

2024년 4분기 및 연간 실적발표

2024 Q4 & Annual Earnings call

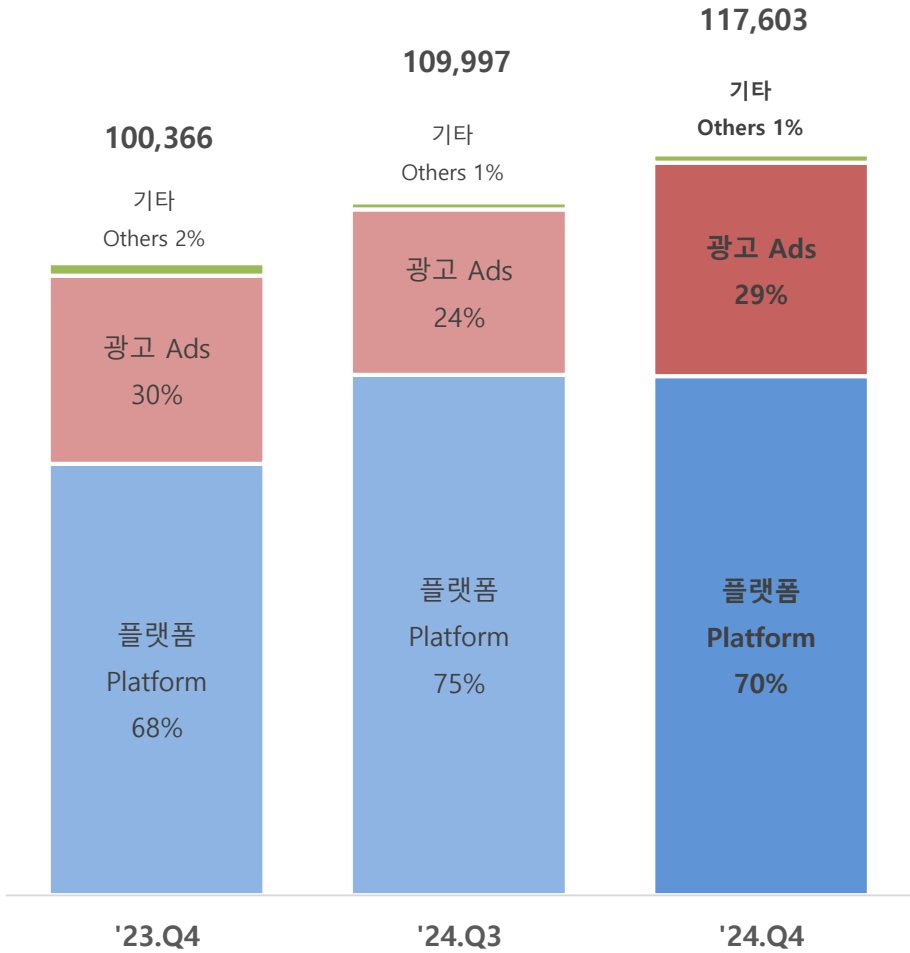
Feb. 2025

분기실적요약 / Q4 Earnings Summary

(단위/Unit : 백만원/mKRW)	'24.Q4	QoQ	YoY	'24.Q3	'23.Q4
매출 Revenue	117,603	7%	17%	109,997	100,366
플랫폼 Platform Service	82,433	-0.3%	20%	82,639	68,507
광고 Advertisement	33,886	29%	13%	26,238	29,879
기타 Others	1,284	15%	-35%	1,120	1,979
영업비용 Costs	88,977	3%	20%	86,129	73,969
영업이익 Operating Profit	28,627	20%	8%	23,868	26,396
법인세차감전순이익 Earnings before taxes	31,548	8%	41%	29,279	22,422
당기순이익 Net Profit	22,696	-6%	41%	24,021	16,085

비중 / Portion

(단위/Unit : 백만원/ mKRW, 매출 비중/% of Revenue)



플랫폼 / Platform Service

• '24.Q4 플랫폼 매출 824억원 (-0.3% Q/Q, +20.3% Y/Y)

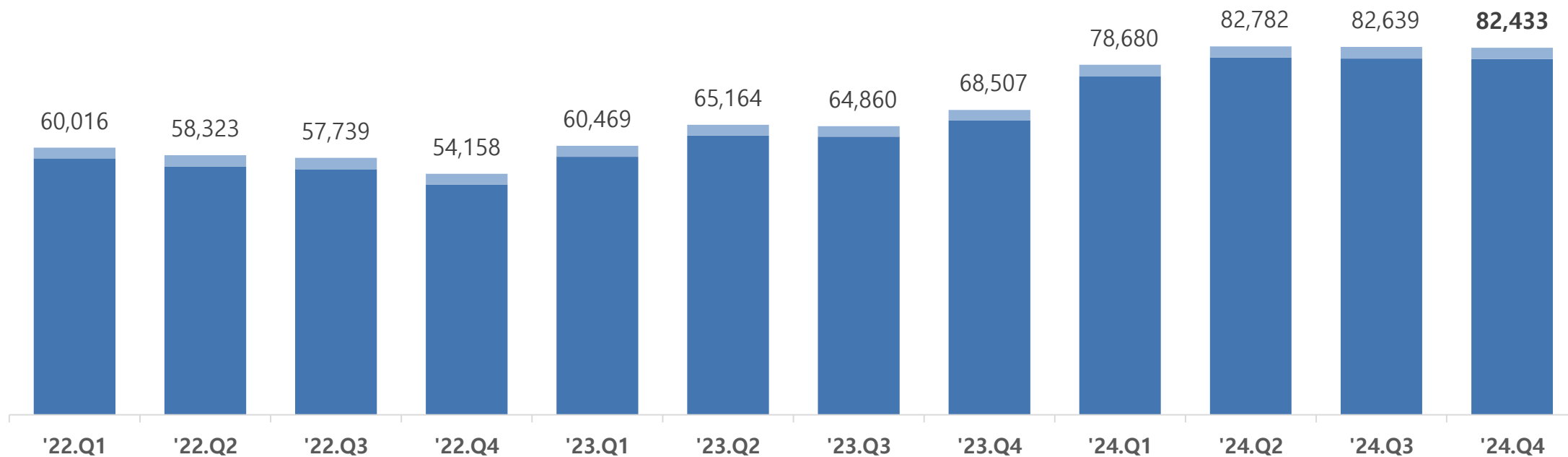
- 연초 확장된 코어 커뮤니티 안착하며 +20% Y/Y 성장

• '24.Q4 Platform Service : 82.4 billion won (-0.3% Q/Q, +20.3% Y/Y)

- Stabilization of the expanded core community contributed to +20% Y/Y growth

■ 기능성 아이템 + 플랫폼 기타 / Non-Gift Related Item sales + Platform Others

■ 기부경제선물 / Donations and Subscriptions



광고 / Advertisement

• '24.Q4 광고 매출 339억원 (+29.2% Q/Q, +13.4% Y/Y)

- 광고 연말 성수기 효과 지속되며 광고 매출 성장

- 플랫폼 광고: 42억원 (+8.6% Q/Q, +2.0% Y/Y)
- 콘텐츠형 광고: 231억원 (+61.9% Q/Q, +19.8% Y/Y)
- 광고기타: 66억원 (-18.8% Q/Q, +1.6% Y/Y)

• '24.Q4 Advertisement : 33.9 billion won (+29.2% Q/Q, +13.4% Y/Y)

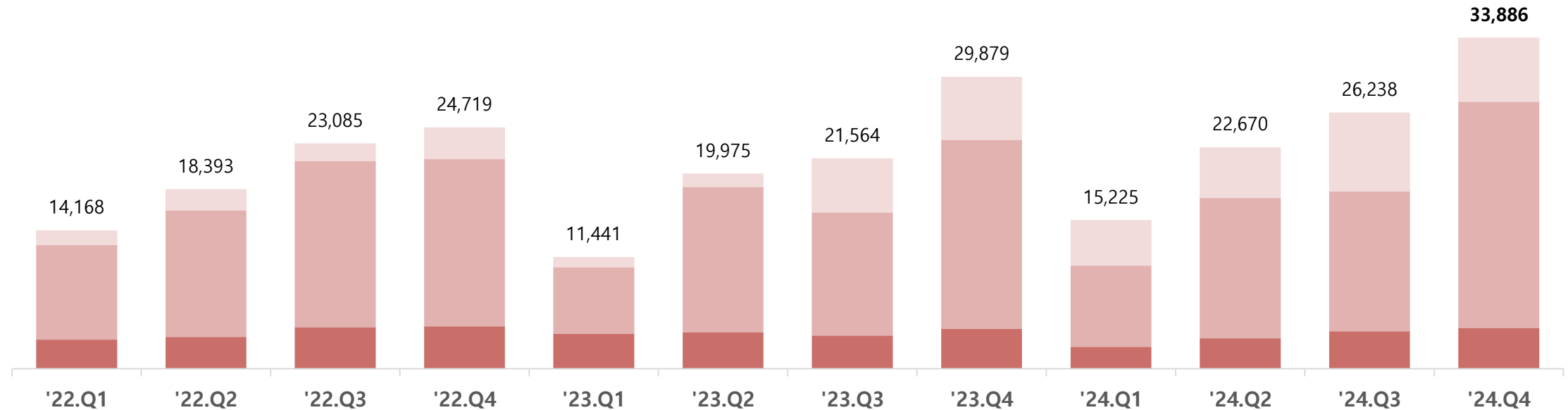
- Continued ads seasonality, driving advertising revenue growth.

- Platform Advertisement 4.2 billion won (+8.6% Q/Q, +2.0% Y/Y)
- Branded Contents : 23.1 billion won (+61.9% Q/Q, +19.8% Y/Y)
- Ads Others : 6.6 billion won (-18.8% Q/Q, +1.6% Y/Y)

■ 광고 기타 / Ads others

■ 콘텐츠형광고 / Branded-Contents Ads

■ 플랫폼광고/ Platform Ads

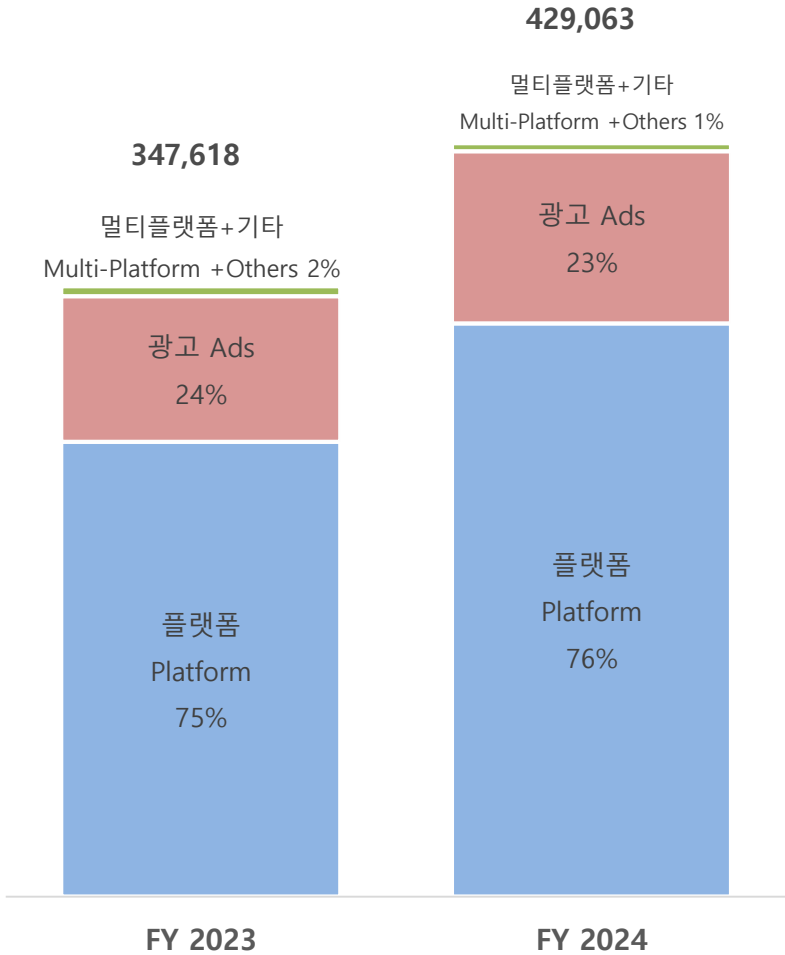


연간실적요약 / Annual Earnings Summary

(단위/Unit : 백만원/mKRW)	FY 2024	YoY	FY 2023
매출 Revenue	429,063	23%	347,618
플랫폼 Platform Service	326,533	26%	259,000
광고 Advertisement	98,020	18%	82,860
기타 Others	4,510	-22%	5,759
영업비용 Costs	314,730	22%	257,309
영업이익 Operating Profit	114,332	27%	90,309
법인세차감전순이익(계속) Earnings before taxes	128,461	34%	96,074
당기순이익 Net Profit	99,125	33%	74,624

비중 / Portion

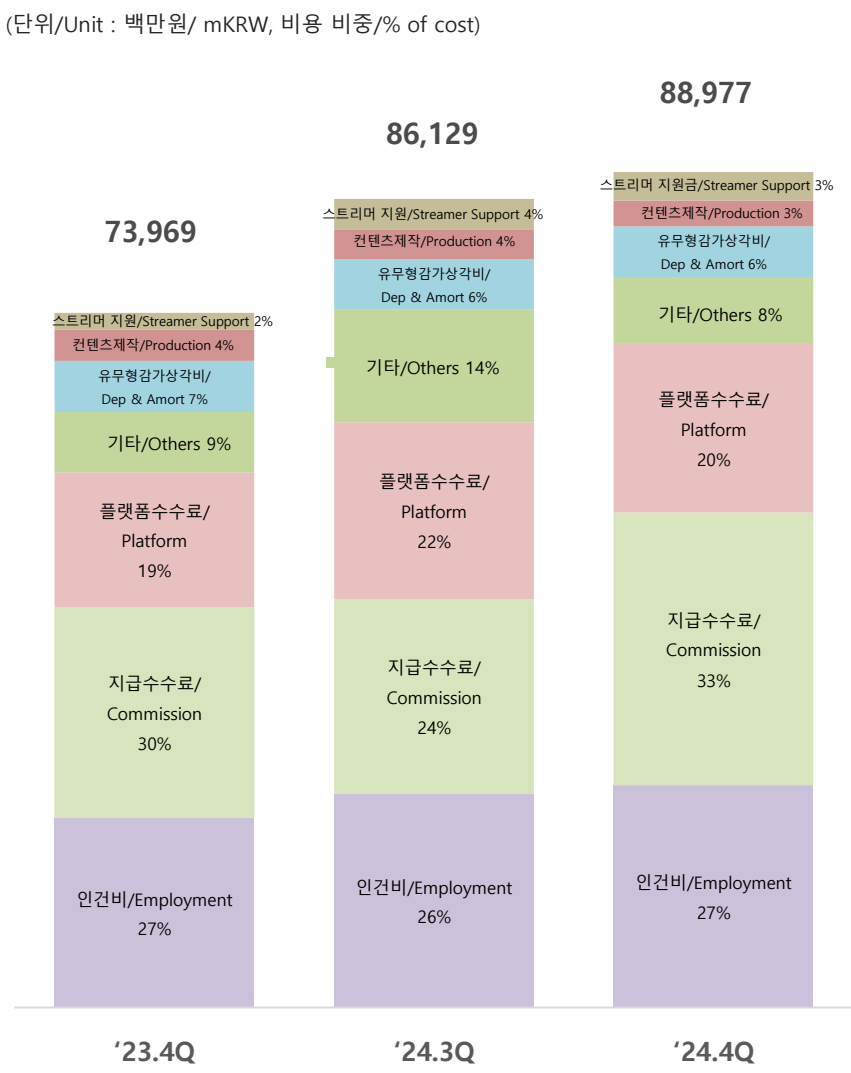
(단위/Unit : 백만원/ mKRW, 매출 비중/% of Revenue)



비용 / SG&A

(단위/Unit : 백만원/mKRW)	'24.Q4	QoQ	YoY	'24.Q3	'23.Q4
비용 SG&A	88,977	3%	20%	86,129	73,969
인건비 Labor cost	23,639	4%	17%	22,713	20,157
지급수수료 (중계권/기타) Commission (Copyrights/Others)	9,204	7%	21%	8,604	7,591
지급수수료 (광고) Commission (Ads)	19,862	63%	34%	12,176	14,864
과금수수료 Paying Charges	13,441	-1%	25%	13,535	10,718
회선사용료 Internet circuit expense	4,544	-14%	24%	5,299	3,662
스트리머 지원금 Streamer support expense	3,042	-6%	69%	3,247	1,800
컨텐츠제작비 Contents production cost	2,739	-15%	-17%	3,222	3,298
유무형감가상각비 Depreciation & Amortization	5,387	1%	-1%	5,337	5,466
지급임차료 Rent	108	16%	15%	94	94
행사비 Event expense	3,528	1108%	207%	292	1,148
기타 Others	3,481	-70%	-33%	11,611	5,172

비중 / Portion



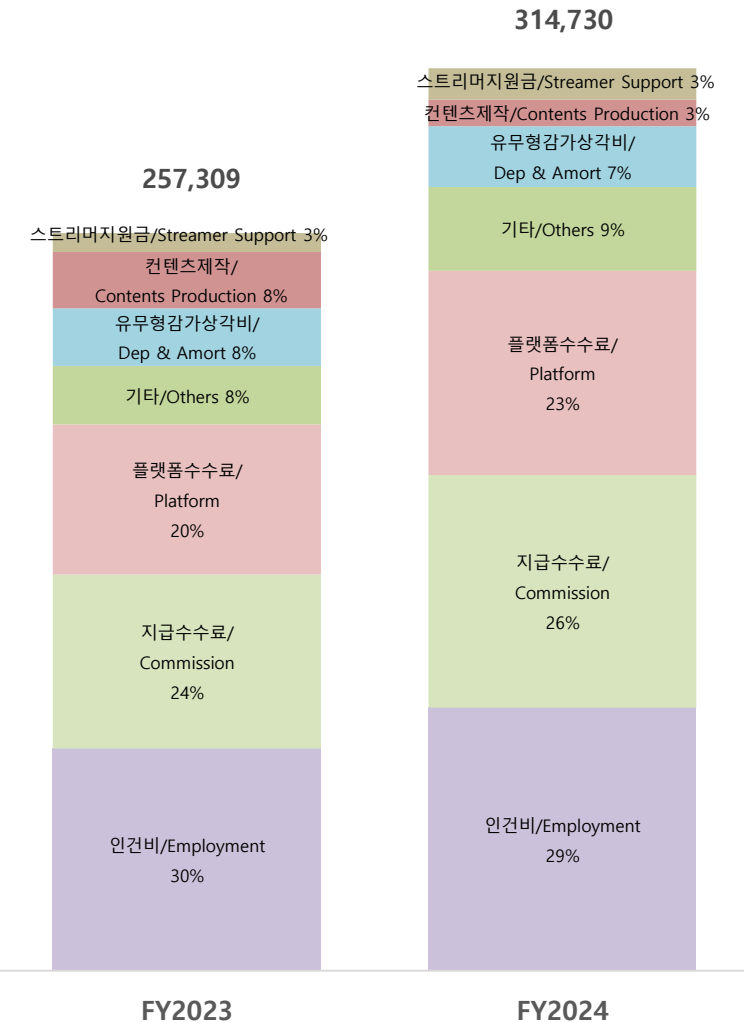
• 지급수수료 Commission = 중계권 수수료 Copyrights + 광고 수수료 Ads commission + 기타 수수료 Others commission
• 플랫폼수수료 Platform charge = 회선사용료 Paying Charges + 과금수수료 Internet circuit expense
• 기타 Others = 지급임차료 Rent + 행사비 Event expense + 기타 Others

비용 / SG&A

비중 / Portion

(단위/Unit : 백만원/ mKRW, 비용 비중/% of cost)

(단위/Unit : 백만원/mKRW)	FY 2024	YoY	FY 2023
비용 SG&A	314,730	22%	257,309
인건비 Labor cost	91,718	18%	77,456
지급수수료 (중계권/기타) Commission (Copyrights/Others)	30,159	20%	25,128
지급수수료 (광고) Commission (Ads)	51,008	43%	35,587
과금수수료 Paying Charges	53,138	38%	38,539
회선사용료 Internet circuit expense	18,108	31%	13,868
스트리머 지원금 Streamer support expense	10,885	66%	6,539
컨텐츠제작비 Contents production cost	9,209	-53%	19,654
유무형감가상각비 Depreciation & Amortization	21,284	6%	20,088
지급임차료 Rent	379	2%	371
행사비 Event expense	5,026	119%	2,290
기타 Others	23,816	34%	17,788

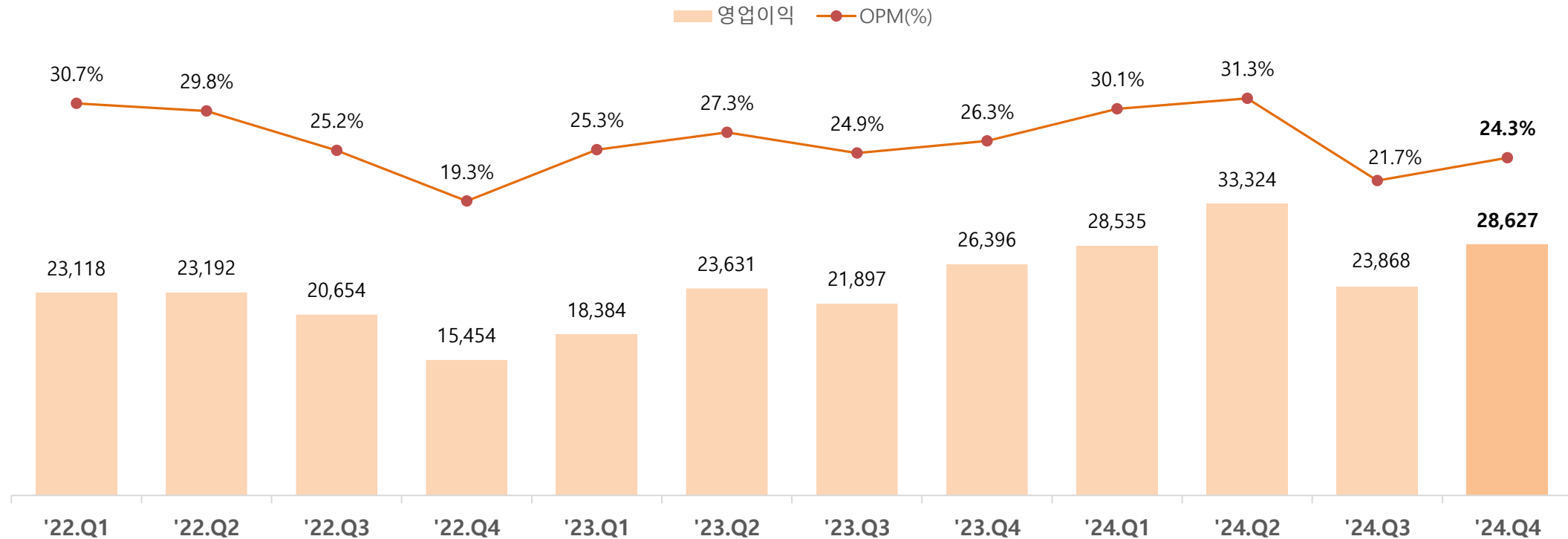


• 지급수수료 Commission = 중계권 수수료 Copyrights + 광고 수수료 Ads commission + 기타 수수료 Others commission
• 플랫폼수수료 Platform charge = 회선사용료 Paying Charges + 과금수수료 Internet circuit expense
• 기타 Others = 지급임차료 Rent + 행사비 Event expense + 기타 Others

영업이익 / Operating Income

- '24.Q4 영업이익 286억원 (+19.9% Q/Q, +8.4% Y/Y), OPM 24.3%
- 일회성 이벤트 비용 발생하였으나, 광고 매출 증가에 따른 영업이익 성장

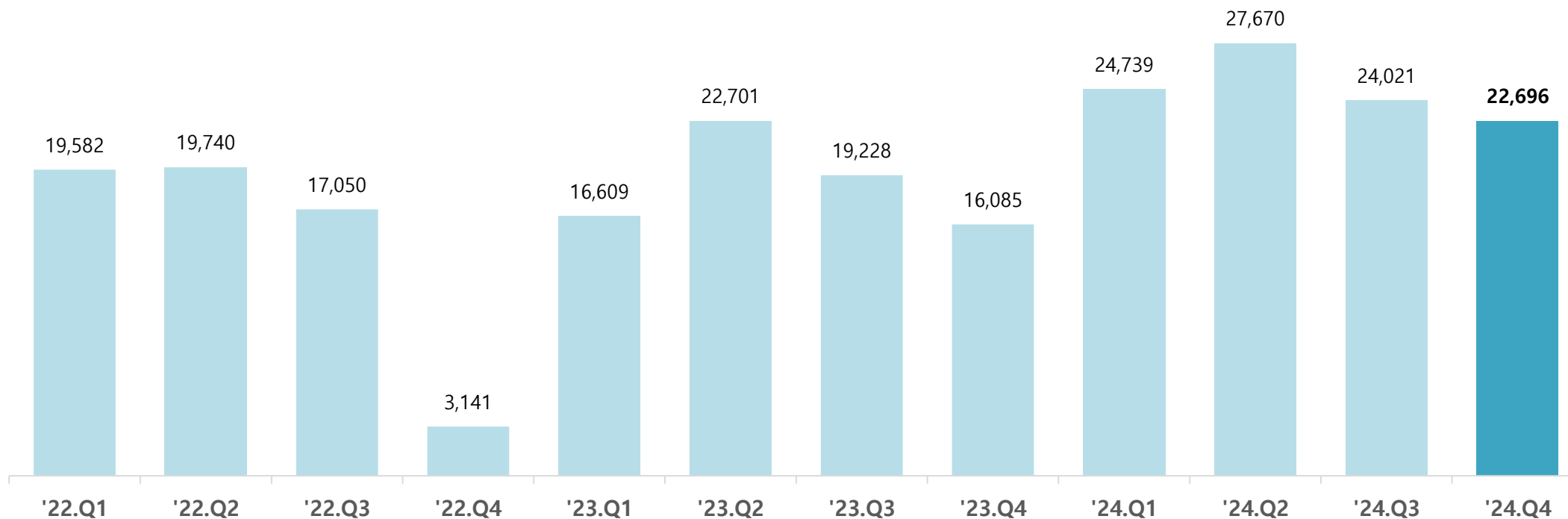
- '24.Q4 Operating profit 28.6 billion won (+19.9% Q/Q, +8.4% Y/Y), OPM 24.3%
- Operating margin growth was driven by the increase in advertising revenue, which offset one-off event expenses.



당기순이익 / Net profit

- '24.Q4 당기순이익 227억원 (-5.5% Q/Q, +41.1% Y/Y)
- 전분기 일회성 금융수익 인식 효과 제거 및 법인세 비용 증가

- '24.Q4 Net profit 22.7 billion won (-5.5% Q/Q, +41.1% Y/Y)
- Excluding the impact of one-off financial gains in the previous quarter and higher income tax.



연결 재무상태표 / Consolidated Financial Statement

(단위/Unit : 백만원/mKRW)	2024.12.31	2024.09.30	2023.12.31
자산총계 Total assets	711,789	654,588	578,068
유동자산 Current assets	615,308	554,187	480,798
비유동자산 Non-current assets	96,480	100,401	97,271
부채총계 Total liabilities	332,819	299,164	284,722
유동부채 Current liabilities	324,397	286,627	274,085
비유동부채 Non-current liabilities	8,422	12,537	10,637
자본총계 Total shareholders' equity	378,970	355,425	293,346
자본금 Capital stock	5,747	5,747	5,747

2025년 주요 사업 전략

2025 Business Strategy

SCOOP Eco-System Expansion

