

kakaogames

Investor Relations

April, 2023

Company Profile

CEO	Leo Cho		
Majority Shareholder	49.8 % (Kakao & Special Interest Groups)		
Outstanding Shares	82,426,880 (as of 31 March 2023)		
Sales		Operating Profit	
1,148 Billion KRW (2022 Consolidated Basis)		176 Billion KRW (2022 Consolidated Basis)	

Milestone

2013. 08	Established NZIN Co. Ltd.
2015. 08	Became Kakao affiliate with investment from K-Venture Group
2016. 03	Launched PC game 'Black Desert Online' in NA/EU
2016. 04	Merged with Daum Games, strengthening PC game business
2017. 09	Acquired Kakao VX
2017. 11	Consolidated Kakao Mobile Game business
2017. 11	Launched PC game 'PUBG' in Korea
2018. 02	Investment from Tencent, Netmarble, Krafton, Shanda Games
2020. 03	Acquired XL Games
2020. 07	Launched mobile game 'Guardian Tales' globally
2020. 09	KOSDAQ IPO
2021. 02	Acquired Neptune Co
2021. 06	Launched 'Odin: Valhalla Rising' in Korea
2021. 11	Acquired Lionheart Studio
2022. 04	Launched blockchain platform 'BORA Portal' globally
2022. 06	Launched mobile game 'Uma Musume Pretty Derby' in Korea
2023. 01	Launched collectible RPG 'Eversoul' globally
2023. 03	Launched MMORPG 'ArcheAge War' in Korea

02 | Business Overview

**The only game company in Korea with
large-scale publishing, platform, and robust development capabilities**

Two pillars of Kakao Games business are “Game” and “Beyond Game”

Game



Game IP & Development

- Multiplatform game development capabilities
- AAA game IPs/development studios



Global

- Global presence in key countries (US, EU, JP, TW, SG, VN, TH)
- International investments and partnerships



Platform

- South Korea's top traffic in-house marketing platform
- 90% of Korean population, MAU 48M+

Beyond Game



WEB 3.0

- Blockchain platform for game and contents
- Chain-agnostic governance counsel & commitments



Metaverse

- Metaverse platform for game and entertainment
- Synergy with Kakao Group's contents & services



Sports

- Sports digital transformation (Kakao VX)
- Sports communications technology (SENA Tech.)

03 | Our Success Story



Mar. 2016

Global Release(105 Countries)
PC/MMORPG



Oct. 2016

Korea Release
Mobile/Puzzle



Nov. 2017

Korea Release
PC/Survival Shooting



Mar. 2019

Korea Release
Mobile/Simulation



Oct. 2019

Global Release(150 Countries)
Mobile/MMORPG



**Upcoming
Titles**

2023&Beyond

International Releases
Multi-Platforms&Genres



Jan. 2023

Global Release(170 Countries)
Mobile/Collectible RPG



Jun. 2022

Korea Release
Mobile/Collectible RPG



Jun. 2021 Korea Release
Mar. 2022 Taiwan Release

PC+Mobile/MMORPG



Jul. 2020

Global Release(230 Countries)
Mobile/MMORPG

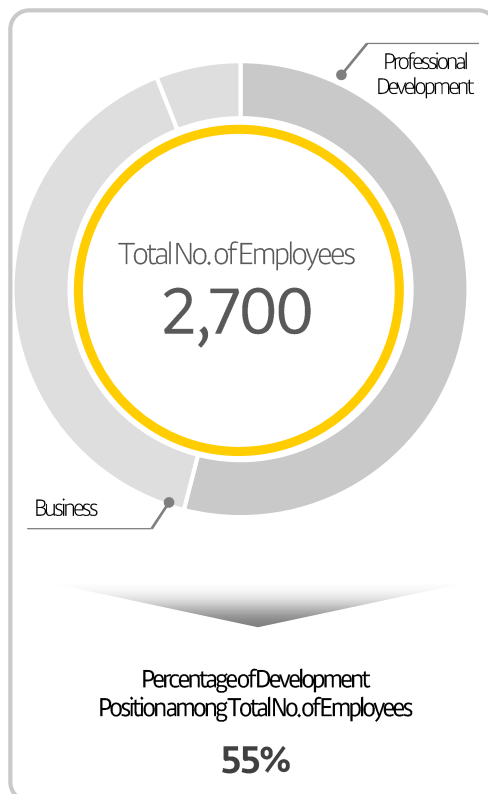


04 | Development Capacity

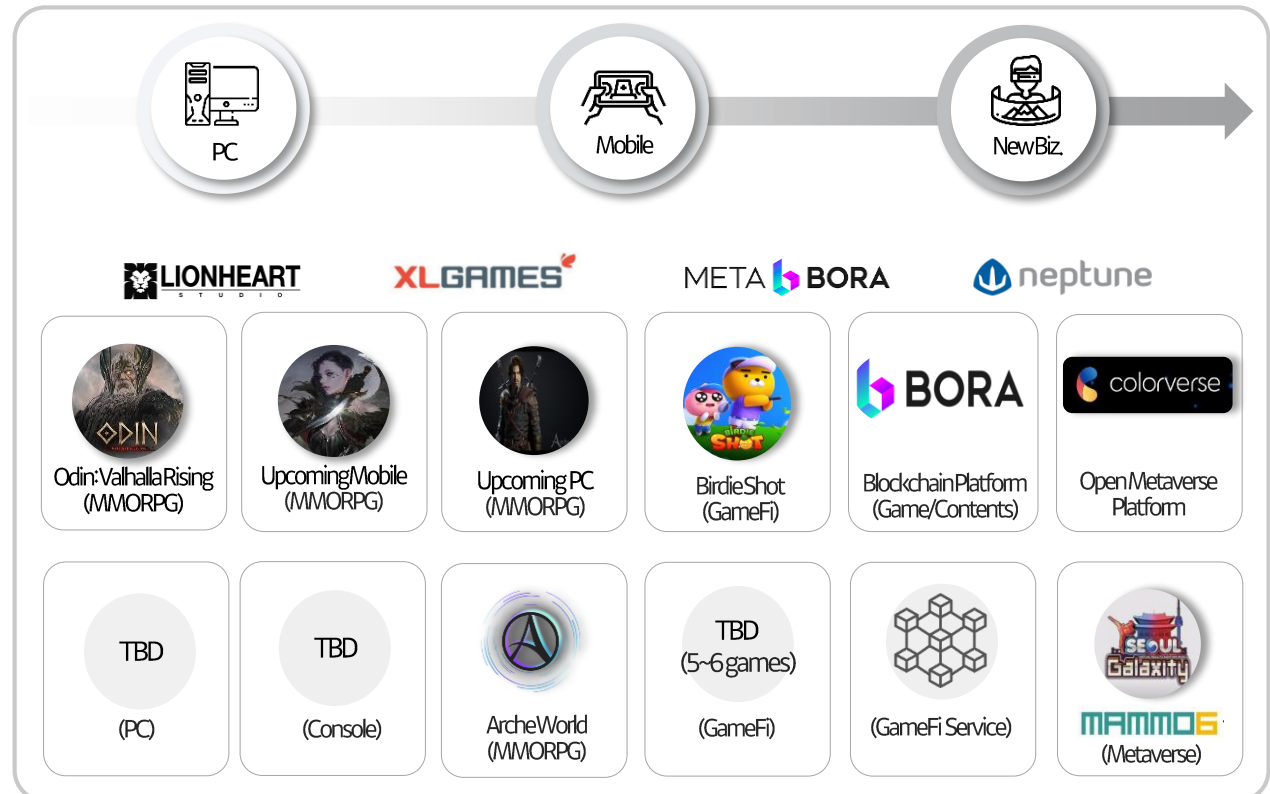
A Number of Projects in Various Genres and Devices are Underway, Mainly with Development Subsidiaries

Developers account for more than 50% of Headcount

Development Team Composition



In-house Development

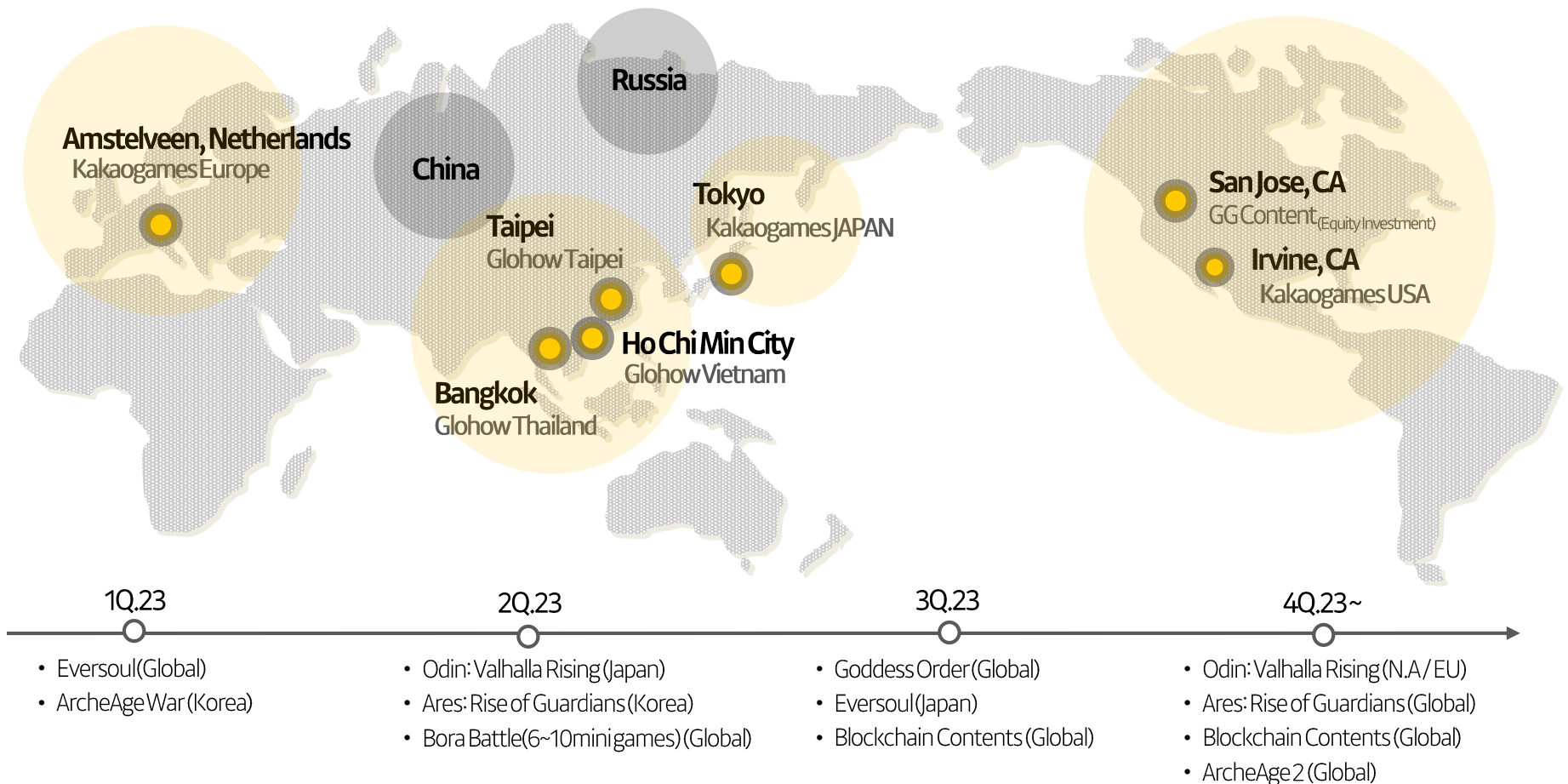


*The diagram above does not include the no. of employees of Neptune.

05 | Global Publishing Capacity

International expansions with global targeting game line-up

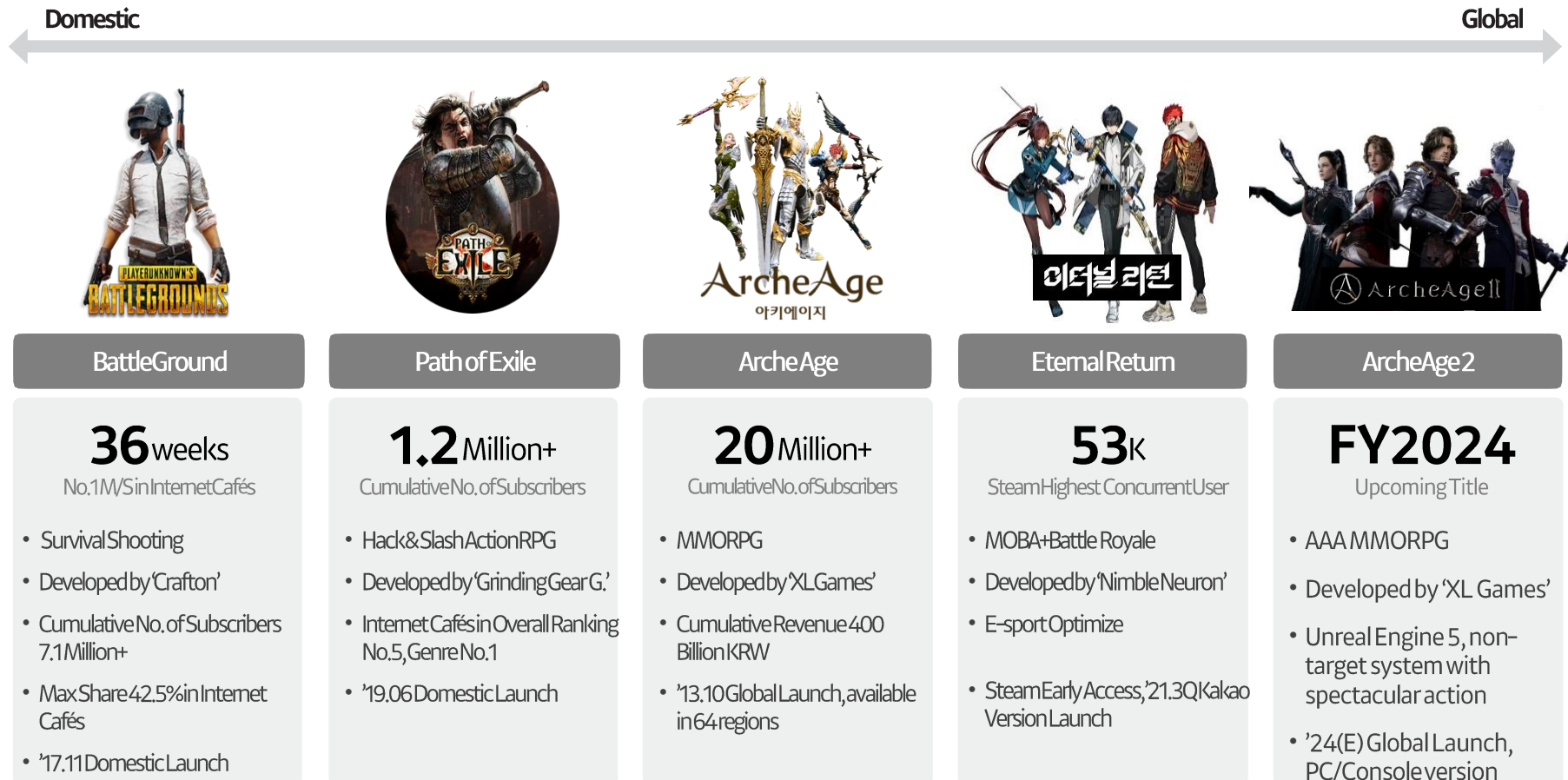
Regional publishing offices and infrastructures have been strategically set up, years in advance.



06 | PC Title line-up

Korea's First Publisher to Successfully Release Korean Games in North America, and Europe

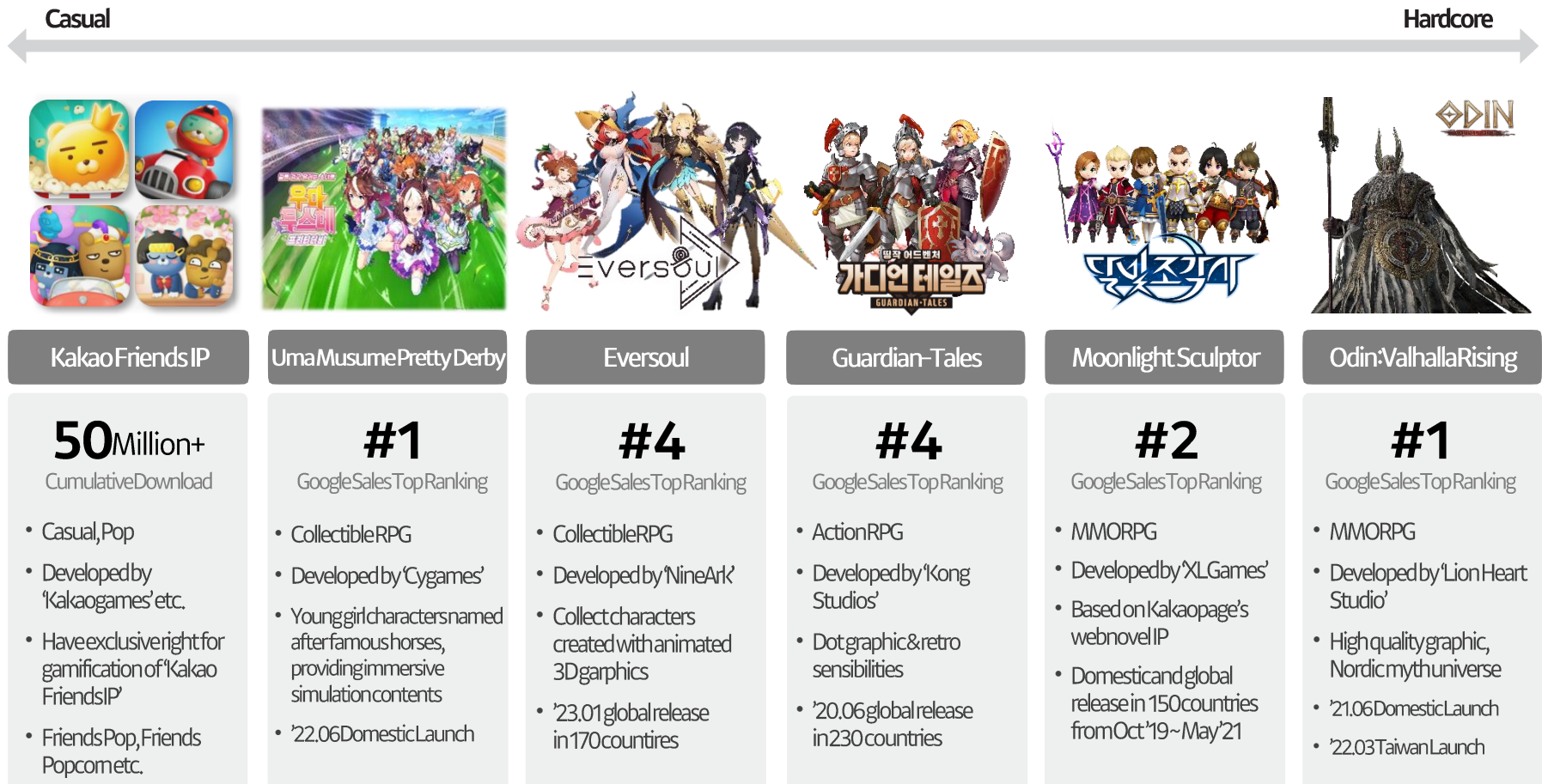
Developed mega-hit titles by securing IPs from popular global genres underpinned by overseas business capabilities



07 | Mobile Title line-up

Localization, Marketing & Operational Expertise from Casual to Hardcore, and Domestic to Global

Unrivalled competitiveness of successfully servicing well-made global games in Korea



08 | New Line-up

Plan to release titles of various genres/devices in key global markets

Triple-A new titles such as ArcheAge War, Eversoul, Ares: Rise of Guardians, etc.

Schedule	Game	Genre	Inhouse/ Publishing(Studio)	Device(Platform)	Region
1Q.23	Eversoul (Launched on Jan. 5)	Collectible RPG	Publishing(Nine Ark)	Mobile	Global(excl. Japan/China)
	ArcheAge War (Launched on Mar. 21)	MMORPG	In-house(XL Games)	PC+Mobile	Korea
2Q.23	Odin: Valhalla Rising	MMORPG	In-house(Lionheart)	PC+Mobile	Japan
	Ares: Rise of Guardians	MMORPG	Publishing(Second Dive)	PC+Mobile	Korea
	Bora Battle(6~10 games)	Casual	In-house(Metabora, etc.)	Mobile(Blockchain)	Global
3Q.23	Goddess Order	Action RPG	Publishing(Load Complete)	Mobile	Global(excl. China)
	Eversoul	Collectible RPG	Publishing(Nine Ark)	Mobile	Japan
4Q.23	Odin: Valhalla Rising	MMORPG	In-house(Lionheart)	PC+Mobile	N.America and Europe

Expand global infrastructure by establishing Cross-Chains between BORA and major platforms

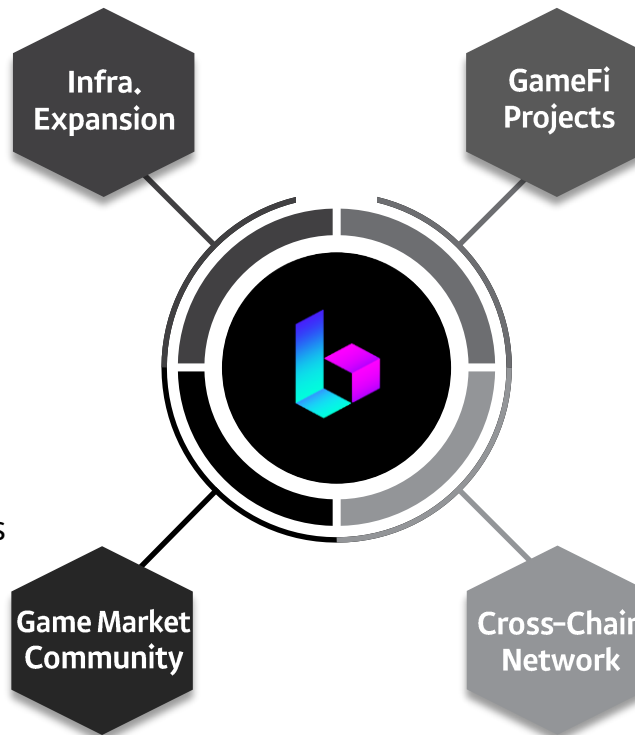
Expansion of global users and liquidity bridge for BORA contents

Governance Counsel

GameStudio	META BORA HAEGIN XLGAMES neptune NEOWIZ mobiaix
IP& Entertainment	SANDBOX LEGENDARIES kakao collab ASIA kakaenterprise colorverse
Infrastructure	BIRK O'SULLY Krust Krosslab kakaenterprise HYPERITHM

Bora Alliance

Aim to expand Bora ecosystem globally via collaboration with promising global gaming guilds



Onboarded Games

Curating well-made contents/games of various genres to attract global users



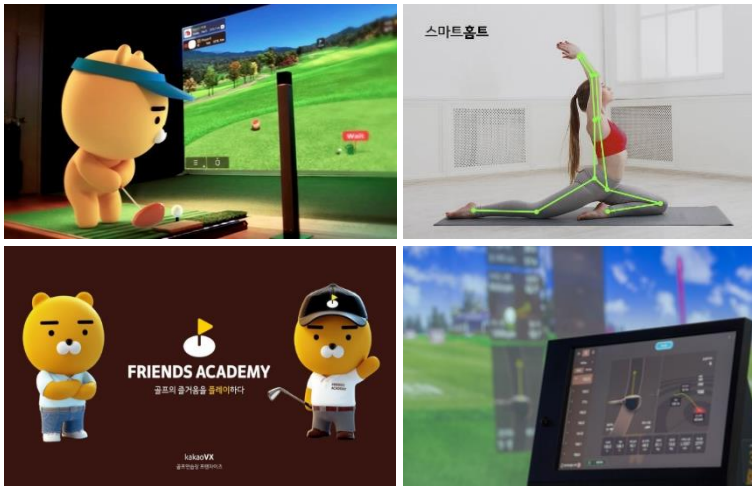
Structure Global-Chain

Expansion of global users/liquidity bridge by improving accessibility of global-chains



Bring Together Kakao VX Technology with Sports/Games to Offer Fun and Real Experience

Expand into different genre of sports including golf through Sports Transformation

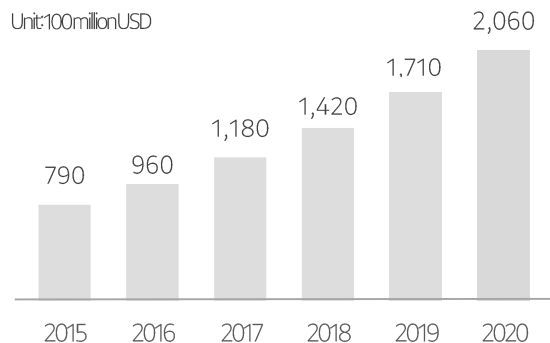


Digital transformation in golf industry with sports-specialized in IT capabilities
Develop into a comprehensive platform, digitalizing the entire golf life

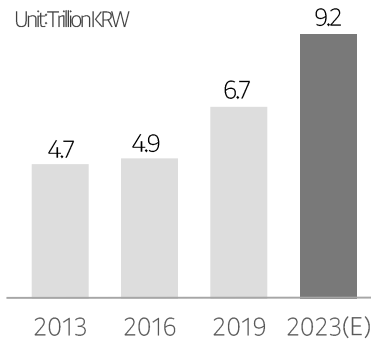
Utilization of Kakao business infrastructure
Secure rights to use Kakao Friends IP into sports area
Use of AI, Mobility, Payment, etc. in connection with Kakao Talk Platform

Expansion into various sports-related business
Home Training: Remote health care service platform based on new technology
New Sports DX: Comprehensive sports DX Platform based on fun and competition

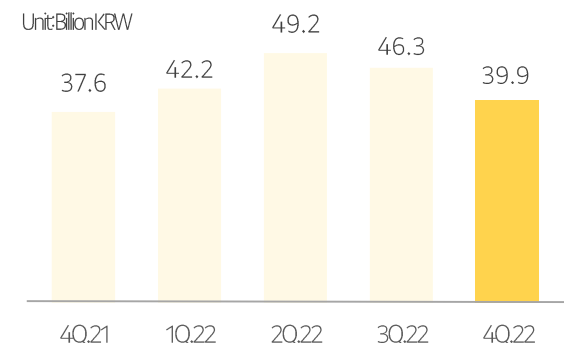
[Smart Sports Market size]



[Golf Market Size]



[Kakao VX Quarterly Revenue]



*Source: Hyundai Research Institute

11 | Sports(Sena Technologies)

Expand into sports platform by utilizing wireless communication technology

Build sports-digital service for golf platform of KakaoVX with SENA's technology



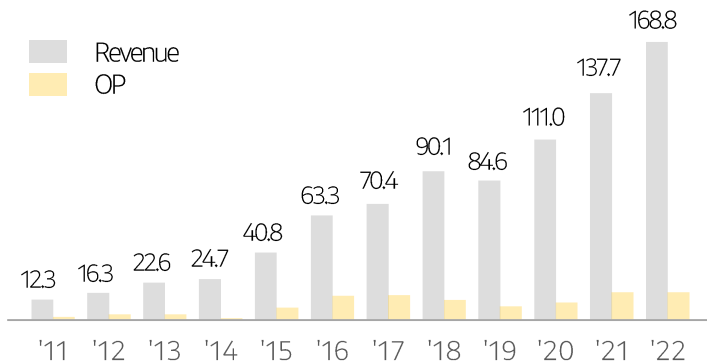
Optimized for leisure/sports short distance & group communication



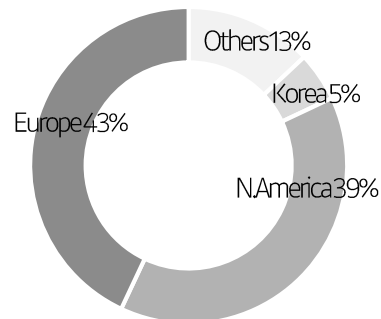
1st ranking in motorcycle communication (Market share 60%)

[FY2011~FY2021 Revenue/OP]

[billion won]



[Revenue by region]



[Global distribution channel]

