



JYP Entertainment

2024 Investor Relations

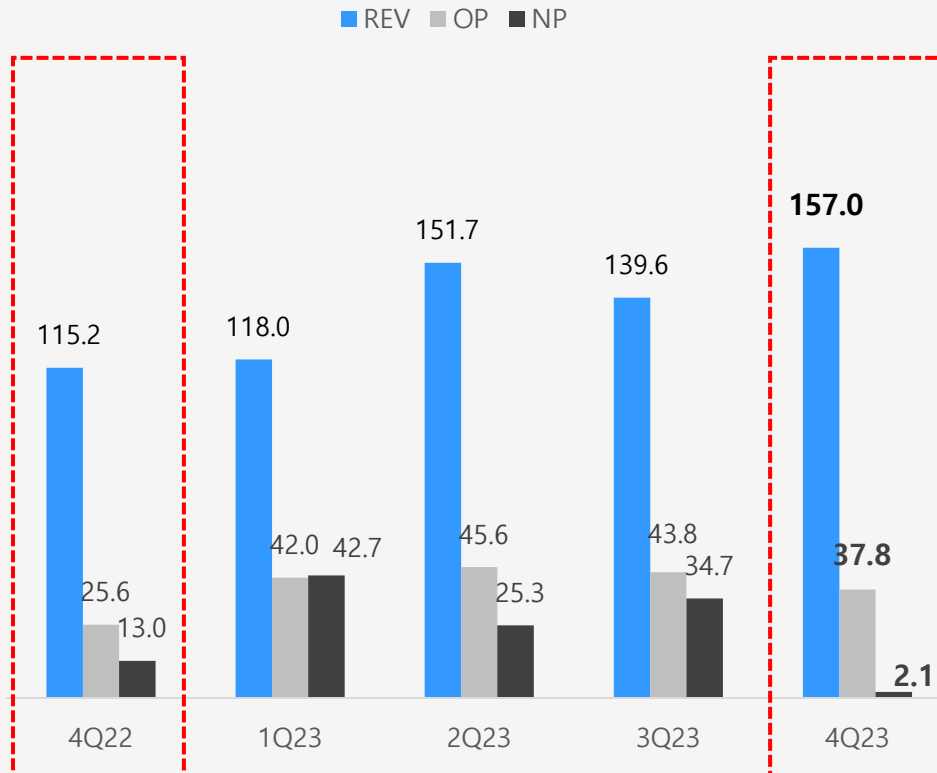


#4Q23 FINANCE RESULT

“Global streaming REV shows structural growth, concert & merch sales upsurge with major artists’ increasing popularity / Overall OPM improved despite 360 margin dilution and COGS increase”

OVERVIEW

(Unit: KRW Bn)



▶ 2023 Q4 / 2023 Annual

- REV: 157.0 (yoy+36.3%) / 566.5 (yoy+63.8%)
- OP: 37.8 (yoy+47.5%) / 169.4 (yoy+75.4%)
- NP: 2.1 (yoy-83.2%) / 105.0 (yoy+55.6%)

▶ Structural growth of global streaming REV/

Offline sales (concert, MD, etc.) upsurge

- Global streaming REV continues to expand
 - Streaming yoy+20% / global streaming yoy+22% / cml. physical sales yoy+58%
- Maj. artists’ concert&MD REV grew, “Others” REV declined due to overtime REV recognition
 - Concert yoy+608% / MD yoy+96% (JYP360, 12.8 BN) / Ads yoy+25%
 - Others yoy-28% (JP shifted to overtime REV recognition, 360 “Others” REV reclassified)
- REV growth across all region
 - Oversea region REV surged yoy+71% (cml. REV yoy+112%)
 - Japan cml. REV yoy+75% / China Region cml. REV yoy+32%

▶ Expansion of OPM despite increased COGS & JYP360 margin dilution

- GPM 43.9%, yoy+4.0%pt / OPM 24.1%, yoy+1.8%pt / cml. OPM 29.9%, yoy+2%pt
- Contents Production (yoy+69%) / Artist Fee (yoy+46.9%)

Q4 Result – P/L Summary

2024 JYP Investor Relations

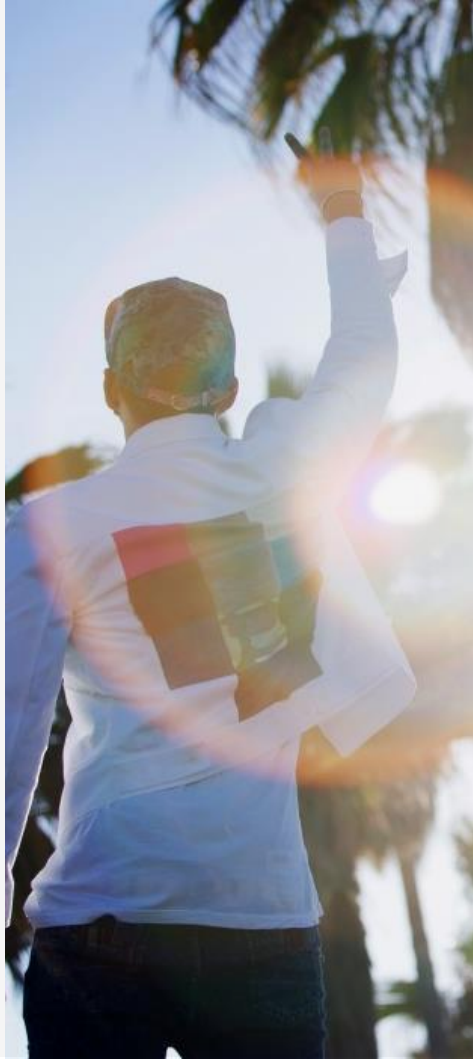
(Unit: KRW Bn)

	2023 Q4 (a)	2022 Q4 (b)	Growth (yoy)	Gap (a-b)	Note
Revenue	157.0	115.2	36.3%	41.8	Sales contribution of artists diversified, & % of global REV continues to expand - [Physical] SKZ album and catalogue sales reflected (Republic Records contributed 14 BN) - [Streaming] Domestic & Global REV grew, Global Streaming REV contributed 11.4 BN - [Concert] Record high quarterly REV 30 BN (incl. Live Nation, NA concerts profit overage R/S) - [MD] Record high quarterly REV 33 BN (incl. Japan Concert MD, 360 REV 12.8 BN) - [Others] Decreased as 1) JP changed to overtime REV recognition 2) 360 REV reclassified - [Japan] One-off decline in Q4 OP as "others" REV adjusted to be recognized overtime & account reclassified. yoy+49.7 BN - [Oversea - Others] Continuous REV growth in Music & Concert/MD, yoy+96.8 BN
COGS	88.1	69.2	27.3%	18.8	GPM 43.9% (yoy+4.0%pt), Annual GPM 47.4% (yoy+2.1%pt) - Contents production cost yoy+69.0% - Artist fee yoy+46.9%
Gross Profit	68.9	45.9	50.0%	22.9	
L SG&A	31.0	20.2	53.2%	10.7	360 delivery cost reclassified (COGS->SG&A, 4.4 BN)
Operating Profit	37.8	25.6	47.5%	12.2	OPM 24.1% (yoy+1.8%pt), Annual OPM 29.9% (yoy+2.0%pt) - Increase in OPM due to oversea REV growth
L Other Losses	4.8	0.1	-		BEIJING SHINSUNG Ent. Ltd – Goodwill impairment loss (4.7 BN)
L Financial Costs	11.4	-2.3	-		NAVER Z value decrease (measured at fair value) (9 BN)
L Share of Profit(Loss) of Associates and JVs	-3.9	-0.6	-		BEIJING SHINSUNG Ent. Ltd - Reflected devaluation of share acquisition
Net Profit	2.1	13.0	(83.2%)	(10.8)	Reflected corporate income tax 17.2 BN



#INVESTMENT H/L

“K-POP penetration in Japan & artists’ global mass power drive growth in various segments/ Strengthening subsidiaries & the value chain of core business”



Summary of Investment Highlight

• Strengthening market presence in Japan & overseas / Growth across all segments

- [Japan] Expanded K-POP Penetration, solidified presence of JYP artists incl. TWICE & Japan Unit / Stray Kids / NiziU / NEXZ
- [Global Partnership] Strategic partnership with Republic Records/ Live Nation to consolidate N.A. market
- [Stray Kids] Ranked No1 on “Billboard 200” 4time in a row, entered “Billboard HOT 100.” JP business expansion & mass-based growth
- [TWICE] Ranked “Billboard 200” No.1 for the first time & sold-out stadium concerts in NA/Latin. Preparing individual & unit activities
- [Artist Line-up] Potential REV contribution through new boy group projects (NEXZ & LOUD)
- [Streaming IP] Content improvement & major artists’ mass power expansion / Structural growth of global streaming continues
- [Concert MD] Increased proportion of larger-scale concerts in Japan / 360 expected to strengthen MD business

• Expansion of Artist line-up

- 24H1 [NEXZ], 24H2 [LOUD] [PROJECT_C] / Plan to launch NEW PROJECT in '25

• Expansion of subsidiary capabilities for additional growth

- [JYP PARTNERS] Acquired license / begin VC investment & synergize with PI investment by 24H2
- [JYP360] Internalize #JYP Shop commerce, advance global MD business based on fandom database
- [Investment] Strengthen CORE-biz value chain investment

Q1 Update

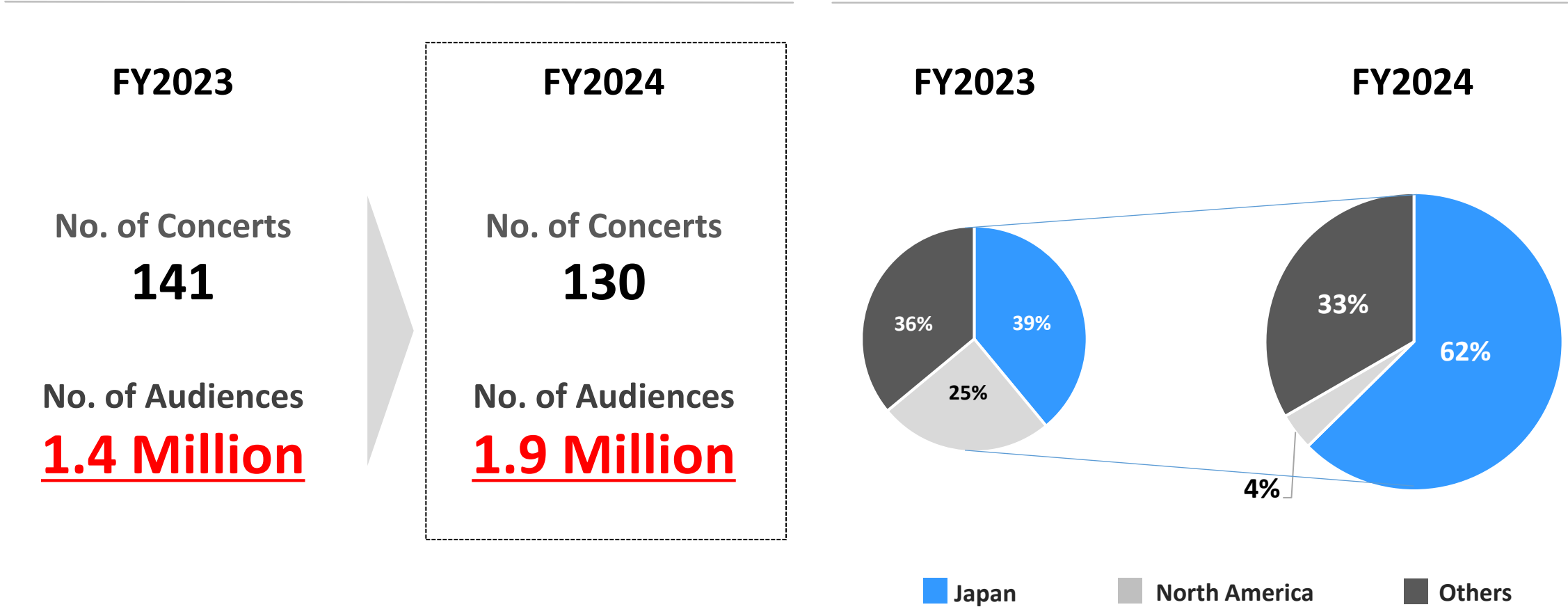
• Artist Album and Concert (Q1 Expected)

- Album: [TWICE mini album] [ITZY mini album] [NMIXX mini album] [DAY6 mini album] [VCHA digital single]
- Concerts: [TWICE NA/Latin concerts] [SKZ fan meetings] [ITZY World Tour] [NMIXX HK fan concert] [XH World Tour]
- Japan Deferred REV : [SKZ Dome Tour 8times] [TWICE 5th World Tour Japan 4times] [NiziU Japan Concerts 17times]

“While the number of audiences in 2024 grows, an increased proportion of sizable tours in Japan will contribute to the concert margin growth.”

No. of Concerts & Audiences

Audiences by Region



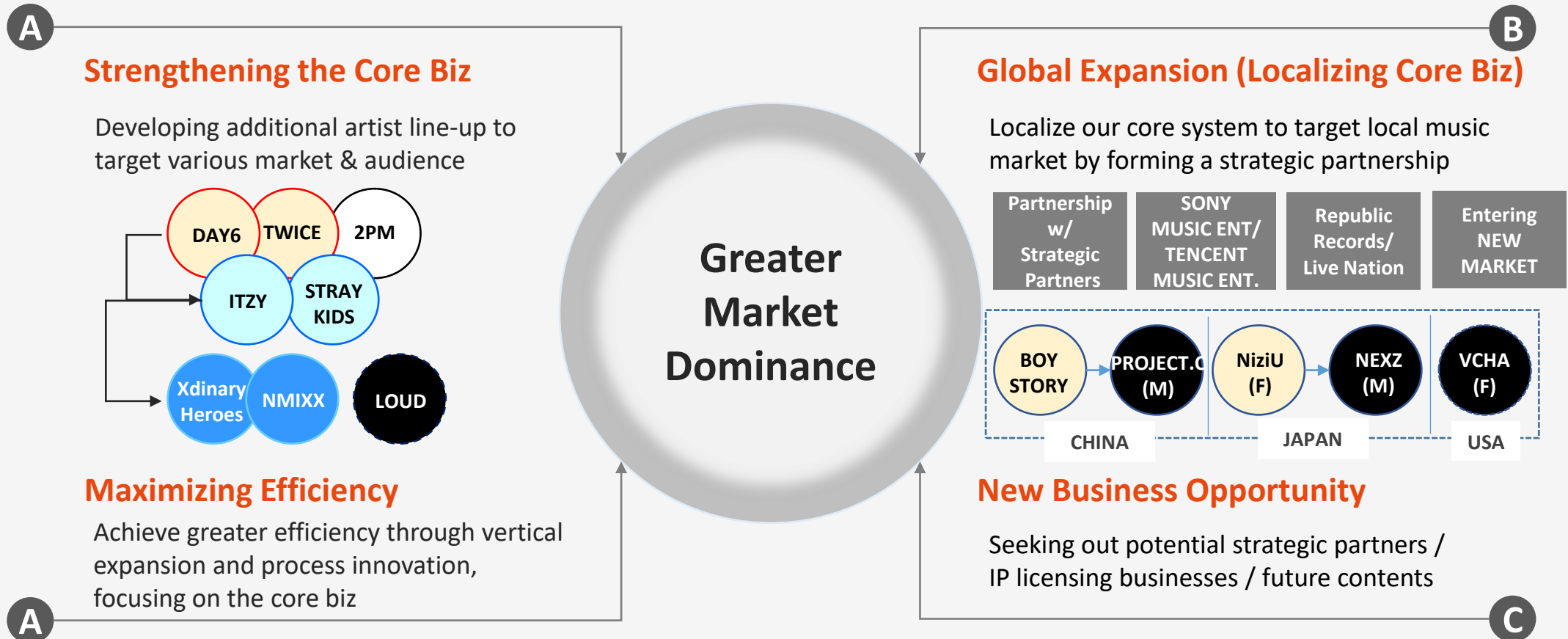
* '24 Tour Information is subject to modification.

* Number of deferred concerts are reflected.



#APPENDIX

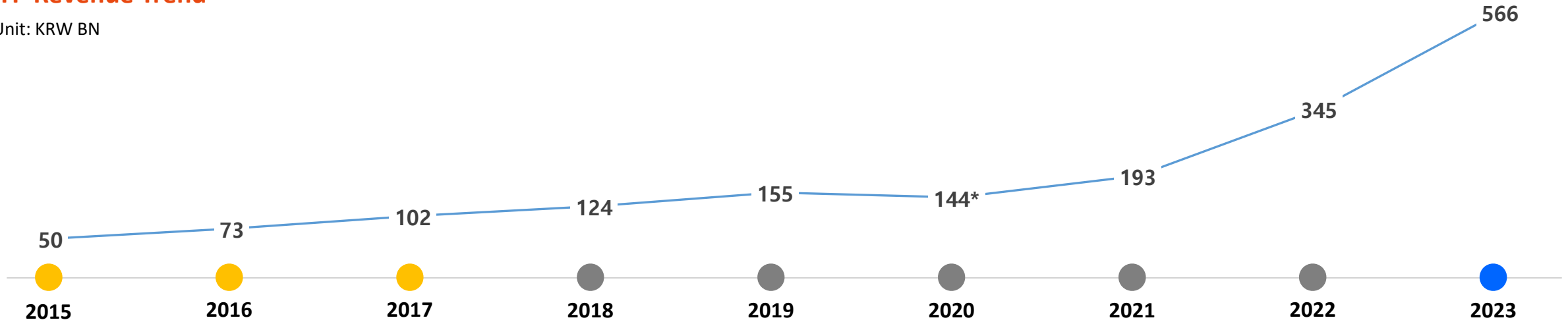
“Focusing on three strategic direction: **A** Strengthening the Core Biz, **B** Global Expansion by Localization and **C** New Business Expansion”



“JYP continues its fast & sustainable growth through organic expansion of multi-label, by optimizing structure & production system and enhancing global partnership.”

JYP Revenue Trend

Unit: KRW BN



● Re-structuring & Systemization

- TWICE Debut (2015)
- DAY6 Debut (2015)
- Changed Group Structure into 4 Labels (2016)
- Established HK Office (2017)
- TWICE Debut in Japan (2017)

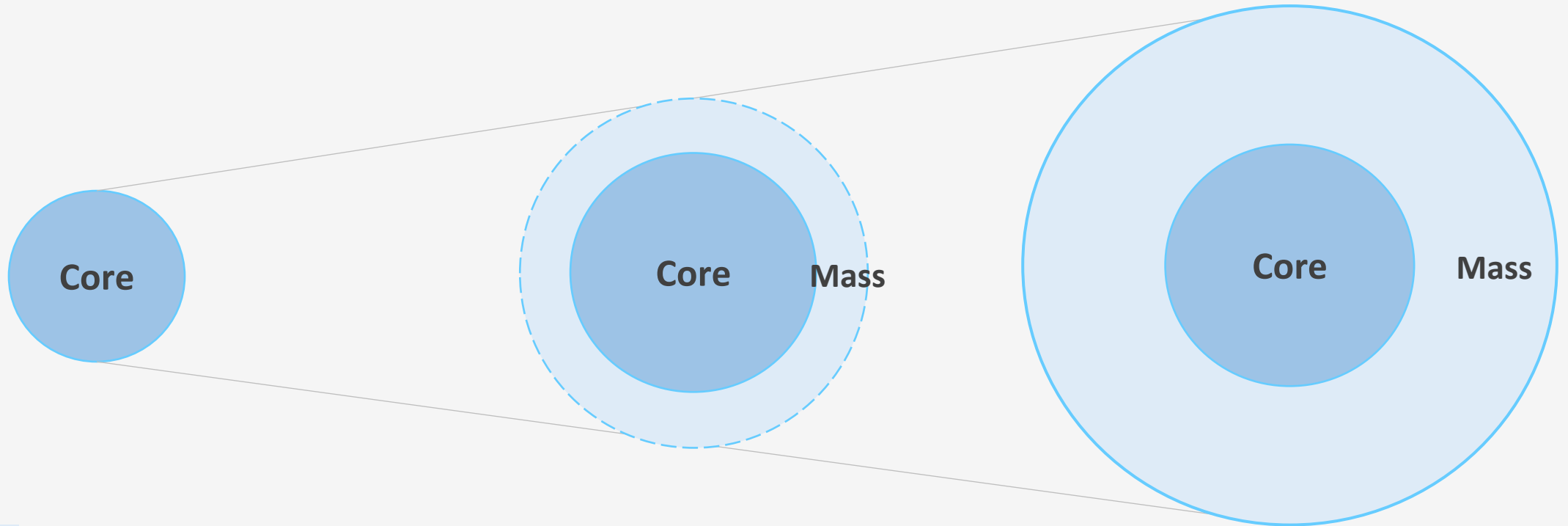
● K-POP Global Penetration & Artist Expansion

- Stray Kids Debut (2018)
- Boy Story Debut – China Localization (2018)
- ITZY Debut (2019)
- NiziU Debut – Japan Localization (2020)
- Established JYP360 (2021)
- Xdinary Heroes Debut (2021)
- NMIXX Debut (2022)

● Glocalization & Partnership Enhancement

- Strategic Partnership with Republic Records (2023)
- Strategic Partnership with Live Nation (2023)
- Established JYP Partners (2023)
- VCHA Debut – USA Localization (2024)
- NEXZ - Japan Localization (2024E)
- Project C – China Localization (2024E)
- LOUD Project (2024E)

“As artists gain mass audience power, monetization becomes diversified through different segments:
A Concert **B** MD **C** Global Streaming **D** Advertisement **E** IP Licensing”



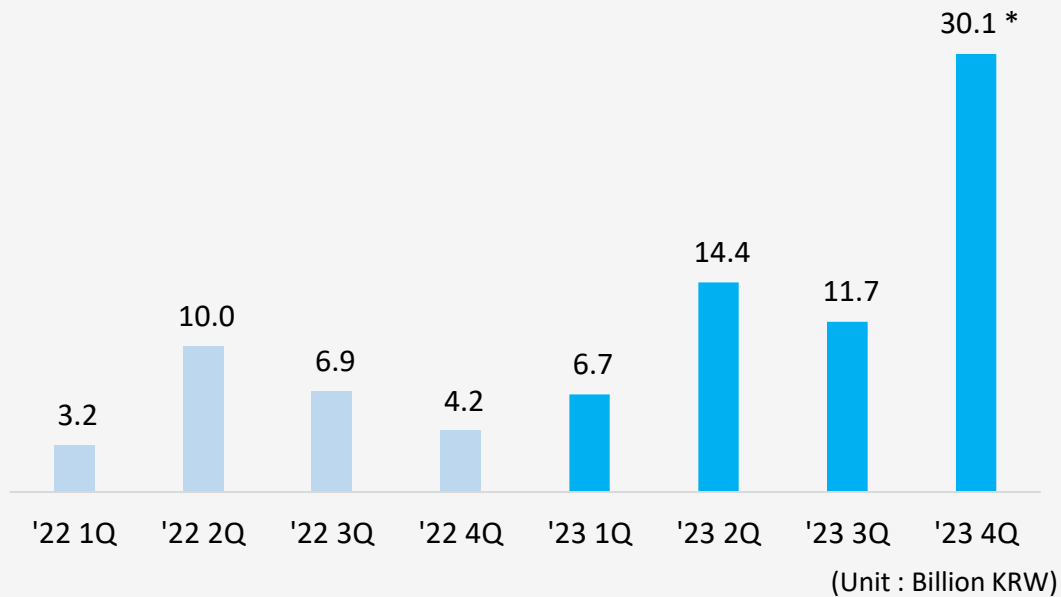
Growth Cycle

Segment Focus

	Young	Transition	Mature
Segment Focus	<ul style="list-style-type: none"> • Physical • Appearances 	<ul style="list-style-type: none"> • Physical • Concert • MD 	<ul style="list-style-type: none"> • Concert/MD • Global Streaming • Advertisement • IP Licensing

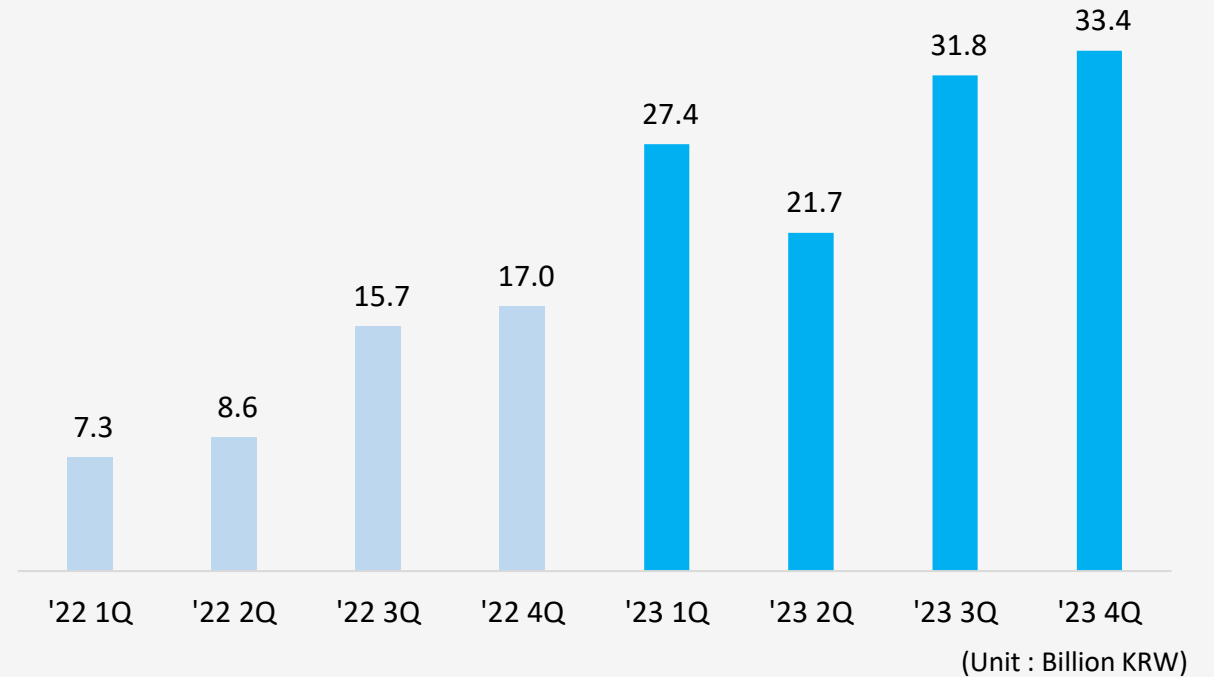
“Increase in artists’ popularity leads to larger tour capacity and MD sales growth.”

01. Increase in Concert Revenue



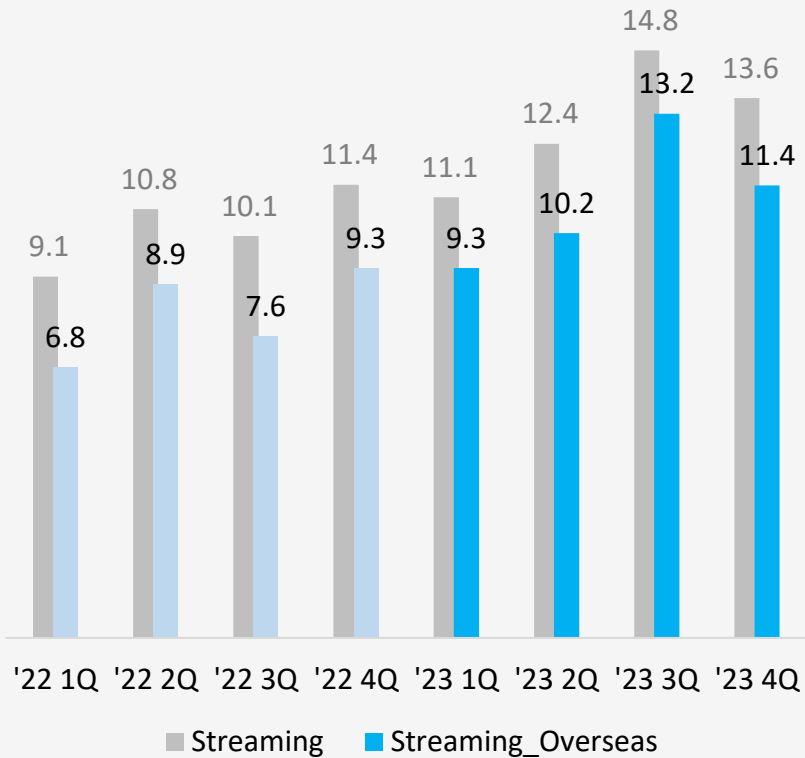
* Live Nation Overage Profit R/S Reflection

02. MD Sales Expansion

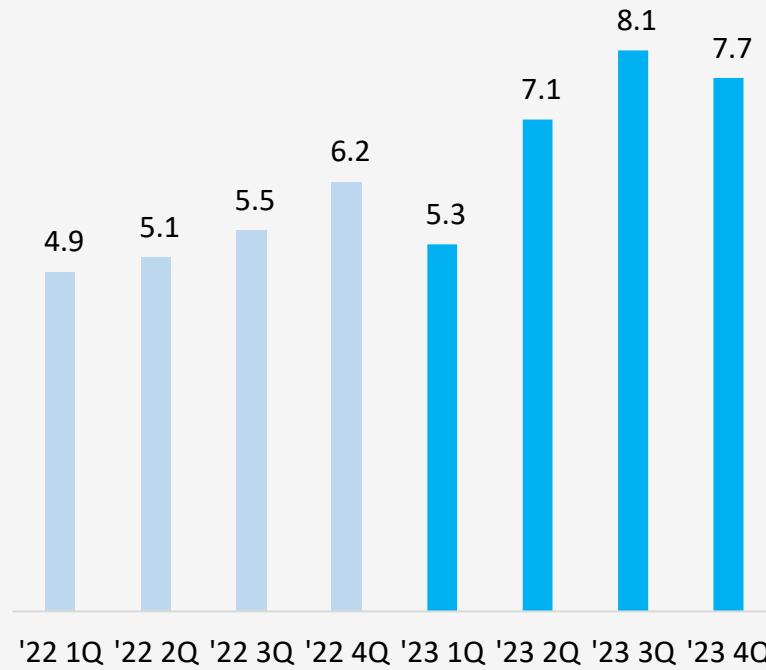


“As artists’ popularity and awareness increase, IP value rises based on mass power: growth driven by increasing demand for IP and streaming revenue.”

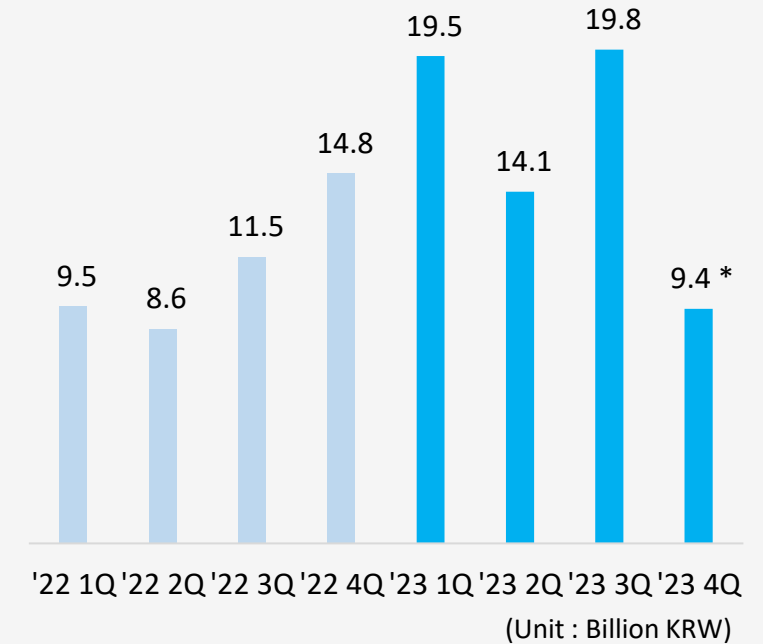
03. Global Streaming Growth



04. Increase in Advertisement



05. Diversified IP Licensing



* Cumulative Global Streaming REV: 2022 (79%) vs 2023 (85%)

* JYP Japan – Modification in overtime REV recognition
 * JYP360 – ‘Others’ REV reclassification

Main Artists



2PM

Debut in 2008 (Sep)

- Sold out their debut 15th Anniversary Concert in Seoul and Tokyo, based on solid fan-base in Korea and Japan



TWICE

Debut in 2015 (Oct)

- YouTube Views over 23 billion with 17 million subscribers
- Albums sold over 18 million copies since 2016
- 13th Mini Album “With YOUTH” ranked No. 1 on <Billboard 200>
- The first K-Pop female artist to perform and sell out SoFi and MetLife Stadium in the US
- Currently hosting the 5th World Tour, 49 concerts in 27 global cities



DAY6

Debut in 2015 (Sep)

- Hosted World Tour in 26 global cities in 2020
- ‘Sing a Song Writer and Composer’
- Recently released 8th Mini Album “Fouever” after the compulsory military service

Main Artists



STRAY KIDS

Debut in 2018 (Mar)

- YouTube subscribers over 15.8 million
- Albums Sold over 21 million copies since 2018
- 3rd Regular Album '5-STAR' sold over 5.2mil. copies
- Latest release "Rock-Star" ranked #1 on 'Billboard 200' four times in a row, #90 on 'Billboard Hot 100'
- Hosted major Dome Tour in Japan, 8 concerts in 4 cities



ITZY

Debut in 2019 (Feb)

- YouTube Views over 5.9 billion with 9 million subscribers
- Album "KILL MY DOUBT" sold over 1.3mil. copies breaking the highest sales in their career, million sellers for the third time in a row since 2022
- Recently released "BORN TO BE" in Jan 2024
- Currently hosting the 2nd World Tour, 30 concerts in 27 cities



Xdinary Heroes

Debut in 2021 (Dec)

- JYP Entertainment's 2nd Boy Band debut following DAY6's success, all members specialized in musical instrument
- Won the Best Band Performance and Rookie Award in 2022 MAMA Awards
- Currently hosting the 1st World Tour in 2023&2024

Hot Prospects



NMIXX

Debut in 2022 (Feb)

- Reached more than 30million YouTube views within 48 hours of their first M/V release and sold over 500K physical album copies upon their first debut (marked as the highest debut album sales record among K-Pop female groups in history)
- Successfully completed the first showcase tour, 14 showcases in 13 global cities
- Recently released "Fe3O4: BREAK" in Jan 2024

Local Artists



BOY STORY (JV)

Debut in 2018 (Sep)

- Ranked No.1 in 'QQ Music Video Chart' and 'Weibo Asia Music Chart' upon the debut
- The First Chinese artist to enter 'Billboard Hot Trending Songs powered by Twitter' real-time ranking 7 times
- JYP's First Local Artist under JV with TENCENT



NiziU

Debut in 2020 (Dec)

- Ranked No.1 in ORICON Chart in Japan with pre-release digital songs and topped all 64 local chart incl. Line Music
- Sold out their 2nd major tour in Japan, 17 concerts in 8 cities in 2H 2023
- NiziU jointly produced between JYP Ent. & SONY Music Japan and made first debut in Dec 2020 (1st physical album sold 500K)



VCHA

Debut in 2024 (Jan)

- The first all American female group trained and produced under JYP system, namely "A2K Project," reaching 58M YouTube views
- The project co-hosted under strategic partnership between JYP & Republic Records, the No.1 label in the US
- Pre-debut single 'SeVit' M/V reached 11.8 million YouTube views within a month of its release
- Recognized as Grammy's 25 Artists to Watch in 2024



Artist Line-up Expansion (by year)

Artists	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
2PM	CR			CR						CR
DAY6	Debut							CR		
TWICE	Debut							CR		
Stray Kids				Debut						
ITZY					Debut					
NiziU (Japan)						Debut				
Xdinary Heroes							Debut			
NMIXX								Debut		
VCHA (USA)										Debut
NEXZ (Japan)										Debut (1H)
LOUD Project										Debut (2H)
Project C (China)										Debut (2H)

CR: Contract Renewed

Orange font: Global localization project

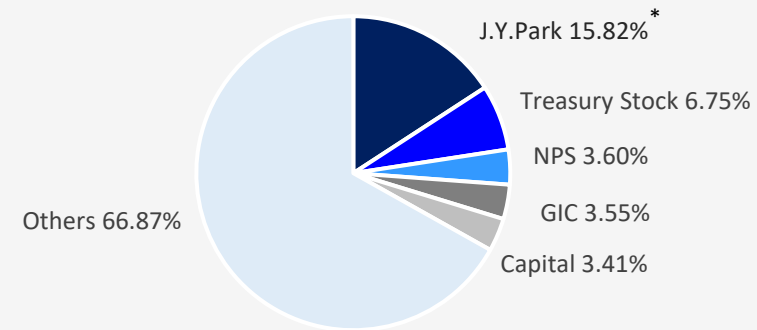
COMPANY OVERVIEW

- COMPANY: JYP ENTERTAINMENT Co. Ltd
- Establishment: 25 APR. 1996
- Equity: KRW 17.9 bn.
- Market Cap.: KRW2.4tn (As of 18th Mar. 2024)
- CEO: WOOK JEONG
- IPO: 30 AUG. 2001
- No. of Employees: 385 (As of 18th Mar. 2024)
- Business Field: Music Production & Recording, Artist Management (Agency), Contents Production

SHAREHOLDERS

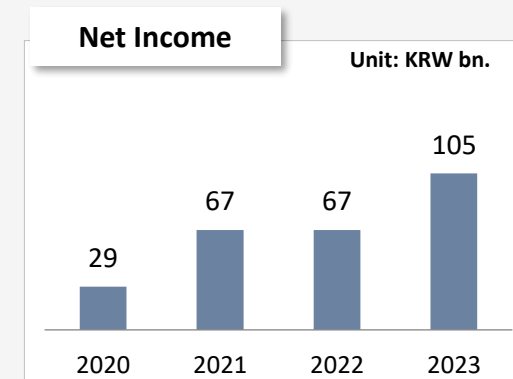
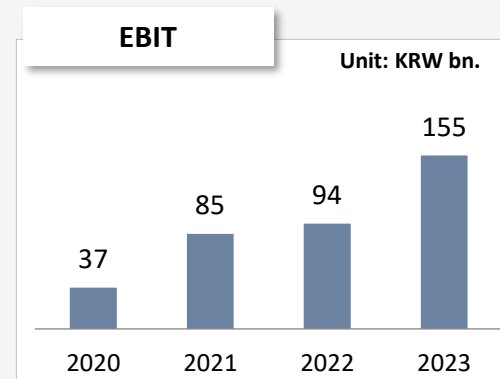
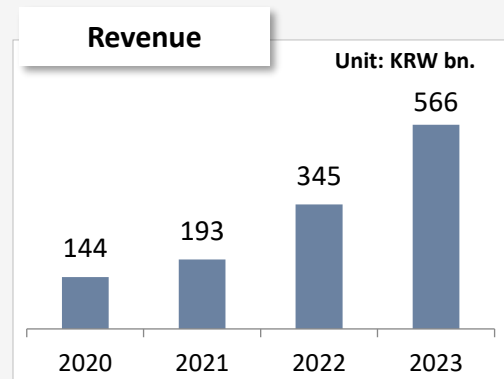
(As of 18th Mar. 2024)

- Jin Young Park (Founder): 15.37%
 - Treasury Stock: 6.75%
 - NPS: 3.60%
 - GIC: 3.55%
 - Capital: 3.41%
- [Total Stock Issued: 35,532,492]



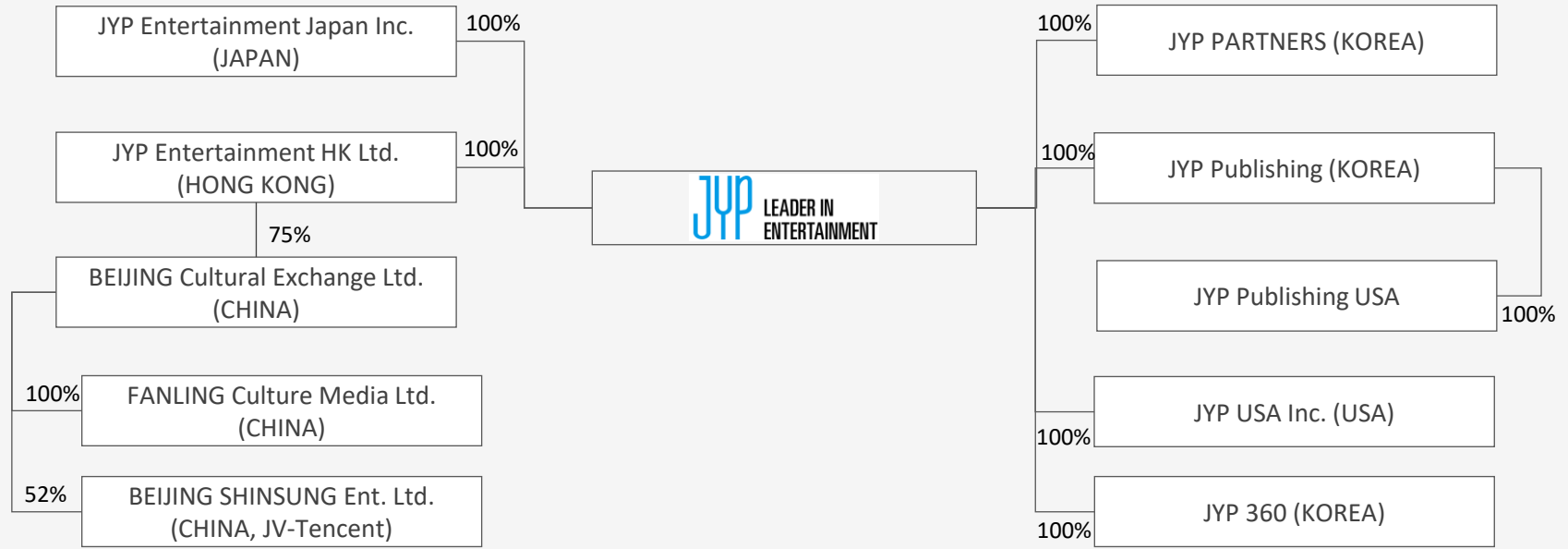
*Incl. key management

KEY FINANCIALS

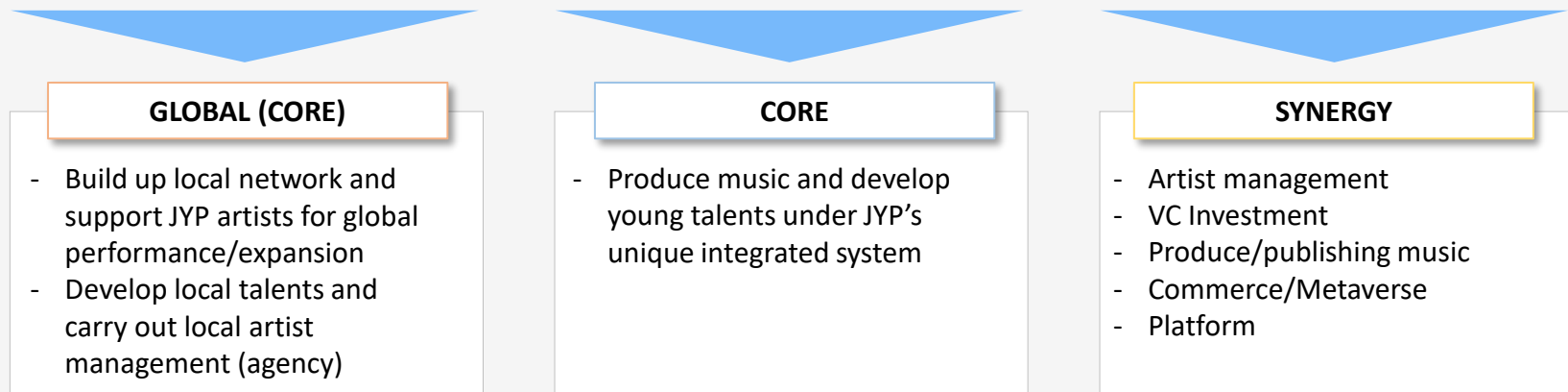


* COVID19 breakout (2020, Feb)

Subsidiary & Affiliated Companies



Roles/Business Field



Statement of Financial Position - Consolidated (B/S)

(Unit: KRW bn.)

	2023	2022	2021
Current Assets	368.7	237.1	159.1
Non-current Assets	202.7	174.0	158.2
Total Assets	571.5	411.1	317.4
Current Liabilities	154.3	101.3	58.3
Non-current Liabilities	19.1	5.2	8.4
Total Liabilities	173.4	106.6	66.7
Capital	17.9	17.9	17.9
Capital Surplus	78.1	76.9	76.9
Treasury Stock	-10.5	-9.5	-11.9
Retained Earnings	310.8	217.5	162.2
Equity attributable to the owners of the Parent Company	394.0	300.5	246.6
Total Equity	398.0	304.5	250.6

Statement of Comprehensive Income - Consolidated (P/L)

(Unit: KRW bn.)

	2023	2022	2021
Revenue	566.5	345.8	193.8
Cost of Sales	298.2	189.3	89.7
Gross Profit	268.2	156.5	104.1
Selling and Administrative Expenses	98.8	59.9	46.2
Operating Income (Loss)	169.4	96.6	57.9
Other Non-operating Income	0.8	0.3	0.6
Other Non-operating Expenses	6.7	2.1	3.1
Financial Income	6.0	5.8	18.4
Financial Expenses	17.7	7.3	2.6
Share of Profit(Loss) of Associates and JVs	3.8	0.6	14.6
Profit Before Income Tax	155.6	94.1	85.9
Income Tax Expense	50.6	26.6	18.4
Net Profit (Loss)	105.0	67.5	67.5