



# JYP Entertainment

2024 Investor Relations





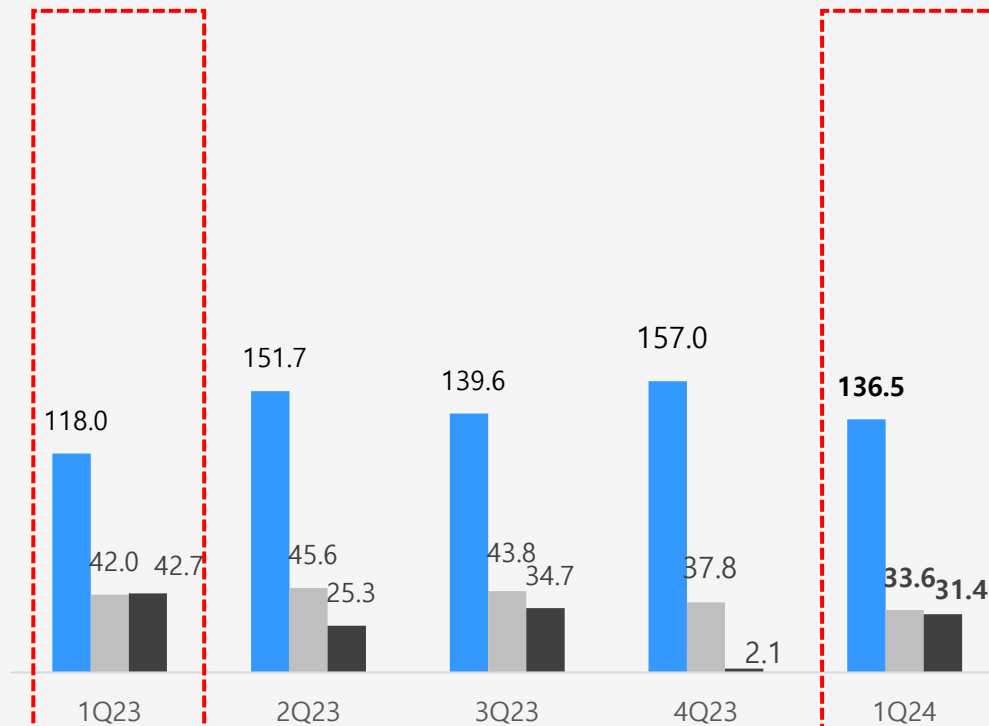
**#1Q24 FINANCE RESULT**

“Record-breaking quarterly REV from JP driven by concert & REV segments diversified including streaming and concert /  
Decrease in quarterly OPM due to COGS increase from management sales & 360 margin dilution”

## OVERVIEW

(Unit: KRW Bn)

■ REV ■ OP ■ NP



### ► 2024 Q1

(Unit: KRW Bn)

- REV: 136.5 (yoy+15.6%)
- OP: 33.6 (yoy-20.0%)
- NP: 31.4 (yoy-26.3%)

### ► Major Artists' REV diversified(streaming, concerts, etc)/JP, Highest REV

- 1) Highest streaming REV despite decrease in physical sales - REV growth continues
  - Streaming **yoy+41%** - global streaming **yoy+41%** / domestic streaming **yoy+41%**
  - Physical sales **yoy-24%**
- 2) Diversified REV segments
  - Concert **yoy+335%** / (JP deferred concerts 29 times reflected)
  - Ads **yoy+47%** / Appearances **yoy+127%**
- 3) Record-high quarterly REV from JP (44.2 BN)
  - JP REV surged **yoy+74%** (Highest concert REV 18.6 BN)

### ► Decrease in OPM due to increased COGS & JYP360 Margin dilution

- 1) GPM 44.5% (yoy-6.5%pt) / OPM 24.6% (yoy-11.0%pt)
- 2) COGS - Artist Fee (yoy+77%) / Other (yoy+30%)
- 3) Increased JYP360 cost – increase in commission incl. platform/shipping (variable cost)

# Q1 Result – P/L Summary

2024 JYP Investor Relations

(Unit: KRW Bn)

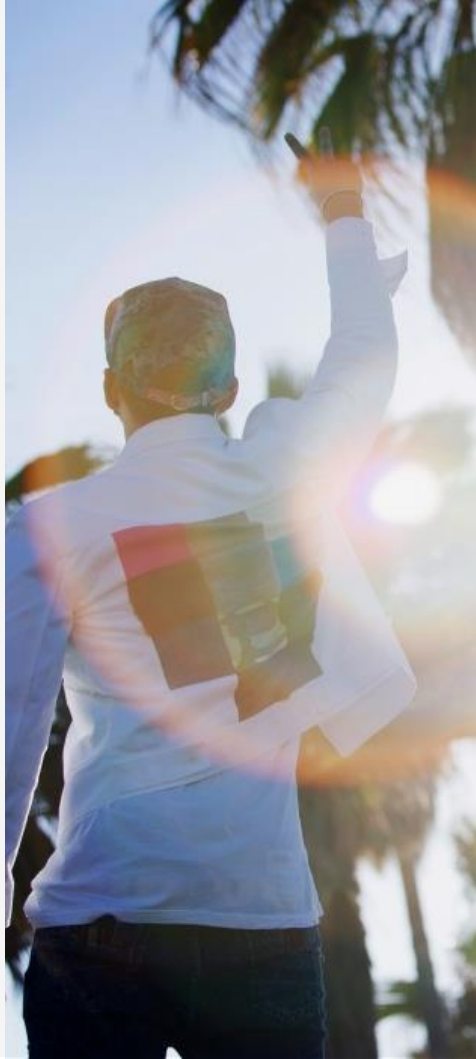
	2024 Q1 (a)	2023 Q1 (b)	Growth (yoy)	Gap (a-b)	Note
Revenue	136.5	118.0	15.6%	18.4	<b>REV % diversified within each segment &amp; Record-high quarterly JP REV</b> - [Physical] TWICE, ITZY, NMIXX physical sales 27.7 BN reflected - [Streaming] Record-high quarterly REV. Global Streaming REV contributed 13.1 BN - [Concert] REV 29.4 BN (incl. TWICE/ITZY World Tour & JP deferred concert 29 times) - [MD] REV 23.8 BN (JYP360 15.7 BN) - [Others] REV 23.8 BN - [JP] Record high quarterly REV 44.2 BN (Concert contributed 18.6 BN) <b>yoy+74%</b> - [Global] REV 81.1 BN (59%), retaining global REV growth, <b>yoy+12.4 BN</b>
COGS	75.8	57.8	31.1%	17.9	<b>GPM 44.5% (yoy-6.5%pt)</b> - Contents production <b>yoy-8.2%</b> / Other Expense <b>yoy+29.9%</b> - Artist fee <b>yoy+76.6%</b>
Gross Profit	60.6	60.2	0.8%	0.4	
L SG&A	27.0	18.1	48.9%	8.8	360 commission 2.9 BN (variable cost), followed by increased REV Labor cost, <b>yoy+2.3 BN</b>
Operating Profit	33.6	42.0	(20.0%)	(8.4)	<b>OPM 24.6% (yoy-11.0%pt)</b>
L Financial Costs	1.1	0.4	-	0.7	Losses on Foreign Currencies Transaction&Translation due to weak yen
L Share of Profit(Loss) of Associates and JVs	1.4	6.1	-	(4.7)	'23 1Q BEIJING SHINSUNG Ent. Ltd : Gain on disposal of investment in associates 4.8 BN
Net Profit	31.4	42.7	(26.3%)	(11.2)	Reflected corporate income tax 7.4 BN



A group of seven K-pop idols are posed in a room with white tiled walls and graffiti. The lighting is dim and blue-toned. The idols are dressed in a mix of white and dark clothing, some with accessories like necklaces and gloves. One idol in the center has bright blue hair. The overall mood is edgy and artistic.

#INVESTMENT H/L

**“Concert/global streaming growth maintain momentum as major artists expand global mass base, strengthen core biz incl. contents/platform”**



## ● Summary of Investment Highlight

### • Major artists' mass power expands in the global market, incl. JP/US/EU

- [Global Partnership] Strategic partnership with Republic Records / Live Nation to consolidate NA market
- [JP] Expanded K-POP Penetration, solidified presence of JYP artists incl. TWICE & Japan Unit / Stray Kids / NiziU / NEXZ
- [TWICE] First K-pop female artist group to go on Japan Stadium Tour, various group/unit activities planned for H2
- [Stray Kids] Confirmed to headline three global music festivals, expanding global mass base
- [ITZY] Second World Tour in EU / OCEANIA / NA / LATAM/ ASIA, 28 region 32 times
- [NMIXX] Hold fan concerts in Asia, comeback scheduled in H2
- [NiziU] Comeback and JP concert tour scheduled in H2
- [VCHA] Confirmed to perform in Lollapalooza Chicago, recognized as '25 Artists to watch in 2024'(Grammy), H2 comeback scheduled
- [NEXZ] Preparing for global debut on May 20 : release <CLUB NEXZ> <NEXZ ARCHIVE>

### • Expansion of Artist line-up

- May [NEXZ], 24H2 [LOUD] [PROJECT\_C] / Plan to launch NEW PROJECT in '25

### • Strengthening Core Biz

- [Contents] Change in content decision-making process & structure / Strengthen key-personnel in creative roles
- [Platform] Integrate and develop 'JYP SHOP' & 'FANS'

## ● Q2 Update

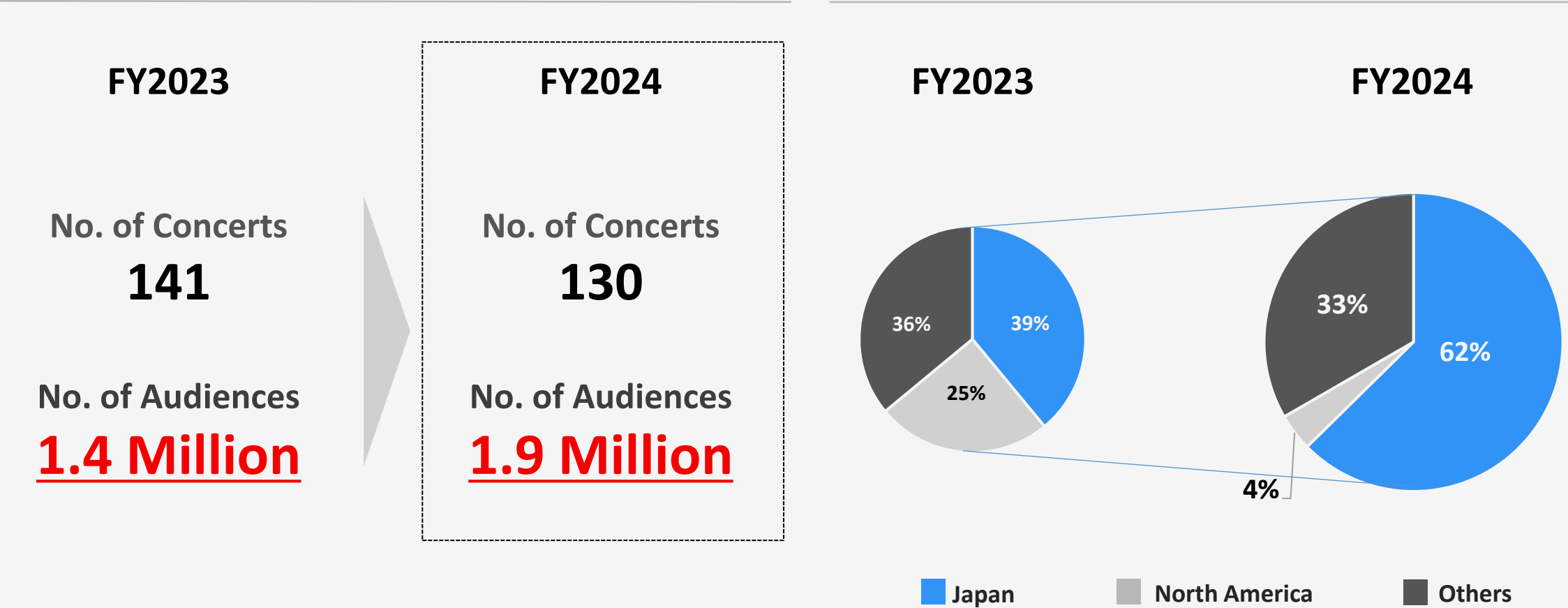
### • Artist Album and Concert (Q2 Expected)

- Album: [TWICE Nayeon solo mini album] [SKZ-Charlie Puth Collab D/S] [NEXZ debut single album] [XH regular album]
- Concerts: [SKZ Japan fan meeting] [ITZY World Tour] [NiziU Japan fan meeting] [NMIXX Taiwan/Macao fan concert] [DAY6 Seoul Concert] [XH Seoul Concert]

“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.

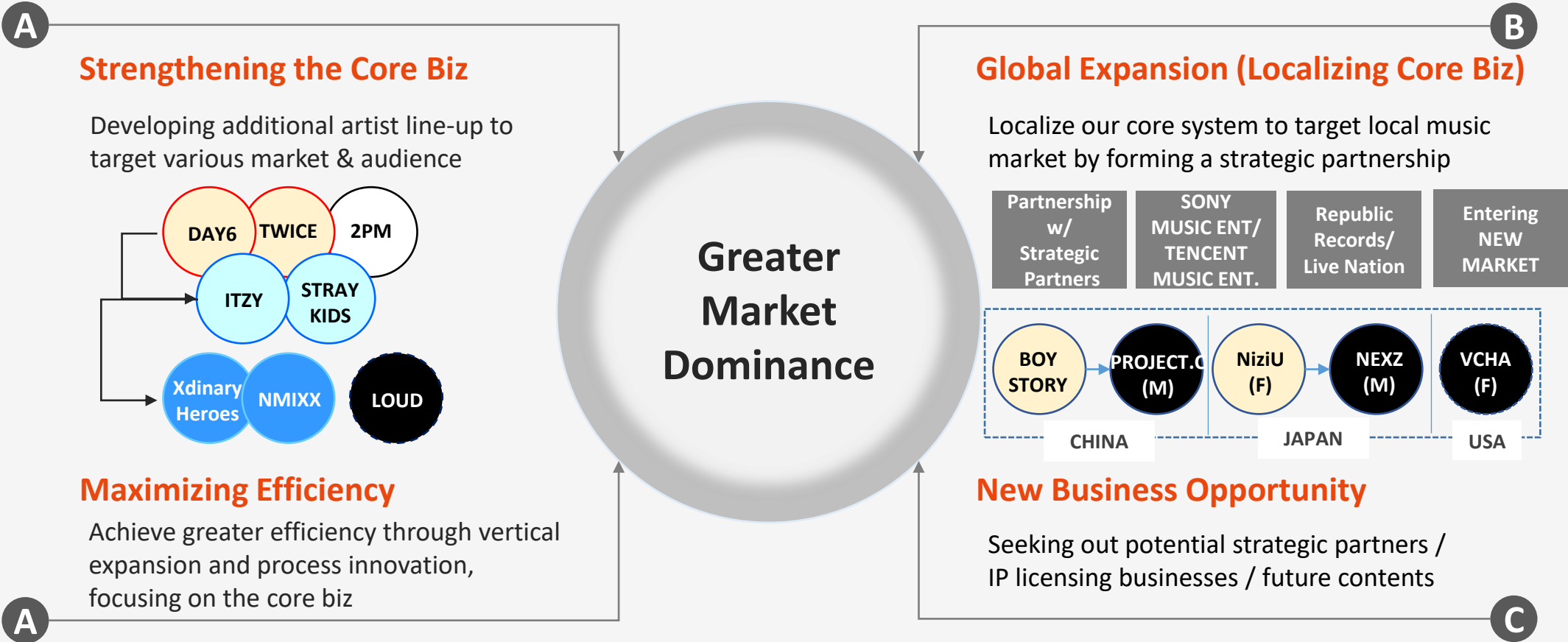


A group of seven K-pop idols are posed in a room with white tiled walls and graffiti. The scene is tinted with a teal/blue color. The idols are arranged in two rows: three standing in the back and four sitting or crouching in the front. They are wearing various styles of white and light-colored clothing, some with black accents. The text "#APPENDIX" is overlaid in white on the right side of the image.

# #APPENDIX



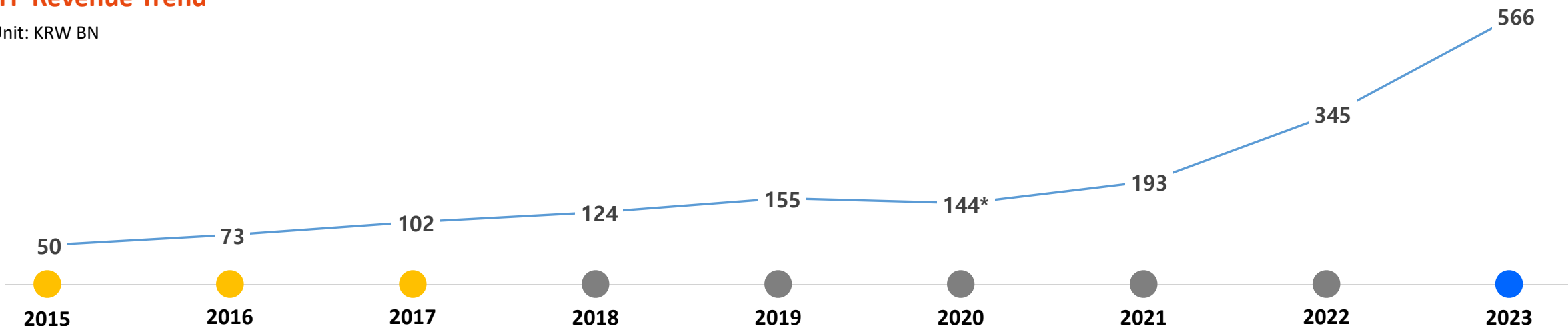
“Focusing on three strategic direction: **A** Strengthening the Core Biz, **B** Global Expansion by Localization and **C** New Business Expansion”



“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

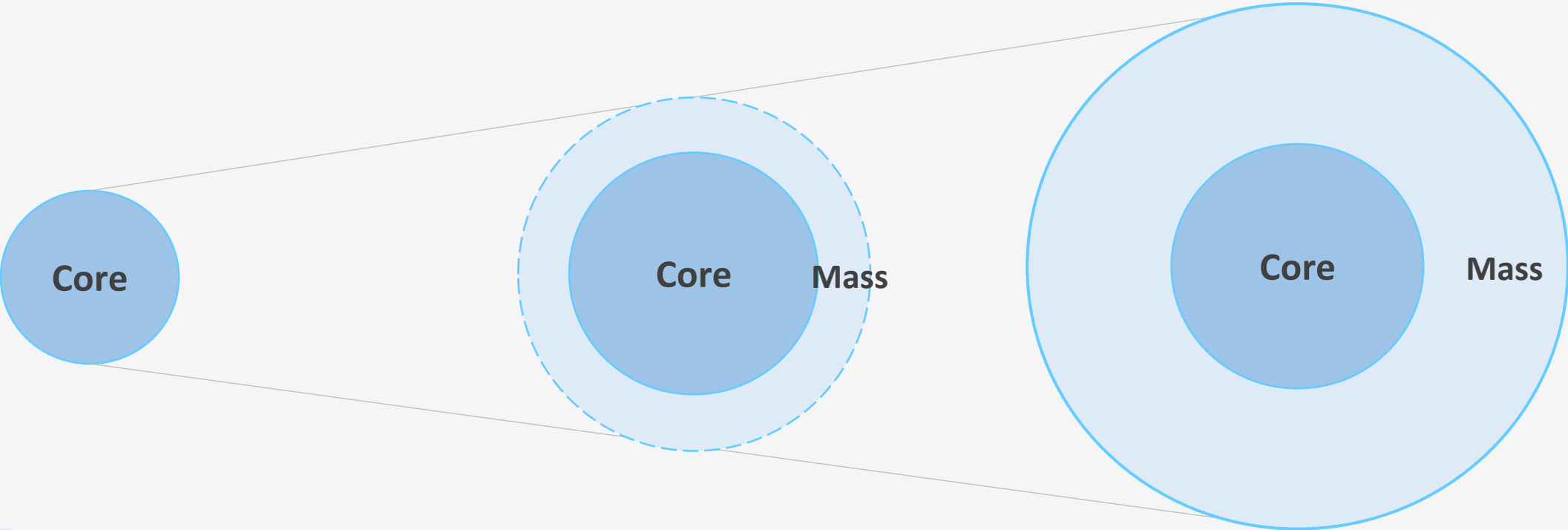
- Stray Kids Debut (2018)
- Boy Story Debut – China Localization (2018)
- ITZY Debut (2019)
- NiziU Debut – Japan Localization (2020)
- Established JYP360 (2021)
- Xdinary Heroes Debut (2021)
- NMIXX Debut (2022)

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

## Main Artists



### 2PM

**Debut in 2008 (Sep)**

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



### TWICE

**Debut in 2015 (Oct)**

- Albums sold over 19 million copies since 2016
- 13<sup>th</sup> 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 5<sup>th</sup> World Tour, 51 concerts in 27 global cities



### DAY6

**Debut in 2015 (Sep)**

- ‘Sing a Song Writer and Composer’
- Sold out Dome concerts in Seoul 3 times
- Recently released 8<sup>th</sup> Mini Album “FOUREVER,” all songs ranked in domestic streaming charts



## Main Artists



## STRAY KIDS

## Debut in 2018 (Mar)

- Albums Sold over 23 million copies since 2018
- 3<sup>rd</sup> 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)

- 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, 32 concerts in 28 cities



## Xdinary Heroes

## Debut in 2021 (Dec)

- JYP Entertainment's 2<sup>nd</sup> Boy Band debut following DAY6's success, all members specialized in musical instrument
- Recently released the first regular album <Troubleshooting>
- Won the Best Band Performance and Rookie Award in 2022 MAMA Awards
- Host domestic concerts <Closed beta> for 5 months from April

## Main Artists



### NMIXX

#### Debut in 2022 (Feb)

- 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)
- Currently hosting "MIXX UNIVERSITY" fan concert in Hong Kong, Taiwan, and Macau
- 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 2<sup>nd</sup> 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 (1<sup>st</sup> 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

## Hot Prospects – Local Artists



### NEXZ

#### Expected Debut in 2024 (May)

- NEXZ co-produced by JYP Ent. & SONY Music Japan after success of NiziU, planned to make a global debut in May 2024
- Expected to release their first global debut single “Ride the Vibe”
- Audition show ‘Nizi Project 2’ ranked #1 in Japanese OTT HULU variety shows, drawing local attention
- NEXZ’s pre-debut performance video “Miracle” reached 17million views

# 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 (2Q)
LOUD Project										Debut (2H)
Project C (China)										Debut (2H)

CR: Contract Renewed  
Orange font: Global localization project



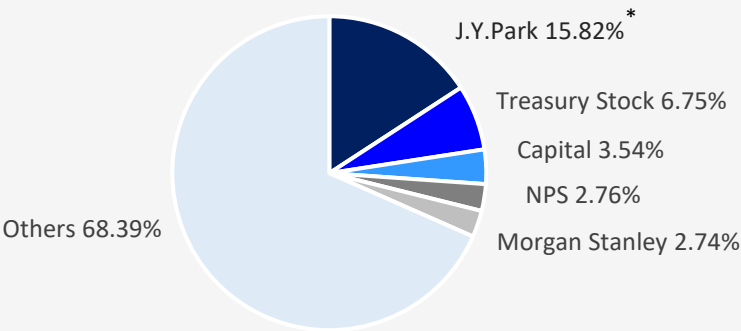
COMPANY OVERVIEW

- COMPANY: JYP ENTERTAINMENT Co. Ltd
  - Establishment: 25 APR. 1996
  - Equity: KRW 17.9 bn.
  - Market Cap.: KRW 2.4tn (As of 7<sup>th</sup> May. 2024)
- CEO: WOOK JEONG
  - IPO: 30 AUG. 2001
  - No. of Employees: 381 (As of 7<sup>th</sup> May. 2024)
  - Business Field: Music Production & Recording,  
Artist Management (Agency),  
Contents Production

SHAREHOLDERS

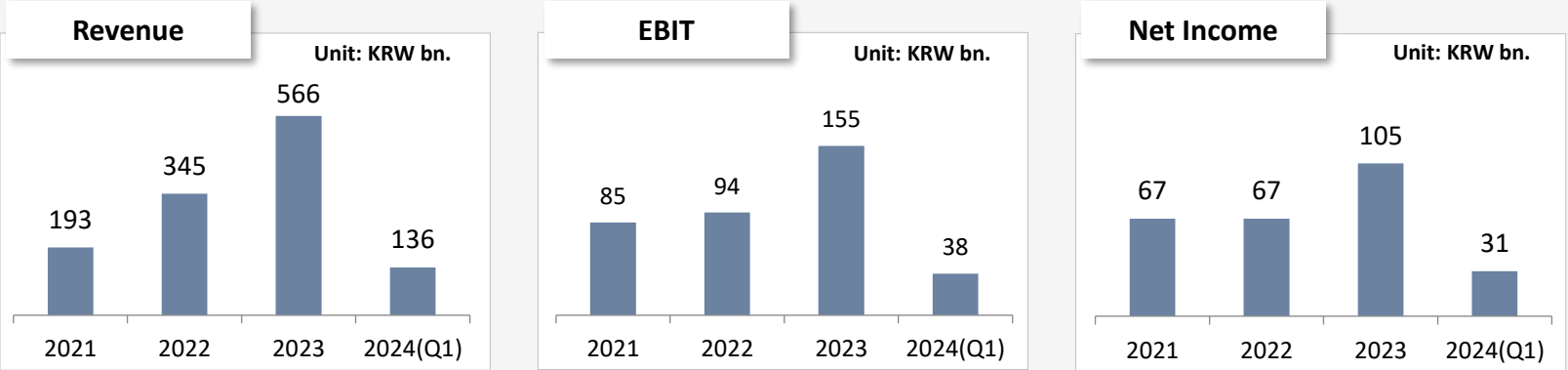
(As of 31<sup>st</sup> March. 2024)

- Jin Young Park (Founder): 15.37%
  - Treasury Stock: 6.75%
  - Capital : 3.54%
  - NPS: 2.76%
  - Morgan Stanley : 2.74%
- [Total Stock Issued: 35,532,492]



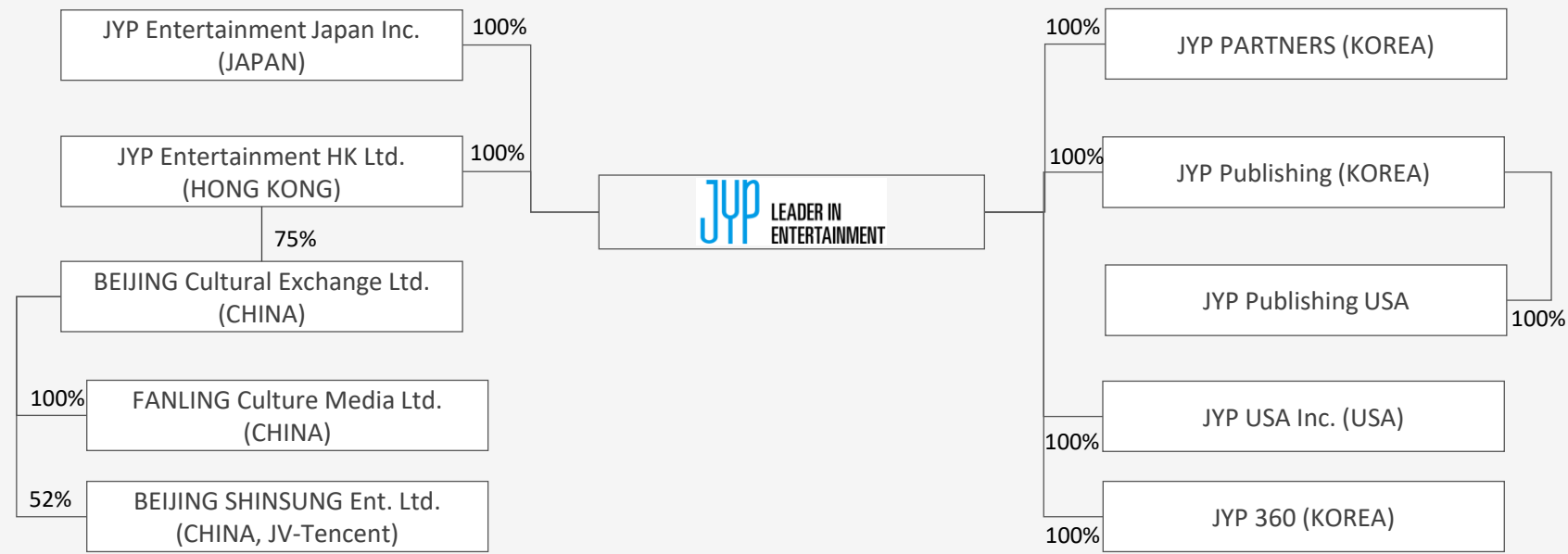
\*Incl. key management

KEY FINANCIALS

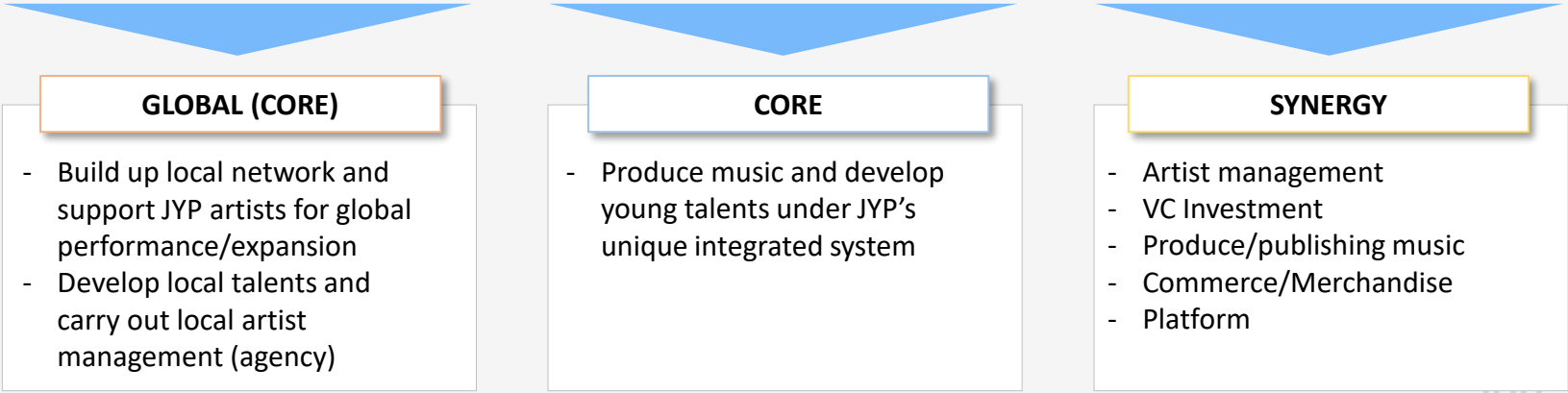


\* COVID19 breakout (2020, Feb)

Subsidiary & Affiliated Companies



Roles/Business Field



## Statement of Financial Position - Consolidated (B/S)

(Unit: KRW bn.)

	2024 (Q1)	2023	2022
Current Assets	373.9	368.7	237.1
Non-current Assets	211.2	202.7	174.0
<b>Total Assets</b>	<b>585.2</b>	<b>571.5</b>	<b>411.1</b>
Current Liabilities	155.2	154.3	101.3
Non-current Liabilities	18.7	19.1	5.2
<b>Total Liabilities</b>	<b>174.0</b>	<b>173.4</b>	<b>106.6</b>
Capital	17.9	17.9	17.9
Capital Surplus	79.1	78.1	76.9
Treasury Stock	-10.8	-10.5	-9.5
Retained Earnings	323.4	310.8	217.5
Equity attributable to the owners of the Parent Company	407.3	394.0	300.5
<b>Total Equity</b>	<b>411.2</b>	<b>398.0</b>	<b>304.5</b>

## Statement of Comprehensive Income - Consolidated (P/L)

(Unit: KRW bn.)

	2024 (Q1)	2023	2022
<b>Revenue</b>	<b>136.5</b>	<b>566.5</b>	<b>345.8</b>
Cost of Sales	75.8	298.2	189.3
Gross Profit	60.6	268.2	156.5
Selling and Administrative Expenses	27.0	98.8	59.9
<b>Operating Income (Loss)</b>	<b>33.6</b>	<b>169.4</b>	<b>96.6</b>
Other Non-operating Income	0.06	0.8	0.3
Other Non-operating Expenses	0.05	6.7	2.1
Financial Income	5.0	6.0	5.8
Financial Expenses	1.1	17.7	7.3
Share of Profit(Loss) of Associates and JVs	1.4	3.8	0.6
Profit Before Income Tax	38.8	155.6	94.1
Income Tax Expense	7.4	50.6	26.6
<b>Net Profit (Loss)</b>	<b>31.4</b>	<b>105.0</b>	<b>67.5</b>