Investor Relations I May 2015



#### **Company Mission & Business Area**

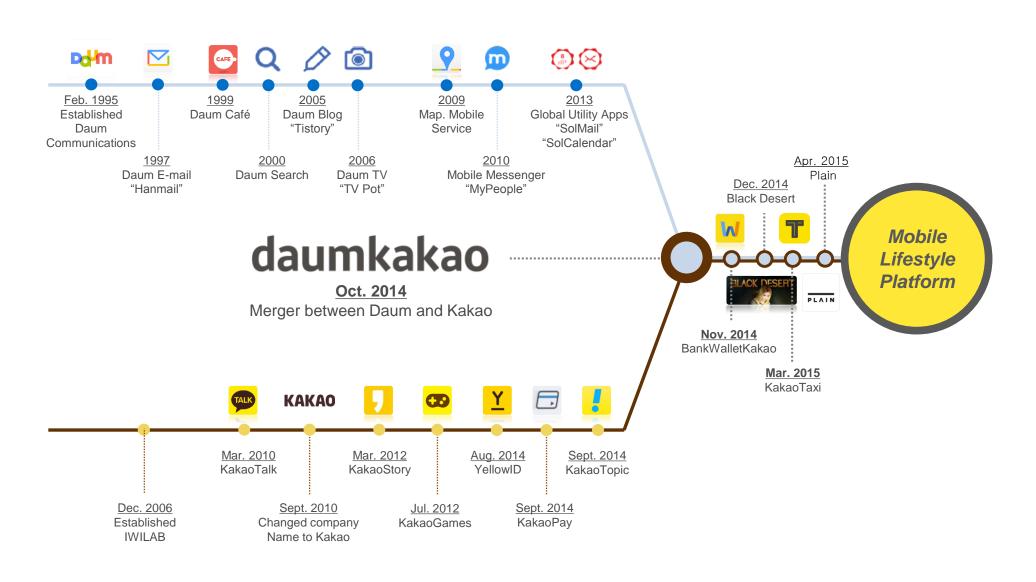
#### A Mobile Lifestyle Platform

Daum Kakao provides mobile lifestyle services that make everyday connections boundless and better

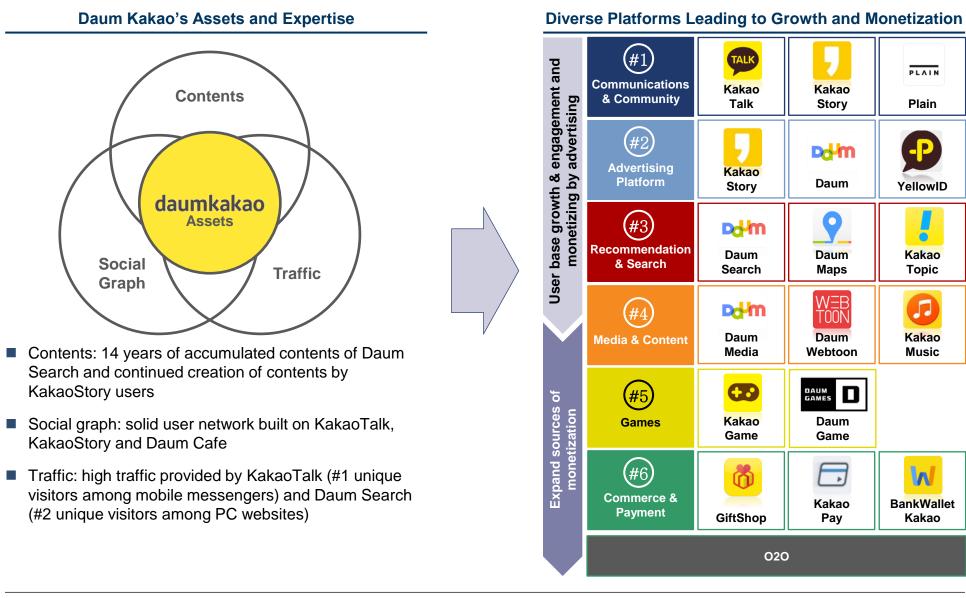
Our mission is to "Connect Everything" Connecting users, businesses, and more together on our platform in a way that touches every aspect of our lives



### **Created Through the Merger of Leading Internet & Mobile Platforms**



### **Diversified Platform Leveraging Content, Social Graph and User Traffic**





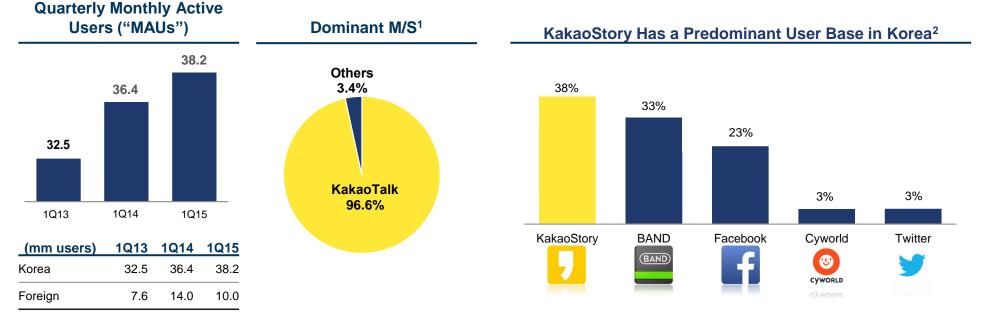


#### KakaoTalk

- Penetration: Over 96% of smartphone users in Korea are active users
- Continue to grow our domestic active users. Greater privacy & protection with new Secret Chat mode
- Serve as the spine and central platform for many of Daum Kakao's mobile services
- Free voice calls, share photos and videos with KakaoTalk friends
- Serviced worldwide in 230 countries in 15 different languages

#### KakaoStory

- Mobile based, photo-centric SNS built on KakaoTalk's social graph which allows sharing of photos, videos and thoughts
  - Key features include photo upload/editing, KakaoStory Channel, comments, hash tags, etc.
  - Via "KakaoStoryChannel", a user-friendly mini blog within KakaoStory, promotes spontaneous creation of contents and offers a differentiated medium of contents recommendation
- Advertising: launched in 3Q14, native/push advertisements are displayed within the KakaoStory newsfeed

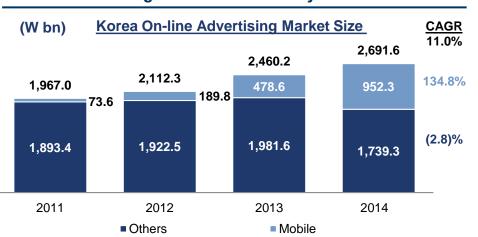


1. Based on monthly time spent; other messengers include LINE, MyPeople, TicToc, joyn.T and NateOn.

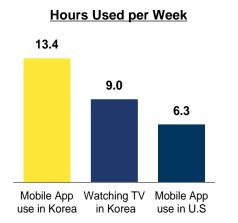
2. Based on MAU in April

### #2 Advertising Platform





#### Mobile Advertising Has Become the Key Growth Driver...<sup>1</sup>



- Korea is a most attractive mobile advertising environment
- Advertisers are shifting their strategic focus to mobile from the traditional channels

#### Attractive On-line/Mobile Consolidated Package Model



- Packaged advertising model via its various service platforms
- Significant cross-selling opportunities
- Maximize the point of user engagement

#### Daum Kakao's Advanced Advertising Systems Are Prepared to Thrive in the Growing Market

The Most Effective Market to Leverage Mobile Ad

<mark>⊳d-</mark> m Ad@m	•	Daum Ad@m, a unique mobile advertising system developed by Daum, connects advertisers to affiliate mobile websites and apps
	•	For both business and personal users, KakaoStory Channels offer exclusive ad spaces exposed to a wide range of users with similar interests
Y	-	YellowID offers a window of communication for small businesses to advertise interactively with customers on KakaoTalk
		<ul> <li>Over 100,000 YellowID accounts have been created, and there are 2mm+ SMEs in Korea.</li> </ul>

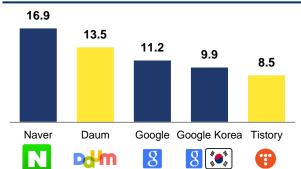
Source: Korea Online-ad Association <sup>1</sup> "Others" include display ads and search ads.

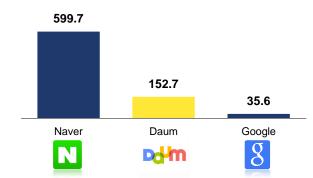
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Despite the lower search queries, Daum Search has a competitive unique visitor base compared to Naver, which implies that Daum Kakao is poised to successfully expand in the mobile search market, a completely new territory for competition

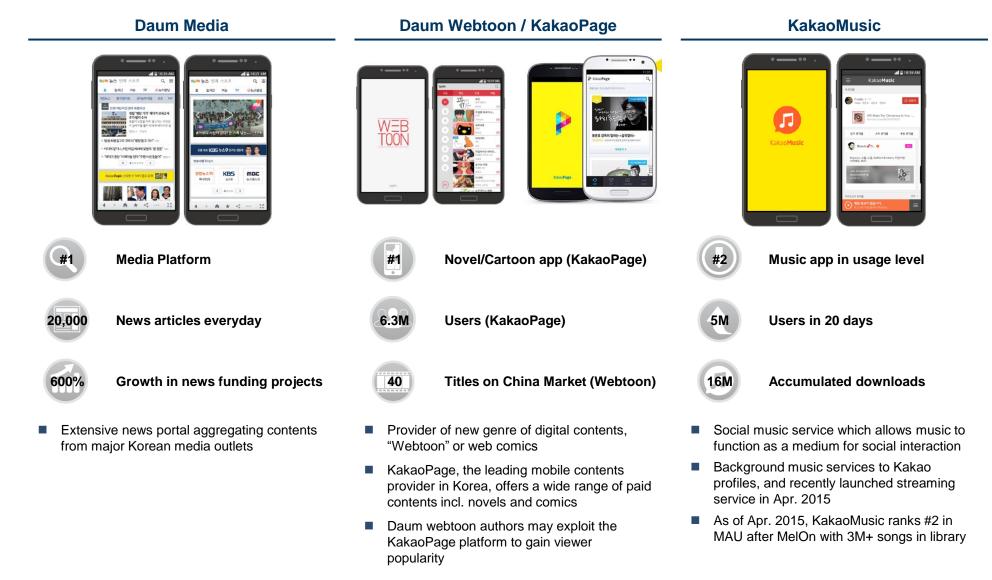
Source: Nielsen KoreanClick

<sup>1</sup> Million unique visitors as of April 2015.

<sup>2</sup> Based on queries from Feb. 9, 2015 to Feb. 15, 2015.

## **Media & Content**





#### 7



#### KakaoGame

Games

- Initially launched in July 2012, KakaoGame is the world's first social mobile gaming platform that has more than 630 game titles with approximately 520 million players
- Power of Daum Kakao's social graph has predominantly driven the overall market growth
- Potential growth in average revenue per paying user to come from switch to more "hardcore" and expensive games on the back of increased screen size, better smartphones and faster mobile 4G/LTE data plans
- Consistently enhancing KakaoGame's capability as a game marketing platform by launching Game Home Tab and advance reservation program

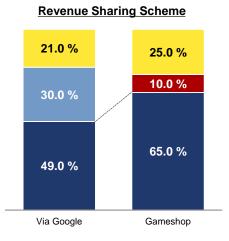
#### Introduction of Kakao GameShop

- Launched on Apr. 1, 2015, Kakao GameShop is an independent mobile gaming platform developed by Daum Kakao
- Daum Kakao's first independent mobile gaming platform, which introduced new revenue sharing scheme with developers and users
- Easily adoptable from developer's perspective to use Kakao GameShop platform
- Currently 28 games are available and expect more games to be launched through Kakao GameShop
- By offering relatively higher fee to mobile game developers compared to the precedent Google Play and iOS app stores, Daum Kakao expects an increased level of game developers' engagement in the platform

#### **Other Latest Developments**

- Black Desert, an online game published by Daum Game, launched on Dec.17 in 2014, drew positive response from users. Currently boasts 1.5m register users with 10,000+ PC Rooms.
- Announced a plan to enter the Chinese mobile game market, teaming up with China's Chukong Technologies to co-publish "Superstar SMTOWN" in the second quarter 2015. Developed by Korea's Dalcomsoft inc., "Superstar SMTOWN" is a rhythm game featuring top K-Pop stars from SM Entertainment.

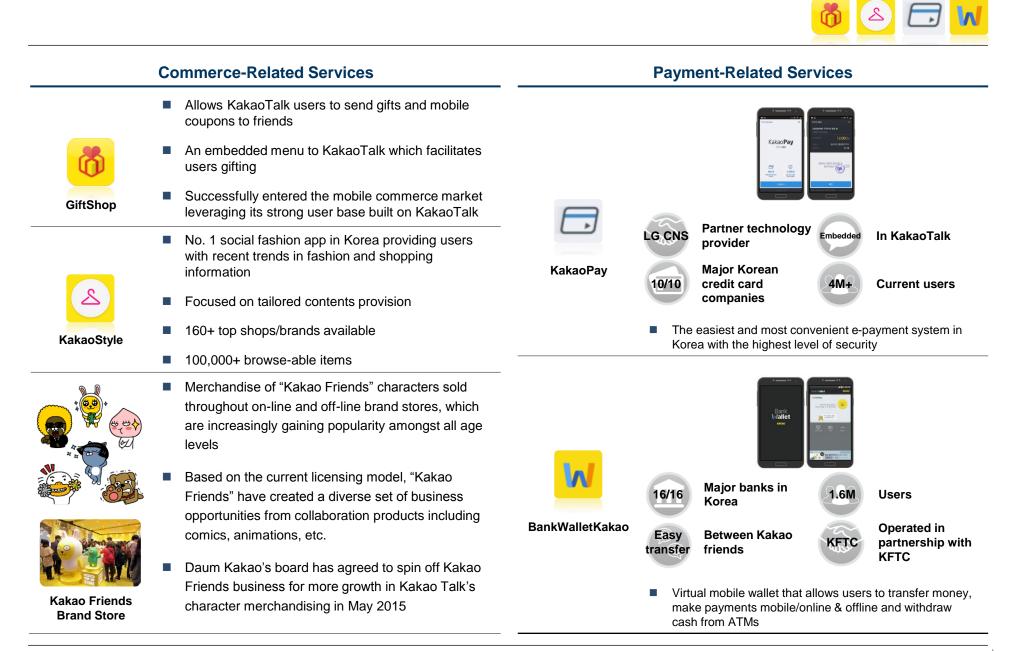
#### Key Highlights of GameShop



Partner Google User Kakao

- Fundamental rationale of Kakao game shop is to create "win-win" structure with developers and users
  - Developer's portion increase by 16% to 65% and user now take 10% which is new sharing scheme in the industry
  - Providing a more favorable ecosystem to developers, Daum Kakao will maximize incentives to use the Kakao channel

### #6 Commerce & Payment



### Latest Developments- KakaoTaxi

#### **Connecting On-line to Off-line**

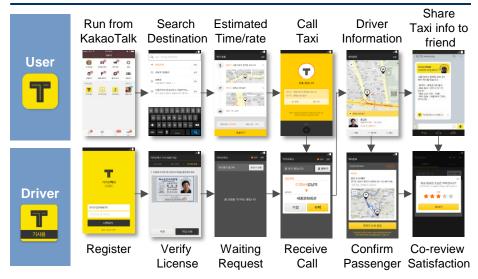


#### KakaoTaxi

- Launched in Mar. 2015, KakaoTaxi is an O2O mobile application servicing both taxi drivers and taxi passengers
  - On mobile devices, users are able to enter current location and destination to search nearest available drivers
- The first full-scale, nationwide mobile taxi application to be commercially serviced in Korea
- KakaoTaxi is fully offered as a free service, targeting to improve user engagement in the application and ultimately in other Kakao applications
- For the better service quality, taxi drivers and customers are asked to mutually rate each other upon termination of transportation

#### **Latest Operating Metrics** KakaoTaxi has +100% soft-landed after initial 70K 1M launch with in general positive response from both drivers and users Call-Taxi KakaoTaxi App Registered Coverage **Downloads** Rate Taxis

#### Service Scheme of KakaoTaxi



#### Key Highlights of KakaoTaxi

	<ul> <li>Easy user departure and destination search based on the location based GPS services</li> </ul>
Easy Access	<ul> <li>Easy access using KakaoTalk platform</li> </ul>
	<ul> <li>Provide estimated required time and fee rate at the initial search</li> </ul>
Safety/	<ul> <li>Provision in advance and recording log of information of taxi driver</li> </ul>
Security	<ul> <li>Sharing taxi and drive information to the friends at boarding</li> </ul>
	<ul> <li>Among 250,000 registered taxi in Korea, only 63,000 uses call-based services</li> </ul>
Expandability	<ul> <li>Call-taxi service platform and know-hows is easily expandable and transferrable</li> </ul>

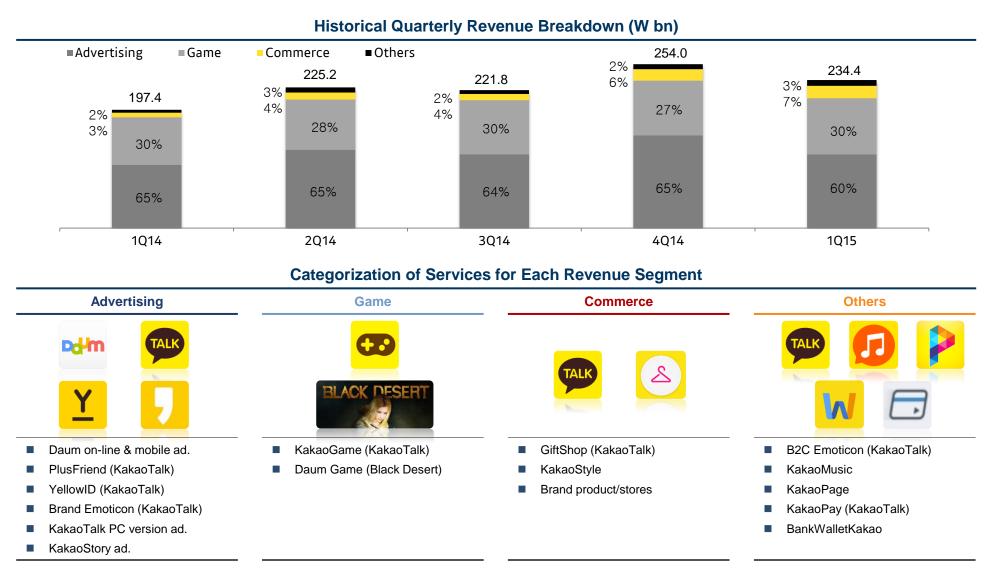
### **Financial Overview**

#### **Summary Quarterly Financials**

					(in million KRW)
	1Q15	4Q14	1Q14	QoQ	YoY
Total Revenue	234,392	254,046	197,365	-8%	19%
Advertising	141,753	165,363	128,688	-14%	10%
Game	69,991	68,289	59,273	2%	18%
Commerce	15,526	14,284	5,818	9%	167%
Others	7,122	6,110	3,586	17%	99%
Operating Expense	194,040	188,632	146,749	3%	32%
Operating Income	40,352	65,414	50,615	-38%	-20%
% of Revenue	17%	26%	26%	-9%p	-9%p
EBIT	41,344	62,551	47,134	-34%	-12%
Net Income	30,846	51,743	40,166	-40%	-23%
EBITDA	57,744	81,702	62,423	-29%	-7%

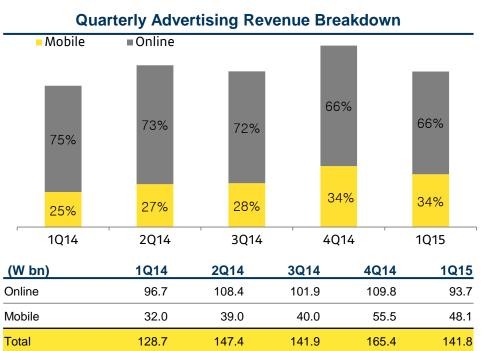
### **Financial Overview (Cont'd)**

#### Historical Revenue Breakdown and Service Segmentation

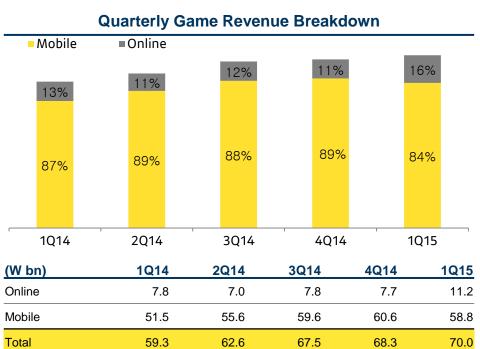


### **Financial Overview (Cont'd)**

#### **Advertising and Game Revenues**



- Mobile advertising, posting a 50% YoY growth
  - Total advertising revenue growth (1Q 2015): 10% YoY
  - Online advertising growth (1Q 2015): -3% YoY
- Strong performance of mobile advertising platforms is primarily attributable to KakaoStory's robust revenue growth and Daum Shopping How and Ad@m's solid service



- Game revenue has been highly dependent on the mobile platform: however, newly launched online game revenue is the core growth component in the overall game business
  - Online game revenue growth (1Q 2015): 44% YoY, 46% QoQ
  - Online game revenue growth (1Q 2015): 14% YoY, -3% QoQ
- KakaoGame's growth continues:
  - Total 630 "for Kakao" games by 400 publishers/developers partners
  - 20-30 new "for Kakao" games every month

### **Financial Overview (Cont'd)**

#### Expenses

				(ir	million KRW)
	1Q15	4Q14	1Q14	QoQ	YoY
OP Expenses	194,040	188,632	146,749	3%	32%
Labor costs <sup>1)</sup>	51,803	47,242	40,396	10%	28%
Fringe benefits	9,970	8,782	7,276	14%	37%
Depreciation	11,455	10,596	8,544	8%	34%
Rental fees	5,034	4,287	3,310	17%	52%
Commissions <sup>2)</sup>	52,645	55,865	40,489	-6%	30%
Advertising <sup>3)</sup>	17,221	9,116	10,817	89%	59%
Bad Debt Exp.	(21)	1,583	(1,074)	-	-
Amortization	5,937	5,692	3,264	4%	82%
Outsourcing fees	8,452	7,111	6,861	19%	23%
Ad agency fees <sup>4)</sup>	24,418	30,154	21,221	-19%	15%
Event fees	171	1,833	279	-91%	-39%
Others	6,955	6,371	5,366	9%	30%

1) Labor costs increased due to annual base salary increase for 2015 and increased in number of subsidiaries' employees

2) Commission decreased mainly due to decrease in TAC related to network ad revenue

3) Advertising increased due to various marketing activities on the newly launched services including KakaoTaxi and KakaoPay.

4) Ad agency fees decreased due to the decrease in the related advertising revenue

Appendix: Detailed Financial Statements Number of Employees / Subsidiaries

#### Daum Kakao Consolidated Financial Statements (Pro-forma)

Daum Kakao Consolidate	ed State	ments o	of Incom	е	
(in million KRW)	1Q14	2Q14	3Q14	4Q14	1Q15
Sales Revenues	197,365	225,172	221,803	254,046	234,392
Advertising Platform	128,688	147,443	141,915	165,36 3	141,753
Game Platform	59,273	62,574	67,464	68,289	69,991
Commerce Platform	5,818	8,806	7,756	14,284	15,526
Others	3,586	6,349	4,668	6,110	7,122
Operating Expenses	146,749	163,065	191,044	188,632	194,040
Labor costs	40,396	42,683	64,834	47,242	51,803
Fringe benefits	7,276	9,757	9,460	8,782	9,970
Depreciation	8,544	9,537	9,975	10,596	11,455
Rental fees	3,310	3,760	3,880	4,287	5,034
Commissions	40,489	43,951	49,532	55,865	52,645
Advertising	10,817	8,875	11,314	9,116	17,221
Bad debt expenses	-1,074	-23	-15	1,583	-21
Amortization	3,264	3,256	3,279	5,692	5,937
Outsourcing fees	6,861	8,080	7,826	7,111	8,452
Ad Agency fees	21,221	26,659	25,360	30,154	24,418
Event fees	279	410	307	1,833	171
Others	5,366	6,119	5,292	6,371	6,955
Operating Profit	50,615	62,107	30,759	65,414	40,352
<b>Operating Profit Margin</b>	25.6%	27.6%	13.9%	25.7%	17.2%
Other Revenues	207	1,267	175	485	1,339
Other Expenses	5,510	1,527	29,943	6,345	2,715
Financial Income	3,670	6,137	3,612	3,574	3,252
Financial Expenses	299	1,520	-188	69	330
Equity-method Income	-1,549	-1,558	-1,060	-508	-553
Gains on Equity method investments	-	-	-	181	35
losses on Equity method investments	1,549	1,558	1,060	689	588
Profit before Income Tax Expenses	47,134	64,905	3,730	62,551	41,344
Income Tax Expenses	6,968	9,033	-1,744	10,809	10,498
Net Profit from Continued Operations	40,166	55,872	5,474	51,743	30,846
Net Profit from Discontinued Operations	-	-	-11,790	-	-
Net Profit	40,166	55,872	-6,316	51,743	30,846
Net Profit of Controlling Interests	40,813	56,051	-5,127	51,914	31,097
Net Profit of Non-controlling Interests	-648	-179	-1,189	-171	-250

Immilion KRW)         2014.12.31         2015.03.31           Current Assets         798,291         841,003           Cash and Cash Equivalents         451,228         474,733           Short-term Financial Instruments         184,548         200,350           Accounts Receivable         108,431         109,699           Other Current Financial Assets         25,843         20,858           Other Current Assets         24,709         32,033           Non-Current Assets         24,709         32,033           Non-Current Assets         2,525         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         3,702         44,163           Other Non-current Financial Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         27,787         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Advances from Customers         34,488         23,484           Income Taxes Payable         -         10,030 <th>Daum Kakao Consolidated</th> <th>Statements of Fina</th> <th>ancial Position</th>	Daum Kakao Consolidated	Statements of Fina	ancial Position
Cash and Cash Equivalents       451,228       474,733         Short-term Financial Instruments       184,548       200,350         Accounts Receivable       108,431       109,699         Other Current Financial Assets       25,843       20,858         Other Current Assets       24,709       32,033         Others       3,532       3,330         Non-Current Assets       1,969,734       2,012,217         Long-term Available for Sales       25,258       42,285         Equity Method Investments       18,712       29,102         Tangible Assets       196,894       204,469         Intangible Assets       1,688,974       1,685,639         Other Non-current Financial Assets       3,3702       44,163         Other Non-current Financial Assets       3,3702       44,163         Other Non-current Assets       6,194       6,559         Total Assets       2,768,025       2,853,220         Liabilities       227,487       252,419         Trade Payables and Non-trade Payables       109,126       104,611         Accrued Expenses       5,443       5,581         Advances from Customers       3,4488       23,484         Income Taxes Payable       -       10,030 <td>(in million KRW)</td> <td>2014.12.31</td> <td>2015.03.31</td>	(in million KRW)	2014.12.31	2015.03.31
Short-term Financial Instruments         184,548         200,350           Accounts Receivable         108,431         109,699           Other Current Financial Assets         25,843         20,858           Other Current Assets         24,709         32,033           Others         3,532         3,330           Non-Current Assets         1,969,734         2,012,217           Long-term Available for Sales         25,258         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         33,702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         7,137         Deferred Income Tax Liabil	Current Assets	798,291	841,003
Accounts Receivable       108,431       109,699         Other Current Financial Assets       25,843       20,858         Other Current Assets       24,709       32,033         Others       3,532       3,330         Non-Current Assets       1,969,734       2,012,217         Long-term Available for Sales       25,258       42,285         Equity Method Investments       18,712       29,102         Tangible Assets       196,894       204,469         Intangible Assets       1,688,974       1,685,639         Other Non-current Financial Assets       33,702       44,163         Other Non-current Assets       6,194       6,559         Total Assets       2,768,025       2,853,220         Liabilities       227,487       252,419         Trade Payables and Non-trade Payables       109,126       104,611         Accrued Expenses       5,443       5,581         Advances from Customers       3,484       10,330         Other Current Liabilities       77,309       83,508         Non-Current Liabilities       57,751       74,168         Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       23,864       26,824	Cash and Cash Equivalents	451,228	474,733
Other Current Financial Assets         25,843         20,858           Other Current Assets         24,709         32,033           Others         3,532         3,330           Non-Current Assets         1,969,734         2,012,217           Long-term Available for Sales         25,258         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         33,702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         3,4,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         -         10,030           Other Current Liabilities         57,751         74,168           Non-Current Trade Payables and Non-trade Payables         3,362         7,137	Short-term Financial Instruments	184,548	200,350
Other Current Assets         24,709         32,033           Others         3,532         3,330           Non-Current Assets         1,969,734         2,012,217           Long-term Available for Sales         25,258         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         3,3702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         -         10,030           Other Current Liabilities         77,309         83,508           Non-Current Liabilities         50,083         49,547           Other Non-Current Liabilities         50,083         49,547           Other Non-Current Liabilities         20,680         34,545	Accounts Receivable	108,431	109,699
Others         3,532         3,330           Non-Current Assets         1,969,734         2,012,217           Long-term Available for Sales         25,258         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         33,702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         -         10,030         0           Other Current Liabilities         77,309         83,508           Non-Current Liabilities         3062         7,137           Deferred Income Tax Liabilities         50,083         49,547           Other Non-Current Liabilities         304,797         335,927 <td>Other Current Financial Assets</td> <td>25,843</td> <td>20,858</td>	Other Current Financial Assets	25,843	20,858
Non-Current Assets         1,969,734         2,012,217           Long-term Available for Sales         25,258         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         33,702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         -         10,030           Other Current Liabilities         57,751         74,168           Non-Current Trade Payables and Non-trade Payables         3,362         7,137           Deferred Income Tax Liabilities         50,083         49,547           Other Non-Current Liabilities         23,864         26,824           Total Liabilities         304,797	Other Current Assets	24,709	32,033
Long-term Available for Sales         25,258         42,285           Equity Method Investments         18,712         29,102           Tangible Assets         196,894         204,469           Intangible Assets         1,688,974         1,685,639           Other Non-current Financial Assets         33,702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         -         10,030           Other Current Liabilities         77,309         83,508           Non-Current Liabilities         50,083         49,547           Other Non-Current Liabilities         23,864         26,824           Total Liabilities         304,797         335,927           Paid-in Capital         29,121         29,714           Capital Adjustments         -26,268         -27,258	Others	3,532	3,330
Equity Method Investments       18,712       29,102         Tangible Assets       196,894       204,469         Intangible Assets       1,688,974       1,685,639         Other Non-current Financial Assets       33,702       44,163         Other Non-current Assets       6,194       6,559         Total Assets       2,768,025       2,853,220         Liabilities       227,487       252,419         Trade Payables and Non-trade Payables       109,126       104,611         Accrued Expenses       5,443       5,581         Advances from Customers       34,488       23,484         Income Taxes Payable       20,680       34,545         Dividend Payable       -       10,030         Other Current Liabilities       77,309       83,508         Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       23,864       26,824         Total Liabilities       304,797       335,927         Paid-in Capital       29,121       29,714         Capital Adjustments       -26,268       -27,258         Accumulated Other Comprehensive Income       2,114       12,786 <td>Non-Current Assets</td> <td>1,969,734</td> <td>2,012,217</td>	Non-Current Assets	1,969,734	2,012,217
Tangible Assets       196,894       204,469         Intangible Assets       1,688,974       1,685,639         Other Non-current Financial Assets       33,702       44,163         Other Non-current Assets       6,194       6,559         Total Assets       2,768,025       2,853,220         Liabilities       227,487       252,419         Trade Payables and Non-trade Payables       109,126       104,611         Accrued Expenses       5,443       5,581         Advances from Customers       34,488       23,484         Income Taxes Payable       20,680       34,545         Dividend Payable       -       10,030         Other Current Liabilities       57,751       74,168         Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       304,797       335,927         Paid-in Capital       29,121       29,714         Capital Adjustments       -26,268       -27,258         Accumulated Other Comprehensive Income       2,114       12,786         Retained Earnings       190,678       211,744	Long-term Available for Sales	25,258	42,285
Intargible Assets       1,688,974       1,685,639         Other Non-current Financial Assets       33,702       44,163         Other Non-current Assets       6,194       6,559         Total Assets       2,768,025       2,853,220         Liabilities       27,487       252,419         Trade Payables and Non-trade Payables       109,126       104,611         Accrued Expenses       5,443       5,581         Advances from Customers       34,488       23,484         Income Taxes Payable       20,680       34,545         Dividend Payable       -       10,030         Other Current Liabilities       57,751       74,168         Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       50,083       49,547         Other Non-Current Liabilities       23,864       26,824         Total Liabilities       304,797       335,927         Paid-in Capital       29,121       29,714         Capital Surplus       2,258,974       2,264,694         Capital Adjustments       -26,268       -27,258         Accumulated Other Comprehensive Income       2,114       12,786         Retained Earnings       190,678       211,744	Equity Method Investments	18,712	29,102
Other Non-current Financial Assets         33,702         44,163           Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         -         10,030           Other Current Liabilities         57,751         74,168           Non-Current Liabilities         57,751         74,168           Non-Current Trade Payables and Non-trade Payables         3,362         7,137           Deferred Income Tax Liabilities         50,083         49,547           Other Non-Current Liabilities         23,864         26,824           Total Liabilities         304,797         335,927           Paid-in Capital         29,121         29,714           Capital Surplus         2,258,974         2,264,694           Capital Surplus         2,258,974         2,264,694           Capital Adjustments         -26,268         -27,25	Tangible Assets	196,894	204,469
Other Non-current Assets         6,194         6,559           Total Assets         2,768,025         2,853,220           Liabilities         227,487         252,419           Trade Payables and Non-trade Payables         109,126         104,611           Accrued Expenses         5,443         5,581           Advances from Customers         34,488         23,484           Income Taxes Payable         20,680         34,545           Dividend Payable         -         10,030           Other Current Liabilities         57,751         74,168           Non-Current Liabilities         50,083         49,547           Other Non-Current Liabilities         50,083         49,547           Other Non-Current Liabilities         50,083         49,547           Other Non-Current Liabilities         304,797         335,927           Paid-in Capital         29,121         29,714           Capital Surplus         2,258,974         2,264,694           Capital Adjustments         -26,268         -27,258           Accumulated Other Comprehensive Income         2,114         12,786           Retained Earnings         190,678         211,744           Non-controlling Interests         8,609         25,614     <	Intangible Assets	1,688,974	1,685,639
Total Assets2,768,0252,853,220Liabilities227,487252,419Trade Payables and Non-trade Payables109,126104,611Accrued Expenses5,4435,581Advances from Customers34,48823,484Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Other Non-current Financial Assets	33,702	44,163
Liabilities227,487252,419Trade Payables and Non-trade Payables109,126104,611Accrued Expenses5,4435,581Advances from Customers34,48823,484Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Other Non-current Assets	6,194	6,559
Trade Payables and Non-trade Payables109,126104,611Accrued Expenses5,4435,581Advances from Customers34,48823,484Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Total Assets	2,768,025	2,853,220
Trade Payables and Non-trade Payables109,126104,611Accrued Expenses5,4435,581Advances from Customers34,48823,484Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614			
Accrued Expenses5,4435,581Advances from Customers34,48823,484Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current LiabilitiesNon-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Liabilities	227,487	252,419
Advances from Customers34,48823,484Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities57,75174,168Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Trade Payables and Non-trade Payables	109,126	104,611
Income Taxes Payable20,68034,545Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities57,75174,168Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Accrued Expenses	5,443	5,581
Dividend Payable-10,030Other Current Liabilities57,75174,168Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Advances from Customers	34,488	23,484
Other Current Liabilities57,75174,168Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Income Taxes Payable	20,680	34,545
Non-Current Liabilities77,30983,508Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Dividend Payable	-	10,030
Non-Current Trade Payables and Non-trade Payables3,3627,137Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Other Current Liabilities	57,751	74,168
Deferred Income Tax Liabilities50,08349,547Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Non-Current Liabilities	77,309	83,508
Other Non-Current Liabilities23,86426,824Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Non-Current Trade Payables and Non-trade Paya	ables 3,362	7,137
Total Liabilities304,797335,927Paid-in Capital29,12129,714Capital Surplus2,258,9742,264,694Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	Deferred Income Tax Liabilities	50,083	49,547
Paid-in Capital         29,121         29,714           Capital Surplus         2,258,974         2,264,694           Capital Adjustments         -26,268         -27,258           Accumulated Other Comprehensive Income         2,114         12,786           Retained Earnings         190,678         211,744           Non-controlling Interests         8,609         25,614	Other Non-Current Liabilities	23,864	26,824
Capital Surplus         2,258,974         2,264,694           Capital Adjustments         -26,268         -27,258           Accumulated Other Comprehensive Income         2,114         12,786           Retained Earnings         190,678         211,744           Non-controlling Interests         8,609         25,614	Total Liabilities	304,797	335,927
Capital Surplus         2,258,974         2,264,694           Capital Adjustments         -26,268         -27,258           Accumulated Other Comprehensive Income         2,114         12,786           Retained Earnings         190,678         211,744           Non-controlling Interests         8,609         25,614	Paid-in Capital	29,121	29.714
Capital Adjustments-26,268-27,258Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614	-		
Accumulated Other Comprehensive Income2,11412,786Retained Earnings190,678211,744Non-controlling Interests8,60925,614		, , .	
Retained Earnings190,678211,744Non-controlling Interests8,60925,614			
Non-controlling Interests 8,609 25,614			
Total Equity 2.462.020 0.647.002	•		
Total Equity 2,403,220 2,517,293	Total Equity	2,463,228	2,517,293
Total Liabilities & Equity 2,768,025 2,853,220			

Note: For the pre-merger periods, the above financials are based on unaudited pro forma combined financial information of Daum Communications Corp. and Kakao Corp. In 3Q 2014, the Company experienced merger-related one-off expenses, and W20.3 bn in operating expense and W31.4 bn in non-operating expense have been normalized to illustrate a more realistic operating and net profits. One-off operating expenses include employee bonuses, stock-based compensations and consulting fees & commissions, and one-off non-operating expenses include impairment loss from revaluation of Daum and Kakao assets.

### Daum Kakao Consolidated Financial Statements (K-IFRS)

### daumkakao

Daum Kakao Consolidate	d State	ments o	of Incom	ne	
(in million KRW)	1Q14	2Q14	3Q14	4Q14	1Q15
Sales Revenues	70,298	86,249	88,265	254,046	234,392
Advertising Platform	11,443	16,993	17,651	165,363	141,753
Game Platform	51,460	55,571	59,619	68,289	69,991
Commerce Platform	5,818	8,806	7,756	14,284	15,526
Others	1,577	4,880	3,238	6,110	7,122
Operating Expenses	34,878	40,785	58,136	188,632	194,040
Labor costs	13,319	14,956	29,154	47,242	51,803
Fringe benefits	1,395	2,741	2,335	8,782	9,970
Depreciation	1,953	2,193	2,407	10,596	11,455
Rental fees	902	1,480	1,415	4,287	5,034
Commissions	6,132	6,695	9,785	55,865	52,645
Advertising	8,068	5,308	6,395	9,116	17,221
Bad debt expenses	-	-	-	1,583	-21
Amortization	63	72	80	5,692	5,937
Outsourcing fees	-	-	-	7,111	8,452
Ad Agency fees	1,086	3,643	3,551	30,154	24,418
Event fees	20	76	144	1,833	171
Others	1,941	3,620	2,870	6,371	6,955
Operating Profit	35,420	45,465	30,129	65,414	40,352
<b>Operating Profit Margin</b>	25.6%	27.6%	13.9%	25.7%	17.2%
Other Revenues	43	899	79	485	1,339
Other Expenses	107	-6	6,270	6,345	2,715
Financial Income	899	1,134	1,174	3,574	3,252
Financial Expenses	124	193	174	69	330
Equity-method Income	-705	-691	-707	-508	-553
Gains on Equity method investments	-	-	-	181	35
losses on Equity method investments	705	691	707	689	588
Profit before Income Tax Expenses	35,426	46,619	24,232	62,551	41,344
Income Tax Expenses	3,602	4,346	251	10,809	10,498
Net Profit from Continued Operations	31,824	42,273	23,982	51,743	30,846
Net Profit from Discontinued Operations	-	-	-	-	-
Net Profit	31,824	42,273	23,982	51,743	30,846
Net Profit of Controlling Interests	31,824	42,337	24,029	51,914	31,097
Net Profit of Non-controlling Interests	-	-64	-48	-171	-250

Current Assets         180,504         798,291         841,003           Cash and Cash Equivalents         23,417         451,228         474,733           Short-term Financial Instruments         105,039         184,548         200,350           Other Current Financial Assets         4,953         25,843         20,858           Other Current Assets         2,459         24,709         32,033           Non-Current Assets         2,459         24,709         32,033           Non-Current Assets         2,656         1,969,734         2,012,217           Long-term Available for Sales         -         25,258         42,285           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         2,27487         252,419         104,611           Advances from Customers         -         5,443         5,581           Advances from Customers         -         3,448         23,444           Income Taxe Payable         -	Daum Kakao Consolidated State	ements of I	-inancial Po	sition
Cash and Cash Equivalents         23,417         451,228         474,733           Short-term Financial Instruments         105,039         184,548         200,350           Accounts Receivable         44,636         108,431         109,699           Other Current Financial Assets         2,459         24,709         32,033           Other Current Assets         2,459         24,709         32,033           Others         -         3,532         3,330           Non-Current Assets         26,666         1,969,734         2,012,217           Long-term Available for Sales         -         25,258         42,285           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         1,211         33,702         44,863           Advances from Customers         -         5,443         5,581           Total Assets         2,1419         109,126         104,611           Advances from Customers         -         5,443	(in million KRW)	2013.12.31	2014.12.31	2015.03.31
Short-term Financial Instruments         105,039         184,548         200,350           Accounts Receivable         44,636         108,431         109,699           Other Current Financial Assets         4,953         25,843         20,858           Other Current Assets         2,459         24,709         32,033           Non-Current Assets         2,459         24,709         32,033           Non-Current Assets         2,656         1,969,734         2,012,217           Long-term Available for Sales         25,258         42,285           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         10,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         2,1419         109,126         104,611           Accound Expenses         2	Current Assets	180,504	798,291	841,003
Accounts Receivable       44,636       108,431       109,699         Other Current Financial Assets       4,953       25,843       20,858         Other Current Assets       2,459       24,709       32,033         Others       -       3,532       3,330         Non-Current Assets       26,696       1,969,734       2,012,217         Long-term Available for Sales       -       25,258       42,285         Equity Method Investments       10,484       18,712       29,102         Tangible Assets       10,370       1,688,974       1,685,639         Other Non-current Financial Assets       1,211       33,702       44,163         Other Non-current Assets       3,315       6,194       6,559         Total Assets       217,200       2,768,025       2,853,220         Liabilities       35,872       227,487       252,419         Trade Payables and Non-trade Payables       21,419       109,126       104,611         Accrued Expenses       -       5,443       5,581         Dividend Payable       -       -       10,030         Other Current Liabilities       4,072       77,309       83,508         Non-Current Liabilities       3,406       3,362	Cash and Cash Equivalents	23,417	451,228	474,733
Other Current Financial Assets         4,953         25,843         20,858           Other Current Assets         2,459         24,709         32,033           Others         -         3,532         3,330           Non-Current Assets         2,459         24,709         32,033           Non-Current Assets         2,459         24,709         32,033           Non-Current Assets         10,484         18,712         29,102           Tangible Assets         10,484         18,712         29,102           Tangible Assets         1,211         33,702         44,163           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxe Payable         -         -         10,030	Short-term Financial Instruments	105,039	184,548	200,350
Other Current Assets         2,459         24,709         32,033           Others         -         3,532         3,330           Non-Current Assets         36,696         1,969,734         2,012,217           Long-term Available for Sales         -         25,258         42,285           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         20,316         196,894         204,469           Intangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         20,680         34,545           Dividend Payable         -         -         10,030           Other Current Liabilities         4,072         77,309         83,5	Accounts Receivable	44,636	108,431	109,699
Others         -         3,532         3,330           Non-Current Assets         36,696         1,969,734         2,012,217           Long-term Available for Sales         -         25,258         42,285           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         20,316         196,894         204,469           Intangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,444           Income Taxes Payable         -         20,680         34,545           Dividend Payable         -         -         10,030           Other Current Liabilities         3,406         3,362         7,137	Other Current Financial Assets	,	25,843	20,858
Non-Current Assets         36,696         1,969,734         2,012,217           Long-terr Available for Sales         -         25,258         42,855           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         20,316         196,894         204,469           Intangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         -         10,030           Other Current Liabilities         4,072         77,309         83,508           Non-Current Trade Payables and Non-trade Payables         3,406         3,362         7,137           Deferred Income Tax Liabilities	Other Current Assets	2,459	24,709	32,033
Long-term Available for Sales         -         25,258         42,285           Equity Method Investments         10,484         18,712         29,102           Tangible Assets         20,316         196,894         204,469           Intangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxe Payable         -         -         10,030           Other Current Liabilities         4,072         77,309         83,508           Non-Current Trade Payables and Non-trade Payables         3,406         3,362         7,137           Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities	Others	-	3,532	3,330
Equity Method Investments       10,484       18,712       29,102         Tangible Assets       20,316       196,894       204,469         Intangible Assets       1,370       1,688,974       1,685,639         Other Non-current Financial Assets       1,211       33,702       44,163         Other Non-current Assets       3,315       6,194       6,559         Total Assets       217,200       2,768,025       2,853,220         Liabilities       35,872       227,487       252,419         Trade Payables and Non-trade Payables       21,419       109,126       104,611         Accrued Expenses       -       5,443       5,581         Advances from Customers       -       34,488       23,484         Income Taxes Payable       -       20,680       34,545         Dividend Payable       -       -       10,030         Other Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Liabilities       -       50,083       49,547         Other Non-Current Liabilities       -       50,083       49,547         Other Non-Current Liabilities       20,997       29,121	Non-Current Assets	36,696	1,969,734	2,012,217
Tangible Assets       20,316       196,894       204,469         Intangible Assets       1,370       1,688,974       1,685,639         Other Non-current Financial Assets       1,211       33,702       44,163         Other Non-current Assets       3,315       6,194       6,559         Total Assets       217,200       2,768,025       2,853,220         Liabilities       35,872       227,487       252,419         Trade Payables and Non-trade Payables       21,419       109,126       104,611         Accrued Expenses       -       5,443       5,581         Advances from Customers       -       34,488       23,484         Income Taxes Payable       -       20,680       34,545         Dividend Payable       -       -       10,030         Other Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Liabilities       -       50,083       49,547         Other Non-Current Liabilities       -       50,083       49,547         Other Non-Current Liabilities       20,997       29,121       29,714         Capital Acjustments       6,257       -26,268	Long-term Available for Sales	-	25,258	42,285
Intangible Assets         1,370         1,688,974         1,685,639           Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         20,680         34,645           Dividend Payable         -         -         10,030           Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Liabilities         39,944         304,797         335,927           Other Non-Current Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974	Equity Method Investments		18,712	29,102
Other Non-current Financial Assets         1,211         33,702         44,163           Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         20,680         34,545           Dividend Payable         -         -         10,030           Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Liabilities         -         50,083         49,547           Other Non-Current Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,11	Tangible Assets	20,316		204,469
Other Non-current Assets         3,315         6,194         6,559           Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         20,680         34,545           Dividend Payable         -         -         10,030           Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Liabilities         -         50,083         49,547           Other Non-Current Liabilities         -         50,083         49,547           Other Non-Current Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114	Intangible Assets			1,685,639
Total Assets         217,200         2,768,025         2,853,220           Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         20,680         34,545           Dividend Payable         -         -         10,030           Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Liabilities         -         50,083         49,547           Other Non-Current Liabilities         -         50,083         49,547           Other Non-Current Liabilities         -         50,083         49,547           Other Non-Current Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27	Other Non-current Financial Assets	•	,	,
Liabilities         35,872         227,487         252,419           Trade Payables and Non-trade Payables         21,419         109,126         104,611           Accrued Expenses         -         5,443         5,581           Advances from Customers         -         34,488         23,484           Income Taxes Payable         -         20,680         34,545           Dividend Payable         -         -         10,030           Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Trade Payables and Non-trade Payables         3,406         3,362         7,137           Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917	Other Non-current Assets			
Trade Payables and Non-trade Payables       21,419       109,126       104,611         Accrued Expenses       -       5,443       5,581         Advances from Customers       -       34,488       23,484         Income Taxes Payable       -       20,680       34,545         Dividend Payable       -       -       10,030         Other Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Liabilities       3,406       3,362       7,137         Deferred Income Tax Liabilities       -       50,083       49,547         Other Non-Current Liabilities       665       23,864       26,824         Total Liabilities       39,944       304,797       335,927         Paid-in Capital       20,997       29,121       29,714         Capital Surplus       112,347       2,258,974       2,264,694         Capital Adjustments       6,257       -26,268       -27,258         Accumulated Other Comprehensive Income       -2,917       2,114       12,786         Retained Earnings       40,573       190,678       211,744         Non-controlling Interests       -       8,6	Total Assets	217,200	2,768,025	2,853,220
Accrued Expenses       -       5,443       5,581         Advances from Customers       -       34,488       23,484         Income Taxes Payable       -       20,680       34,545         Dividend Payable       -       -       10,030         Other Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Trade Payables and Non-trade Payables       3,406       3,362       7,137         Deferred Income Tax Liabilities       -       50,083       49,547         Other Non-Current Liabilities       665       23,864       26,824         Total Liabilities       39,944       304,797       335,927         Paid-in Capital       20,997       29,121       29,714         Capital Surplus       112,347       2,258,974       2,264,694         Capital Adjustments       6,257       -26,268       -27,258         Accumulated Other Comprehensive Income       -2,917       2,114       12,786         Retained Earnings       40,573       190,678       211,744         Non-controlling Interests       -       8,609       25,614	Liabilities	35,872	227,487	252,419
Advances from Customers       -       34,488       23,484         Income Taxes Payable       -       20,680       34,545         Dividend Payable       -       -       10,030         Other Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Trade Payables and Non-trade Payables       3,406       3,362       7,137         Deferred Income Tax Liabilities       -       50,083       49,547         Other Non-Current Liabilities       665       23,864       26,824         Total Liabilities       20,997       29,121       29,714         Capital Surplus       112,347       2,258,974       2,264,694         Capital Adjustments       6,257       -26,268       -27,258         Accumulated Other Comprehensive Income       -2,917       2,114       12,786         Retained Earnings       40,573       190,678       211,744         Non-controlling Interests       -       8,609       25,614	Trade Payables and Non-trade Payables	21,419	109,126	104,611
Income Taxes Payable       -       20,680       34,545         Dividend Payable       -       -       10,030         Other Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       14,453       57,751       74,168         Non-Current Liabilities       4,072       77,309       83,508         Non-Current Trade Payables and Non-trade Payables       3,406       3,362       7,137         Deferred Income Tax Liabilities       -       50,083       49,547         Other Non-Current Liabilities       665       23,864       26,824         Total Liabilities       39,944       304,797       335,927         Paid-in Capital       20,997       29,121       29,714         Capital Surplus       112,347       2,258,974       2,264,694         Capital Adjustments       6,257       -26,268       -27,258         Accumulated Other Comprehensive Income       -2,917       2,114       12,786         Retained Earnings       40,573       190,678       211,744         Non-controlling Interests       -       8,609       25,614	Accrued Expenses	-	5,443	5,581
Dividend Payable         -         -         10,030           Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Liabilities         3,406         3,362         7,137           Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614	Advances from Customers	-	34,488	23,484
Other Current Liabilities         14,453         57,751         74,168           Non-Current Liabilities         4,072         77,309         83,508           Non-Current Trade Payables and Non-trade Payables         3,406         3,362         7,137           Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614	Income Taxes Payable	-	20,680	34,545
Non-Current Liabilities         4,072         77,309         83,508           Non-Current Trade Payables and Non-trade Payables         3,406         3,362         7,137           Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614	Dividend Payable	-	-	10,030
Non-Current Trade Payables and Non-trade Payables         3,406         3,362         7,137           Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614	Other Current Liabilities	14,453	57,751	74,168
Deferred Income Tax Liabilities         -         50,083         49,547           Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	Non-Current Liabilities	4,072	77,309	83,508
Other Non-Current Liabilities         665         23,864         26,824           Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	Non-Current Trade Payables and Non-trade Payables	3,406	3,362	7,137
Total Liabilities         39,944         304,797         335,927           Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	Deferred Income Tax Liabilities	-	50,083	49,547
Paid-in Capital         20,997         29,121         29,714           Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614	Other Non-Current Liabilities	665	23,864	26,824
Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	Total Liabilities	39,944	304,797	335,927
Capital Surplus         112,347         2,258,974         2,264,694           Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	Paid-in Capital	20 997	29 121	29 714
Capital Adjustments         6,257         -26,268         -27,258           Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	-		-	
Accumulated Other Comprehensive Income         -2,917         2,114         12,786           Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293				
Retained Earnings         40,573         190,678         211,744           Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293				
Non-controlling Interests         -         8,609         25,614           Total Equity         177,257         2,463,228         2,517,293	•	,		
	Non-controlling Interests	-		
	Total Equity	177,257	2,463,228	2.517.293
	Total Liabilities & Equity		, , ,	

\* Based on the merger accounting treatment under K-IFRS, financial statements of the Kakao Corp. are official financial statement of Daum Kakao for the pre-merger periods>

#### **Employees / Subsidiaries**

	1Q14	2Q14	3Q14	4Q14	1Q15
Daum Kakao	2,162	2,272	2,250	2,262	2,255
L Daum	1,589	1,593	1,525		
L Kakao	573	679	725		
Daum Kakao Subsidiaries	1,059	1,089	1,217	1,269	1,348
Consolidated total	3,221	3,361	3,467	3,531	3,603

· Above number of employees include full-time and part-time employees only

Subsidiaries: Daum Global Holdings Corp., Daum Kakao Singapore Corp. Pte. Ltd., Daum Service Corp.,

Daum Service CHINA Co., Ltd., Daum Service CHINA YanJiao Co., Ltd., ImageOn Corp., Daum Finger Touch Co., Ltd., Digital View Operation Co., Ltd., Daum Game Co., Ltd., OnNet Co., Ltd., OnNet USA, Inc., OnNet Europe GmbH., OnNet, Inc., Dialoid Corp., TNK Factory Co., Ltd., Buzzpia Co., Ltd., Thinkreals Corp., Lotiple Inc., Kakao Lab Corp., Sunnyloft Corp., KAKAO SINGAPORE PTE. Ltd., Beijing KAKAO Co., Ltd., Ultra Caption Corp., Ltd., Ultra Interactive, Inc., KAKAO JAPAN Corp., Kids Note Inc., K-cube Venture Fund, Kakao Venture Fund, K-cube Ventures, K Venture Group (Total 30 subsidiaries as of March 31, 2015)



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