



2025 Investor Relations

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2Q25 FINANCE RESULT

Record-high Quarterly Earnings: Revenue 215.8 BN (yoy+125.5%), Operating Profit 52.9 BN (yoy+466.3%), Net Profit 36.3 BN (yoy+2,734.4%)

(BN KRW)	2025 Q2	2024 Q2	Growth (yoy)	Differences
Revenue	215.8	95.7	125.5%	120.1
COGS	125.7	62.4	101.2%	63.2
Gross Profit	90.2	33.3	171.1%	56.9
SG&A	37.3	23.9	55.8%	13.3
Operating Profit	52.9	9.3	466.3%	43.6
Other Gain & Losses	(4.5)	(3.4)	-	(1.1)
Net Profit	36.3	1.3	2,734.4%	35.0

► Record-high revenue from large-scale world tours & expansion of management segment

1) Highest management revenue driven by major artists' world tours and enhanced global presence

[Concerts] 62.0 BN yoy+342.3% : Largest-ever revenue from Stray Kids stadium concerts in LATAM/Japan/NA & overage profit share from NA, DAY6 world tour, etc.

[Ads] 11.3 BN yoy+22.4% : Peak sales from enhanced collaborations with global brands and increased artist awareness

[Appearances] 9.7 BN yoy+22.1% : Record-high revenue from NMIXX fan concerts with increased # of shows/audiences

2) Largest MD revenue by major artists' concert MD and global IP licensing partnership

[MD] 66.9 BN yoy+355.9% : Stray Kids tour/fan meeting online MD, DAY6 concert MD, IP licensed MD including Stray Kids X Tamagotchi, TWICE X Sanrio pop-up in Japan

3) Revenue growth in music segment from artists' new global/Japan album releases

[Physical] 27.1 BN yoy+99.6% : New album releases (ITZY, NEXZ, KickFlip), Stray Kids' Japan Album, etc.

[Streaming] 11.5 BN yoy-10.2% : Continued impact from one-time recognition of China streaming revenue in '24 Q4

► Enhanced profitability driven by peak revenue, despite of artist contract renewal

1) GPM 41.8% (yoy+7.0%pt) : Increase in GPM from leverage effect

- **Artist Fee 64.3 BN yoy+209.4%** : Artist contract renewal impact and expansion of management revenue
- **Contents Production 27.0 BN yoy+65.4%** : Korea concert production costs and artists' new album releases

2) OPM 24.5% (yoy+14.8%pt) : Achieved the highest operating profit 52.9 BN

- Proved leverage effect on margin by sales expansion; Improved profitability of Blue Garage

2025 & Future Outlook

Strengthen major artists' global presence, expand early-stage artists' core fandom, and enhance core biz capabilities for sustainable growth

Key Artist Activities and Plans

[DAY6] Completed their largest 3rd world tour (45 times in 23 regions), Plan to host 10th Anniversary world tour from Aug (1st K-band to perform at Goyang Stadium), New album release in Sep

[TWICE] Hosting all venue 360° performance world tour (NA/EU, etc. to be added in '26), 7 consecutive times in Top 10 on Billboard 200 with new regular album in Jul, 2 'K-Pop Demon Hunters' featured soundtracks entering Billboard Hot 100 with 'Strategy' recording career-high, Active global collaboration, Headliner at Lollapalooza Chicago 2025, Plan to perform at TIMA in Aug

[Stray Kids] Completed the largest K-POP world tour (54 times in 34 regions), First/largest K-POP records at 13 stadiums across NA/EU/LATAM, Planning Korea encore concerts and new albums in H2 incl. regular album in Aug, #2 on '25 H1 album sales in USA, 1st K-POP group with 5 albums certified Gold by RIAA, #1 on Billboard 200 for 6 albums & 3 entries on Billboard Hot 100 consecutively

[ITZY] Released Yeji solo album in Mar & group mini in Jun, Launched Chinese MD with TME in Jul, Korea/Japan fan meetings in Sep/Oct, Plan to perform at TIMA & Apple TV+ 'KPOPPED' in Aug

[NMIXX] Completed 2nd fan concert tour (21 times in 12 regions in Japan/China Region/Oceania/LATAM), Plan to host the first concert in Nov

[KickFlip] Released mini album in May/new album release in Sep, Performing at Lollapalooza Chicago 2025 & Summer Sonic Tokyo/Osaka/Bangkok, Plan to perform at TIMA in Aug

[Japan] NiziU – Their largest tour in Japan from H2, New album release in H2; NEXZ – Japan mini album in Jul & new global album in Oct, Japan tour from Jun (18 times)

[China] BOY STORY - Performing in the boy group audition program 'Boys II Planet'; CIU - Official debut in Aug and planning their first debut stage at TIMA/TMEA in China

[America] GIRLSET (VCHA rebranding) comeback in Aug; Expand into LATAM with localization project in '26, etc.; Enhance global business capabilities based on global top tier partnerships

Investment in Business Optimization for Mid-to-Long Term Growth

[Core-Biz] Enhance multi-label system and business structure; Develop key creative talents; Strengthen artist IPs with new K-projects in '26; Diversify tech-based business including AI artist

[Concert] Strengthen & advance collaboration with Live Nation; Optimize global strategies; Solidify creative competencies

[MD] Strengthen global MD strategies by expansion of partnerships in NA/China and global IP licensing; All time sales of character MD, Korea pop-up store optimization

[Platform] e-commerce X community synergy & enriched global fan experience via internalized/integrated FANS; Optimize cost structure (inventory/supply chain, etc.); Paid membership in Q3

Diversified strategies across key segments, global business expansion through enhanced partnerships, introduction of paid subscription membership for incremental growth

PHYSICAL ALBUM

Diversification with high value-added albums including SKZOO plush doll albums, etc.



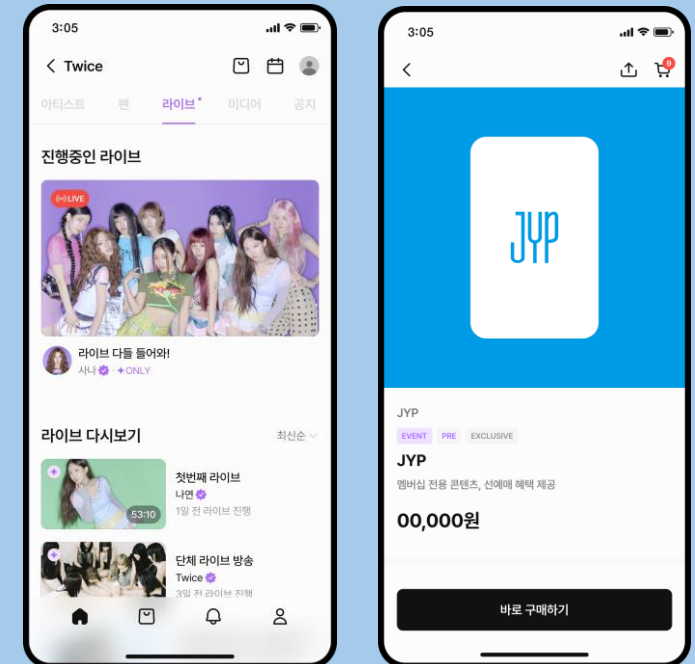
MD

Enhanced global partnerships in China & NA, etc.



PLATFORM

Exclusive benefits for paid membership subscribers including live content & Efficient cost management via tech-optimization



Major Physical Albums

Date		Artist	Content
Q1	1/20	KickFlip	Debut Mini
	3/10	ITZY Yeji	Solo Mini
	3/17	NMIXX	Mini
	3/24	Xdinary Heroes	Mini
	3/31	NiziU	Single
Q2	4/28	NEXZ	Mini
	5/26	KickFlip	Mini
	6/9	ITZY	Mini
Q3	7/11	TWICE	Regular
	8/22	Stray Kids	Regular
	9/5	DAY6	Regular
	9/12	TWICE Solo	Regular
	Sep	KickFlip	TBA
Q4	Oct	NEXZ	TBA
	TBA		
2025 Total Physical Album Releases			20+

* Above table includes publicly announced global (ex-Japan) albums as of as of Aug 13th and is subject to modification.

Major Concerts

Date	Artist	Location (No. of Concerts)
Q1	DAY6	Taiwan (2), Hong Kong (2), Korea (8), Japan (4), Philippines (1)
	TWICE Misamo	Japan (2)
	Stray Kids	Hong Kong (2), Chile (2)
	NiziU	Japan (12)
Q2	DAY6	Australia (3), New Zealand (1), U.S. (3), Japan (2), Indonesia (1), Korea (6)
	Stray Kids	Brazil (3), Peru (1), Mexico (2), Japan (4), U.S. (12), Canada (1)
	Xdinary Heroes	Korea (6), Thailand (1), Malaysia (1)
Q3	NEXZ	Japan (7)
	DAY6	Korea (2), Thailand (1)
	TWICE	Korea (2), Japan (8), Macau (2)
	Stray Kids	Netherlands (1), Germany (1), U.K. (2), Spain (1), France (2), Italy (1)
	Xdinary Heroes	Taiwan (1), Korea (4), Singapore (1), United States (6), Hong Kong (1)
Q4	NiziU	Japan (10)
	NEXZ	Japan (11)
	DAY6	Vietnam (1)
	TWICE	Philippines (1), Singapore (2), Australia (4), Taiwan (1), Hong Kong (1), Thailand (2)
	NMIXX	Korea (2)
Q4	NiziU	Japan (22)
	TBA	
2025 Total Concerts		210+
2025 Total Audiences		3M+

* Above table includes publicly announced concerts as of Aug 13th and is subject to modification.
* NMIXX fan concerts will be reflected in Appearances segment.

Artist Line-up Expansion (by year)

Artists	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
2PM	CR			CR						CR	
DAY6	Debut							CR			
TWICE	Debut							CR			
Stray Kids				Debut							CR
BOY STORY (China, TME JV)				Debut							CR (E)
ITZY					Debut						
NiziU (Japan)						Debut					
Yaochen (China)						Debut					
Xdinary Heroes							Debut				
NMIXX								Debut			
GIRLSET (USA)										Debut	
NEXZ (Japan)										Debut	
KickFlip											Debut
CIU (China)											Debut (H2)

CR: Contract Renewed / E : Expected
Orange font: Global localization project

Statement of Financial Position - Consolidated (B/S)

(Unit: KRW BN)

	2025 (Q2)	2024	2023
Current Assets	439.3	362.3	368.8
Non-current Assets	344.0	316.5	202.8
Total Assets	783.3	678.8	571.5
Current Liabilities	194.9	174.8	154.3
Non-current Liabilities	18.4	21.1	19.1
Total Liabilities	213.3	195.9	173.5
Capital	18.0	18.0	18.0
Capital Surplus	79.1	79.1	78.2
Treasury Stock	(10.8)	(10.8)	(10.5)
Retained Earnings	477.8	389.5	310.8
Equity attributable to the owners of the Parent Company	566.2	478.6	394.0
Total Equity	570.0	482.9	398.0

Statement of Comprehensive Income - Consolidated (P/L)

(Unit: KRW BN)

	2025 (~Q2)	2024	2023
Revenue	356.6	601.8	566.5
Cost of Sales	214.7	345.4	298.2
Gross Profit	141.9	256.4	268.3
Selling and Administrative Expenses	69.3	128.1	98.8
Operating Income (Loss)	72.5	128.3	169.4
Other Non-operating Income/Expenses	(2.2)	(3.5)	(5.9)
Financial Income/Expenses	1.4	8.9	(11.7)
Share of Profit(Loss) of Associates and JVs	73.6	2.5	3.8
Profit Before Income Tax	145.4	136.2	155.7
Income Tax Expense	39.9	38.4	50.7
Net Profit (Loss)	105.5	97.7	105.0