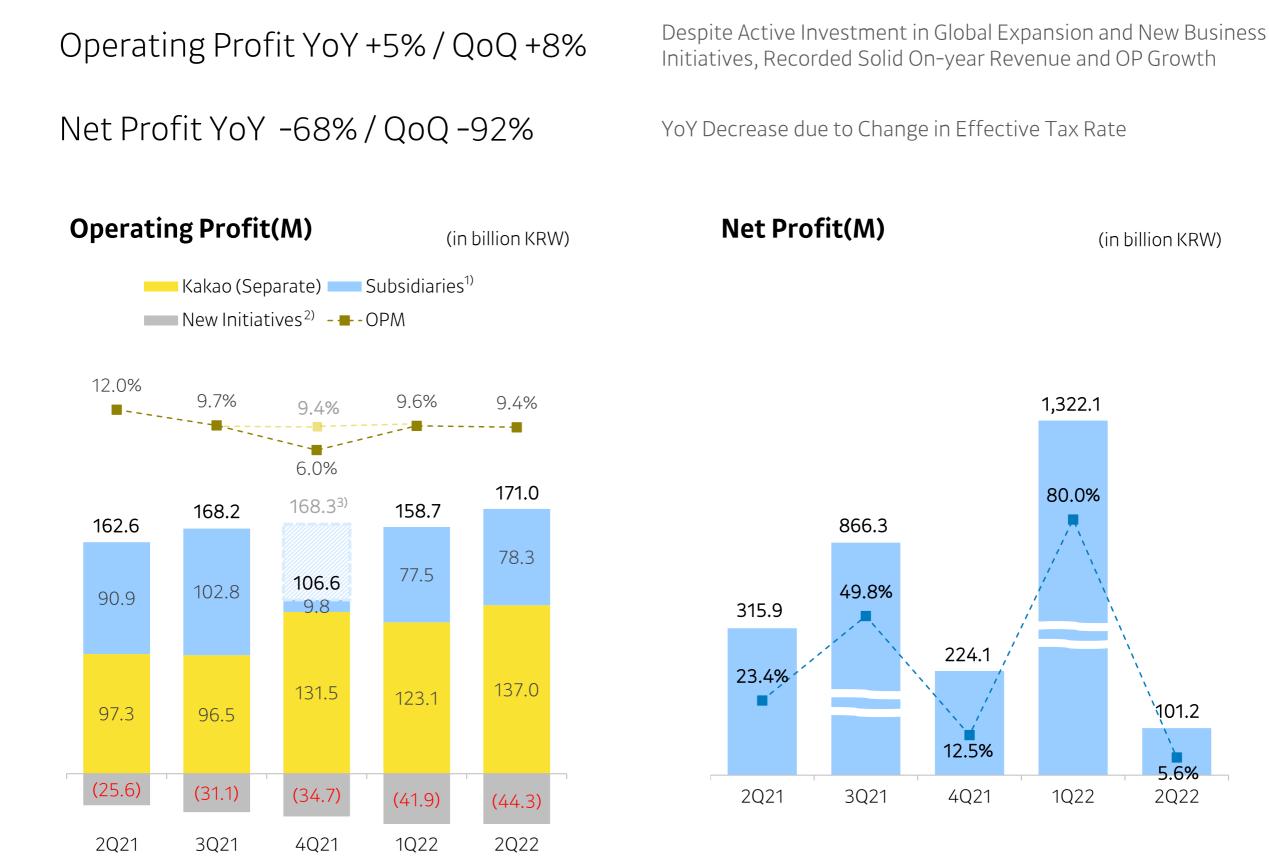
	2Q21	1Q22	2Q22	Cha	nge
	ZQZT	IQZZ	ZQZZ	YoY	QoQ
Total Revenue	1,352.2	1,651.7	1,822.3	35%	10%
Platform	761.8	886.0	930.7	22%	5%
Talk Biz	390.5	461.0	453.2	16%	-2%
Portal Biz	125.1	114.0	102.4	-18%	-10%
Platform - Others	246.2	311.0	375.1	52%	21%
Content	590.4	765.7	891.7	51%	16%
Game	128.6	245.8	336.8	162%	37%
Music	188.1	204.4	209.3	11%	2%
Story	186.4	240.5	227.6	22%	-5%
Media	87.4	75.0	118.0	35%	57%
Operating Expenses	1,189.6	1,493.0	1,651.3	39%	11%
Operating Profit	162.6	158.7	171.0	5%	8%
Margin (%)	12.0%	9.6%	9.4%	-2.6%pt	-0.2%pt
Net Profit	315.9	1,322.1	101.2	-68%	-92%
Controlling Interests	311.7	1,303.1	67.6	-78%	-95%
Non-controlling Interests	4.3	19.0	33.6	688%	77%

Operating Expenses

(in billion KRW)

	2Q21 1Q22 2Q22		Cha	nge	
	2921		2922	YoY	QoQ
Operating Expenses	1,189.6	1,493.0	1,651.3	39%	11%
Labor Cost	301.0	420.0	426.2	42%	1%
Cost of Revenue	530.3	584.4	654.8	23%	12%
Outsourcing / Infrastructure	164.9	204.6	235.8	43%	15%
Marketing Expense	91.1	114.6	150.3	65%	31%
Depreciation and Amortization Cost	78.8	130.8	135.6	72%	4%
Misc.	23.4	38.7	48.6	108%	26%

Profits



1) Subsidiaries: All business segment excluding Kakao & New Initiatives

3) Operating profit excluding one-off incentive (-61.7B)

2) New Initiatives : Kakao Enterprise, Kakao Brain, Kakao Healthcare

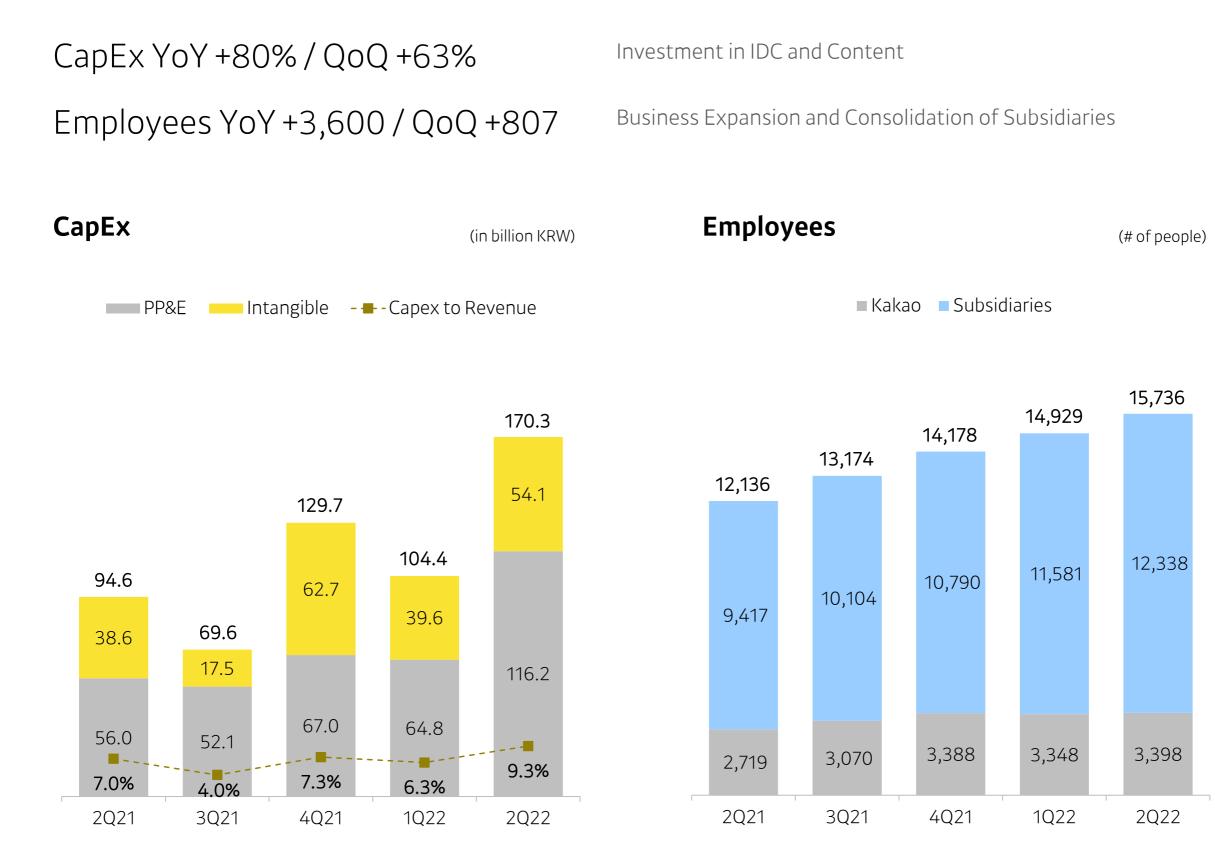
32

101.2

5.6%

2Q22

CapEx / Employees



Financial Statements Summary – Consolidated

Income Statement					
(in billion KRW)	2Q21	3Q21	4Q21	1Q22	2Q22
Total Revenue	1,352.2	1,740.8	1,785.7	1,651.7	1,822.3
Platform	761.8	778.7	1,004.8	886.0	930.7
Talk Biz	390.5	404.9	475.0	461.0	453.2
Portal Biz	125.1	119.2	130.7	114.0	102.4
Platform Others	246.2	254.7	399.0	311.0	375.1
Content	590.4	962.1	780.9	765.7	891.7
Game	128.6	463.1	276.8	245.8	336.8
Music	188.1	197.1	202.7	204.4	209.3
Story	186.4	218.7	211.9	240.5	227.6
Media	87.4	83.1	89.5	75.0	118.0
Operating Expenses	1,189.6	1,572.6	1,679.1	1,493.0	1,651.3
Labor Cost	301.0	307.2	515.8	420.0	426.2
Cost of Revenue	530.3	805.8	648.2	584.4	654.8
Outsourcing / Infrastructure	164.9	197.8	233.8	204.6	235.8
Marketing Expense	91.1	148.1	128.8	114.6	150.3
Depreciation and Amortization Cost	78.8	89.1	119.8	130.8	135.6
Misc.	23.4	24.7	32.8	38.7	48.6
Operating Profit	162.6	168.2	106.6	158.7	171.0
Margin (%)	12.0%	9.7%	6.0%	9.6%	9.4%
Other Non-Operating Income	66.1	799.6	813.4	1,665.3	138.6
Other Non-Operating Expenses	19.2	20.7	360.7	48.4	34.4
Financial Income	18.3	43.9	67.7	68.5	69.8
Financial Expenses	64.7	90.4	90.6	94.7	73.3
Equity-method Income	186.7	171.2	17.1	10.2	(35.2)
Profit before Income Tax	349.7	1,071.8	553.5	1,759.6	236.5
Income Tax	33.8	205.5	329.4	437.5	135.3
Net Profit	315.9	866.3	224.1	1,322.1	101.2
Controlling Interests	311.7	779.1	76.8	1,303.1	67.6
Non-controlling Interests	4.3	87.2	147.2	19.0	33.6
EBITDAR	241.0	255.1	225.4	288.5	306.1
Adjusted EBITDAR ¹⁾	279.6	269.8	298.7	332.0	345.5

1)	Adjusted ERITDAD includes	aquity companyation avaanca
1)	AUJUSLEU LDITDAR I IICIUUEL	dequity compensation expense

(in billion KRW)	2020.12.31	2021.12.31	2022.6.30
Current Assets	4,462.9	8,102.2	7,929.
Cash and Cash Equivalents	2,877.5	5,231.5	4,279.
S-T Financial Instruments	694.1	1,573.6	1,450.
Account Receivable	247.4	398.1	461.
Other Current Financial Assets	225.1	319.1	302.
Other Current Assets	418.9	579.9	1,435.0
Non-Current Assets	6,987.4	13,712.0	16,028.
Investments in Associates and Joint Ventures	1,504.4	3,215.8	2,662.
Tangible Assets	430.7	554.9	697.
Intangible Assets	3,351.6	6,347.8	6,938.
Other Non-current Assets	1,700.8	3,593.5	5,729.
	,	- ,	-,
inance Assets	503.6	965.4	819.
Total Assets	11,954.0	22,779.6	24,777.
Current Liabilities	2,929.6	5,630.3	5,187.
Account Payable and Other	836.0	1,231.0	1,295.
payable Short-term Borrowings	188.4	1,258.8	1,460.
Income Tax Payable	112.1	188.9	1,400.
Other Current Liabilities	1,793.1	2,951.6	2,327.
	,	,	,
Non-Current Liabilities	1,166.1	2,885.1	4,200.
Non-Current Finance Lease Obligations	273.3	1,318.2	1,626.
Deferred Income Tax Liabilities	249.0	756.8	1,142.
Other Non-Current Liabilities	643.8	810.1	1,431.
inance Assets	430.6	674.2	568.
Total Liabilities	4,526.2	9,189.6	9,955.
Paid-in Capital	44.3	44.6	44.
Capital Surplus	5,833.1	7,781.2	7,885.
Other Accumulated Earnings	18.6	77.1	19.
Accumulated Other	86.6	371.8	209.
Comprehensive Income			
Retained Earnings	316.3	1,709.6	3,063.
Minority Interest	1,128.8	3,605.6	3,599.
Total Equity	7,427.7	13,590.0	14,821.

Financial Statements Summary - Parent

Income Statement					
(in billion KRW)	2Q21	3Q21	4Q21	1Q22	2Q22
Total Revenue	521.4	468.4	652.3	596.2	596.4
Operating Expenses	424.1	371.9	520.8	473.1	459.4
Labor Cost	95.3	89.0	156.6	143.5	129.0
Cost of Revenue	221.6	163.8	234.6	197.5	190.2
Outsourcing / Infrastructure	64.7	73.5	66.2	64.2	64.5
Marketing Expense	4.5	4.9	6.9	4.2	5.4
Depreciation and Amortization Cost	32.1	33.9	46.3	50.9	53.7
Misc.	5.8	6.8	10.2	12.8	16.5
Operating Profit	97.3	96.5	131.5	123.1	137.0
Margin (%)	18.7%	20.6%	20.2%	20.6%	23.0%
Other Non-Operating	5.9	44.6	7.0	1,405.8	6.7
Income Other Non-Operating					
Expenses	10.7	8.6	49.9	25.5	2.4
Financial Income	18.4	49.2	123.3	45.5	43.0
Financial Expenses	2.7	17.6	8.5	21.7	47.9
Profit before Income Tax	108.1	164.1	203.5	1,527.2	136.5
Income Tax	10.0	(56.3)	94.1	382.8	30.9
Net Profit	98.2	220.5	109.4	1,144.4	105.5
EBITDAR	129.3	130.3	177.7	173.7	190.9
	148.9	137.4	222.3	199.9	213.2

Statement of Financial Position(in billion KRW)2020.12.31Current Assets1,782Cash and Cash Equivalents1,356S-T Financial Instruments65Account Receivable120Other Current Assets239Non-Current Assets5,563Investments in Associates, Subsidiaries and Joint2,393Ventures272Intangible Assets272Intangible Assets791	.9 1,478.7 .5 255.4 .5 152.2 .5 531.7 3.1 7,606.7 .4 3,547.8 2.1 312.6 .2 1,573.6 .3 2,172.7	2022.6.30 2,178.2 823.9 181.1 1,048.2 9,602.7 3,848.4 383.4 1,609.3 3,761.7
Cash and Cash Equivalents1,356.S-T Financial Instruments65Account Receivable120Other Current Assets239Non-Current Assets5,563Investments in Associates,5,563Subsidiaries and Joint2,393.Ventures272Intangible Assets272Intangible Assets2,106Other Non-current Assets791.	.9 1,478.7 .5 255.4 .5 152.2 .5 531.7 3.1 7,606.7 .4 3,547.8 2.1 312.6 .2 1,573.6 .3 2,172.7	823.9 181.1 125.1 1,048.2 9,602.7 3,848.4 383.4 1,609.3 3,761.7
S-T Financial Instruments65Account Receivable120Other Current Assets239Non-Current Assets5,563Investments in Associates,5Subsidiaries and Joint2,393Ventures272Tangible Assets272Intangible Assets2,106Other Non-current Assets791	.5 255.4 .5 152.2 .5 531.7 3.1 7,606.7 .4 3,547.8 2.1 312.6 .2 1,573.6 .3 2,172.7	181.1 125.1 1,048.2 9,602.7 3,848.4 383.4 1,609.3 3,761.7
Account Receivable120Other Current Assets239Non-Current Assets5,563Investments in Associates, Subsidiaries and Joint2,393.Ventures71Tangible Assets272Intangible Assets2,106Other Non-current Assets791.	.5 152.2 .5 531.7 .1 7,606.7 .4 3,547.8 .1 312.6 .2 1,573.6 .3 2,172.7	125.1 1,048.2 9,602.7 3,848.4 383.4 1,609.3 3,761.7
Other Current Assets239Non-Current Assets5,563Investments in Associates, Subsidiaries and Joint2,393.Ventures7angible Assets272Intangible Assets2,106Other Non-current Assets791.	.5 531.7 .1 7,606.7 .4 3,547.8 .1 312.6 .2 1,573.6 .3 2,172.7	1,048.2 9,602.7 3,848.4 383.4 1,609.3 3,761.7
Non-Current Assets5,563Investments in Associates, Subsidiaries and Joint2,393Ventures272Tangible Assets272Intangible Assets2,106Other Non-current Assets791	3.1 7,606.7 .4 3,547.8 3.1 312.6 .2 1,573.6 .3 2,172.7	9,602.7 3,848.4 383.4 1,609.3 3,761.7
Investments in Associates,Subsidiaries and Joint2,393.Ventures272Tangible Assets272Intangible Assets2,106Other Non-current Assets791.	.4 3,547.8 2.1 312.6 .2 1,573.6 .3 2,172.7	3,848.4 383.4 1,609.3 3,761.7
Subsidiaries and Joint2,393Ventures772Tangible Assets272Intangible Assets2,106Other Non-current Assets791	2.1 312.6 .2 1,573.6 .3 2,172.7	383.4 1,609.3 3,761.7
Ventures272Tangible Assets2,106Other Non-current Assets791	2.1 312.6 .2 1,573.6 .3 2,172.7	383.4 1,609.3 3,761.7
Intangible Assets2,106Other Non-current Assets791	.2 1,573.6 .3 2,172.7	1,609.3 3,761.7
Other Non-current Assets 791	.3 2,172.7	3,761.7
Total Assats	.5 10.024.7	11 701 0
Total Assets 7,345		11,781.0
Current Liabilities 1,421	.6 2,299.1	2,215.0
Account Pavable and Other	-	
payable 1,035	.7 493.5	466.2
Short-term Borrowings 58.	.0 342.2	374.3
Income Tax Payable 49.		46.8
Other Current Liabilities 278	3.1 1,408.0	1,327.8
Non-Current Liabilities 598	.5 1,171.3	1,809.3
Non-Current Finance Lease 121. Obligations	.9 1,076.1	1,340.4
Deferred Income Tax	2	
Liabilities 108	.2 -	351.5
Other Non-Current Liabilities 368	.3 95.2	117.4
Total Liabilities 2,020	.1 3,470.4	4,024.3
Daid in Capital	2 // C	// -
Paid-in Capital 44 Capital Surplus 4,986		44.5 5,630.3
Other Accumulated Earnings 18.	,	5,630.3
Accumulated Other		
Comprehensive Income 66	.5 240.5	132.3
Retained Earnings 209	0.1 702.8	1,929.8
Total Equity 5,325	.4 6,554.2	7,756.7
Total Liabilities & Equity 7,345		11,781.0

1) Adjusted EBITDAR : included equity compensation expense

Thank You



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