



# JYP Entertainment

2024 Investor Relations

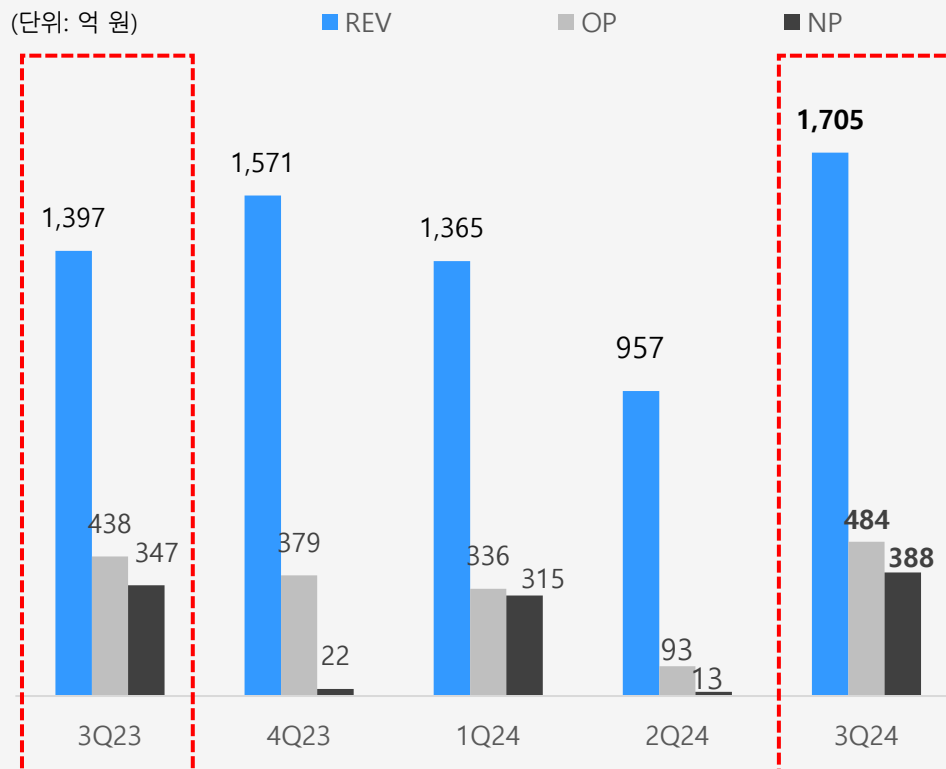


A group of seven K-pop idols are posed in a room with white tiled walls and graffiti. Three are standing in the back row, and four are sitting or crouching in the front. They are wearing light-colored, possibly white, clothing. The lighting is dramatic, with strong shadows and highlights. The overall mood is edgy and artistic.

# #3Q24 FINANCE RESULT

“라인업 다변화와 함께 주요 아티스트 활동 재개로 세그먼트별 고른 성장 시현 /  
국내와 일본 지역은 최대 실적 달성하며 사상 최대 분기 실적 견인”

## OVERVIEW



## ▶ 2024년 3분기

- 매출: 1,705억 (yoy+22.1%)
- 영업이익: 484억 (yoy+10.4%)
- 당기순이익: 388억 (yoy+11.7%)

## ▶ 세그먼트 별 고른 성장으로 사상 최대 매출 경신

- 1) 주요 아티스트 컴백에 따른 음반 매출 증가 / DAY6 국내 음원 매출 성장 견인
  - 음반 매출 yoy+27% / 음원 (국내) 매출 성장 yoy+86%
- 2) MD, 분기 최대 매출 기록 / 공연 등 매니지먼트 매출 확대
  - MD yoy+58% 역대 최대 매출 달성
  - 공연 yoy+88% / 출연 yoy+12% / 광고 yoy+4% 등 매니지먼트 매출 증가
- 3) 지역별 : 국내 및 일본 분기 최대 매출 기록
  - 국내 yoy+87%, 일본 (분기 최대 MD) yoy+16%

## ▶ 사상 최대 분기 영업이익 달성하며 수익성 회복

- 1) GPM 49.2% (yoy+1.4%pt) / OPM 28.4% (yoy-3.0%pt) / 누적 OPM 22.7%
- 2) GPM : 매출 상승 레버리지 효과로 GPM 상승
  - 콘텐츠 제작비 yoy+51%, 기타 원가 yoy+9%
  - 원가-지급수수료 yoy-4% 감소
- 3) OPM : 인건비 및 JYP360 지급수수료 증가 영향 등으로 OPM 축소
- 4) JYP360 기여 이익 확대 : 분기 매출 316억, 영업이익 34억 기여 (OPM 11%)

단위: 백 만원

구분	2024 Q3 (a)	2023 Q3 (a)	증감 (yoy)	차이 (a-b)	비 고
매출	170,473	139,651	22.1%	30,823	아티스트 활동 재개 / 확대에 따른 세그먼트 별 매출 성장 및 국내/일본 역대 최대 분기 매출 기록 - [앨범] SKZ, NMIXX, 썬썬, DAY6 신보 등 반영, 545억 시현 - [음원] 국내 음원 분기 최대 매출 31억 기록 (DAY6 신보 / 구보 음원 성과 반영) - [공연] 221억 분기 매출 달성 (SKZ 월드투어 / 일본 팬미팅, DAY6, ITZY 등) - [MD] 최대 분기 매출 502억 기록 (사상 최대 일본 MD 매출 245억) - [광고/출연] 아티스트 인지도 확대에 따른 광고 84억 / 출연 54억 반영 - [기타] 160억 매출 반영 (회계 인식 방식 변경 영향으로 작년 대비 93억 감소) - [일본] 주요 아티스트 팬미팅 및 트와이스 스타디움 MD 매출 반영으로 최대 실적 달성 (454억)
매출원가	86,600	72,830	18.9%	13,770	<b>GPM 49.2%</b> (yoy+1.4%pt) - 콘텐츠 제작비 126억 증가 yoy+51% / 기타 원가 21억 증가 yoy+9% - 원가성 지급수수료 yoy-4%
매출총이익	83,874	66,821	25.5%	17,053	
L판매비와관리비	35,473	22,991	54.3%	12,482	- 인건비 43억 증가 - JYP360 지급수수료 포함 46억 증가
영업이익	48,400	43,830	10.4%	4,570	<b>OPM 28.4%</b> (yoy-3.0%pt)
L 금융비용	1,482	2,378	-	(896)	포바이포, 공정가치측정금융자산평가손실 -7억
당기순이익	38,792	34,725	11.7%	4,067	법인세 100억 반영



A group of seven K-pop idols are posed in a room with white tiled walls and graffiti. The lighting is dim and blue-toned. The idols are dressed in a mix of white and dark clothing, some with accessories like necklaces and gloves. One idol in the center foreground has bright blue hair. The overall mood is edgy and artistic.

#INVESTMENT H/L

## “라인업 다변화 및 기존 아티스트의 성공적인 매니지먼트 & Retention을 기반으로 Core 사업의 영속성 입증 / 해외 시장 확대와 아티스트 유형 다양화를 통한 추가 성장 동력 확보”



### Summary of Investment Highlight

#### • 주요 아티스트 활동 하이라이트

- [DAY6] 국내 음원 성과 확대, 아시아/호주/미국 지역 세번째 월드투어 진행 중 (17개 도시 26회 규모) / 솔로 활동 병행
- [TWICE] 단체/유닛/솔로 등 다양한 활동 지속 예정 / 미사모 유닛 일본 돔 투어 및 글로벌 아티스트 콜라보 등을 통한 입지 강화 전망
- [SKZ] '24년 미국 내 앨범 판매 100만장 돌파, 전 세계 그룹 최초 '빌보드200' 5회 연속 1위 달성 및 '빌보드 핫100' 3회 연속 진입 / 세번째 월드투어 <dominATE> 아시아, 일본 대규모 공연 진행 / 북남미 유럽 공연 발표 예정 / 글로벌 탑티어로 성장 가속화
- [ITZY] 리아 합류로 완전체 활동 재개, 10월 그룹 미니앨범 발매
- [NMIXX] 10월 빌보드 라틴 뮤직위크 K팝 뮤지션 최초 참석하며 해외 활동 확대 계획
- [NiziU] '24-'25 일본 내 아레나 투어 18회 전회차 매진
- [NEXZ] 11월 글로벌 미니 1집 '난리나' 발매 계획

#### • 아티스트 라인업 강화

- '24 H2 : [LOUD] / '25 L2K 라틴 걸그룹 추진 예상, Project C
- [더판따라] 기존 제작 및 매니지먼트 역량 기반 아티스트 유형 다양화 / 종합 엔터테인먼트 기업으로 영향력 강화 전망

#### • Core Biz 중심 사업 고도화

- [컨텐츠] 본부 체제의 멀티 레이블 체계 강화 / 컨텐츠 의사결정 구조 및 프로세스 변경 / Creativity 영역 내 핵심 인력 & 역량 강화
- [플랫폼] 'JYPSHOP' & FANS 통합 플랫폼 구축 및 JYP360 사업 구조 최적화 진행중

### Q4 Update

#### • 아티스트 앨범 및 공연 (4분기 예상)

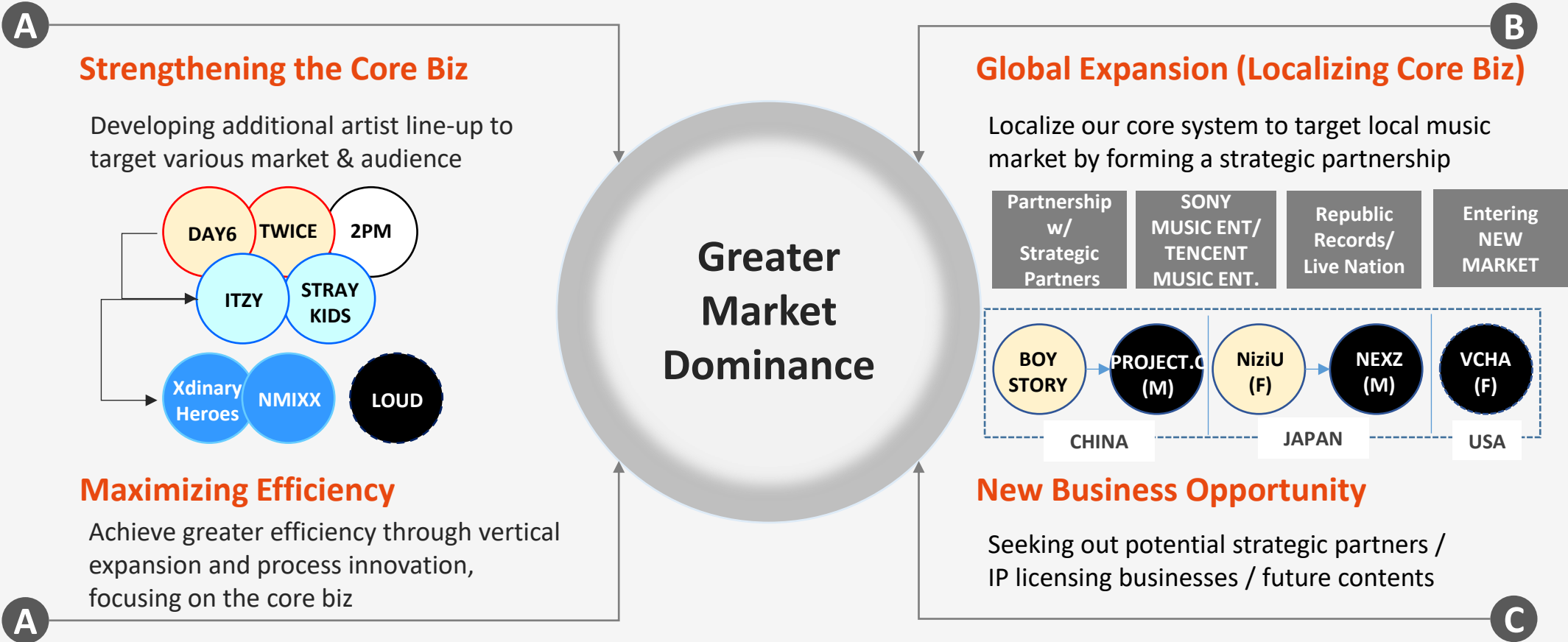
- 앨범: [TWICE 日 미사모 미니] [TWICE 그룹 미니] [SKZ 日 정규] [SKZ 스페셜] [ITZY 그룹 미니] [XH 미니] [DAY6 성진 정규] [NEXZ 미니]
- 공연: [TWICE 日 미사모 돔] [SKZ 월드투어] [NiziU 日 투어] [NMIXX 팬콘서트] [DAY6 월드투어/서울 콘서트] [XH 서울 콘서트]



A group of seven K-pop idols are posed in a room with white tiled walls and graffiti. The scene is tinted with a teal/blue color. The idols are arranged in two rows: three are standing in the back, and four are sitting or crouching in the front. They are wearing various styles of white and light-colored clothing, including shirts, jackets, and pants. The overall mood is edgy and urban.

# #APPENDIX

“Focusing on three strategic direction: **A** Strengthening the Core Biz, **B** Global Expansion by Localization and **C** New Business Expansion”

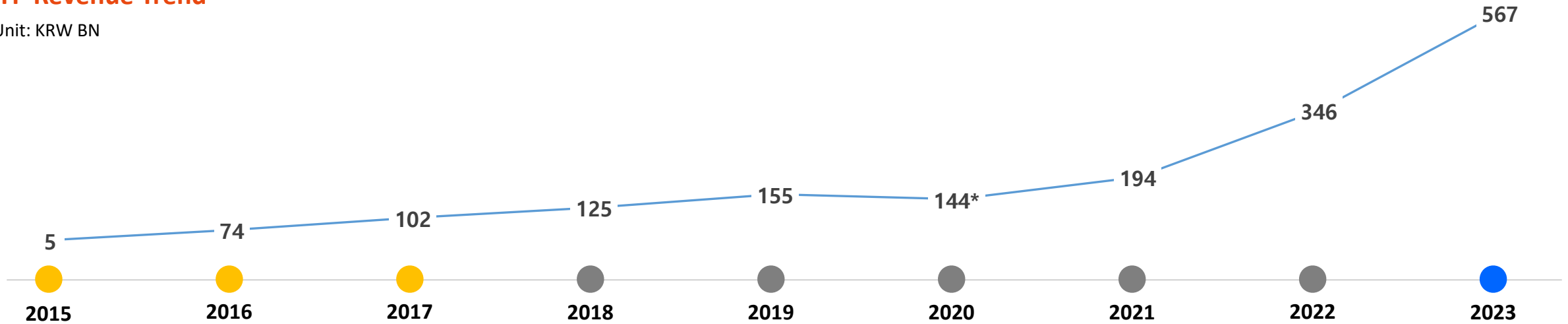




**“JYP continues its fast & sustainable growth through organic expansion of multi-label, by optimizing structure & production system and enhancing global partnership.”**

## JYP Revenue Trend

Unit: KRW BN



### ● Re-structuring & Systemization

- TWICE Debut (2015)
- DAY6 Debut (2015)
- Changed Group Structure into 4 Labels (2016)
- Established HK Office (2017)
- TWICE Debut in Japan (2017)

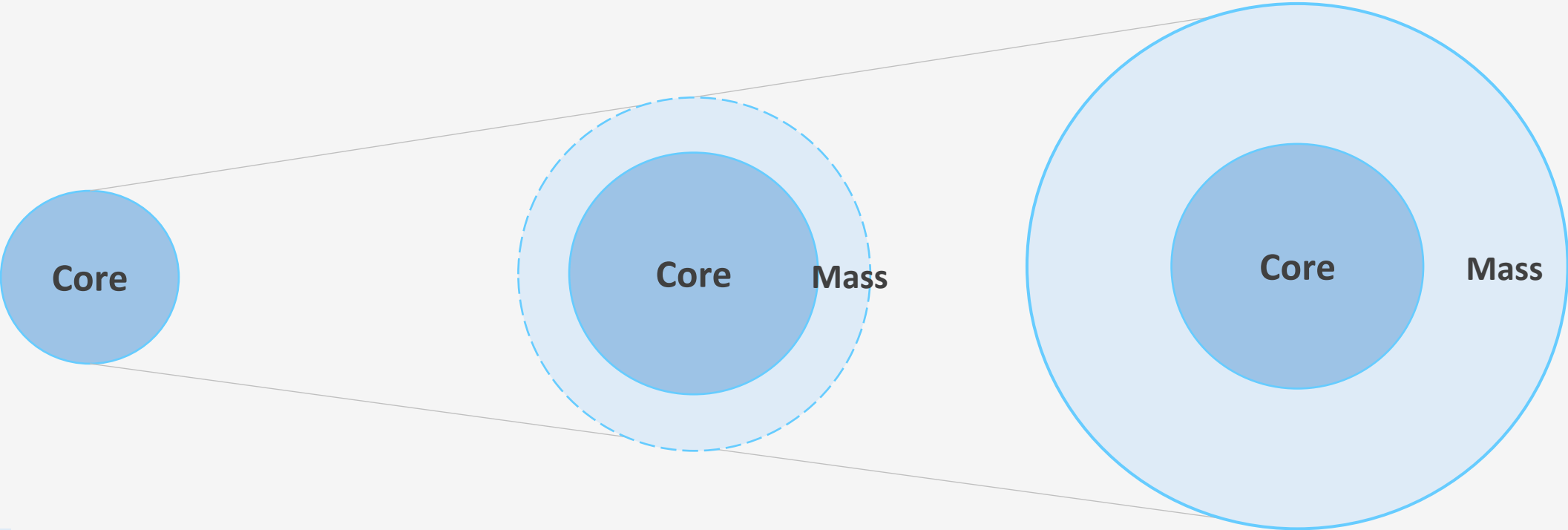
### ● K-POP Global Penetration & Artist Expansion

- Stray Kids Debut (2018)
- Boy Story Debut – China Localization (2018)
- ITZY Debut (2019)
- NiziU Debut – Japan Localization (2020)
- Established JYP360 (2021)
- Xdinary Heroes Debut (2021)
- NMIXX Debut (2022)

### ● Globalization & Partnership Enhancement

- Strategic Partnership with Republic Records (2023)
- Strategic Partnership with Live Nation (2023)
- Established JYP Partners (2023)
- VCHA Debut – USA Localization (2024)
- NEXZ - Japan Localization (2024)
- LOUD Project (2024E)
- Project C – China Localization (2025E)

“As artists gain mass audience power, monetization becomes diversified through different segments:  
**A** Concert **B** MD **C** Global Streaming **D** Advertisement **E** IP Licensing”



Growth Cycle	Young	Transition	Mature
Segment Focus	<ul style="list-style-type: none"><li>Physical</li><li>Appearances</li></ul>	<ul style="list-style-type: none"><li>Physical</li><li>Concert</li><li>MD</li></ul>	<ul style="list-style-type: none"><li>Concert/MD</li><li>Global Streaming</li><li>Advertisement</li><li>IP Licensing</li></ul>



## Main Artists



### 2PM

**Debut in 2008 (Sep)**

- Sold out their debut 15<sup>th</sup> Anniversary Concert in Seoul and Tokyo, based on solid fan-base in Korea and Japan



### TWICE

**Debut in 2015 (Oct)**

- Albums sold over 20 million copies since 2016
- 13<sup>th</sup> Mini Album “With YOUTH” ranked No. 1 on <Billboard 200>
- The first K-Pop female artist to perform and sell out SoFi and MetLife Stadium in the US and Nissan Stadium in Japan
- Successfully hosted the 5<sup>th</sup> World Tour <Ready To Be>, 51 concerts in 27 regions



### DAY6

**Debut in 2015 (Sep)**

- ‘Sing a Song Writer and Composer’
- Sold out dome concerts in Seoul (3 times), and announced a 3<sup>rd</sup> world tour <FOREVER YOUNG> in ’24 H2
- Released “FOUREVER” in Mar 2024 and “Band Aid,” in Sep 2024, all songs ranked in domestic streaming charts

## Main Artists



## STRAY KIDS

## Debut in 2018 (Mar)

- Albums Sold over 23 million copies since 2018
- Mini Album 'ATE,' ranked #1 on 'Billboard 200' five times in a row, #49 on 'Billboard Hot 100'
- Currently hosting the 3<sup>rd</sup> World Tour <dominATE>, in Asia, NA, Europe, and LATAM
- Multiple headliners at global festivals



## ITZY

## Debut in 2019 (Feb)

- Album "KILL MY DOUBT" sold over 1.3mil. copies breaking the highest sales in their career, million sellers for the third time in a row since 2022
- Released "BORN TO BE" in Jan 2024 and "Gold" in Oct 2024
- Successfully hosted the 2nd World Tour <Born To Be>, 32 concerts in 28 cities



## Xdinary Heroes

## Debut in 2021 (Dec)

- JYP Entertainment's 2<sup>nd</sup> Boy Band debut following DAY6's success, all members specialized in musical instrument
- Recently released the first album "Troubleshooting"
- Successfully hosted the first NA showcase tour
- Currently hosting domestic concerts <Closed beta> from Apr 2024



## Main Artists



### NMIXX

#### Debut in 2022 (Feb)

- Sold over 500K physical album copies upon their first debut  
(marked as the highest debut album sales record among K-Pop female groups in history)
- Hosted <MIXX UNIVERSITY> fan concert in Hong Kong, Taiwan, and Macau
- Released “Fe3O4: BREAK” in Jan 2024 and “FE3O4: STICK OUT” in Aug 2024

## Local Artists



### BOY STORY (JV)

#### Debut in 2018 (Sep)

- JYP's First Local Artist under JV with TENCENT
- Ranked No.1 in 'QQ Music Video Chart' and 'Weibo Asia Music Chart' upon the debut
- The First Chinese artist to enter 'Billboard Hot Trending Songs Powered by Twitter' real-time ranking 7 times
- Successfully hosted showcase tours in China – 8 times in 8 cities-



### NiziU

#### Debut in 2020 (Dec)

- Ranked No.1 in ORICON Chart in Japan with pre-release digital songs and topped all 64 local chart incl. Line Music
- NiziU jointly produced between JYP Ent. & SONY Music Japan and made first debut in Dec 2020 (1<sup>st</sup> physical album sold 500K)
- Recently released 'RISE UP' in July 2024
- Currently hosting <NiziU Live with U 2024-2025> from Nov 2024



### VCHA

#### Debut in 2024 (Jan)

- The first all American female group trained and produced under JYP system, namely "A2K Project," reaching 58M YouTube views
- The project co-hosted under strategic partnership between JYP & Republic Records, the No.1 label in the US
- Pre-debut single 'SeVit' M/V reached 11.8 million YouTube views within a month of its release
- Recognized as Grammy's 25 Artists to Watch in 2024



## Hot Prospects – Local Artists



### NEXZ

#### Debut in 2024 (May)

- NEXZ co-produced by JYP Ent. & SONY Music Japan after success of NiziU
- Audition show 'Nizi Project 2' ranked #1 in Japanese OTT HULU variety shows, drawing local attention
- Made a global debut in May 2024, Japan Debut in August 2024
- Released their first global debut single "Ride the Vibe"
- Appeared in a Japanese variety show from September 2024
- Planned to release the first mini album "NALLINA" in November

# Artist Line-up Expansion (by year)

Artists	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
2PM	CR			CR						CR	
DAY6	Debut							CR			
TWICE	Debut							CR			
Stray Kids				Debut							
ITZY					Debut						
NiziU (Japan)						Debut					
Xdinary Heroes							Debut				
NMIXX								Debut			
VCHA (USA)										Debut	
NEXZ (Japan)										Debut	
LOUD Project										Debut (H2)	
Project C (China)											Debut
L2K (Latin America)											Debut

CR: Contract Renewed  
Orange font: Global localization project

COMPANY OVERVIEW

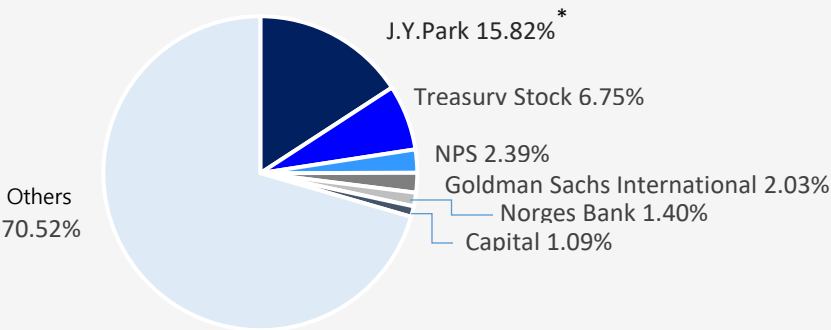
- COMPANY: JYP ENTERTAINMENT Co. Ltd
  - Establishment: 25 APR. 1996
  - Equity: KRW 17.9BN
  - Market Cap.: KRW 2.0TN (As of 6<sup>th</sup> Nov. 2024)
- CEO: WOOK JEONG
  - IPO: 30 AUG. 2001
  - No. of Employees: 419 (As of 6<sup>th</sup> Nov. 2024)
  - Business Field: Music Production & Recording,  
Artist Management (Agency),  
Contents Production

SHAREHOLDERS

(As of 30<sup>th</sup> Sep. 2024)

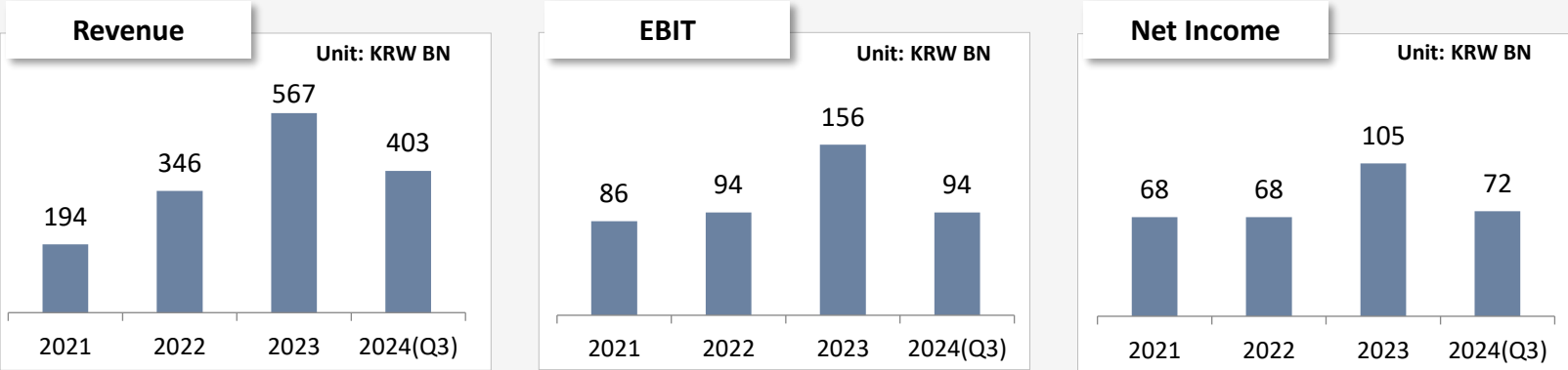
- Jin Young Park (Founder): 15.37%
- Treasury Stock: 6.75%
- NPS: 2.39%
- Goldman Sachs International : 2.03%
- Norges Bank : 1.40%
- Capital : 1.09%

[Total Stock Issued: 35,532,492]



\*Incl. key management

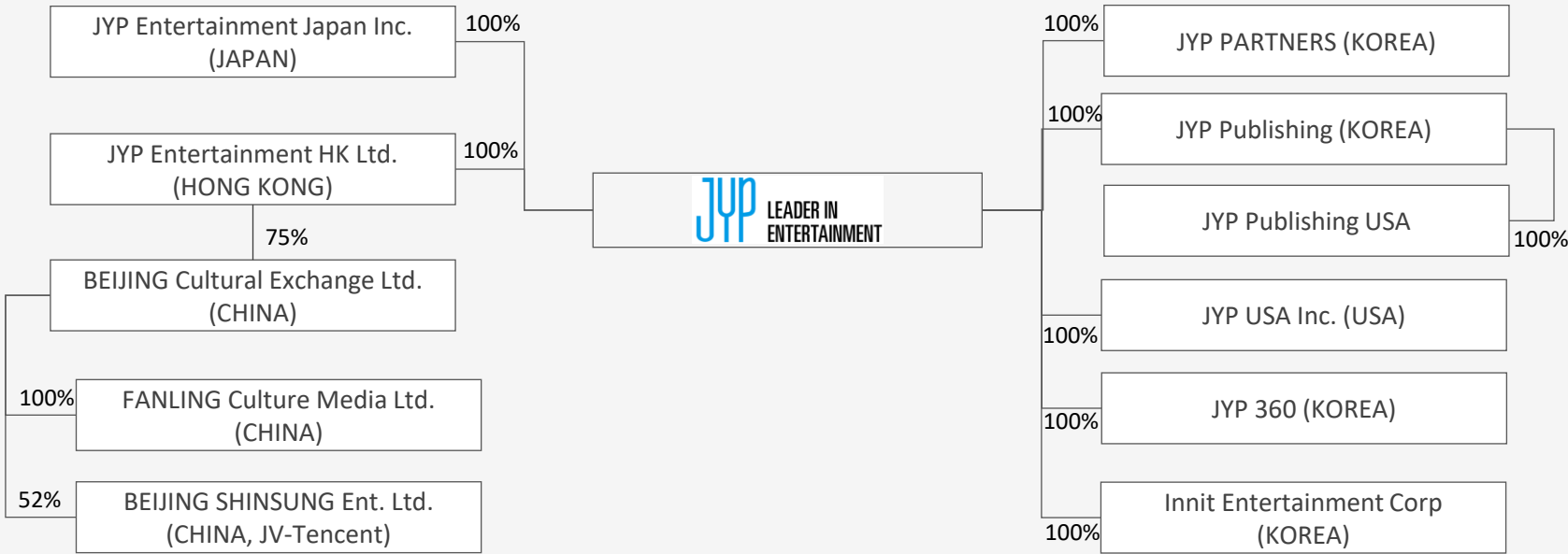
KEY FINANCIALS



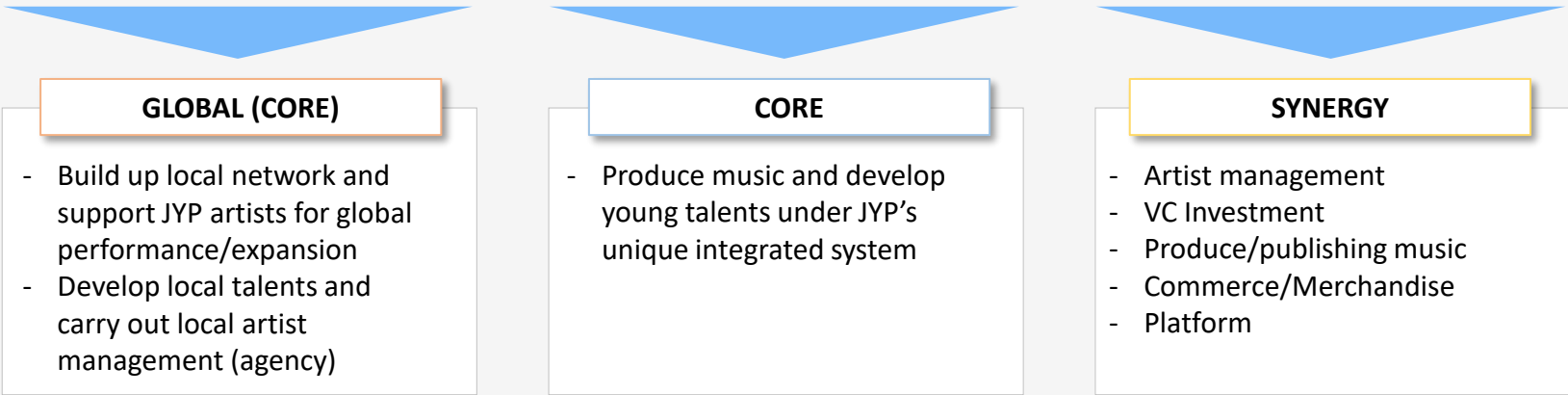
\* COVID19 breakout (2020, Feb)



Subsidiary & Affiliated Companies



Roles/Business Field



## Statement of Financial Position - Consolidated (B/S)

(Unit: KRW BN)

	2024 (Q3)	2023	2022
Current Assets	336.0	368.8	237.1
Non-current Assets	250.0	202.8	174.0
<b>Total Assets</b>	<b>586.0</b>	<b>571.5</b>	<b>411.1</b>
Current Liabilities	111.0	154.3	101.4
Non-current Liabilities	21.1	19.1	5.2
<b>Total Liabilities</b>	<b>132.1</b>	<b>173.5</b>	<b>106.6</b>
Capital	18.0	18.0	17.9
Capital Surplus	79.1	78.2	77.0
Treasury Stock	-10.8	-10.5	-9.6
Retained Earnings	363.6	310.8	217.5
Equity attributable to the owners of the Parent Company	450.0	394.0	300.6
<b>Total Equity</b>	<b>453.9</b>	<b>398.0</b>	<b>304.5</b>

## Statement of Comprehensive Income - Consolidated (P/L)

(Unit: KRW BN)

	2024 (~Q3)	2023	2022
<b>Revenue</b>	<b>402.7</b>	<b>566.5</b>	<b>345.9</b>
Cost of Sales	224.9	298.2	189.3
Gross Profit	177.8	268.3	156.6
Selling and Administrative Expenses	86.5	98.8	59.9
<b>Operating Income (Loss)</b>	<b>91.4</b>	<b>169.4</b>	<b>96.6</b>
Other Non-operating Income	0.1	0.8	0.3
Other Non-operating Expenses	3.2	6.7	2.1
Financial Income	6.8	6.1	5.9
Financial Expenses	4.3	17.8	7.3
Share of Profit(Loss) of Associates and JVs	2.8	3.8	0.7
Profit Before Income Tax	93.6	155.7	94.1
Income Tax Expense	22.0	50.7	26.6
<b>Net Profit (Loss)</b>	<b>71.5</b>	<b>105.0</b>	<b>67.5</b>