

# **EARNINGS RELEASE**

For the quarter ended March 31, 2011 | 2011. 5. 20 Investor Relations



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#### **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:
  - Domestic SBU (4 subsidiaries): Daum Service (100%)

Daum Global Holdings (100%)

Pix Korea (71%)

Intomos (67%)



## **1Q11 Actual Review**

## 1. Consolidated Financials (K-IFRS)



#### **Summary of Income Statement**

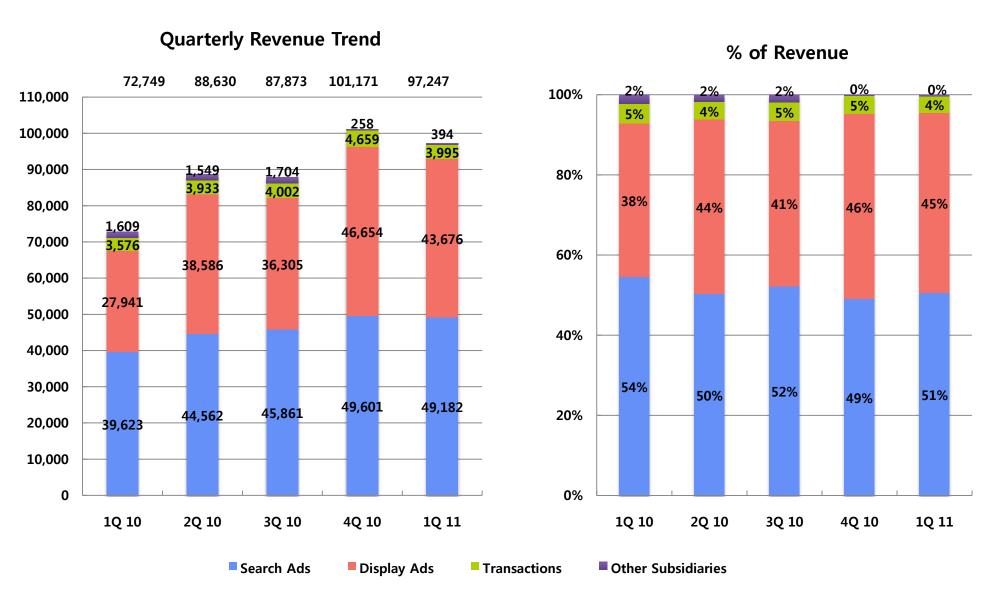
	1Q 10	4Q 10	1Q 11	QoQ	QoQ (%)	YoY	YoY (%)
Sales Revenue	72,749	101,171	97,247	-3,925	-3.9%	24,498	33.7%
Search	39,623	49,601	49,182	-419	-0.8%	9,559	24.1%
Display	27,941	46,654	43,676	-2,978	-6.4%	15,735	56.3%
Transactions	3,576	4,659	3,995	-663	-14.2%	419	11.7%
Other Subsidiaries	1,609	258	394	136	52.9%	-1,215	-75.5%
Operating Expenses	54,253	74,424	65,054	-9,370	-12.6%	10,801	19.9%
Other Operating Income	914	3,390	219	-3,172	-93.5%	-695	-76.1%
Other Operating Expenses	357	3,501	1,861	-1,641	-46.9%	1,504	421.0%
Operating Profit	19,052	26,637	30,551	3,914	14.7%	11,499	60.4%
EBITDA	24,669	32,766	36,739	3,973	12.1%	12,071	48.9%
Net Profit	15,436	19,202	25,626	6,423	33.4%	10,190	66.0%

<sup>• 1</sup>Q Revenue increased by 33.7% YoY to 97.2bn due to the solid growth of search and display ad revenue

<sup>•</sup> Search ad grew 24.1% YoY to 49.2bn by maintaining stable revenue from Overture CPC product and strengthening the competitiveness of own search products

<sup>•</sup> Despite the low seasonality, Display ad grew 56.3% YoY to 43.7bn due to the product competitiveness and increase of media preference







(Unit: KRW million, %)

#### **Summary of Operating Expenses**

Event fees

Others

1Q 10 4Q 10 1Q 11 YoY QoQ QoQ (%) YoY (%) **Operating Expenses** 54,253 74,424 65,054 -9,370 -12.6% 10,801 19.9% 14,619 16,381 -4,174 -20.3% 1,762 12.1% Labor costs 20,554 Fringe benefits 3,670 4,067 4,234 168 4.1% 565 15.4% Depreciation 4,164 4,472 4,586 114 2.5% 422 10.1% Rental fees 1,978 1,821 1,972 151 8.3% -7 -0.3% Commissions 11,065 15,995 13,066 -2,929-18.3% 2,001 18.1% Advertising 708 7,728 983 -6,744 -87.3% 275 38.9% Bad debt expenses 1,358 -1,475 92 1,567 106.2% -1,267-93.2% Amortization 1,453 1,602 -3.3% 150 10.3% 1,657 -54 Outsourcing fees 4,345 5,220 4,895 -325 -6.2% 550 12.6% Ad Agency fees 14,635 8,241 11,551 3,084 26.7% 6,393 77.6%

• Despite the increase in personnel, labor costs decreased 4.2bn QoQ mainly due to Daum's year-end bonus payment in previous quarter

214

2,394

-680

453

-76.1%

23.3%

126

-170

144.8%

-6.6%

· Marketing expenses decreased 6.7bn QoQ due to the reduction in media advertising costs and promotional activities

893

1,941

87

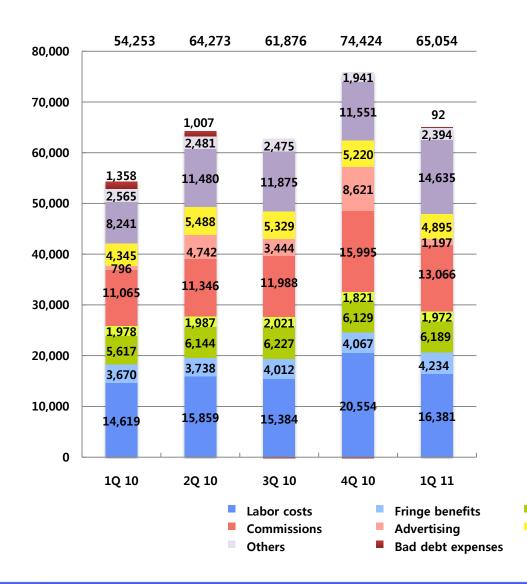
2,565

• Ad agency fee grew 3.1bn QoQ due to the base effect from reclassifying the recognition standard of ad agency fee in previous quarter

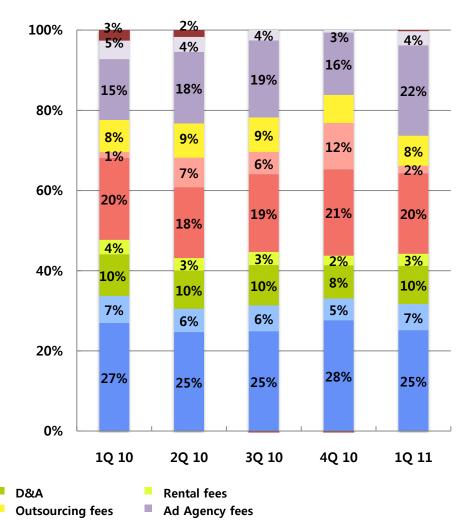


(Unit: KRW million)

#### **Quarterly Expenses Trend**



#### % of Expenses





#### **Other Operating Income and Expenses**

	1Q 10	4Q 10	1Q 11	QoQ	QoQ (%)	YoY	YoY (%)
Other Operating Income	914	3,390	219	-3,172	-93.5%	-695	-76.1%
Reversal of allowance for doubtful a ccounts	32	416	0	-416	-100.0%	-32	-100.0%
Disposal gains on other assets	0	2,842	0	-2,842	-100.0%	0	0.0%
Disposal gains on equity method investees	862	0	0	0	0.0%	-862	-100.0%
Miscellaneous	19	104	219	115	111.2%	200	1050.5%
others	0	29	0	-29	-	0	-
Other Operating Expenses	357	3,501	1,861	-1,641	-46.9%	1,504	421.0%
Disposal losses on tangible assets	0	2	53	51	2022.4%	53	0.0%
Impairment losses on intangible asse ts	0	1,589	748	-841	-52.9%	748	0.0%
Commissions	0	250	0	-250	-100.0%	0	0.0%
Donations	293	696	1,052	356	51.2%	759	259.1%
Miscellaneous	11	790	8	-782	-99.0%	-3	-26.0%
others	54	174	0	-174	-	-54	-

<sup>•</sup> Impairment losses on intangible assets recorded 700mn due to the impairment on Daum's intangible assets



#### **Financial Income and Expenses**

							- , ,
	1Q 10	4Q 10	1Q 11	QoQ	QoQ (%)	YoY	YoY (%)
Financial Income	1,281	1,810	3,106	1,296	71.6%	1,825	142.4%
Interest income	1,246	1,655	2,063	408	24.7%	817	65.5%
Dividend income	18	0	63	63	0.0%	45	255.0%
FX Transaction gains	5	249	1	-249	-99.8%	-4	-88.8%
FX Translation gains	0	-81	6	86	106.9%	6	0.0%
Disposal gains of LT AFS	13	-14	321	335	2,369.9%	309	2,463.2%
Valuation Gains on derivative instruments	0	0	653	653	0.0%	653	0.0%
Financial Expenses	435	4,994	569	-4,425	-88.6%	134	30.9%
Interest expense	392	8	9	1	12.6%	-383	-97.7%
FX Transaction losses	2	533	18	-515	-96.6%	17	929.7%
FX Translation losses	41	52	542	490	936.8%	501	1,226.5%
Disposal loss of LT AFS	0	2,545	0	-2,545	-100.0%	0	0.0%
Valuation losses on Trading Securities	0	644	0	-644	-100.0%	0	0.0%
Valuation losses on derivative instruments	0	1,212	0	-1,212	-100.0%	0	0.0%

<sup>•</sup> Valuation gains on derivative instruments and FX Translation losses are occurred due to the foreign currency hedge on the amount which Daum will be retrieved from the disposal of Lycos



## **1Q11 Actual Review**

## 2. Separate Financials (K-IFRS)

## **Separate Financial Statements (K-IFRS)**



### **Summary of Income Statement**

	1Q 10	4Q 10	1Q 11	QoQ	QoQ (%)	YoY	YoY (%)
Sales Revenue	71,200	100,993	96,929	-4,064	-4.0%	25,729	36.1%
Search	39,623	49,601	49,182	-419	-0.8%	9,559	24.1%
Display	27,941	46,654	43,676	-2,978	-6.4%	15,735	56.3%
Transactions	3,636	4,738	4,071	-666	-14.1%	435	12.0%
<b>Operating Expenses</b>	52,221	73,530	64,840	-8,689	-11.8%	12,619	24.2%
Labor costs	10,883	17,735	13,930	-3,805	-21.5%	3,047	28.0%
Fringe benefits	2,901	3,442	3,518	76	2.2%	617	21.3%
Depreciation	3,999	4,371	4,489	117	2.7%	490	12.3%
Rental fees	1,516	1,582	1,720	138	8.7%	203	13.4%
Commissions	13,961	19,198	16,483	-2,716	-14.1%	2,522	18.1%
Advertising	780	7,726	982	-6,744	-87.3%	203	26.0%
Bad debt expenses	1,354	-1,475	92	1,567	106.2%	-1,263	-93.2%
Amortization	1,432	1,654	1,599	-55	-3.4%	167	11.7%
Outsourcing fees	4,192	5,223	5,000	-224	-4.3%	807	19.3%
Ad Agency fees	8,986	11,551	14,635	3,084	26.7%	5,649	62.9%
Event fees	85	804	213	-592	-73.6%	127	149.4%
Others	2,132	1,717	2,182	465	27.1%	50	2.3%

## **Separate Financial Statements (K-IFRS)**



### **Other Operating Income and Expenses**

	1Q10	4Q10	1Q11	QoQ	QoQ(%)	YoY	YoY(%)
Other Operating Income	881	2,936	52	-2,884	-98.2%	-829	-94.1%
Reversal of allowance for doubtful accounts	O	416	0	-416	-100.0%	0	_
Disposal gains on other assets	862	2,405	0	-2,405	-100.0%	-862	-100.0%
Disposal gains on equity method i nvestees	19	92	52	-40	-43.7%	33	175.7%
Miscellaneous	0	23	0	-23	-100.0%	0	-
others	348	3,454	1,859	-1,595	-46.2%	1,511	434.1%
Other Operating Expenses	0	0	53	53	-	53	-
Disposal losses on tangible assets	0	26	748	722	2808.2%	748	
Impairment losses on intangible as sets	0	1,563	0	-1,563	-100.0%	0	-
Commissions	0	250	0	-250	-100.0%	0	-
Donations	293	686	1,052	366	53.3%	759	259.1%
Miscellaneous	2	782	6	-776	-99.2%	5	303.0%
others	54	147	0	-147	-100.0%	-54	-100.0%

## **Separate Financial Statements (K-IFRS)**



### **Financial Income and Expenses**

	1Q10	4Q10	1Q11	QoQ	QoQ(%)	YoY	YoY(%)
Financial Income	1,072	1,398	13,386	11,988	857.5%	12,314	1148.9%
Interest income	1,037	1,397	1,641	244	17.4%	604	58.2%
Dividend income	18	0	11,418	11,418	-	11,400	64590.9%
FX Transaction gains	5	1	1	0	-	0	-
FX Translation gains	0	0	6	0	-	0	-
Disposal gains of LT AFS	13	0	321	321	611,013.8%	309	2463.2%
Financial Expenses	386	1,392	6	-1,386	-99.6%	-381	-98.5%
Interest expense	384	4	4	0	2.2%	-380	-99.0%
FX Transaction losses	2	1	2	0	34.4%	0	-7.4%
FX Translation losses	1	0	0	1	623.0%	0	-35.1%
Disposal loss of LT AFS	0	0	0	0	-	0	_
Valuation losses on Trading S ecurities	0	644	0	-644	-100.0%	0	-
Valuation losses on derivative instruments	0	743	0	-743	-100.0%	0	-



## 3. Appendix

**Number of Employees** 

**Consolidated Financial Statements** 

**Non-Consolidated Financial Statements** 

## [Appendix] Number of Employees



(Unit: person)

Name	2009	1Q10	2Q10	3Q10	4Q10	1Q11	QoQ	YoY
Daum Communications	954	1,017	1,044	1,083	1,123	1,241	118	224
Daum Service	390	445	451	464	477	522	45	77
Pix Korea		33	33	46	39	34	-5	1
Intomos				12	15	16	1	16
Daum Global Holdings	3	3	3	3	3	2	-1	-1
Subtotal (*)	1,345	1,496	1,529	1,606	1,655	1,813	158	317

<sup>\*</sup> Consolidated total is excluding concurrent positions

<sup>\*</sup> Namu Communications employees have been excluded from the number of employees due to the disposal of the company in 4Q 2011

## [Appendix] Consolidated Financial Statements(K-IFRS)



#### **Consolidated Statements of Income**

	1Q10	4Q10	1Q11	QoQ	QoQ(%)	YoY	YoY(%)
Revenues	72,749	101,171	97,247	-3,925	-3.9%	24,498	33.7%
Operating Expenses	54,253	74,424	65,054	-9,370	-12.6%	10,801	19.9%
Other Operating Income	914	3,390	219	-3,172	-93.5%	-695	-76.1%
Other Operating Expenses	357	3,501	1,861	-1,641	-46.9%	1,504	421.0%
Operating Profit	19,052	26,637	30,551	3,914	14.7%	11,499	60.4%
EBITDA	24,669	32,766	36,739	3,973	12.1%	12,071	48.9%
Financial Income	1,281	1,810	3,106	1,296	71.6%	1,825	142.4%
Financial Expenses	435	4,994	569	-4,425	-88.6%	134	30.9%
Gains on Equity method investments	0	-44	0	44	-	0	0.0%
losses on Equity method investments	54	0	0	0	0.0%	-54	-
Profit Before Income Tax Expenses	19,844	23,408	33,087	9,680	41.4%	13,243	66.7%
Income Tax Expenses	6,164	3,393	7,462	4,069	119.9%	1,298	21.1%
Net Profit from Continued Operations	13,680	20,015	25,626	5,611	28.0%	11,945	87.3%
Net Profit from Discontinued Operations	1,756	-812	0	812	-	-1,756	-100.0%
Net Profit	15,436	19,202	25,626	6,423	33.4%	10,190	66.0%
Net Profit of Controlling Interests	15,540	19,370	25,658	6,288	32.5%	10,118	65.1%
Net Profit of Non-controlling Interests	-104	-168	-33	135	-	71	-

## [Appendix] Consolidated Financial Statements(K-IFRS)



#### **Consolidated Statements of Financial Position**

Lonsolidated Statements of Financial I	(Unit: KR)	W million, %)					
	1Q10	4Q10	1Q11	QoQ	QoQ(%)	YoY	YoY(%)
Total Assets	306,213	460,780	492,927	32,147	7.0%	186,714	61.0%
<b>Current Assets</b>	184,142	312,156	341,149	28,993	9.3%	157,008	85.3%
Non-Current Assets	122,071	148,623	151,777	3,154	2.1%	29,706	24.3%
Total Liabilities	71,716	104,493	117,373	12,880	12.3%	45,657	63.7%
Current Liabilities	55,877	93,821	106,695	12,874	13.7%	50,819	90.9%
Non-Current Liabilities	15,839	10,672	10,678	6	0.1%	-5,161	-32.6%
Total Equity	234,497	356,286	375,553	19,267	5.4%	141,057	60.2%
Stockholders' equities	6,565	6,681	6,714	33	0.5%	149	2.3%
Additional Paid-in and Other Capital	145,774	161,017	165,887	4,870	3.0%	20,113	13.8%
Capital Adjustments	10,240	7,905	6,560	-1,345	-17.0%	-3,680	-35.9%
Accumulated other comprehensive income	13,112	2,970	3,461	490	16.5%	-9,652	-73.6%
Retained Earnings (Accumulated Deficit)	58,781	177,782	193,034	15,252	8.6%	134,254	228.4%
Non-controlling Interests	25	-69	-102	-33	47.5%	-127	-511.2%
Cash(1)*	104,705	203,482	228,410	24,928	12.3%	123,705	118.1%
Interest-bearing Debt(2)	350	408	1,025	617	151.4%	675	192.9%
Net Cash(1-2)	104,355	203,074	227,385	24,311	12.0%	123,030	117.9%

<sup>\* (1)</sup> Cash = Cash and Cash Equivalents - Government subsidy(Cash Equivalents) + Short-term&Long-term Financial Instruments

## [Appendix] Consolidated Financial Statements(K-IFRS)



#### **Consolidated Statements of Cash Flows**

	2010	1Q11
I . Cash Flows from Operating Activities	96,609	47,564
1. Cash flows from operating	110,111	28,227
Net Income	86,046	25,626
Adjustments (*1)	38,441	13,405
Decrease (increase) in working capital	-14,376	-10,803
2. Cash Inflows from Interest Revenues	5,318	1,529
3. Cash Outflows for Interest Expenses	-8,006	5
4. Cash Inflows from Dividends Income	18	0
5. Refund of Income Tax Expenses	-10,832	17,803
<b>II</b> . Cash Flows from Investing Activities	-77,888	-54,831
1. Cash Inflows from Investing Activities	103,106	34,779
2. Cash outflows from Investing Activities	-180,994	-89,610
Ⅲ. Cash Flows from Financing Activities	68	3,194
1. Cash Inflows from Financing Activities	20,876	3,385
2. Cash outflows from Financing Activities	-20,808	-191
IV. Increase (Decrease) in Cash Due to Changes in the Consolidated Entity	668	0
V. Net Increase(Decrease) of Cash (I+II+III)	19,458	-4,072
VI. Cash at the Beginning of the Fiscal Period	77,824	97,282
VII. Cash at the End of the Fiscal Period	97,282	93,210

<sup>1)</sup> 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**

	1Q10	4Q10	1Q11	QoQ	QoQ(%)	YoY	YoY(%)
Revenues	71,200	100,993	96,929	-4,064	-4.0%	25,729	36.1%
Operating Expenses	52,221	73,530	64,840	-8,689	-11.8%	12,619	24.2%
Other Operating Income	881	2,936	52	-2,884	-98.2%	-829	-94.1%
Other Operating Expenses	348	3,454	1,859	-1,595	-46.2%	1,511	434.1%
Operating Profit	19,511	26,945	30,282	3,337	12.4%	10,770	55.2%
EBITDA	24,942	32,971	36,369	3,398	10.3%	11,427	45.8%
Financial Income	1,072	1,398	13,386	11,988	857.5%	12,314	1148.9%
Financial Expenses	386	1,392	6	-1,386	-99.6%	-381	-98.5%
Net Profit from Continued Operations	20,197	26,951	43,662	16,711	62.0%	23,465	116.2%
Income Tax Expenses	6,157	4,801	7,454	2,653	55.3%	1,297	21.1%
Net Profit from Discontinued Operations	0	0	0	0	-	0	-
Net Profit	14,040	22,151	36,208	14,058	63.5%	22,169	157.9%

## [Appendix] Separate Financial Statements (K-IFRS)



#### **Separate Statements of Financial Position**

						(Onit. KKW million, %)	
	1Q10	4Q10	1Q11	QoQ	QoQ(%)	YoY	YoY(%)
Total Assets	297,131	421,851	463,459	41,608	9.9%	166,328	56.0%
Current Assets	158,822	252,791	292,354	39,563	15.7%	133,532	84.1%
Non-Current Assets	138,309	169,060	171,105	2,044	1.2%	32,796	23.7%
Total Liabilities	64,041	97,491	109,721	12,230	12.5%	45,680	71.3%
Current Liabilities	52,155	87,013	100,075	13,062	15.0%	47,920	91.9%
Non-Current Liabilities	11,886	10,477	9,646	-831	-7.9%	-2,240	-18.8%
Total Equity	233,089	324,360	353,738	29,377	9.1%	120,648	51.8%
Stockholders' equities	6,565	6,681	6,714	33	0.5%	149	2.3%
Additional Paid-in and Other Capital	142,092	157,336	162,206	4,870	3.1%	20,113	14.2%
Capital Adjustments	10,467	7,905	6,560	-1,345	-17.0%	-3,907	-37.3%
Accumulated other comprehensive income	1,443	3,298	2,918	-381	-11.5%	1,475	102.3%
Retained Earnings(Accumulated Deficit)	72,523	149,140	175,340	26,200	17.6%	102,818	141.8%
Cash(1)*	88,739	163,765	186,684	22,919	14.0%	97,945	110.4%
Interest-bearing Debt(2)	0	0	0	0	-	0	-
Net Cash(1-2)	88,739	163,765	186,684	22,919	14.0%	97,945	110.4%

<sup>\* (1)</sup> Cash = Cash and Cash Equivalents - Government subsidy(Cash Equivalents) + Short-term&Long-term Financial Instruments

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