

EARNINGS RELEASE

For the quarter ended June 30, 2012 | 2012. 8. 10 Investor Relations



Page		Contents
2	Disclaim	iers
3	2Q12 A	ctual Review
3	1.	Consolidated Financials
10	2.	Separate Financials
14	3.	Appendix

Disclaimers



- Financial results in this presentation includes consolidated base results and separate base results under K-IFRS standard before the completion of an external review and, as such, figures may be subject to change after the completion of review.
- Daum Communications has prepared consolidated financials statements with subsidiaries which Daum holds more than 50% of shares. Subsidiaries are as follows:
 - Daum Service (100%), Daum Global Holdings (100%), Pix View(80%), Intomos (100%),
 Daum LMC (92.9%), Fingertouch (100%), Onnet(85.9%)



2Q12 Actual Review

1. Consolidated Financials (K-IFRS)



Summary of Income Statement

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Sales Revenues	103,416	110,188	116,557	6,370	5.8%	13,141	12.7%
Search	49,003	47,453	46,191	-1,263	-2.7%	-2,813	-5.7%
Display	50,534	51,775	60,264	8,489	16.4%	9,730	19.3%
Game	1,585	8,872	8,327	-545	-6.1%	6,742	425.4%
Transactions	2,180	2,017	1,670	-347	-17.2%	-509	-23.4%
Other Subsidiaries	114	69	105	36	51.5%	-9	-8.0%
Operating Expenses	75,291	83,035	86,268	3,233	3.9%	10,977	14.6%
Operating Profit before Other Operating Income and Expenses*	28,125	27,152	30,289	3,137	11.6%	2,164	7.7%
Other Operating Income	1,241	161	261	100	62.2%	-980	-79.0%
Other Operating Expenses	128	229	752	523	228.4%	624	488.6%
Operating Profit	29,239	27,085	29,799	2,714	10.0%	560	1.9%
EBITDA	35,702	35,702	38,662	2,960	8.3%	2,960	8.3%
Net Profit	38,946	21,188	22,382	1,194	5.6%	-16,564	-42.5%

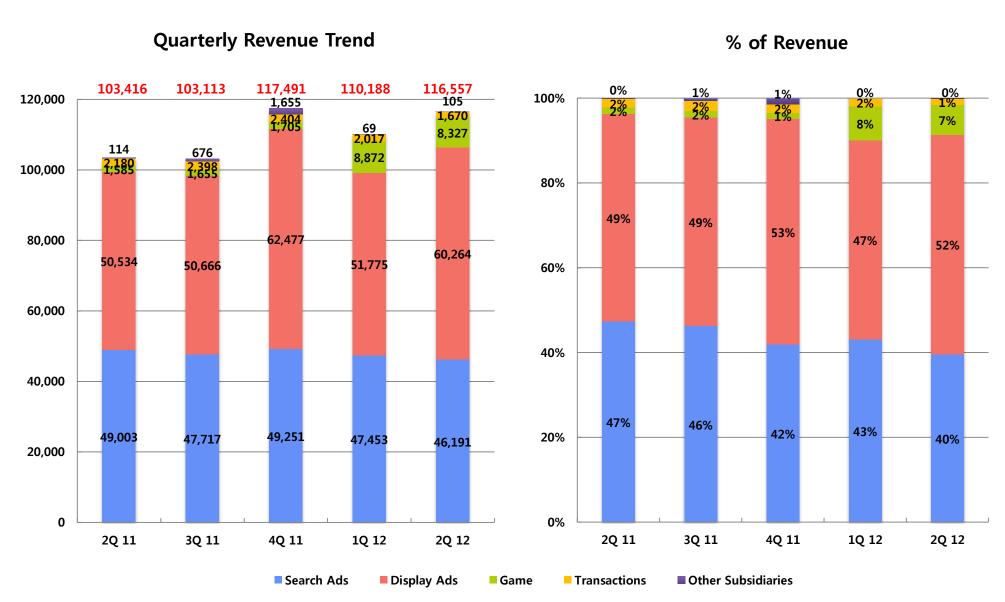
^{*} Operating profit before other operating income and expenses: In order to enhance the comparability and consistency in comparing the earnings, the other operating income and other operating expenses, which include one-off effect account such as disposal gains on other assets and donations, have been eliminated.

- Display Ad grew 19.3% YoY to 60.3 bn KRW with positive impact from the general election and growth of mobile ad (Ad@m).
- Game revenue increased 425.4% YoY to 8.3 bn KRW due to the consolidation of Onnet from 1Q.

^{• 2}Q Revenue grew 12.7% YoY to 116.6 bn KRW due to robust growth of mobile ad, positive impact from the general election, and effect of consolidation of Onnet.

[•] Search Ad decreased 5.7% YoY to 46.2 bn KRW due to economic impact, slowdown of OVT performance and accounting change in revenue recognition caused by SK comms alliance.







Summary of Operating Expenses

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Operating Expenses	75,291	83,035	86,268	3,233	3.9%	10,977	14.6%
Labor costs	19,380	22,199	22,034	-165	-0.7%	2,655	13.7%
Fringe benefits	4,381	5,236	5,641	404	7.7%	1,259	28.7%
Depreciation	4,704	5,482	5,679	197	3.6%	975	20.7%
Rental fees	2,016	2,366	2,342	-24	-1.0%	326	16.2%
Commissions	14,847	18,261	19,232	970	5.3%	4,385	29.5%
Advertising	4,162	1,907	2,354	448	23.5%	-1,808	-43.4%
Bad debt expenses	-92	0	0	0	-	92	-
Amortization	1,759	3,135	3,184	49	1.6%	1,426	81.1%
Outsourcing fees	5,864	5,995	5,690	-305	-5.1%	-174	-3.0%
Ad Agency fees	15,346	14,703	15,958	1,255	8.5%	612	4.0%
Event fees	295	173	560	387	223.2%	265	89.9%

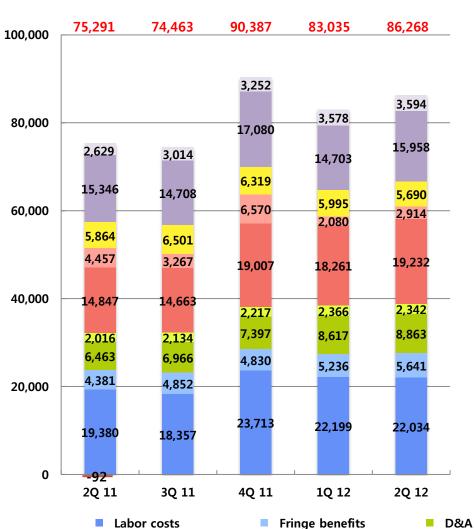
^{*} Marketing expenses = Advertising + Event fees

- Commissions increased 1 bn KRW QoQ to 19.2 bn KRW due to increase in network cost, outsourcing expenses, and etc.
- Ad agency fees increased 1.3 bn KRW QoQ to 16.0 bn KRW from the high seasonality and the resulting increase in DA revenue.



(Unit: KRW million, %)

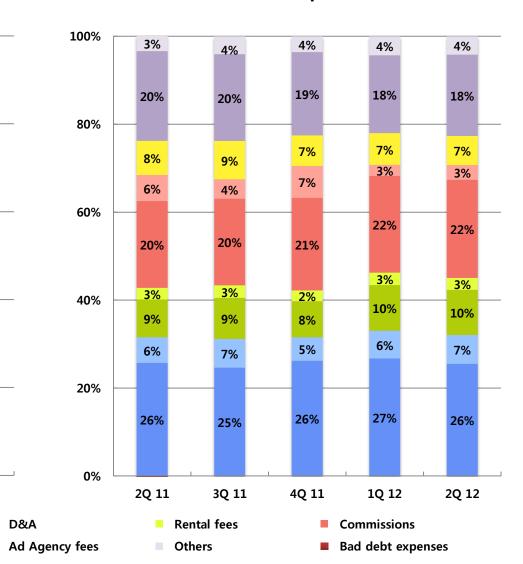




Marketing

Outsourcing fees

% of Expenses





Other Operating Income and Expenses

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Other Operating Income	1,241	161	261	100	62.2%	-980	-79.0%
Reversal of allowance for doubtful accounts	320	91	83	-8	-8.3%	-237	-74.1%
Miscellaneous	919	70	166	95	135.4%	-754	-82.0%
Other Operating Expenses	128	229	752	523	228.4%	624	488.6%
Disposal losses on tangible assets	4	0	0	0	-	-4	-93.9%
Impairment losses on intangible assets	0	0	0	0	-	0	-
Donations	98	100	240	140	140.2%	142	145.6%
Miscellaneous	25	79	419	340	432.2%	393	1542.7%



Financial Income and Expenses

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Financial Income	4,672	3,484	2,921	-563	-16.2%	-1,751	-37.5%
Interest income	2,787	2,789	2,792	3	0.1%	5	0.2%
FX Transaction gains	11	24	74	49	201.4%	63	596.1%
FX Translation gains	-5	37	3	-34	-91.0%	8	-171.0%
Valuation gains on derivative instruments	436	0	0	0	-	-436	-100.0%
Transaction gains on derivative instruments	1,442	634	0	-634	-100.0%	-1,442	-100.0%
Financial Expenses	487	2,178	2,920	742	34.1%	2,433	499.7%
Interest expenses	9	8	4	-4	-52.5%	-5	-53.6%
FX Transaction losses	2	36	20	-17	-46.0%	17	788.5%
FX Translation losses	476	511	-508	-1,019	-199.4%	-984	-206.7%
Valuation losses on derivative instruments	0	1,622	2,861	1,238	76.3%	2,861	_
Transaction losses on derivative instruments	0	0	544	544	-	544	-

^{• 2}Q Valuation losses on derivative recorded 2.9 bn KRW due to the additional share price drop of Neowiz Games recently, lowering the valuation amount of the warrant on the BW.

[•] FX Translation losses and Transaction losses on derivative instruments are result of the FX Hedging transactions entered into for FX risk regarding the balance payment for the sale of Lycos.



2Q12 Actual Review

2. Separate Financials (K-IFRS)

Separate Financial Statements (K-IFRS)



Summary of Income Statement

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Sales Revenues	103,383	103,254	110,087	6,833	6.6%	6,704	6.5%
Search	49,003	47,453	46,191	-1,263	-2.7%	-2,813	-5.7%
Display	50,534	51,775	60,266	8,491	16.4%	9,732	19.3%
Game	1,585	1,944	1,899	-45	-2.3%	314	19.8%
Transactions	2,261	2,081	1,731	-350	-16.8%	-529	-23.4%
Operating Expenses	75,452	75,148	78,920	3,772	5.0%	3,467	4.6%
Labor costs	16,806	16,157	15,902	-255	-1.6%	-905	-5.4%
Fringe benefits	3,703	4,027	4,398	371	9.2%	694	18.7%
Depreciation	4,612	5,216	5,414	199	3.8%	803	17.4%
Rental fees	1,751	1,820	1,835	15	0.8%	84	4.8%
Commissions	18,721	20,779	21,840	1,062	5.1%	3,119	16.7%
Advertising	4,162	1,253	1,936	683	54.5%	-2,226	-53.5%
Bad debt expenses	-92	0	0	0 -	-	92	-100.0%
Amortization	1,754	2,165	2,297	132	6.1%	543	31.0%
Outsourcing fees	6,021	6,057	5,948	-109	-1.8%	-73	-1.2%
Ad Agency fees	15,346	14,852	16,109	1,257	8.5%	763	5.0%
Event fees	267	170	553	383	225.4%	286	107.0%

Separate Financial Statements (K-IFRS)



Other Operating Income and Expenses

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Other Operating Income	1,218	117	275	158	135.2%	-943	-77.5%
Reversal of allowance for doubtful accounts	321	113	140	27	23.9%	-181	-56.3%
Miscellaneous	895	4	128	124	3523.6%	-767	-85.7%
Other Operating Expenses	114	104	600	497	478.9%	486	425.7%
Disposal losses on tangible assets	4	0	0	0	-	-4	-100.0%
Impairment losses on intangible assets	0	0	0	0	-	0	-
Impairment losses on equity method investees	0	0	0	0	-	0	-
Donations	98	95	230	135	142.4%	132	135.4%
Miscellaneous	12	9	369	360	4134.4%	357	2965.6%

Separate Financial Statements (K-IFRS)



Financial Income and Expenses

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Financial Income	3,705	2,742	2,620	-122	-4.4%	-1,085	-29.3%
Interest income	2,610	2,722	2,580	-142	-5.2%	-30	-1.2%
Dividend income	0	0	7	7	-	7	-
FX Transaction gains	11	8	27	20	247.5%	17	159.8%
FX Translation gains	-5	12	5	-6	-53.9%	10	-218.1%
Valuation gains on derivative instruments	1,089	0	0	0	-	-1,089	-100.0%
Financial Expenses	7	1,627	2,865	1,238	76.1%	2,858	42556.5%
Interest expense	4	0	0	0	-	-4	-100.0%
FX Transaction losses	2	3	4	1	18.3%	2	92.5%
FX Translation losses	1	1	0	-1	-86.4%	-1	-76.0%
Valuation losses on derivative instruments	0	1,622	2,861	1,238	76.3%	2,861	-



3. Appendix

Number of Employees

Consolidated Financial Statements

Separate Financial Statements

[Appendix] Number of Employees



(Unit: person)

									<u> </u>
Name	4Q10	1Q11	2Q11	3Q11	4Q11	1Q12	2Q12	QoQ	YoY
Daum Communications	1,123	1,241	1,283	1,295	1,307	1,336	1,353	17	70
Daum Service	477	522	533	543	536	529	543	14	10
Daum LMC			74	108	143	147	159	12	85
Pix View	39	34	33	30	38	43	42	-1	9
Fingertouch				29	30	23	25	2	25
Intomos	15	16	15	12	11	12	12	0	-3
Daum Global Holdings	3	2	2	6	11	13	15	2	13
Onnet						174	168	-6	168
(Concurrent position)	2	2	2	2	11	11	11	-	-
Subtotal (*)	1,655	1,813	1,938	2,021	2,065	2,266	2,306	40	368

^{*} The above number of employees include full-time and part-time employees and consolidated total is excluding concurrent positions

^{*} Increase in the number of employees due to the acquisition of Onnet in 1Q 2012.

[Appendix] Consolidated Financial Statements(K-IFRS)



Consolidated Statements of Income

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Sales Revenues	103,416	110,188	116,557	6,370	5.8%	13,141	12.7%
Operating Expenses	75,291	83,035	86,268	3,233	3.9%	10,977	14.6%
Operating Profit before Other Operating Income and Expenses	28,125	27,152	30,289	3,137	11.6%	2,164	7.7%
Other Operating Income	1,241	161	261	100	62.2%	-980	-79.0%
Other Operating Expenses	128	229	752	523	228.4%	624	488.6%
Operating Profit	29,239	27,085	29,799	2,714	10.0%	560	1.9%
EBITDA	35,702	35,702	38,662	2,960	8.3%	2,960	8.3%
Financial Income	4,672	3,484	2,921	-563	-16.2%	-1,751	-37.5%
Financial Expenses	487	2,178	2,920	742	34.1%	2,433	499.7%
Gains on Equity method investments	0	0	0	0	-	0	-
Losses on Equity method investments	44	273	482	209	76.8%	438	994.9%
Profit Before Income Tax Expenses	33,380	28,118	29,318	1,200	4.3%	-4,062	-12.2%
Income Tax Expenses	8,640	6,930	6,936	7	0.1%	-1,704	-19.7%
Net Profit from Continued Operations	24,740	21,188	22,382	1,194	5.6%	-2,358	-9.5%
Net Profit from Discontinued Operations	14,206	0	0	0	-	-14,206	-100.0%
Net Profit	38,946	21,188	22,382	1,194	5.6%	-16,564	-42.5%
Net Profit of Controlling Interests	39,036	21,188	22,295	1,106	5.2%	-16,741	-42.9%
Net Profit of Non-controlling Interests	-90	0	87	87	_	177	

[Appendix] Consolidated Financial Statements(K-IFRS)



Consolidated Statements of Financial Position

	2Q 11	1Q 12	2Q 12	QoQ	QoQ(%)	YoY	YoY(%)
Total Assets	509,420	593,540	583,793	-9,747	-1.6%	74,373	14.6%
Current Assets	349,342	336,786	320,064	-16,722	-5.0%	-29,278	-8.4%
Non-Current Assets	160,078	256,755	263,729	6,974	2.7%	103,651	64.8%
Total Liabilities	99,105	122,513	93,567	-28,947	-23.6%	-5,539	-5.6%
Current Liabilities	89,203	111,316	79,458	-31,858	-28.6%	-9,745	-10.9%
Non-Current Liabilities	9,902	11,197	14,108	2,911	26.0%	4,206	42.5%
Total Equity	410,315	471,027	490,226	19,199	4.1%	79,912	19.5%
Stockholders' equities	6,747	6,786	6,799	13	0.2%	51	0.8%
Additional Paid-in and Other Capital	172,202	179,594	181,481	1,886	1.1%	9,279	5.4%
Capital Adjustments	4,730	4,046	2,784	-1,262	-31.2%	-1,947	-41.2%
Accumulated other comprehensive income	3,580	9,927	7,091	-2,836	-28.6%	3,511	98.1%
Retained Earnings (Accumulated Deficit)	221,728	265,111	287,406	22,295	8.4%	65,677	29.6%
Non-controlling Interests	1,327	5,563	4,667	-896	-16.1%	3,340	251.6%

[Appendix] Consolidated Financial Statements(K-IFRS)



Consolidated Statements of Cash Flows

	2010	2011	1H12
I. Cash Flows from Operating Activities	117,779	111,763	70,989
Cash flows from operating	118,062	116,703	76,837
Profit for the period	122,429	107,976	43,570
Adjustments (*1)	-3,059	34,641	34,406
Decrease (increase) in working capital	-1,308	-25,914	-1,139
2. Interest Received	5,257	7,595	5,281
3. Interest Paid	-354	-32	-12
4. Dividends Received	18	63	52
5. Income Tax Refund	-5,203	-12,564	-11,169
II. Cash Flows from Investing Activities	-93,951	-114,634	-16,757
Cash Inflows from Investing Activities	121,155	275,307	137,227
2. Cash outflows from Investing Activities	-215,106	-389,940	-153,985
III. Cash Flows from Financing Activities	-1,763	-13,441	-26,711
Cash Inflows from Financing Activities	18,892	12,535	3,321
2. Cash outflows from Financing Activities	-20,655	-25,977	-30,032
IV. Exchange gains(losses) on Cash and Cash Equivalents	6	3	6
V. Net Increase(Decrease) in Cash and Cash Equivalents(+ +)	22,072	-16,308	27,527
VI. Cash and cash equivalents at the beginning of period	75,210	97,282	80,973
VII. Cash and cash equivalents at the end of period	97,282	80,973	108,500

^(*1) Adjustments: Income and expenses, interest expenses, interest income, dividend income, income tax expenses without cash flow

[Appendix] Separate Financial Statements(K-IFRS)



Separate Statements of Income

	2Q 11	1Q 12	2Q 12	QoQ	QoQ (%)	YoY	YoY (%)
Sales Revenues	103,383	103,254	110,087	6,833	6.6%	6,704	6.5%
Operating Expenses	75,452	75,148	78,920	3,772	5.0%	3,467	4.6%
Operating Profit before Other Operating Income and Expenses	27,931	28,106	31,167	3,061	10.9%	3,237	11.6%
Other Operating Income	1,218	117	275	158	135.2%	-943	-77.5%
Other Operating Expenses	114	104	600	497	478.9%	486	425.7%
Operating Profit	29,034	28,119	30,842	2,722	9.7%	1,808	6.2%
EBITDA	35,399	35,500	38,552	3,052	8.6%	3,153	8.9%
Financial Income	3,705	2,742	2,620	-122	-4.4%	-1,085	-29.3%
Financial Expenses	7	1,627	2,865	1,238	76.1%	2,858	42556.5%
Net Profit from Continued Operations	32,732	29,234	30,597	1,363	4.7%	-2,135	-6.5%
Income Tax Expenses	7,790	6,339	7,448	1,109	17.5%	-343	-4.4%
Net Profit from Discontinued Operations	24,942	22,895	23,149	254	1.1%	-1,793	-7.2%

[Appendix] Separate Financial Statements(K-IFRS)



Separate Statements of Financial Position

	2Q 11	1Q 12	2Q 12	QoQ	QoQ(%)	YoY	YoY(%)
Total Assets	465,316	542,771	539,270	-3,502	-0.6%	73,954	15.9%
Current Assets	286,272	306,825	281,861	-24,964	-8.1%	-4,412	-1.5%
Non-Current Assets	179,043	235,946	257,409	21,463	9.1%	78,365	43.8%
Total Liabilities	92,577	117,036	88,766	-28,270	-24.2%	-3,811	-4.1%
Current Liabilities	83,380	109,949	81,419	-28,529	-25.9%	-1,961	-2.4%
Non-Current Liabilities	9,197	7,088	7,347	259	3.7%	-1,850	-20.1%
Total Equity	372,739	425,735	450,503	24,768	5.8%	77,765	20.9%
Stockholders' equities	6,747	6,786	6,799	13	0.2%	51	0.8%
Additional Paid-in and Other Capital	168,601	178,073	180,941	2,869	1.6%	12,340	7.3%
Capital Adjustments	4,730	4,046	2,784	-1,262	-31.2%	-1,947	-41.2%
Accumulated other comprehensive income	2,720	1,446	1,446	0	0.0%	-1,274	-46.8%
Retained Earnings(Accumulated Deficit)	189,940	235,385	258,534	23,149	9.8%	68,593	36.1%

[Appendix] Separate Financial Statements(K-IFRS)



Separate Statements of Cash Flows

	2010	2011	1H12
I. Cash Flows from Operating Activities	108,983	135,096	69,432
Cash flows from operating	115,678	124,383	84,299
Profit for the period	90,657	105,288	46,044
Adjustments (*1)	30,139	39,425	30,327
Decrease (increase) in working capital	-5,118	-20,331	7,928
2. Interest Received	4,382	6,554	4,989
3. Interest Paid	-390	-	0
4. Dividends Received	18	11,418	7
5. Income Tax Refund	-10,705	-7,258	-19,863
II. Cash Flows from Investing Activities	-99,767	-120,766	-26,717
1. Cash Inflows from Investing Activities	78,579	222,935	123,526
2. Cash outflows from Investing Activities	-178,347	-343,701	-150,243
III. Cash Flows from Financing Activities	-4,051	-14,454	-26,064
1. Cash Inflows from Financing Activities	16,150	12,439	3,391
2. Cash outflows from Financing Activities	-20,201	-25,663	-29,455
IV. Exchange gains(losses) on Cash and Cash Equivalents			
V. Net Increase(Decrease) in Cash and Cash Equivalents(+ +)	5,164	1,107	16,651
VI. Cash and cash equivalents at the beginning of period	69,400	74,565	75,672
VII. Cash and cash equivalents at the end of period	74,565	75,672	92,323

^(*1) Adjustments : Income and expenses, interest expenses, interest income, dividend income, income tax expenses without cash flow

Thank you