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# First Half 2025 Earnings Release

July 25, 2025

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

*This document is provided for investors' information before H1 FY2025 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.*

# H1 2025 Summary

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## 1
**Financial Performance**

Gross Profit +9%↑

Operating Profit +5%↑

- ✓ Expanded growth through ATL/Digital biz in both domestic/overseas market
- ✓ Increased in labor investment caused +5% OP growth

## 2
**Service**

Digital Portion 55%

(YoY : +9%↑)

- ✓ Digital continues to expand in portion through dotcom/commerce services
- ✓ Expanded ATL service by +16% centered on NA subsidiaries & Non-Samsung of Seoul Office

## 3
**Clients**

Non-Samsung YoY +12%↑

(Non-Samsung portion 28%)

- ✓ Developed new Non-Samsung clients in growing industries
- ✓ Defensed GP growth by Digital/Retail biz amid marketing budget cut from the Captive

## 4
**GEO Markets**

NA/LA/SWA

Centered Overseas Performance Defense

- ✓ Strong growth continued in NA/LA/SWA regions through Digital/ATL biz
- ✓ China Turned to net growth in Q2, despite the economic downturn

# Financial Summary (K-IFRS consolidated)

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(KRW billion)

| | Q2 2024 | Q2 2025 | YoY | H1 2024 | H2 2025 | YoY |
|---|---|---|---|---|---|---|
| **Revenue (Gross Profit)** | **453.4** | **483.8** | **7%** | **844.2** | **917.2** | **9%** |
| SG&A | 365.2 | 391.7 | 7% | 701.4 | 766.6 | 9% |
| **Operating Profit** | **88.2** | **92.1** | **4%** | **142.8** | **150.6** | **5%** |
| Non-operating Expenses and Income | 4.9 | △17.4 | - | 13.7 | △34.0 | - |
| **Income Before Income Taxes** | **93.1** | **74.7** | **△20%** | **156.5** | **116.6** | **△25%** |
| Net Income | 65.3 | 51.2 | △22% | 108.8 | 79.3 | △27% |

# Consolidated Revenue Summary

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**Consolidated Revenue : H1 2024 844.2B → H1 2025 917.2B (73.0B↑)**
**Q2 2024 453.4B → Q2 2025 483.8B (30.4B↑)**

☐ Seoul Office(KRW) : H1 2024 181.5B → H1 2025 192.6B (11.1B↑)

- GP growth of +6% dedicated to new Non-Samsung client development such as Coway, Nongshim and Netflix(existing account), etc.

☐ Subsidiaries(KRW) : H1 2024 662.7B → H1 2025 724.6B (61.9B↑)

- Despite poor performance from some subsidiaries, solid growth of GP continued in major regions such as in NA and LA

(KRW billion)

| | Q2 2024 | Q2 2025 | YoY | H1 2024 | H1 2025 | YoY |
|---|---|---|---|---|---|---|
| Seoul Office | 105.8 | 106.8 | 1% | 181.5 | 192.6 | 6% |
| Subsidiaries | 347.6 | 377.0 | 8% | 662.7 | 724.6 | 9% |
| **Total** | **453.4** | **483.8** | **7%** | **844.2** | **917.2** | **9%** |

# Consolidated Revenue | by Service



☐ By Service : Increased Digital biz portion by expanding dotcom/commerce services, centered on the Captive clients

| | 2021 | 2022 | 2023 | 2024 | H1 2025 |
|---|---|---|---|---|---|
| Digital | 50% | 53% | 54% | 54% | 55% |
| BTL | 30% | 30% | 29% | 30% | 30% |
| Retail | 20% | 19% | 18% | 18% | 18% |
| ATL | 20% | 17% | 17% | 16% | 15% |

☐ By Clients : Strengthened the Non-Samsung growth base through developing new clients in growing industries/regions

< Seoul Office >

< Overseas >

# Consolidated OP

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**Consolidated OP : H1 2024 142.8B → H1 2025 150.6B (7.8B↑)**
**Q2 2024 88.2B → Q2 2025 92.1B (3.9B↑)**

□ Due to investment in Digital service related human resources, overall SG&A increase led to OP growth of +5%

(KRW Billion)

| | | Q2 2024 | Q2 2025 | YoY | H1 2024 | H1 2025 | YoY |
|---|---|---|---|---|---|---|---|
| **Revenue(GP)** | | 453.4 | 483.8 | **7%** | 844.2 | 917.2 | **9%** |
| SG&A | | 365.2 | 391.7 | 7% | 701.4 | 766.6 | 9% |
| | Salaries | 264.4 | 294.0 | 11% | 510.2 | 571.6 | 12% |
| | Others | 100.8 | 97.7 | △3% | 191.2 | 195.0 | 2% |
| **Operating Profit** | | **88.2** | **92.1** | **4%** | **142.8** | **150.6** | **5%** |
| | OPM | 19.5% | 19.0% | △0.50%p | 16.9% | 16.4% | △0.50%p |

※ No. of Overall employees : June 2024 → 7,334 / December 2024 → 7,433 / June 2025 → 8,041
· Overseas: June 2024 → 5,856 / December 2024 → 6,166 / June 2025 → 6,534

# H2 Outlook

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Minimize the Impact of External Uncertainties by
Expanding Digital/Retail Biz and Developing New Non-Samsung Clients
(Revised) Top-line Growth Rate +5% and Margin Defense

**Operational Excellence**

## Biz Expansion

- ✓ Strengthen digital platform/retail/data-centered main biz and expand the area

## Non-Samsung Development

- ✓ Reinforce area of expertise in industries such as automobile/healthcare/travel/f&b and search for new big clients

## Substantial Management

- ✓ Continue the operational excellence, including offshore operations
- ✓ improve profitability of the underperform biz

## Shareholder Value ↑

- ✓ Strengthen the biz foundation through M&A
- ✓ Maintain strong shareholder return

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