

2025년 1분기 실적발표

2025 Q1 Earnings call

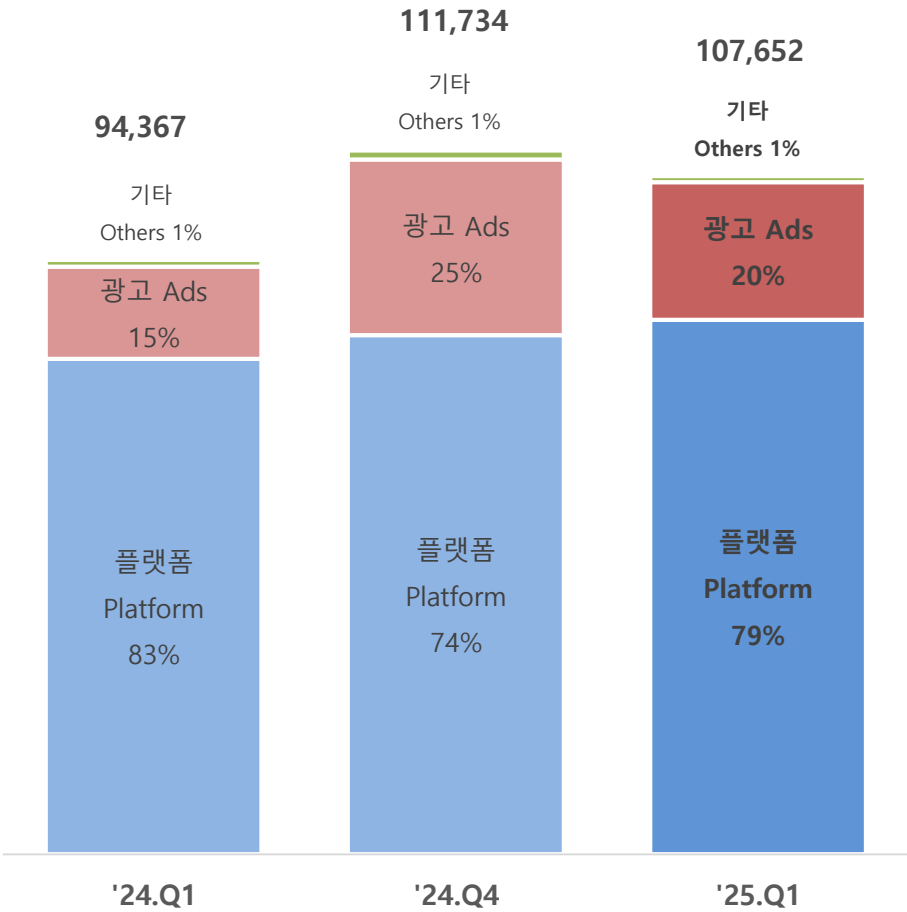
Apr. 2025

분기실적 요약 / Q1 Earnings Summary

(단위/Unit : 백만원/mKRW)	'25.Q1	QoQ	YoY	'24.Q4	'24.Q1
매출 Revenue	107,652	-4%	14%	111,734	94,367
플랫폼 Platform Service	84,860	3%	8%	82,433	78,680
광고 Advertisement	21,865	-22%	50%	27,861	14,624
기타 Others	928	-36%	-13%	1,440	1,064
영업비용 Costs	74,908	-11%	14%	83,933	65,832
영업이익 Operating Profit	32,744	18%	15%	27,801	28,535
법인세차감전순이익 Earnings before taxes	34,718	11%	10%	31,395	31,553
당기순이익 Net Profit	27,100	4%	10%	25,994	24,739

비중 / Portion

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



플랫폼 / Platform Service

- '25.Q1 플랫폼 매출 849억원 (+2.9% Q/Q, +7.9% Y/Y)

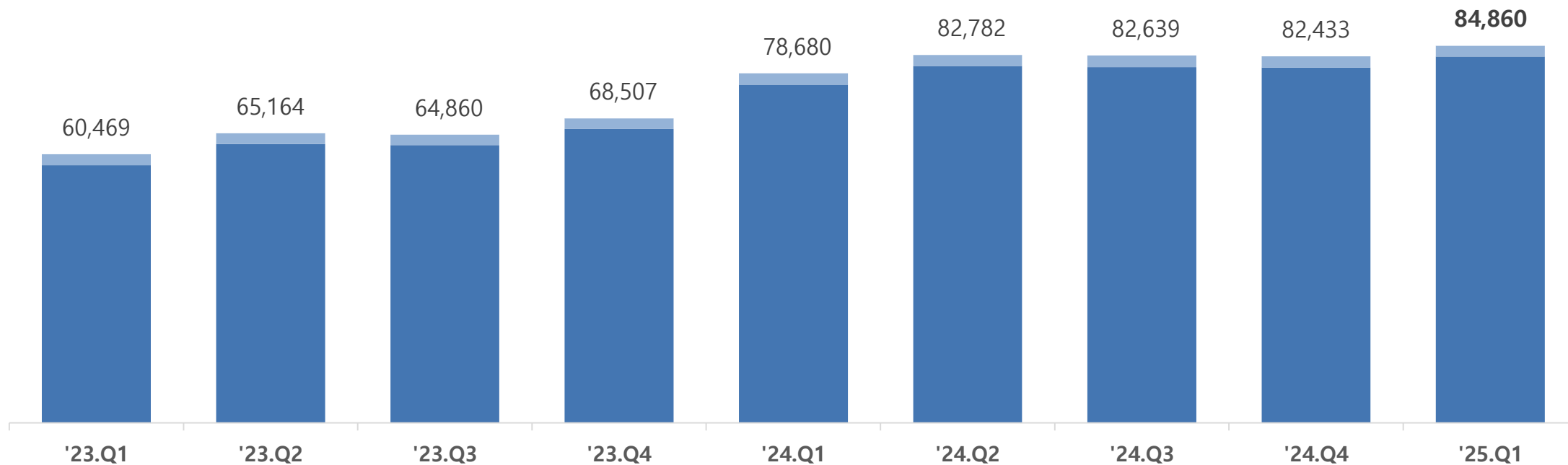
- 스트리머 활동성 증가하며 ARPPU 상승 견인

- '25.Q1 Platform Service : 84.9 billion won (+2.9% Q/Q, +7.9% Y/Y)

- Streamers' active content creation has driven ARPPU growth.

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

■ 기부경제선물 / Donations and Subscriptions



| 광고 / Advertisement

- '25.Q1 광고 매출 219억원 (-21.5% Q/Q, +49.5% Y/Y)

- 광고매출 계절적 비수기 영향으로 전 분기 대비 감소하였으나, 전년 동기 대비 견조한 성장세 지속

- 플랫폼 광고: 34억원 (-18.9% Q/Q, +50.5% Y/Y)
- 콘텐츠형 광고: 113억원 (-37.6% Q/Q, +44.9% Y/Y)
- 광고기타: 71억원 (+29.2% Q/Q, +57.0% Y/Y)

- '25.Q1 Advertisement : 21.9 billion won (-21.5% Q/Q, +49.5% Y/Y)

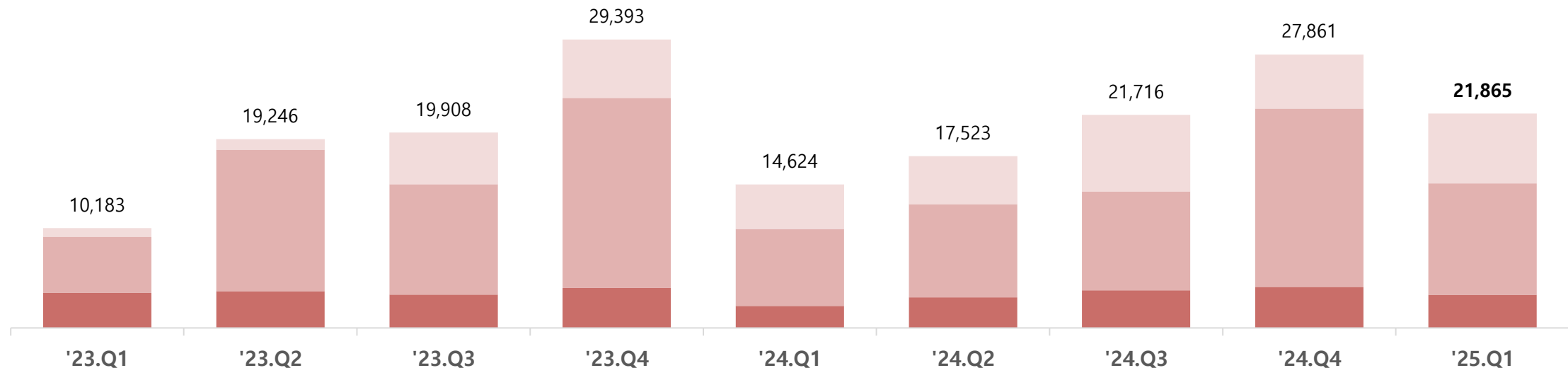
- Ad sales showed a soft Q/Q trend due to unfavourable seasonality, but maintained on upward trajectory on a Y/Y.

- Platform Advertisement 3.4 billion won (-18.9% Q/Q, +50.5% Y/Y)
- Branded Contents : 11.3 billion won (-37.6% Q/Q, +44.9% Y/Y)
- Ads Others : 7.1 billion won (+29.2% Q/Q, +57.0% Y/Y)

■ 광고 기타 / Ads others

■ 콘텐츠형광고 / Branded-Contents Ads

■ 플랫폼광고/ Platform Ads

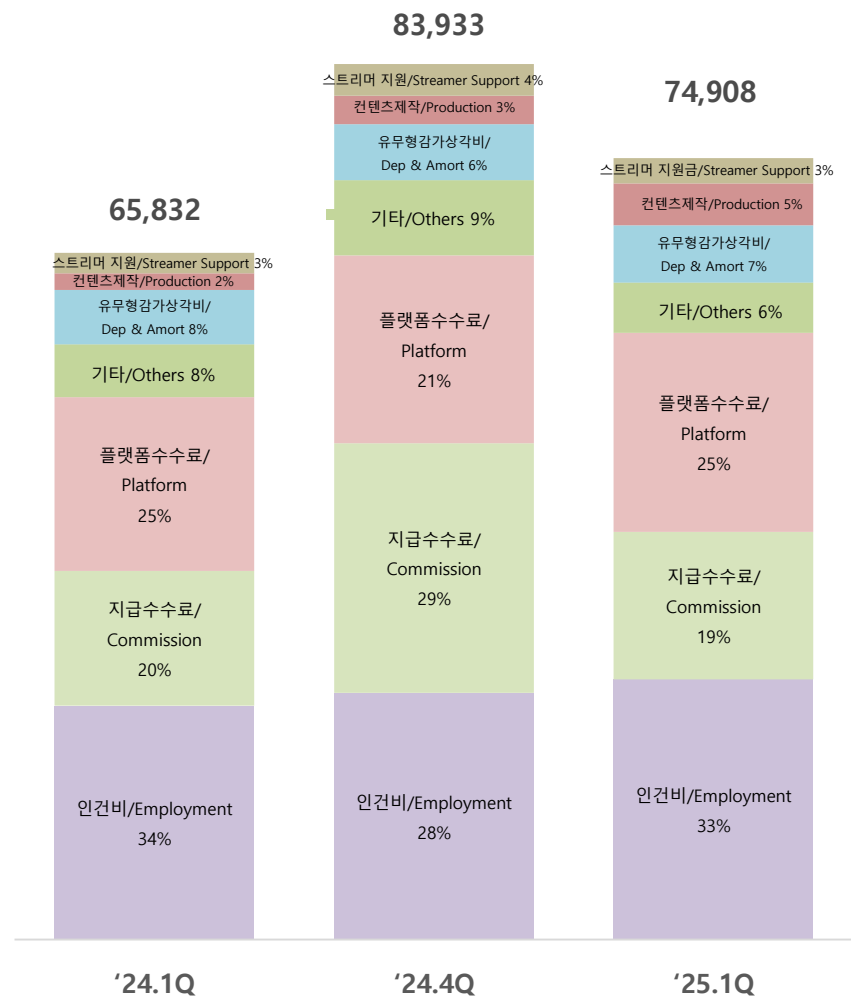


비용 / SG&A

(단위/Unit : 백만원/mKRW)	'25.Q1	QoQ	YoY	'24.Q4	'24.Q1
비용 SG&A	74,908	-11%	14%	83,933	65,832
인건비 Labor cost	24,934	5%	11%	23,639	22,414
지급수수료 (중계권/기타) Commission (Copyrights/Others)	8,087	-12%	26%	9,204	6,421
지급수수료 (광고) Commission (Ads)	6,048	-59%	-7%	14,735	6,487
과금수수료 Paying Charges	14,153	5%	13%	13,441	12,477
회선사용료 Internet circuit expense	4,921	8%	17%	4,544	4,193
스트리머 지원금 Streamer support expense	2,433	-20%	23%	3,042	1,983
콘텐츠제작비 Contents production cost	4,030	47%	155%	2,739	1,580
유무형감가상각비 Depreciation & Amortization	5,466	2%	5%	5,368	5,225
지급임차료 Rent	93	-14%	0%	108	92
행사비 Event expense	223	-94%	-67%	3,528	673
기타 Others	4,519	26%	5%	3,584	4,287

비중 / Portion

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

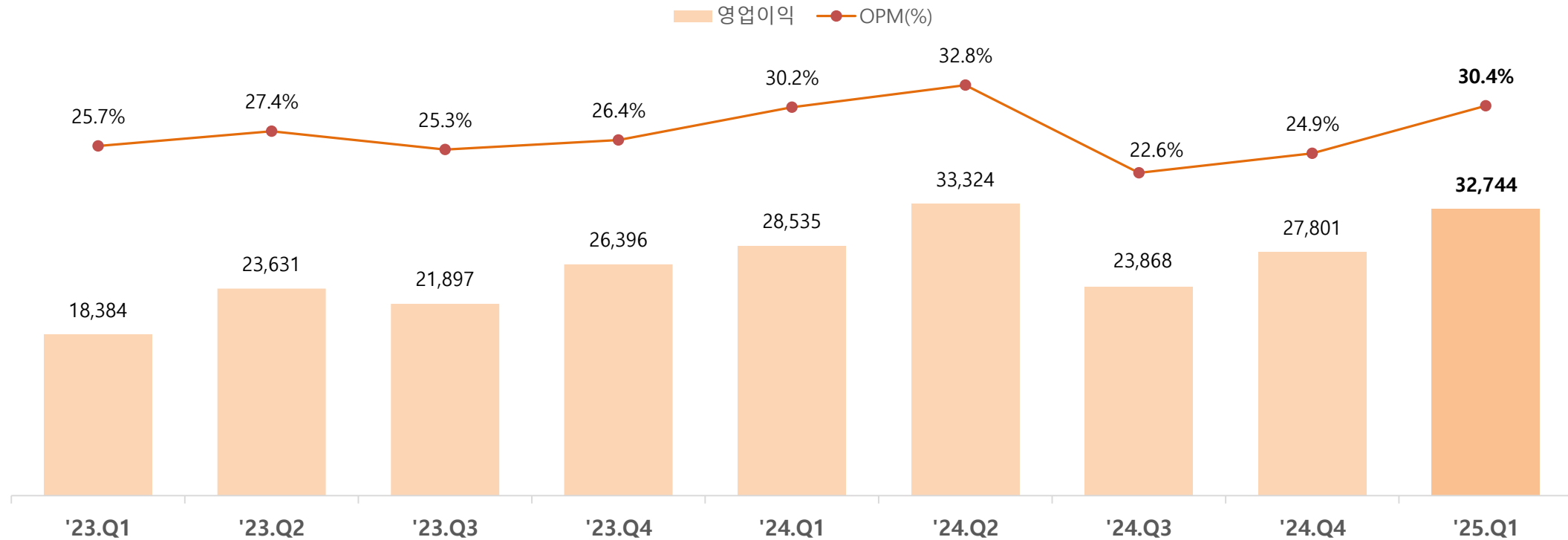


• 지급수수료 Commission = 중계권 수수료 Copyrights + 광고 수수료 Ads commission + 기타 수수료 Others commission
• 플랫폼수수료 Platform charge = 회선사용료 Paying Charges + 과금수수료 Internet circuit expense
• 기타 Others = 지급임차료 Rent + 행사비 Event expense + 기타 Others

영업이익 / Operating Income

- '25.Q1 영업이익 327억원 (+17.8% Q/Q, +14.8% Y/Y), OPM 30.4%
- 광고 매출 변동비 감소 및 연말 이벤트 개최에 따른 일회성 비용 영향 제거

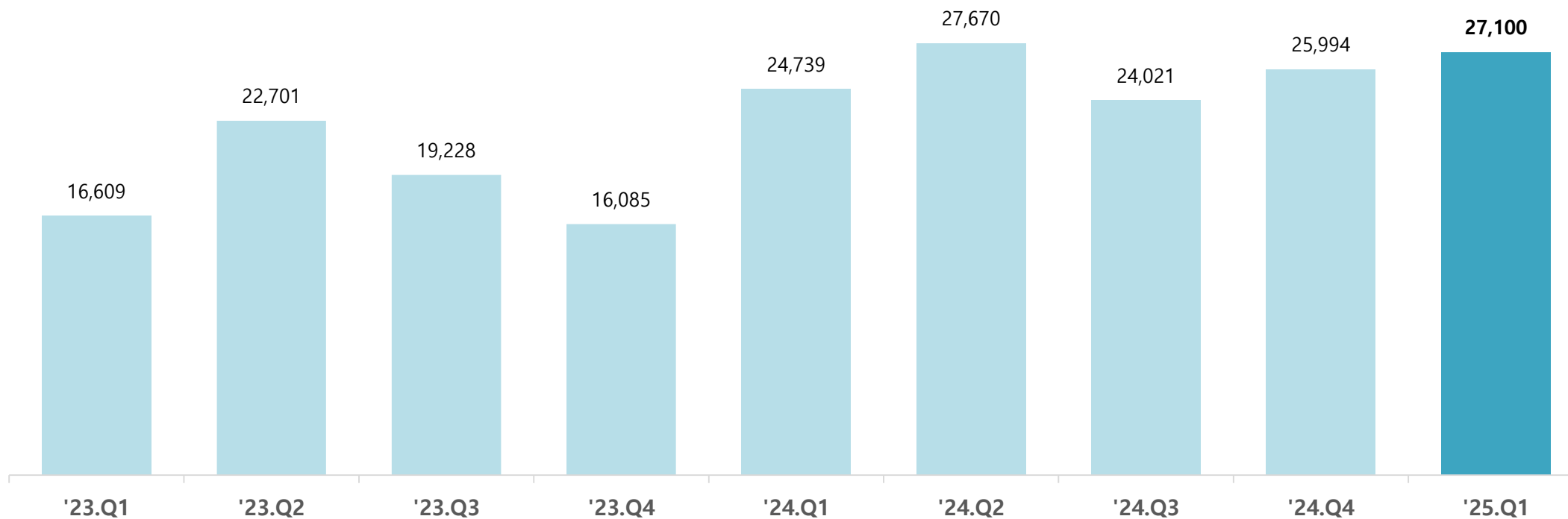
- '25.Q1 Operating profit 32.7 billion won (+17.8% Q/Q, +14.8% Y/Y), OPM 30.4%
- Variable costs associated with advertising revenue reduced, and one-off expenses related to year-end events were eliminated.



당기순이익 / Net profit

• '25.Q1 당기순이익 271억원 (+4.3% Q/Q, +9.5% Y/Y)

• '25.Q1 Net profit 27.1 billion won (+4.3% Q/Q, +9.5% Y/Y)



| 연결 재무상태표 / Consolidated Financial Statement

(단위/Unit : 백만원/mKRW)	2025.03.31	2024.12.31
자산총계 Total assets	741,615	715,725
유동자산 Current assets	640,054	615,464
비유동자산 Non-current assets	101,561	100,261
부채총계 Total liabilities	347,394	333,300
유동부채 Current liabilities	337,357	324,878
비유동부채 Non-current liabilities	10,037	8,422
자본총계 Total shareholders' equity	394,221	382,425
자본금 Capital stock	5,747	5,747