



Third Quarter 2025 Earnings Release

October 31, 2025

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

This document is provided for investors' information before Q3 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.

- Q3 2025 Summary
- Financial Summary (K-IFRS consolidated)
- Consolidated Revenue
- Consolidated Operating Profit
- Business Objectives

1

Financial Performance

Gross Profit +7%↑

- ✓ Expanded growth through BTL/Digital biz in both domestic/overseas market
- ✓ OP same as the previous year due to Increased in labor investment

2

Service

Digital Portion 54%
(YoY : +5%↑)

- ✓ Digital continued to expand through dotcom/commerce services
- ✓ Increased Retail biz, focused on EU/MENA/LA grew by 13%.

3

Clients

Non-Samsung YoY+10%↑
(Portion 27%)

- ✓ Developed new Non-Samsung clients in growing industry; energy, fashion, airline, etc.
- ✓ Defensed GP growth by dotcom/retail biz amid marketing budget cut from the Captive

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GEO Markets

NA/LA centered
Overseas +7%↑

* North America, Latin America

- ✓ Strong growth continued in NA/LA through digital/retail biz
- ✓ Continued sluggish growth in EU, while prominent growth in MENA/SEA

(KRW billion)

	Q3 2024	Q3 2025	Growth	Q3 YTD 2024	Q3 YTD 2025	Growth
Revenue (Gross Profit)	428.5	457.4	7%	1,272.7	1,374.7	8%
SG&A	332.9	361.5	9%	1,034.4	1,128.2	9%
Operating Profit	95.6	95.9	-	238.3	246.5	3%
Non-operating Expenses and Income	△4.7	2.8	-	9.1	△31.2	-
Income Before Income Taxes	90.9	98.7	9%	247.4	215.3	△13%
Net Income	60.8	64.9	7%	169.5	144.2	△15%

Consolidated Revenue : Q3 2024 428.5B → Q3 2025 457.4B (28.9B↑)

- Seoul Office (KRW) : Q3 2024 96.8B → Q3 2025 101.0B (4.2B↑)
 - Maintained the performance by developing new Non-Samsung clients and focusing on dotcom/retail service amid biz volume declining from existing large Non-Samsung
- Subsidiaries (KRW) : Q3 2024 331.7B → Q3 2025 356.4B (24.7B↑)
 - Despite sluggish growth from some subsidiaries, solid growth of GP continued in major regions, such as in North America and Latin America

(KRW billion)

	Q3 2024	Q3 2025	Growth	Q3 YTD 2024	Q3 YTD 2025	Growth
Seoul Office	96.8	101.0	4%	278.3	293.7	6%
Subsidiaries	331.7	356.4	7%	994.4	1,081.0	9%
Total	428.5	457.4	7%	1,272.7	1,374.7	8%

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

		2021	2022	2023	2024	Q3 YTD 2025
Digital		50%	53%	54%	54%	54%
BTL		30%	30%	29%	30%	31%
	Retail	20%	19%	18%	18%	18%
ATL		20%	17%	17%	16%	15%

- By Clients : Strengthened the Non-Samsung biz fundamental through developing new clients in growing industries/regions

< Seoul Office >



< Overseas >



Consolidated OP : Q3 2024 95.6B → Q3 2025 95.9B (0.3B↑)

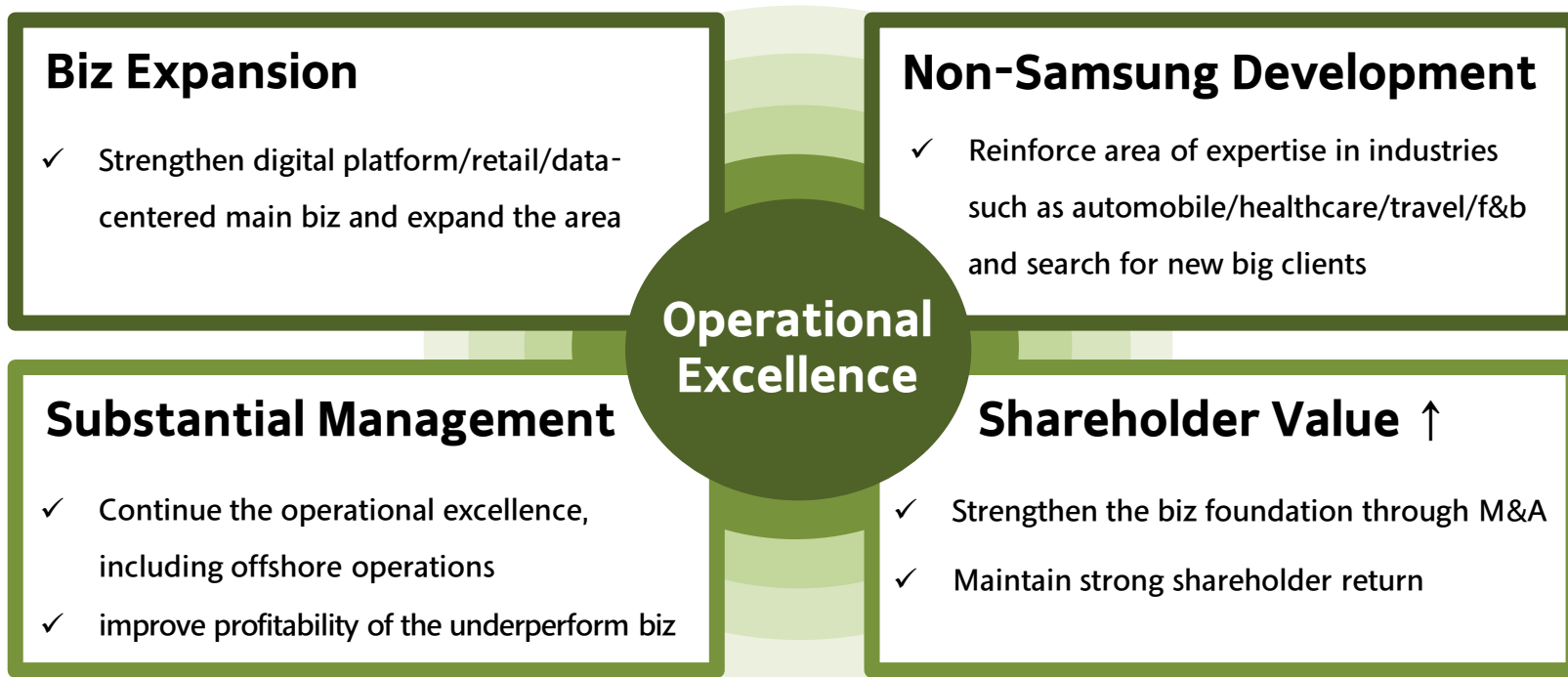
- OP remained at the same level as the previous year due to increased in SG&A expenses mainly driven by Digital service related labor investment

(KRW Billion)

		Q3 2024	Q3 2025	Growth	Q3 YTD 2024	Q3 YTD 2025	Growth
Revenue (GP)		428.5	457.4	7%	1,272.7	1,374.7	8%
SG&A		332.9	361.5	9%	1,034.4	1,128.2	9%
	Salaries	244.6	264.9	8%	754.9	836.5	11%
	Others	88.3	96.6	9%	279.5	291.7	4%
Operating Profit		95.6	95.9	-	238.3	246.5	3%
	OPM(%)	22.3	20.9	Δ1.4%p	18.7	17.9	Δ0.8%p

※ Number of overall employees : (End of) Sep 2024 → 7,504 / Dec 2024 → 7,433 / Sep 2025 → 8,058
· Overseas : (End of) Sep 2024 → 6,015 / Dec 2024 → 6,166 / Sep 2025 → 6,528

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



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