

kakaogames

# Investor Relations

April. 2023

# 01 | Profile

kakao games

## Company Profile

CEO

Leo Cho



Majority Shareholder

49.8 %

(Kakao & Special Interest Groups)



Outstanding Shares

82,426,880

(as of 31 March 2023)



Sales



1,148 Billion KRW

(2022 Consolidated Basis)

Operating Profit



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(105Countries)  
PC/MMORPG

Oct.2016

Korea Release  
Mobile/Puzzle

Nov.2017

Korea Release  
PC/SurvivalShooting

Mar.2019

Korea Release  
Mobile/Simulation

Oct.2019

Global Release(150Countries)  
Mobile/MMORPG

## Upcoming Titles



Jan.2023

Global Release(170Countries)  
Mobile/Collectible RPG

Jun.2022

Korea Release  
Mobile/Collectible RPGJun.2021Korea Release  
Mar.2022Taiwan Release  
PC+Mobile/MMORPG

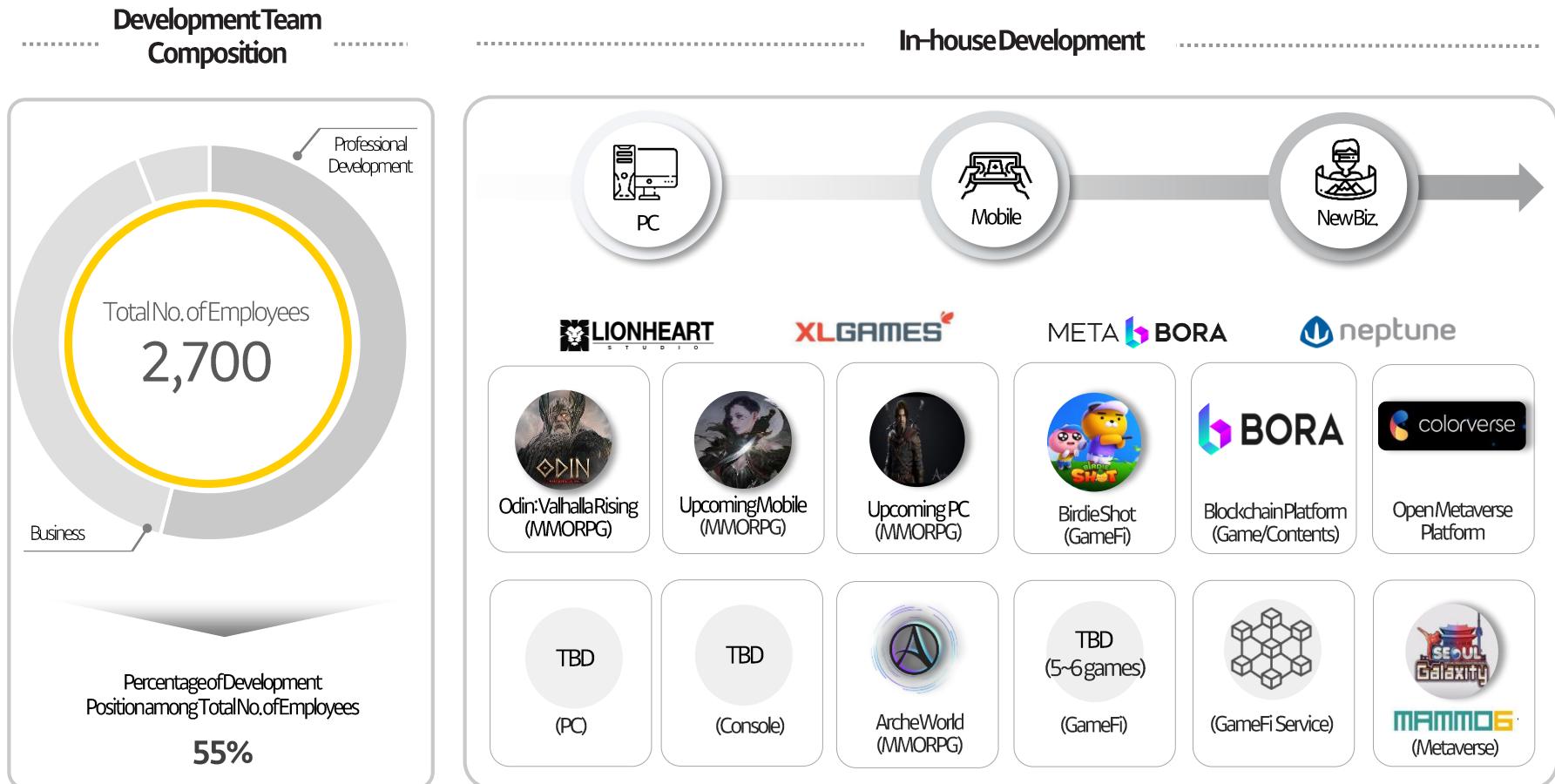
Jul.2020

Global Release(230Countries)  
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

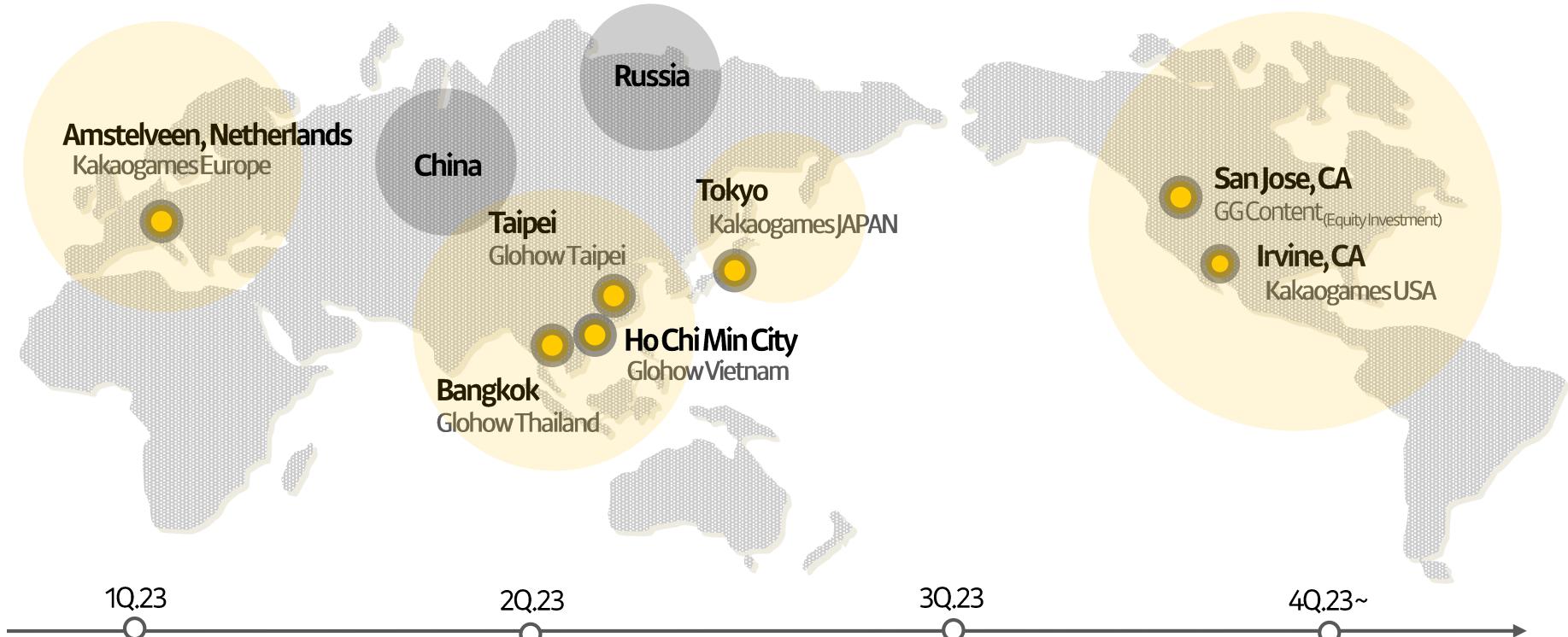


\*The diagram above does not include the no. of employees of 'Neptune'.

# 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.



- Eversoul(Global)
- ArcheAge War(Korea)

- Odin: Valhalla Rising(Japan)
- Ares: Rise of Guardians(Korea)
- Bora Battle(6~10minigames)(Global)

- Goddess Order(Global)
- Eversoul(Japan)
- Blockchain Contents(Global)

- Odin: Valhalla Rising(N.A/EU)
- Ares: Rise of Guardians(Global)
- Blockchain Contents(Global)
- ArcheAge2(Global)

# 06 | PC Title line-up

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

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

Domestic → Global				
BattleGround	Path of Exile	ArcheAge	Eternal Return	ArcheAge2
 <p><b>36 weeks</b> No.1 M/S in Internet Cafés</p> <ul style="list-style-type: none"> <li>• Survival Shooting</li> <li>• Developed by 'Crafton'</li> <li>• Cumulative No. of Subscribers 7.1 Million+</li> <li>• Max Share 42.5% in Internet Cafés</li> <li>• '17.11 Domestic Launch</li> </ul>	 <p><b>1.2 Million+</b> Cumulative No. of Subscribers</p> <ul style="list-style-type: none"> <li>• Hack &amp; Slash Action RPG</li> <li>• Developed by 'Grinding Gear G.'</li> <li>• Internet Cafés in Overall Ranking No.5, Genre No.1</li> <li>• '19.06 Domestic Launch</li> </ul>	 <p><b>20 Million+</b> Cumulative No. of Subscribers</p> <ul style="list-style-type: none"> <li>• MMORPG</li> <li>• Developed by 'XL Games'</li> <li>• Cumulative Revenue 400 Billion KRW</li> <li>• '13.10 Global Launch, available in 64 regions</li> </ul>	 <p><b>53K</b> Steam Highest Concurrent User</p> <ul style="list-style-type: none"> <li>• MOBA + Battle Royale</li> <li>• Developed by 'Nimble Neuron'</li> <li>• E-sport Optimize</li> <li>• Steam Early Access, '21.3Q Kakao Version Launch</li> </ul>	 <p><b>FY2024</b> Upcoming Title</p> <ul style="list-style-type: none"> <li>• AAA MMORPG</li> <li>• Developed by 'XL Games'</li> <li>• Unreal Engine 5, non-target system with spectacular action</li> <li>• '24(E) Global Launch, PC/Console version</li> </ul>

# 07 | Mobile Title line-up

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

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

Casual → Hardcore					
KakaoFriendsIP	UmaMusumePrettyDerby	Eversoul	Guardian-Tales	MoonlightSculptor	Odin:ValhallaRising
 <p><b>50 Million+</b> Cumulative Download</p> <ul style="list-style-type: none"> <li>Casual, Pop</li> <li>Developed by 'Kakao games' etc.</li> <li>Have exclusive right for gamification of 'Kakao Friends IP'</li> <li>Friends Pop, Friends Popcom etc.</li> </ul>	 <p><b>#1</b> Google Sales Top Ranking</p> <ul style="list-style-type: none"> <li>Collectible RPG</li> <li>Developed by 'Cygames'</li> <li>Young girl characters named after famous horses, providing immersive simulation contents</li> <li>'22.06 Domestic Launch</li> </ul>	 <p><b>#4</b> Google Sales Top Ranking</p> <ul style="list-style-type: none"> <li>Collectible RPG</li> <li>Developed by 'NineArk'</li> <li>Collect characters created with animated 3D graphics</li> <li>'23.01 global release in 170 countries</li> </ul>	 <p><b>#4</b> Google Sales Top Ranking</p> <ul style="list-style-type: none"> <li>Action RPG</li> <li>Developed by 'Kong Studios'</li> <li>Dot graphic &amp; retro sensibilities</li> <li>'20.06 global release in 230 countries</li> </ul>	 <p><b>#2</b> Google Sales Top Ranking</p> <ul style="list-style-type: none"> <li>MMORPG</li> <li>Developed by 'XLGames'</li> <li>Based on Kakao Page's webnovel IP</li> <li>Domestic and global release in 150 countries from Oct '19 ~ May '21</li> </ul>	 <p><b>#1</b> Google Sales Top Ranking</p> <ul style="list-style-type: none"> <li>MMORPG</li> <li>Developed by 'Lion Heart Studio'</li> <li>High quality graphic, Nordic myth universe</li> <li>'21.06 Domestic Launch</li> <li>'22.03 Taiwan Launch</li> </ul>

# 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)	CollectibleRPG	Publishing(NineArk)	Mobile	Global(excl.Japan/China)
	ArcheAge War (Launched on Mar. 21)	MMORPG	In-house(XLGames)	PC+Mobile	Korea
2Q.23	Odin:Valhalla Rising	MMORPG	In-house(Lionheart)	PC+Mobile	Japan
	Ares:Rise of Guardians	MMORPG	Publishing(SecondDive)	PC+Mobile	Korea
	Bora Battle(6~10games)	Casual	In-house(Metabora,etc.)	Mobile(Blockchain)	Global
3Q.23	Goddess Order	ActionRPG	Publishing(LoadComplete)	Mobile	Global(excl.China)
	Eversoul	CollectibleRPG	Publishing(NineArk)	Mobile	Japan
4Q.23	Odin:Valhalla Rising	MMORPG	In-house(Lionheart)	PC+Mobile	N.America and Europe

# 09 | GameFi

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

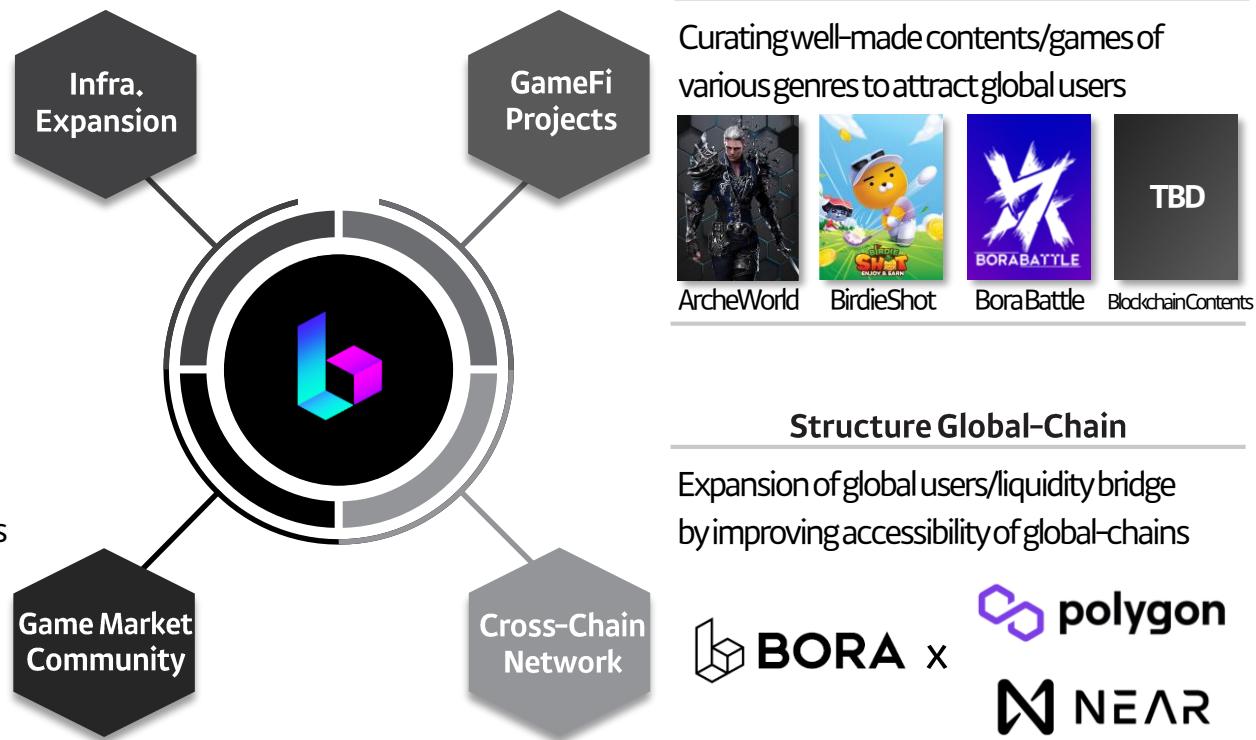
Expansion of global users and liquidity bridge for BORA contents

### Governance Counsel

Game Studio	META BORA HAEGIN XLGAMES neptune NEOWIZ mobirix
IP & Entertainment	LEGENDARIES SANDBOX kakaoentertainment collab ASIA colorverse
Infrastructure	BIRK O'SULLY Krust Krosslab kakaoenterprise HYPERITHM

### Bora Alliance

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



# 10 | Sports(KakaoVX)

## 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

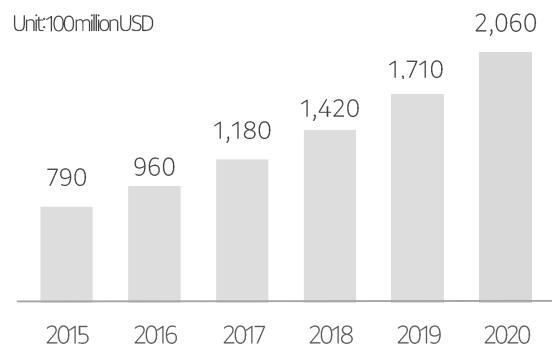
**Utilization of Kakao business infrastructure**

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

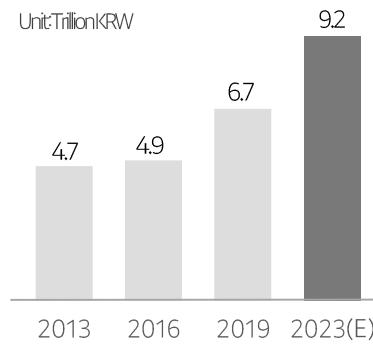
**Expansion into various sports-related business**

Home Training: Remote healthcare 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]



[KakaoVX 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

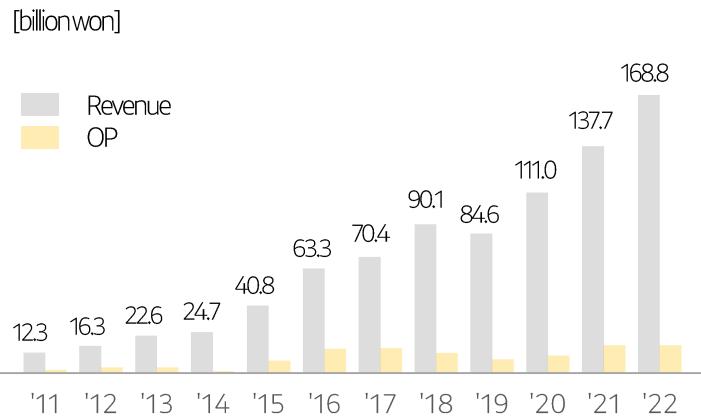


Optimized for leisure/sports  
short distance & group communication

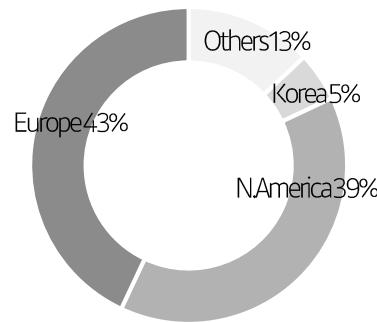


1<sup>st</sup> ranking in  
motorcycle communication  
(Market share 60%)

[FY2011~FY2021 Revenue/OP]



[Revenue by region]



[Global distribution channel]

