kakao

3Q 2022 | Kakao Investor Relations



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Kakao Ecosystem

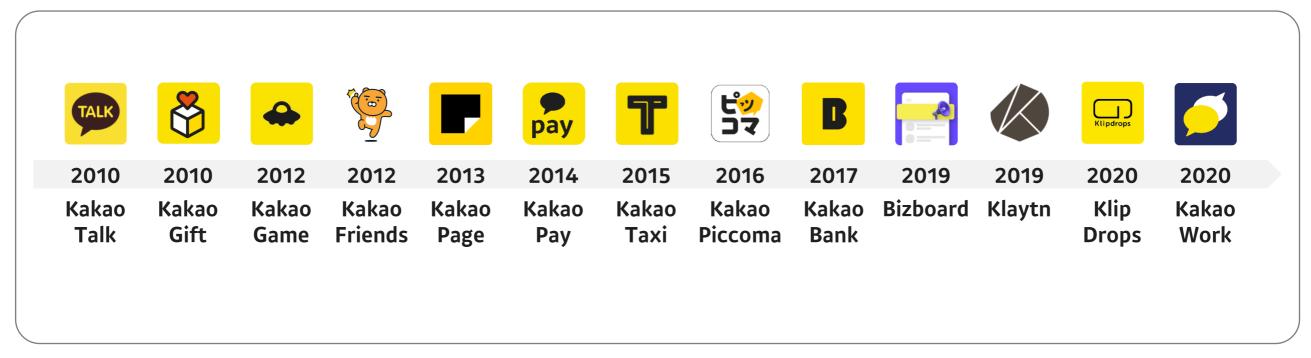
Kakao Business Financial Overview Mission

Making a Better World with People and Technology

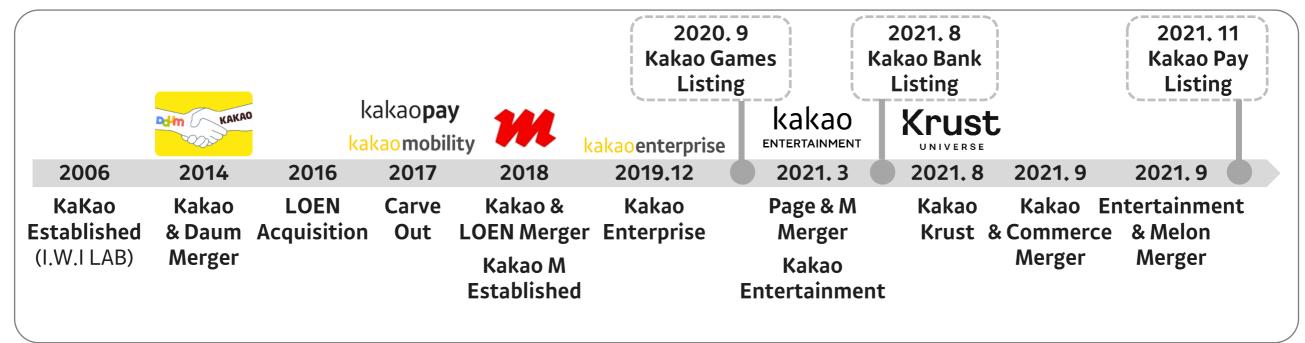


History

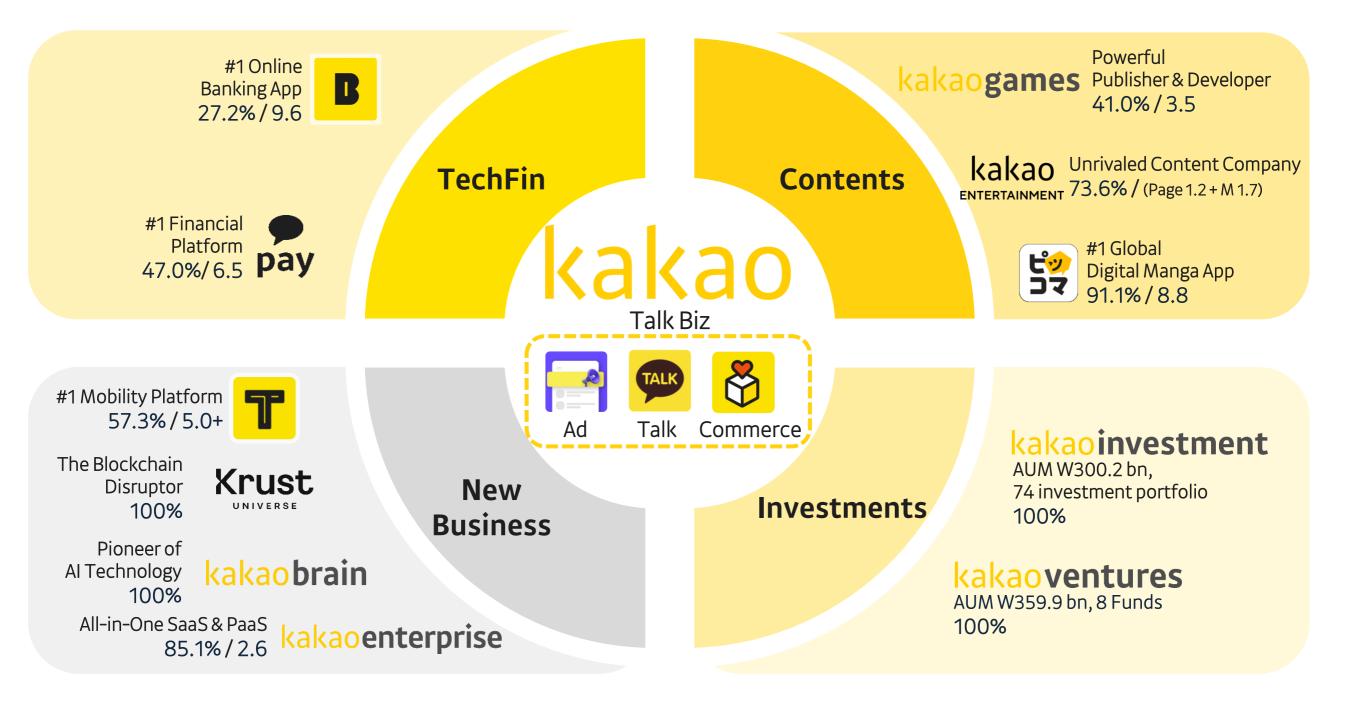
Innovative Service Launch



Changes in Business Structure & Listing of Subsidiaries



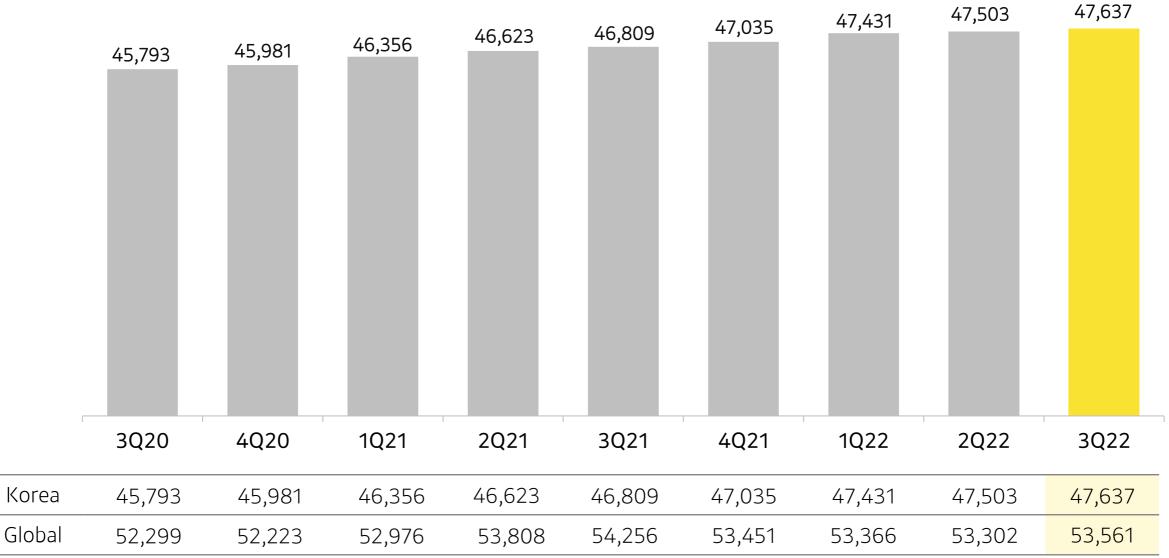
• Kakao's Stake (%) / Transaction Valuation (KRW tn)¹⁾



Kakao Ecosystem Kakao Business Financial Overview Monthly Active Users in Korea Grew by +828K YoY, +134K QoQ

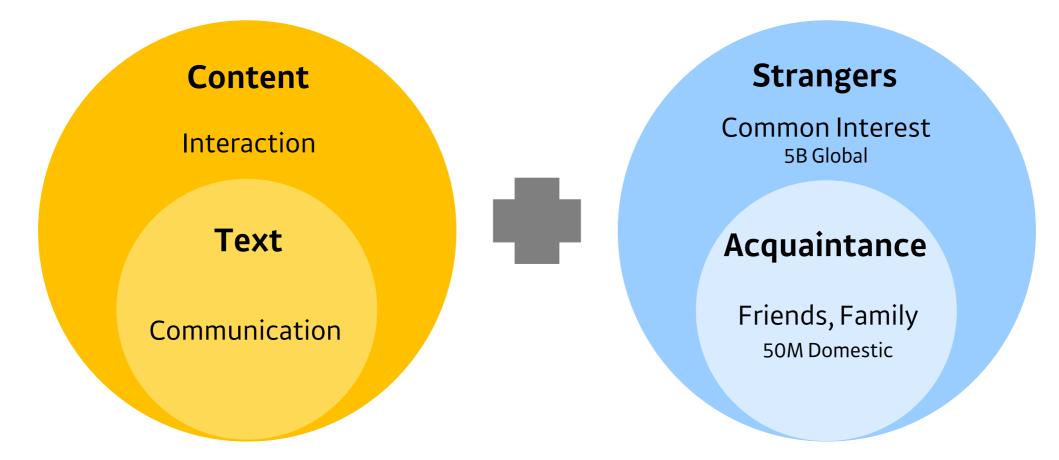


(in thousands)



Average of monthly MAUs. Global includes domestic MAUs.

From real-time communication service for 1% to **all-around interaction service for 99%**

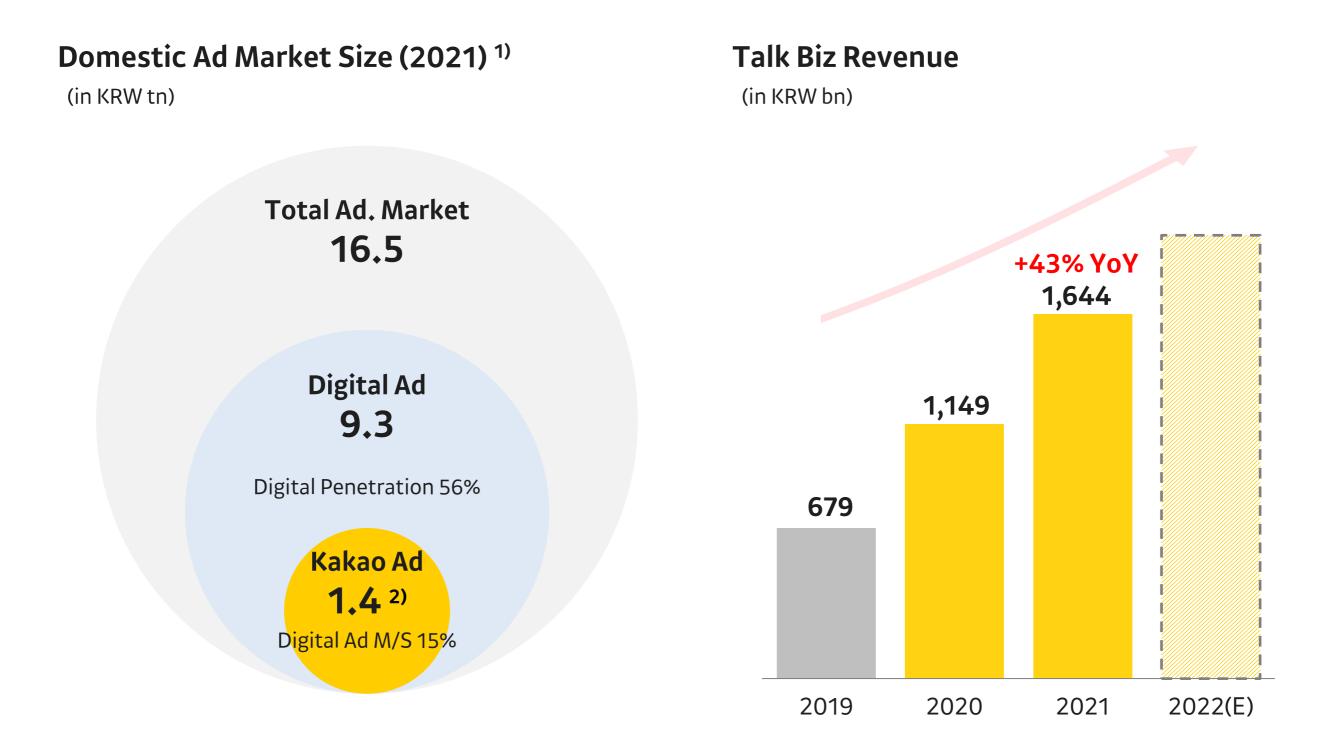


1. Kakao Talk - more light communication

2. Open Link - interest-oriented service

Paradigm Shift in Advertising Industry

Significant Growth Opportunity in KakaoTalk as a Biz Platform

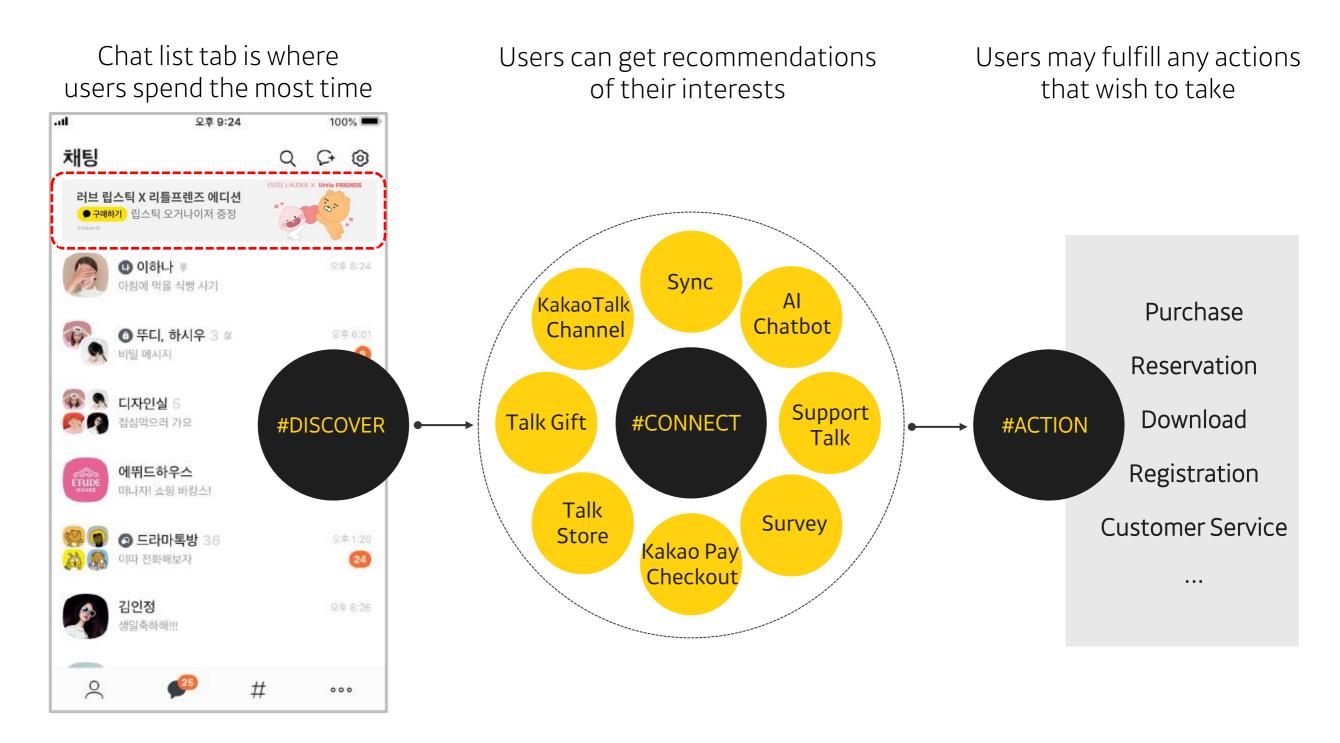


1) Source KOBACO, 2021 Korea Advertising Expenditure Research (2021.12)

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

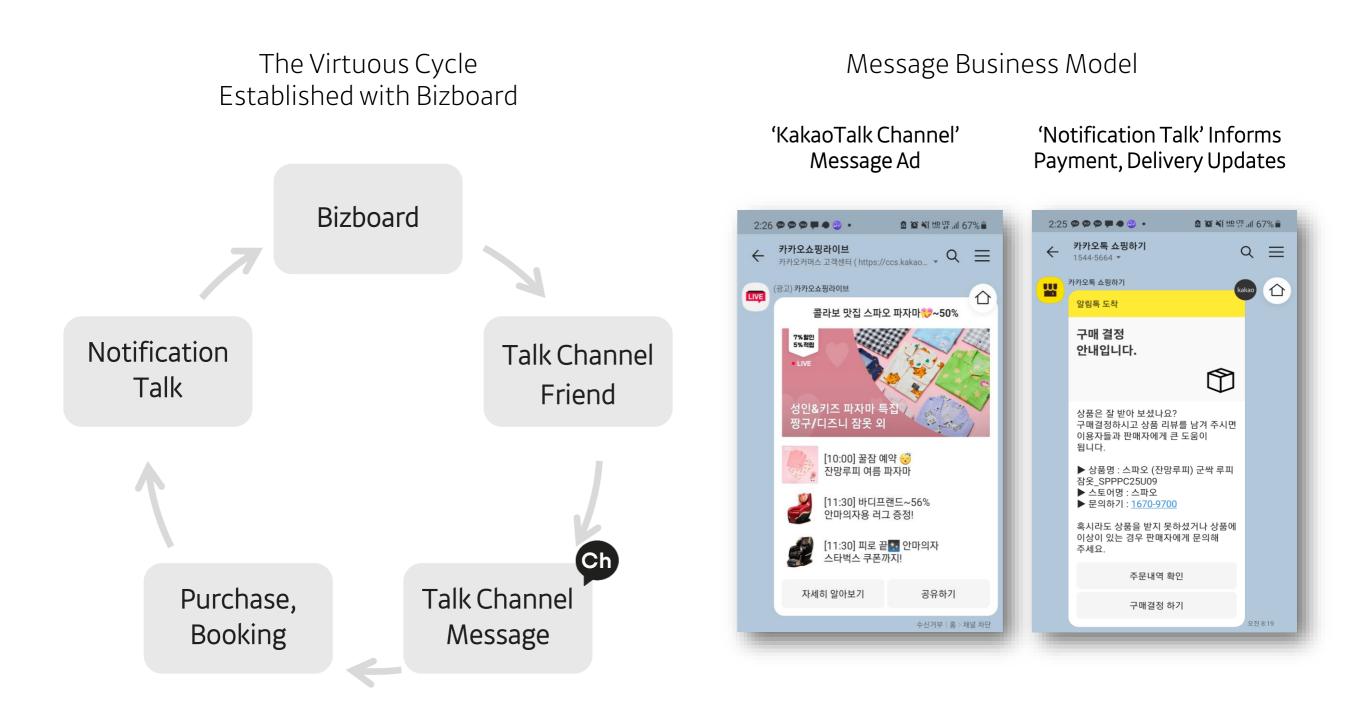
Talk Biz Advertising (Kakao Bizboard)

New Innovative Way to Connect 47 million Mega Traffic



Talk Biz Advertising (Message Ad)

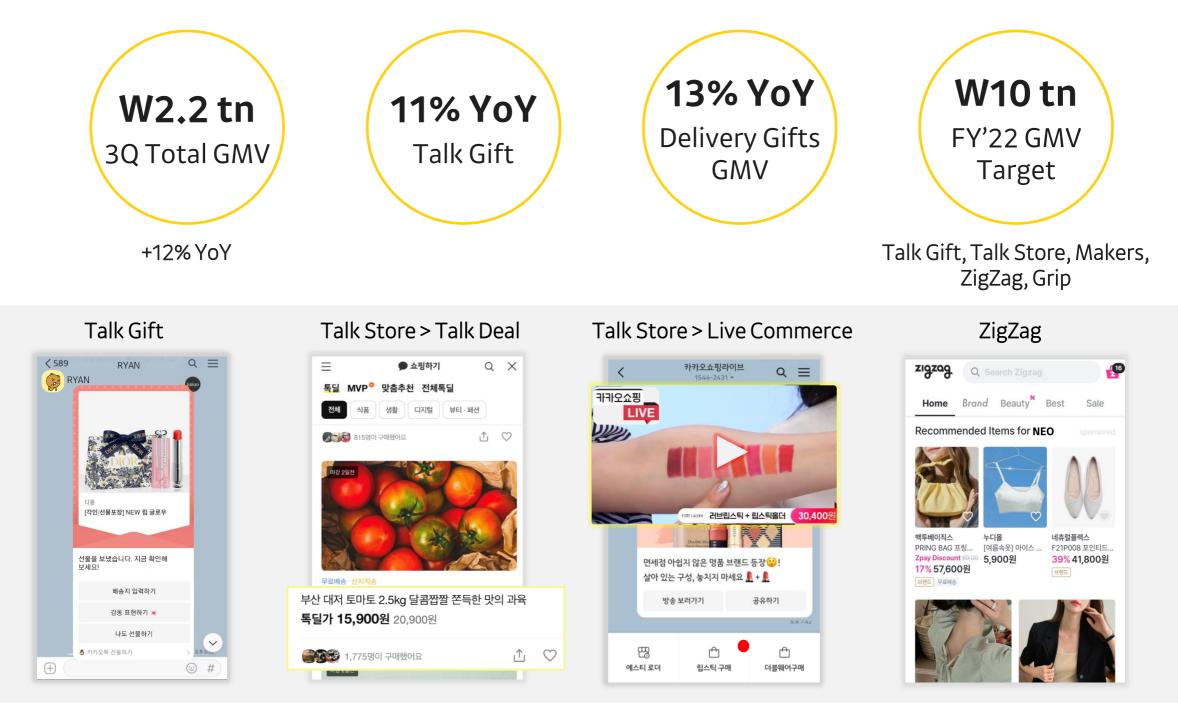
Virtuous Cycle with Bizboard, KakaoTalk Channel and Notification Talk



Talk Biz Commerce

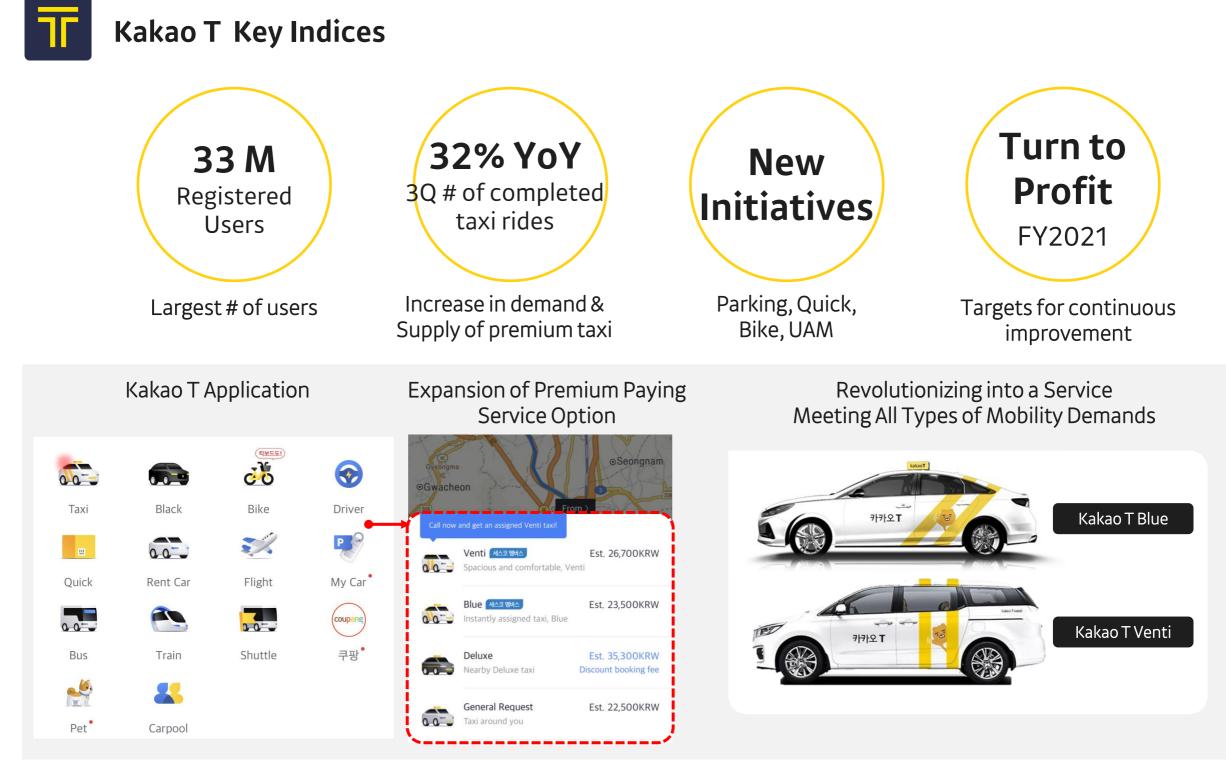
From Leveraging the Social Graph to any Talk-based Transactions

kakaocommerce Key indices

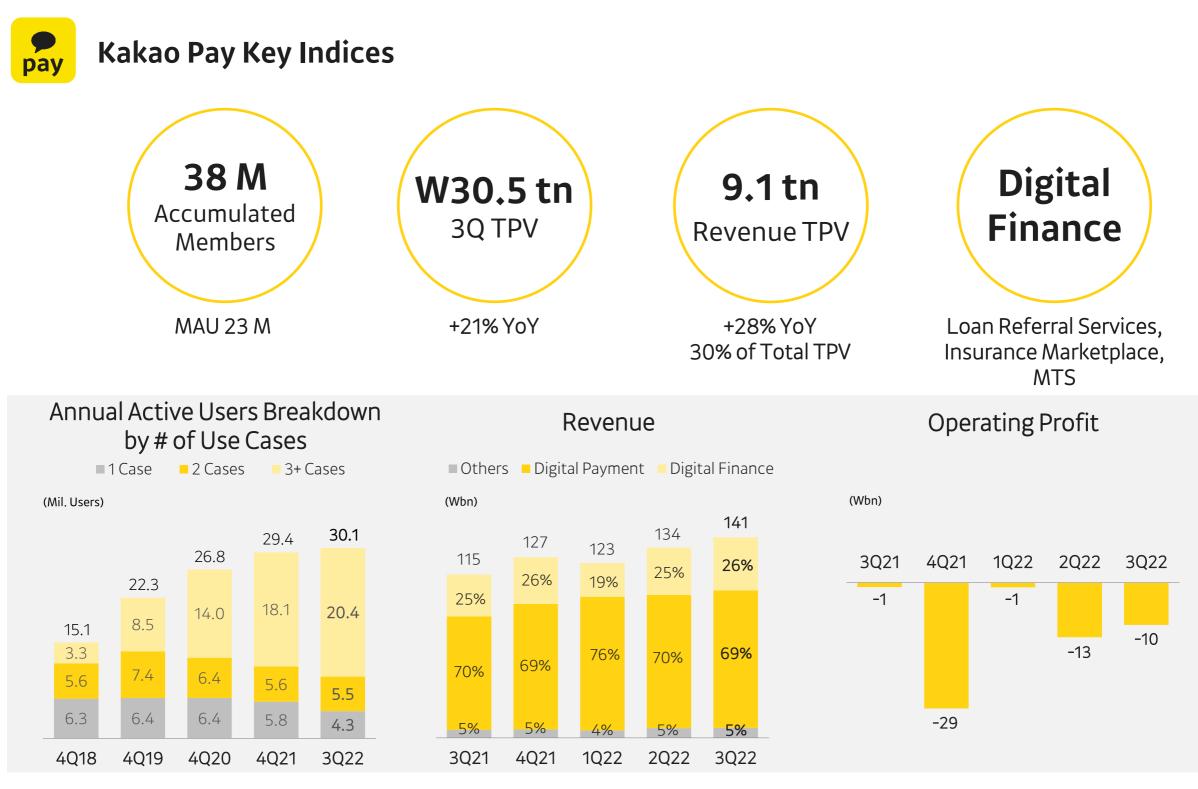


Mobility

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



No.1 Comprehensive Daily Financial Platform

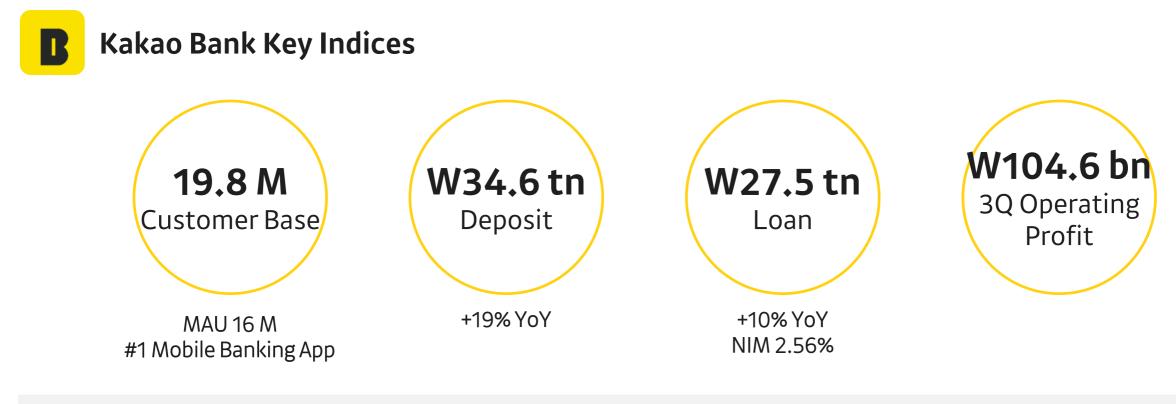


1) Key Indices as of 3Q22

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

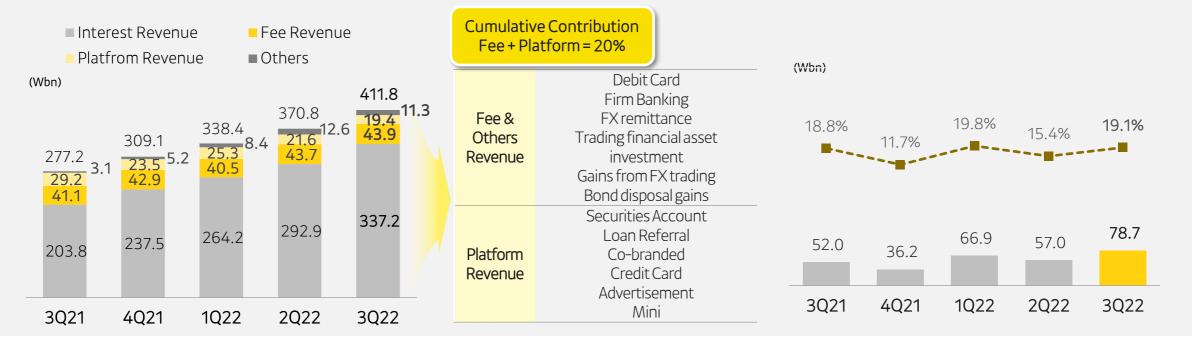
Kakao Bank

No.1 Online Banking with Innovative User-Friendly Technology



Solid Growth from Fee Revenue + Platform Revenue

Net Profit (M)



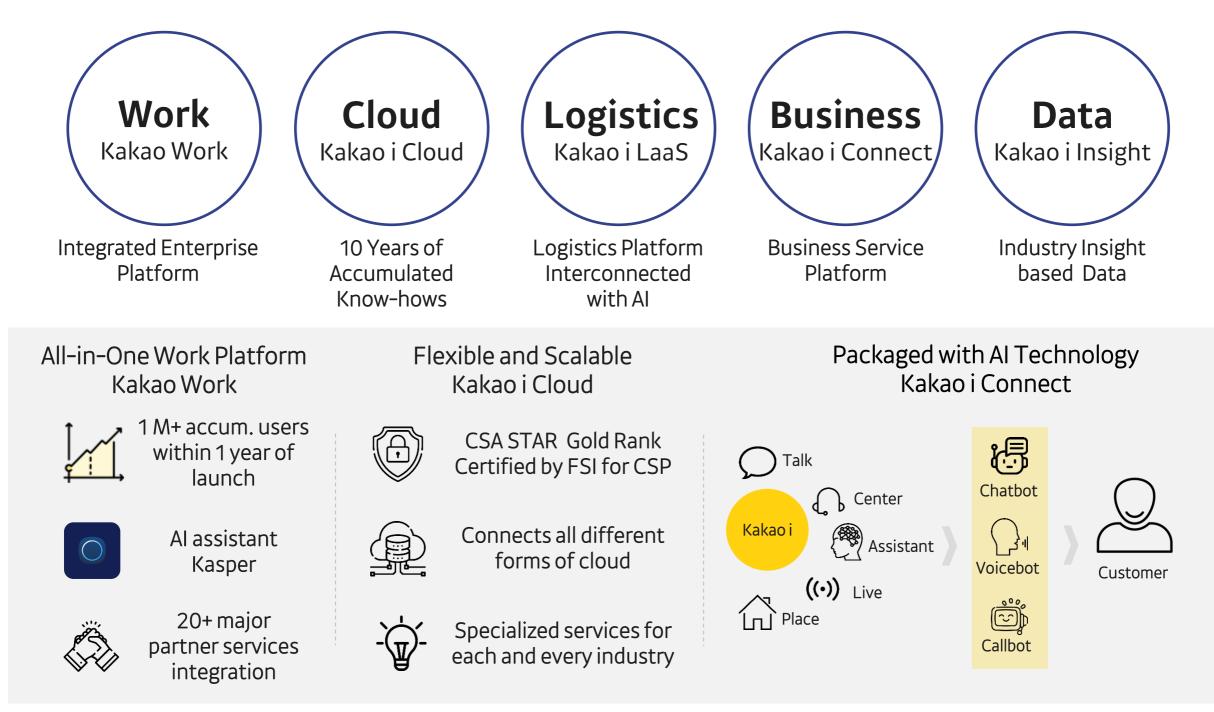
1) Key Indices as of 3Q22

2) 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

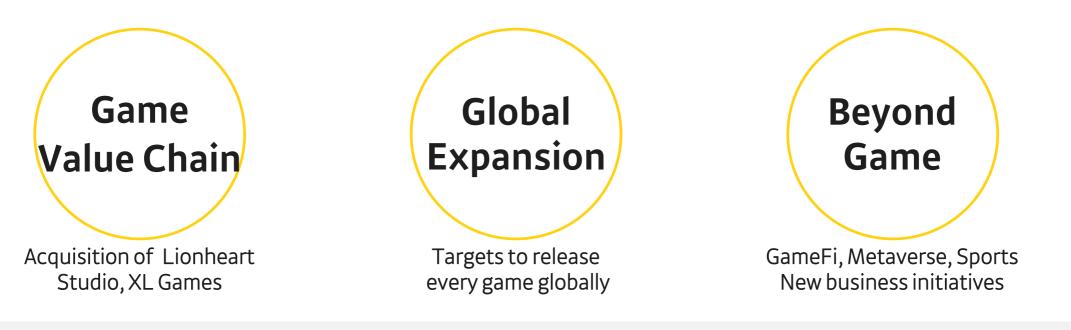


Klaytn Ecosystem						
<u>GameFi</u>		<u>NFT</u>	<u>DeFi/Exchange</u>			
Kakao Games/Bora	O BORA	Klip Drops	INANCE			
Netmarble/MarbleX		Klaytn NFT Marketplace				
		🕗 OpenSea	KLAYswap			
Neowiz/Neopin	ア	One of 4 blockchains to be registered on world's largest NFT marketplace	ClaimSwap			

Kakao Games

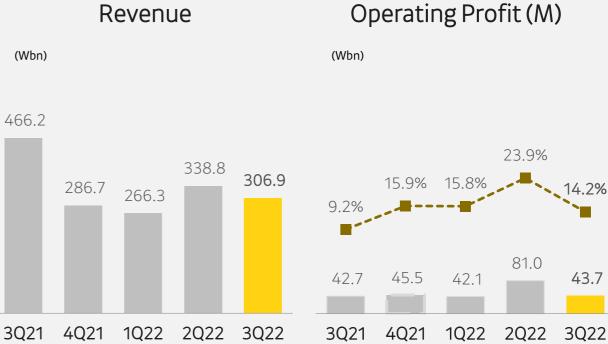
Multi-Platform Game Company Encompassing PC and mobile

Kakao Games Key Indices



Core Line-up

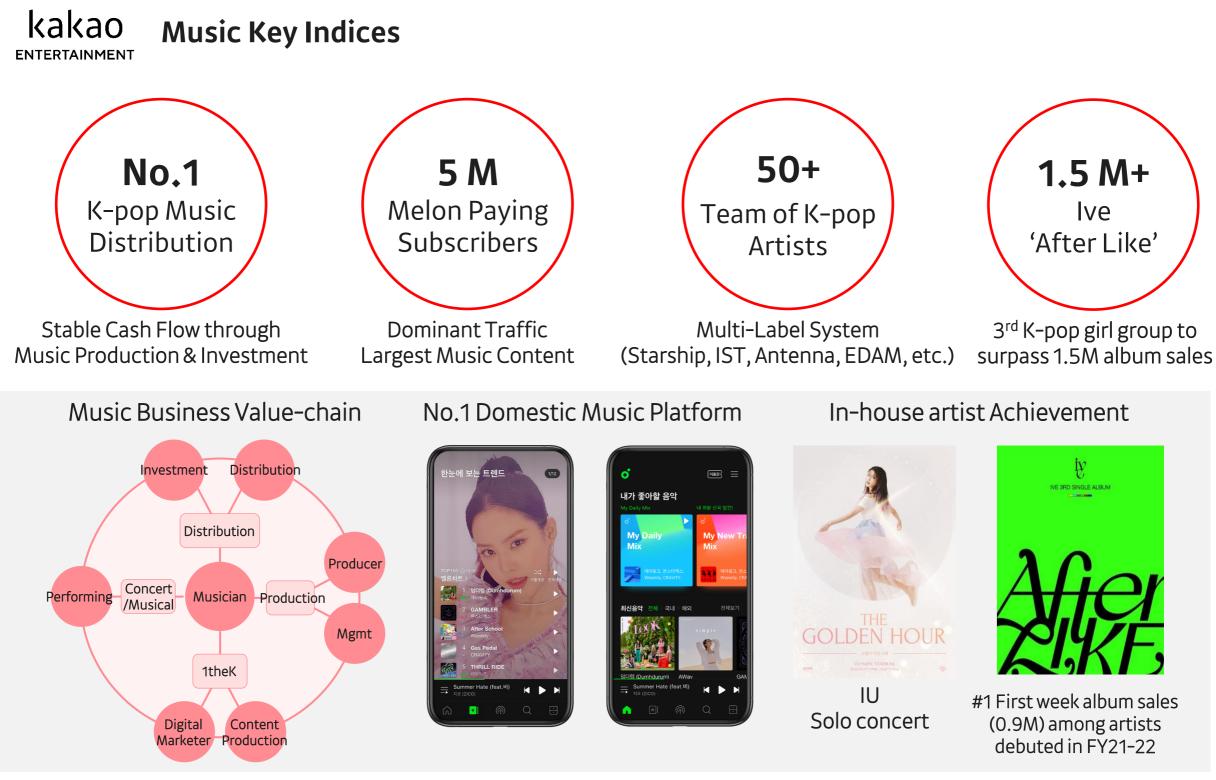
Schedule	Title	Genre (Region)	In-house/Publishing (Developer)
	Birdie Shot	Sports Casual (Global)	In-house (Metabora)
4Q22	Bora Battle	Causal (Global)	In-house (Metabora, etc.)
	Dysterra	Survival FPS (Global)	Publishing (Reality Magic)
1022	Eversoul	Collectible RPG (Global- excl. Japan, China)	Publishing (NineArk)
1Q23 ArcheAge War Odin: Valhalla Rising		MMORPG (Domestic)	In-house (XL Games)
		MMORPG (Japan)	In-house (Lionheart)
2Q23	Ares: Rise of Guardians	MMOPRG (Domestic)	Publishing (Second Dive)
Goddess Order		Action RPG (Global- excl. China)	Publishing (Load Complete)
3Q23	Eversoul	Collectible RPG (Japan)	Publishing (NineArk)
4Q23	Odin: Valhalla Rising	MMORPG (N.America, Europe)	In-house (Lionheart)



1) Key Indices as of 3Q22

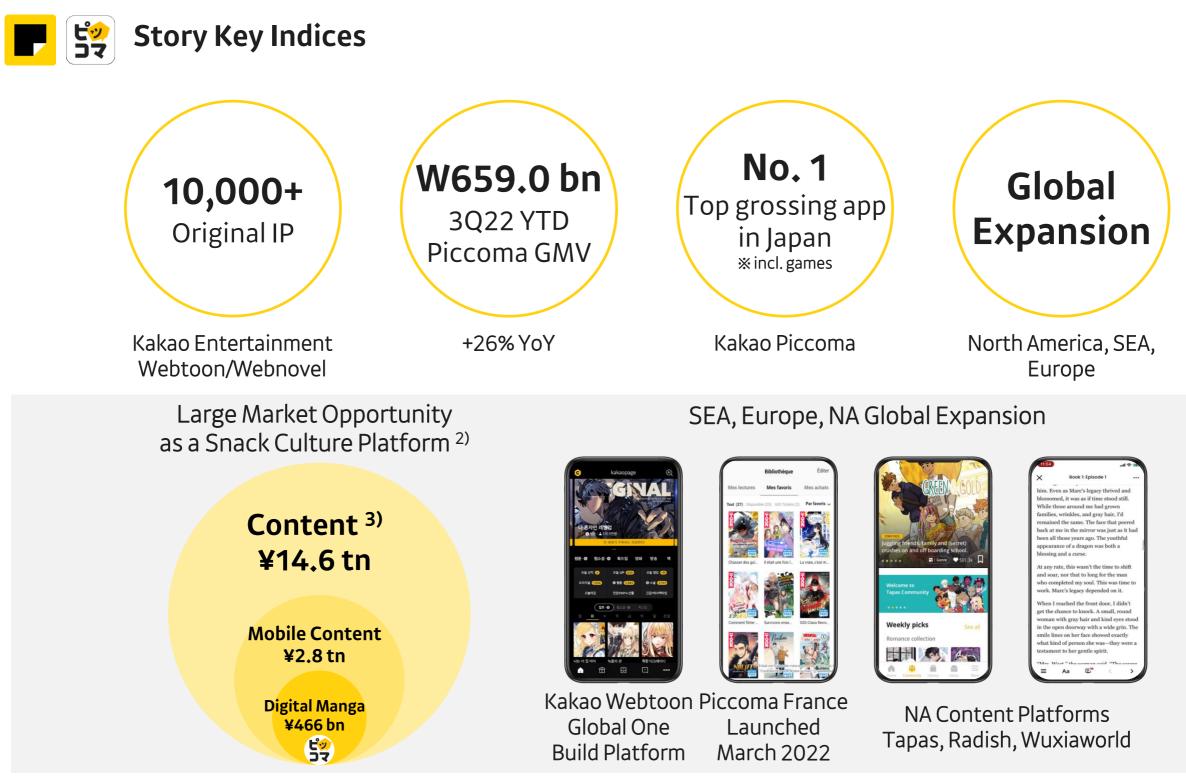
2) Kakao Games' stand-alone financials may differ from Kakao consolidated financials

Expansion of In-house Artist, backed by solid growth from Melon



Story

Strengthen IP competitiveness and Mid·Long-term growth momentum

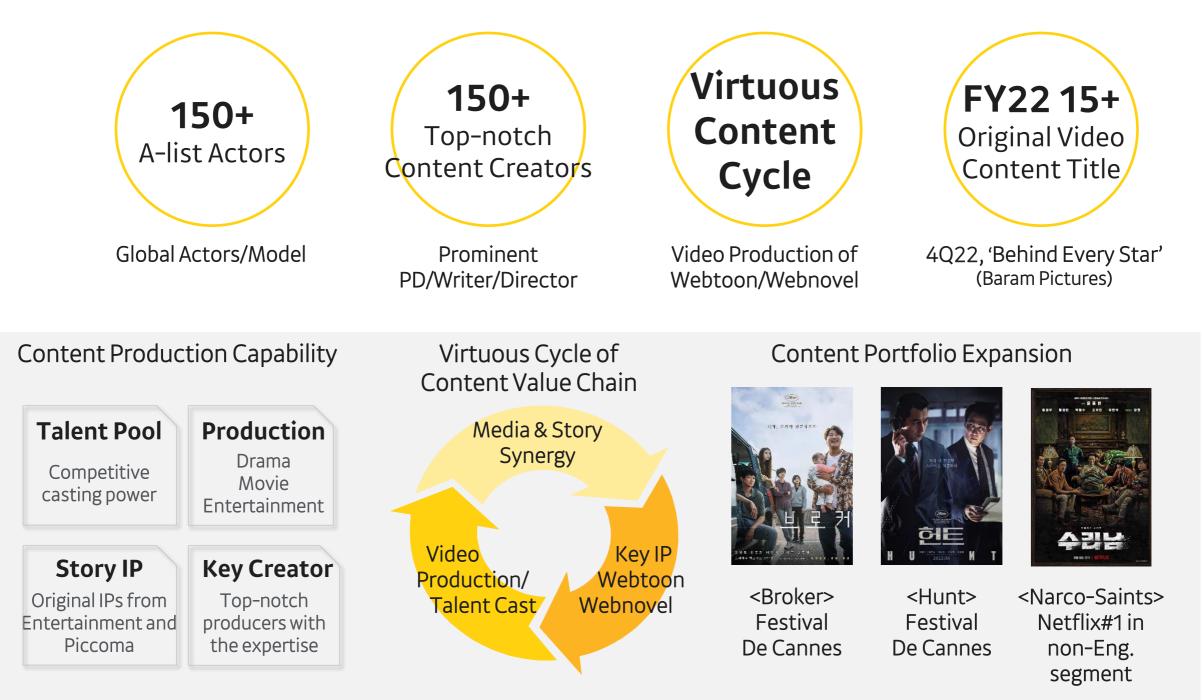


Key Indices as of 3Q22
Source: METI, Overview of global and Japan content market (Feb.2020), Mobile Content Forum (Jul.2021), IC, Digital book business research (Aug.2021)
Content market includes advertising spending for music, publishing, movie, game and character (both physical and digital)

Distinguished Content Production Capability and Content Portfolio

kakao Media Key Indices

ENTERTAINMENT

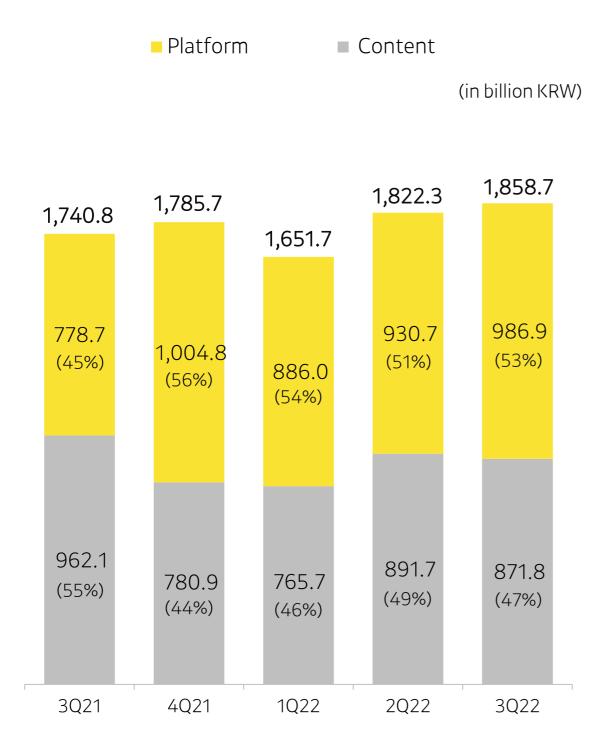


Kakao Ecosystem Kakao Business Financial Overview

Revenue

Q3 Revenue YoY +7% / QoQ +2%

Mix - Platform 53% : Content 47%

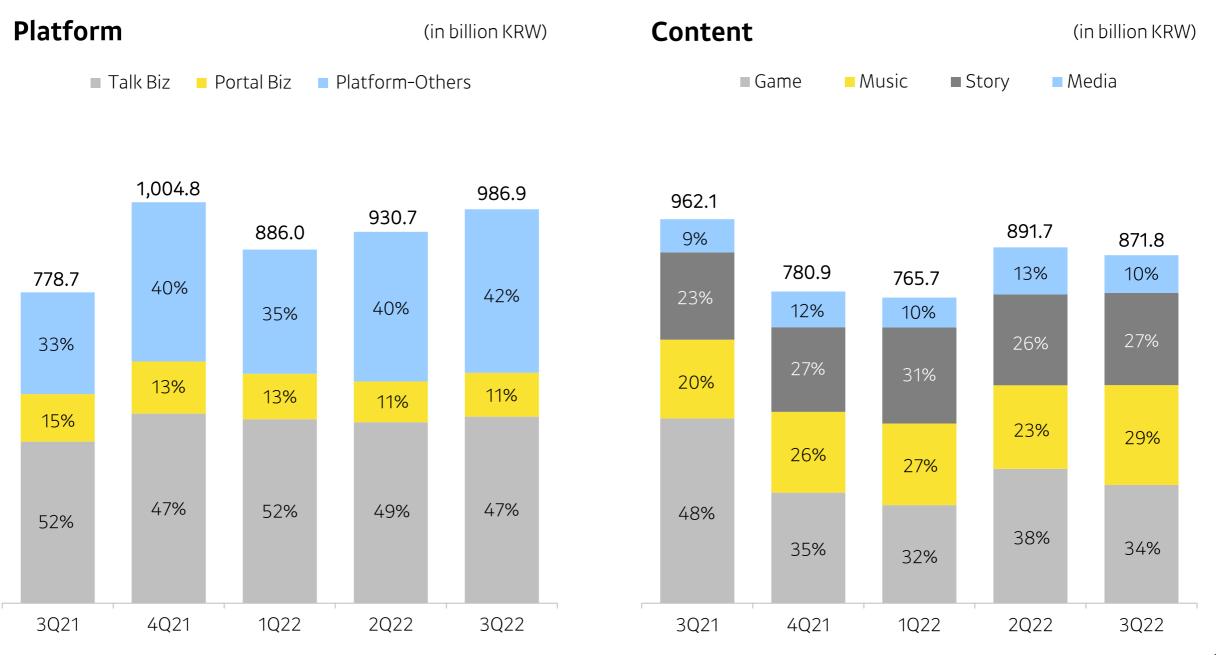


Revenue Breakdown						
Platform Porta Platfo		Advertising - Bizboard, Talk Channel, Emoticon				
	Talk Biz	Commerce - Gift, Store, Makers, Kakao Friends Online				
	Portal Biz	Daum PC / Mobile Kakao Story / Style / Page Other Subsidiaries' Ad				
	Platform- Others	Mobility, Pay, Enterprise, Blockchain,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

Platform / Content

Platform YoY +27% / QoQ +6%

Content YoY -9% / QoQ -2%



Platform | Talk Biz Portal Biz Platform-Others

Talk Biz YoY +15% / QoQ +3%

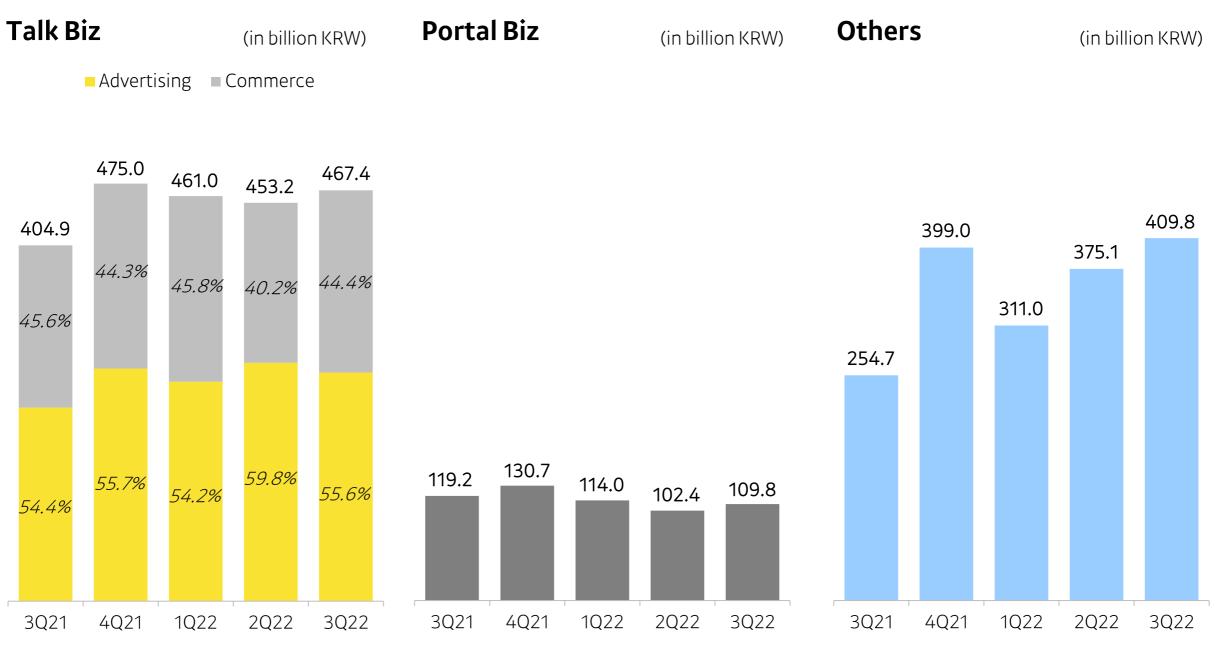
Portal Biz YoY -8% / QoQ +7%

Others YoY +61% / QoQ +9%

Solid Growth of Talk Channel and Talk Gift

YoY Decrease due to Change in Accounting Method and Deconsolidation of Subsidiaries

Mobility - Full Recovery of Mobility Demand Pay - Strong TPV Growth of Payment/Financial Services



Content | Game Music

Game YoY -36% / QoQ -12%

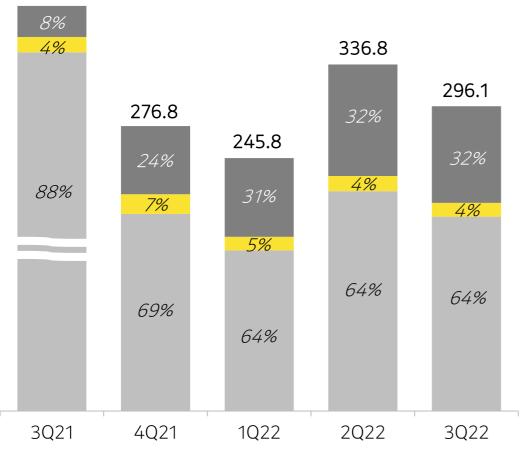
Music YoY +27% / QoQ +20%

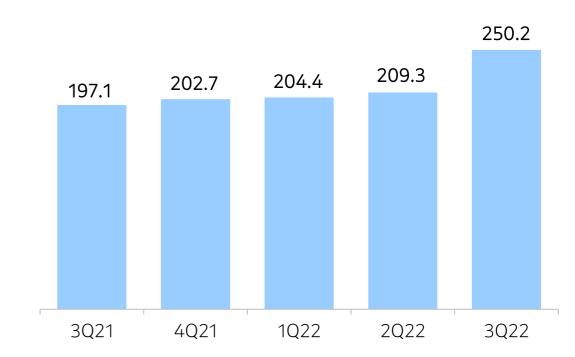
Revenue Stabilization of 'Odin'

Increase in Album and Concert Sales of In-house Artists









Content | Story Media

Story YoY +6% / QoQ +2%

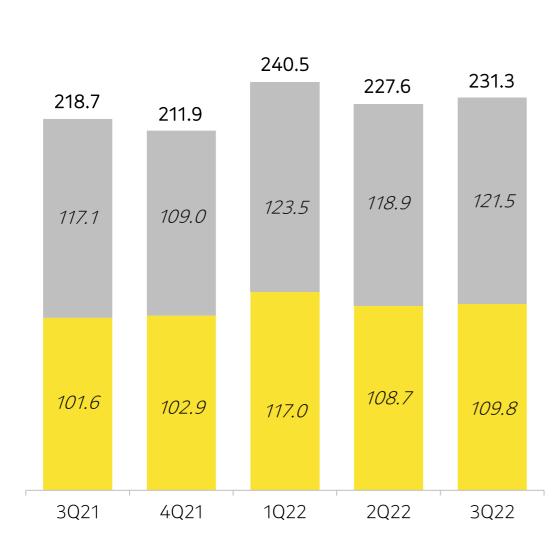
└─ Entertainment +8% (y) / +1% (q), Piccoma +4% (y) / +2% (q)

■ Entertainment ■ Piccoma¹⁾

Media YoY +13% / QoQ -20%

Story

(in billion KRW)

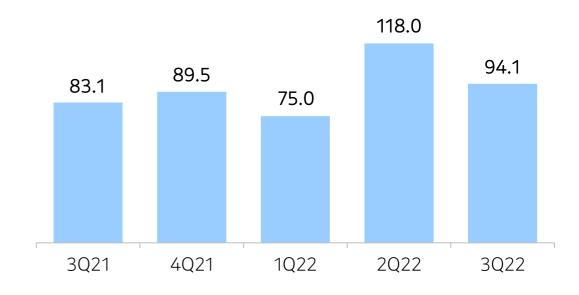


Steady Growth from High User Retention & Original IPs Despite Marketing Expense Cut Piccoma - Excluding FX Effect +13% (y), +2% (q)

YoY Increase thanks to <Narco-Saints> and Production Line-up Expansion

Media

(in billion KRW)



Earnings Summary

(in billion KRW)

	3Q21	2Q22	3Q22	Cha	nge
	JUZI	ZQZZ	JUZZ	YoY	QoQ
Total Revenue	1,740.8	1,822.3	1,858.7	7%	2%
Platform	778.7	930.7	986.9	27%	6%
Talk Biz	404.9	453.2	467.4	15%	3%
Portal Biz	119.2	102.4	109.8	-8%	7%
Platform - Others	254.7	375.1	409.8	61%	9%
Content	962.1	891.7	871.8	-9%	-2%
Game	463.1	336.8	296.1	-36%	-12%
Music	197.1	209.3	250.2	27%	20%
Story	218.7	227.6	231.3	6%	2%
Media	83.1	118.0	94.1	13%	-20%
Operating Expenses	1,572.6	1,651.3	1,708.4	9%	3%
Operating Profit	168.2	171.0	150.3	-11%	-12%
Margin (%)	9.7%	9.4%	8.1%	-1.6%pt	-1.3%pt
Net Profit	866.3	101.2	137.2	-84%	36%
Controlling Interests	779.1	67.6	106.3	-86%	57%
Non-controlling Interests	87.2	33.6	30.8	-65%	-8%

Operating Expenses

(in billion KRW)

	3Q21	2Q22	3Q22	Cha	nge
	5921		5422	YoY	QoQ
Operating Expenses	1,572.6	1,651.3	1,708.4	9%	3%
Labor Cost	307.2	426.2	433.3	41%	2%
Cost of Revenue	805.8	654.8	711.4	-12%	9%
Outsourcing / Infrastructure	197.8	235.8	238.4	21%	1%
Marketing Expense	148.1	150.3	112.0	-24%	-26%
Depreciation and Amortization Cost	89.1	135.6	153.0	72%	13%
Misc.	24.7	48.6	60.4	144%	24%

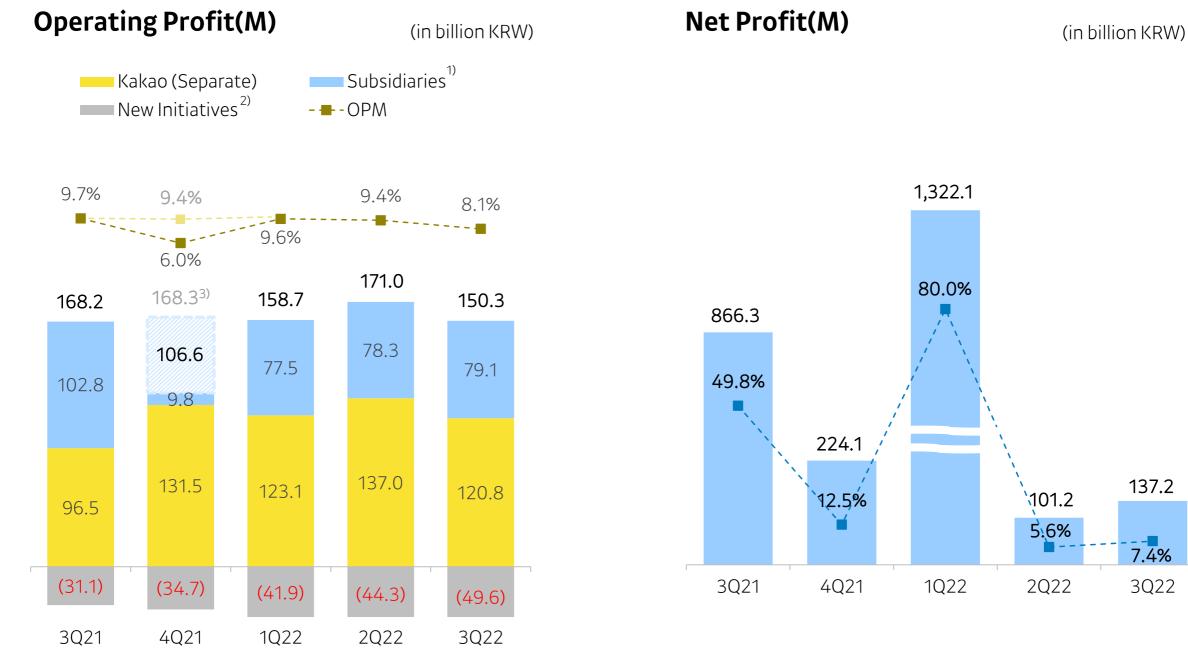
Profits



Net Profit YoY -84% / QoQ +36%

YoY Decrease due to Increase in Investment in New Initiatives and Profit Decrease from Major Subsidiaries

High-base of Prior Year due to Gain from Disposal of Equity Shares



Subsidiaries: All business segment excluding Kakao & New Initiatives
New Initiatives : Ka
Operating profit excluding one-off incentive (-61.7B)

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

CapEx / Employees

CapEx YoY +82% / QoQ +1% Investment in IDC and Content Employees YoY +2,504 / QoQ +369 Conservative Hiring for New Business and Global Business CapEx **Employees** (in billion KRW) (# of people) Kakao Subsidiaries Intangible - - Capex to Revenue PP&E 15,678 15,309 186.7 185.5 14,929 14,178 13,174 43.3 65.7 12,178 11,918 11,581 102.7 102.3 10,790 10,111 84.1 34.2 48.6 143.4 39.2 119.8 68.5 44.8 53.7 3,500 3,388 3,348 3,391 3,063 10.2% 10.0% 5.7% 5.1% 5.9% 3Q21 4Q21 1Q22 2Q22 3Q22 3Q21 4Q21 1Q22 2Q22 3Q22

CapEx is based on the cash outflow for new acquisition of tangible and intangible assets
CapEx for previous quarters has also been changed
3Q22 CapEx is based on consolidated K-IFRS that have not been audited. The number will be finalized and changed on 4Q22 Earnings Results PT

Financial Statements Summary – Consolidated

Income Statement					
(in billion KRW)	3Q21	4Q21	1Q22	2Q22	3Q22
Total Revenue	1,740.8	1,785.7	1,651.7	1,822.3	1,858.7
Platform	778.7	1004.8	886.0	930.7	986.9
Talk Biz	404.9	475.0	461.0	453.2	467.4
Portal Biz	119.2	130.7	114.0	102.4	109.8
New Biz	254.7	399.0	311.0	375.1	409.8
Content	962.1	780.9	765.7	891.7	871.8
Game	463.1	276.8	245.8	336.8	296.1
Music	197.1	202.7	204.4	209.3	250.2
Story	218.7	211.9	240.5	227.6	231.3
Media	83.1	89.5	75.0	118.0	94.1
Operating Expenses	1,572.6	1,679.1	1,493.0	1,651.3	1,708.4
Labor Cost	307.2	515.8	420.0	426.2	433.3
Cost of Revenue	805.8	648.2	584.4	654.8	711.4
Outsourcing / Infrastructure	197.8	233.8	204.6	235.8	238.4
Marketing Expense	148.1	128.8	114.6	150.3	112.0
Depreciation and	89.1	119.8	130.8	135.6	153.0
Amortization Cost Misc.	24.7	32.8	38.7	48.6	60.4
		0210			
Operating Profit	168.2	106.6	158.7	171.0	150.3
Margin (%)	9.7%	6.0%	9.6%	9.4%	8.1%
Other Non-Operating	799.6	813.4	1,665.3	138.6	133.6
Income	755.0	015.4	1,005.5	150.0	155.0
Other Non-Operating Expenses	20.7	360.7	48.4	34.4	35.7
Financial Income	43.9	67.7	68.5	69.8	63.4
Financial Expenses	90.4	90.6	94.7	73.3	67.1
Equity-method gain	176.6	63.1	45.4	10.0	23.7
Equity-method loss	5.4	46.0	35.2	45.1	31.5
Profit before Income Tax	1,071.8	553.5	1,759.6	236.5	236.7
Income Tax	205.5	329.4	437.5	135.3	99.5
Net Profit	866.3	224.1	1,322.1	101.2	137.2
Controlling Interests	779.1	76.8	1,303.1	67.6	106.3
Non-controlling Interests	87.2	147.2	19.0	33.6	30.8
EBITDAR	255.1	225.4	288.5	306.1	301.8
Adjusted EBITDAR ¹⁾	269.8	298.7	332.0	345.5	335.2

1)	Adjusted EDITDAD	included equity con	noncation overance
1)	AUJUSLEUEDIIDAR	included equity con	npensation expense

(in billion KRW)	2020.12.31	2021.12.31	2022.9.30
Current Assets	4,462.9	8,102.2	8,286.
Cash and Cash Equivalents	2,877.5	5,231.5	4,555.3
S-T Financial Instruments	694.1	1,573.6	1,154.4
Account Receivable	247.4	398.1	420.
Other Current Financial Assets	225.1	319.1	297.8
Other Current Assets	418.9	579.9	1,858.
Non-Current Assets	6,987.4	13,712.0	16,385.
Investments in Associates and Joint Ventures	1,504.4	3,215.8	2,743.
Tangible Assets	430.7	554.9	787.0
Intangible Assets	3,351.6	6,347.8	7,168.
Other Non-current Assets	1,700.8	3,593.5	5,685.
		-	
inance Assets	503.6	965.4	773.
Total Assets	11,954.0	22,779.6	25,445.
Current Liabilities	2,929.6	5,630.3	5,273.
Account Payable and Other payable	836.0	1,231.0	1,347.
Short-term Borrowings	188.4	1,258.8	1,351.
Income Tax Payable	112.1	188.9	118.
Other Current Liabilities	1,793.1	2,951.6	2,457.
Non-Current Liabilities	1,166.1	2,885.1	4,353.
Non-Current Finance Lease	273.3	1,318.2	1,605.
Obligations			
Deferred Income Tax Liabilities	249.0	756.8	1,148.
Other Non-Current Liabilities	643.8	810.1	1,599.
inance Assets	430.6	674.2	541.
Total Liabilities	4,526.2	9,189.6	10,168.
Paid-in Capital	44.3	44.6	44.
Capital Surplus	5,833.1	7,781.2	7,915.
Other Accumulated Earnings	18.6	77.1	31.
Accumulated Other	86.6	371.8	300.
Comprehensive Income	316.3	1700 6	2 160
Retained Earnings Minority Interest	1,128.8	1,709.6 3,605.6	3,169. 3,816.
Total Equity	7,427.7	13,590.0	15,276 .
Total Liabilities & Equity	11,954.0	22,779.6	25,445.

Financial Statements Summary - Parent

3Q21	4Q21	1Q22	2Q22	3Q22
468.4	652.3	596.2	596.4	613.4
371.9	520.8	473.1	459.4	492.7
89.0	156.6	143.5	129.0	128.6
163.8	234.6	197.5	190.2	209.9
73.5	66.2	64.2	64.5	67.5
4.9	6.9	4.2	5.4	7.6
33.9	46.3	50.9	53.7	61.8
6.8	10.2	12.8	16.5	17.2
96.5	131.5	123.1	137.0	120.8
20.6%	20.2%	20.6%	23.0%	19.7%
44.6	7.0	1,405.8	6.7	4.2
8.6	49.9	25.5	2.4	10.4
49.2	123.3	45.5	43.0	39.4
17.6	8.5	21.7	47.9	43.8
164.1	203.5	1,527.2	136.5	110.2
- 56.3	94.1	382.8	30.2	33.3
220.5	109.4	1,144.4	106.2	76.9
130.3	177.7	173.7	129.3	181.2
	468.4 371.9 89.0 163.8 73.5 4.9 33.9 6.8 96.5 20.6% 44.6 8.6 49.2 17.6 164.1 17.6 164.1 - 56.3 220.5	468.4 652.3 371.9 520.8 89.0 156.6 163.8 234.6 73.5 66.2 4.9 6.9 33.9 46.3 6.8 10.2 96.5 131.5 20.6% 20.2% 44.6 7.0 8.6 49.9 49.2 123.3 17.6 8.5 164.1 203.5 56.3 94.1 220.5 109.4	468.4 652.3 596.2 371.9 520.8 473.1 89.0 156.6 143.5 163.8 234.6 197.5 73.5 66.2 64.2 4.9 6.9 4.2 33.9 46.3 50.9 6.8 10.2 12.8 96.5 131.5 123.1 20.6% 20.2% 20.6% 44.6 7.0 1,405.8 8.6 49.9 25.5 49.2 123.3 45.5 17.6 8.5 21.7 164.1 203.5 1,527.2 56.3 94.1 382.8 220.5 109.4 1,144.4	468.4 652.3 596.2 596.4 371.9 520.8 473.1 459.4 89.0 156.6 143.5 129.0 163.8 234.6 197.5 190.2 73.5 66.2 64.2 64.5 4.9 6.9 4.2 5.4 33.9 46.3 50.9 53.7 6.8 10.2 12.8 16.5 96.5 131.5 123.1 137.0 20.6% 20.2% 20.6% 23.0% 44.6 7.0 1,405.8 6.7 8.6 49.9 25.5 2.4 49.2 123.3 45.5 43.0 17.6 8.5 21.7 47.9 - 56.3 94.1 382.8 30.2 - 220.5 109.4 1,144.4 106.2

Statement of Financial	Position		
(in billion KRW)	2020.12.31	2021.12.31	2022.9.30
Current Assets	1,782.4	2,418.0	2,420.5
Cash and Cash Equivalents	1,356.9	1,478.7	725.1
S-T Financial Instruments	65.5	255.4	61.0
Account Receivable Other Current Assets	120.5	152.2	127.3
Other Current Assets	239.5	531.7	1,507.1
Non-Current Assets	5,563.1	7,606.7	9,601.2
Investments in Associates,			
Subsidiaries and Joint Ventures	2,393.4	3,547.8	3,852.9
Tangible Assets	272.1	312.6	451.5
Intangible Assets	2,106.2	1,573.6	1,614.2
Other Non-current Assets	791.3	2,172.7	3,682.6
Total Assets	7,345.5	10,024.7	12,021.7
Current Liabilities	1,421.6	2,299.1	2,406.8
Account Payable and Other payable	1,035.7	493.5	545.6
Short-term Borrowings	58.0	342.2	416.0
Income Tax Payable	49.8	55.5	43.5
Other Current Liabilities	278.1	1,408.0	1,401.6
Non-Current Liabilities	598.5	1,171.3	1,796.2
Non-Current Finance Lease Obligations	121.9	1,076.1	1,331.4
Deferred Income Tax	108.2		340.3
Liabilities		-	
Other Non-Current Liabilities	368.3	95.2	124.5
Total Liabilities	2,020.1	3,470.4	4,202.9
Daid-in Capital	44.3	44.6	1. I. E
Paid-in Capital Capital Surplus	44.3 4,986.9	44.6 5,489.2	44.6 5,630.4
Other Accumulated Earnings	-,500.5	77.1	31.2
Accumulated Other			
Comprehensive Income	66.5	240.5	105.2
Retained Earnings	209.1	702.8	2,007.4
Total Equity	5,325.4	6,554.2	7,818.8
Total Liabilities & Equity	7,345.5	10,024.7	12,021.7

1) Adjusted EBITDAR : included equity compensation expense

Thank You



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