

First Quarter Earnings Release

April 25, 2025

The financial information in this document is consolidated earning results based on K-IFRS.

This document is provided for investors' information before Q1 FY 2025 reviewed financial statements are released. The review outcomes may cause some parts of this document to be revised.

This document contains "forward-looking statements" - that is, statements related to future, not past events.

In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects", "anticipates", "intends", "plans", "believes", "seeks", or "will". Forward-looking statements by their nature address matters that are, to different degrees, uncertain.

For us, particular uncertainties which could adversely or positively affect our future results include: the behavior of financial markets, including fluctuations in exchange rates, interest rates and commodity prices; strategic actions including dispositions and acquisitions. These uncertainties may cause our actual results to be materially different from those expressed in this document.

1

Financial Performance

GP +11%↑

OP +7%↑

- ✓ GP growth due to expansion of ATL biz and new Non-Samsung clients
- ✓ OP growth YoY +7%↑, despite SG&A increase in labor cost investments

2

Service

ATL +22%↑

(GP Portion 15%)

- ✓ ATL biz expansion of Non-Samsung clients in Seoul Office and NA
- ✓ Digital continues to grow at double-digits by expanding dotcom/commerce biz

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Clients

Non-Samsung +14%↑

(GP Portion 28%)

- ✓ New Non-Samsung clients development in growing industries, such as healthcare
- ✓ Growth defended by centering on dotcom/retail biz for Samsung clients

4

GEO Markets

Seoul Office +13%↑

Overseas +10%↑

- ✓ Double-digit growth amid ad industry downturn in domestic market
- ✓ NA, MENA, LA continue to show solid growth

(KRW billion)

	Q1 2024	Q1 2025	Growth
Revenue (Gross Profit)	390.7	433.5	+11%
SG&A	336.2	375.0	+12%
Operating Profit	54.5	58.5	+7%
Non-operating Expenses and Income	8.9	△16.6	-
Income Before Income Taxes	63.4	41.9	△34%
Net Income	43.4	28.0	△35%

※ Q1 2025 Non-Operating Expenses and Income △16.6 : Loss on the Valuation of Convertible Bonds △20.0,
Financial Income and Expense +3.4

Consolidated Revenue : Q1 2024 390.7B → Q1 2025 433.5B (42.8B↑)

- Seoul Office : Q1 2024 75.7B → Q1 2025 85.9B (10.2B↑)
 - Growth generated mainly by existing Non-Samsung clients (e.g. Coway, Nongshim) and developing new client portfolios
- Subsidiaries : Q1 2024 315.0B → Q1 2025 347.6B (32.6B↑)
 - NA, MENA, LA continue to show solid growth

(KRW billion)

	Q1 2024	Q1 2025	Growth
Seoul Office	75.7	85.9	+13%
Subsidiaries	315.0	347.6	+10%
Total	390.7	433.5	+11%

□ By Service : Increased in dotcom/commerce volume of Captive by expanding Digital biz and (covering)countries

	2020	2022	2023	2024	Q1 2025
Digital	43%	53%	54%	54%	54%
BTL	35%	29%	29%	30%	31%
Retail	21%	19%	18%	18%	18%
ATL	22%	18%	17%	16%	15%

□ By Clients : Strengthened the growth base of Non-Samsung biz by diversifying client portfolios

< Seoul Office >



< Overseas >



Operating Income: Q1 2024 54.5B → Q1 2025 58.5B (+4.0B↑)

□ Due to investment in human resources, overall SG&A increase led to OP growth of +7%↑

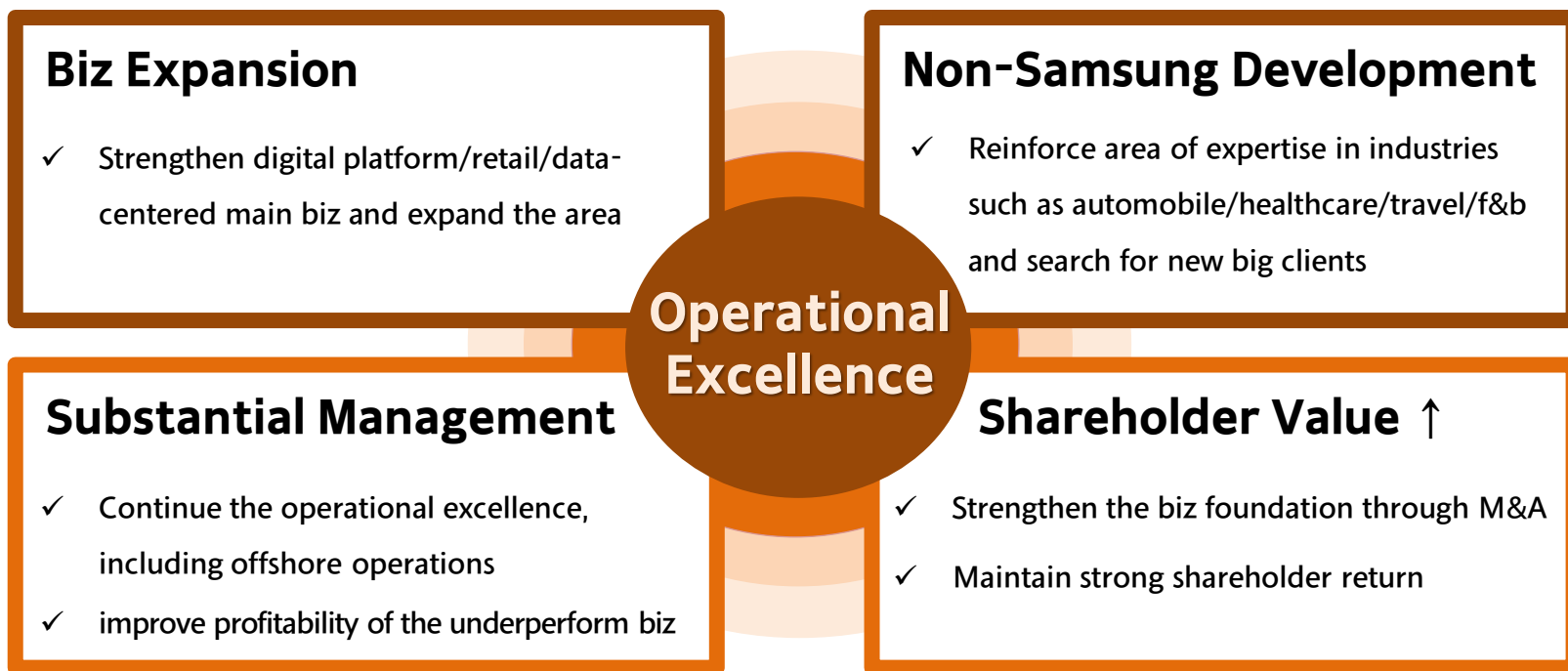
(KRW Billion)

	Q1 2024	Q1 2025	Growth
Revenue (GP)	390.7	433.5	+11%
SG&A	336.2	375.0	+12%
Salaries	245.8	277.6	+13%
Others	90.4	97.4	+8%
Operating Profit	54.5	58.5	+7%
OPM	13.9%	13.5%	Δ0.40%p

※ Headcount : Q1'24 / 7,249 → Q4'24 / 7,433 → Q1'25 / 7,851
(Overseas) (5,770) (5,938) (6,424)

Minimize the Impact of External Uncertainties by
Expanding Digital/Retail Biz and Developing New Non-Samsung Clients

Top-line growth rate +5%↑(YoY) and profitability improvement



Thank you