

2025년 2분기 실적발표

2025 Q2 Earnings call

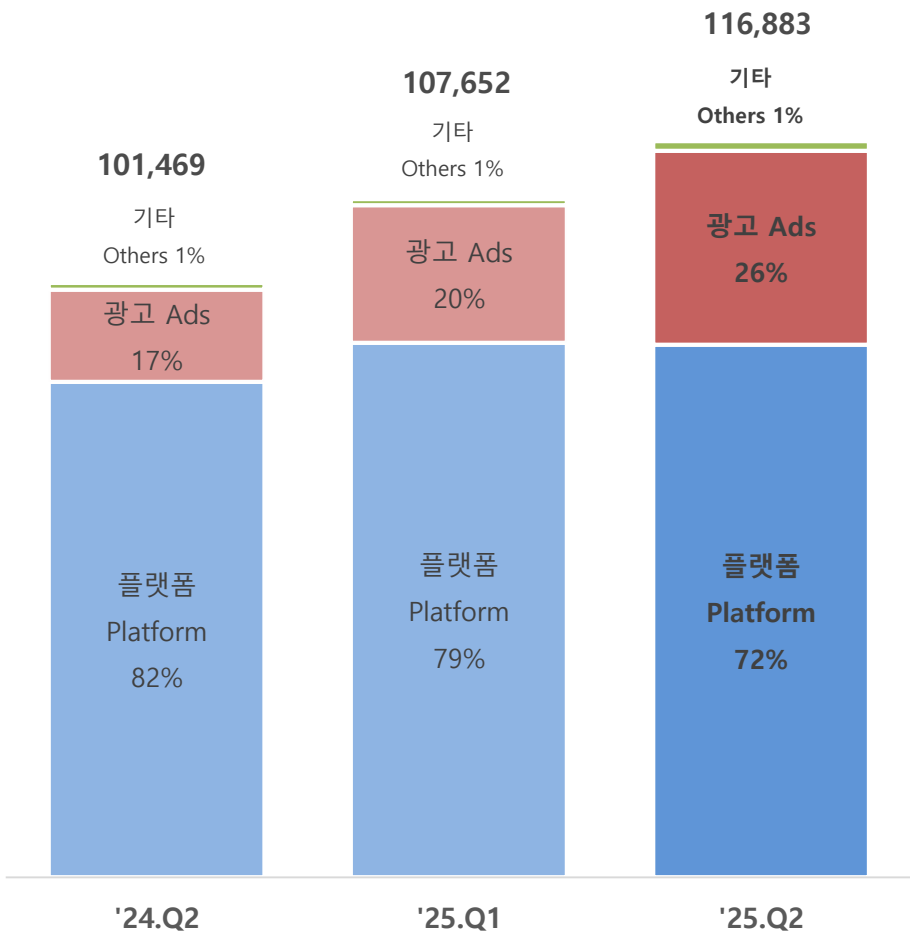
Jul. 2025

분기실적요약 / Q2 Earnings Summary

(단위/Unit : 백만원/mKRW)	'25.Q2	QoQ	YoY	'25.Q1	'24.Q2
매출 Revenue	116,883	9%	15%	107,652	101,469
플랫폼 Platform Service	84,540	-0.4%	2%	84,860	82,782
광고 Advertisement	30,785	41%	76%	21,865	17,523
기타 Others	1,559	68%	34%	928	1,165
영업비용 Costs	86,870	16%	27%	74,908	68,166
영업이익 Operating Profit	30,014	-8%	-10%	32,744	33,303
법인세차감전순이익 Earnings before taxes	30,214	-13%	-16%	34,718	36,081
당기순이익 Net Profit	22,517	-17%	-19%	27,100	27,670

비중 / Portion

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



플랫폼 / Platform Service

- '25.Q2 플랫폼 매출 845억원 (-0.4% Q/Q, +2.1% Y/Y)

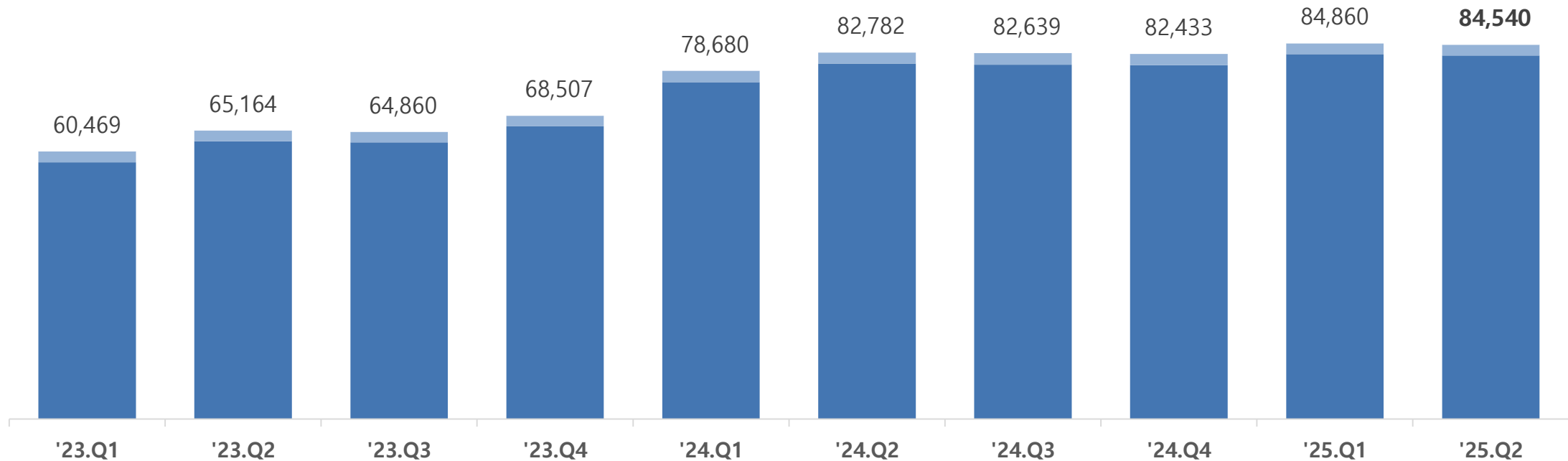
- 스포츠 및 게임 콘텐츠 확장으로 라이트 유저 유입은 증가한 반면, 수익성은 감소

- '25.Q2 Platform Service : 84.5 billion won (-0.4% Q/Q, +2.1% Y/Y)

- Despite an influx of light users attracted by sports and gaming content, profitability has declined

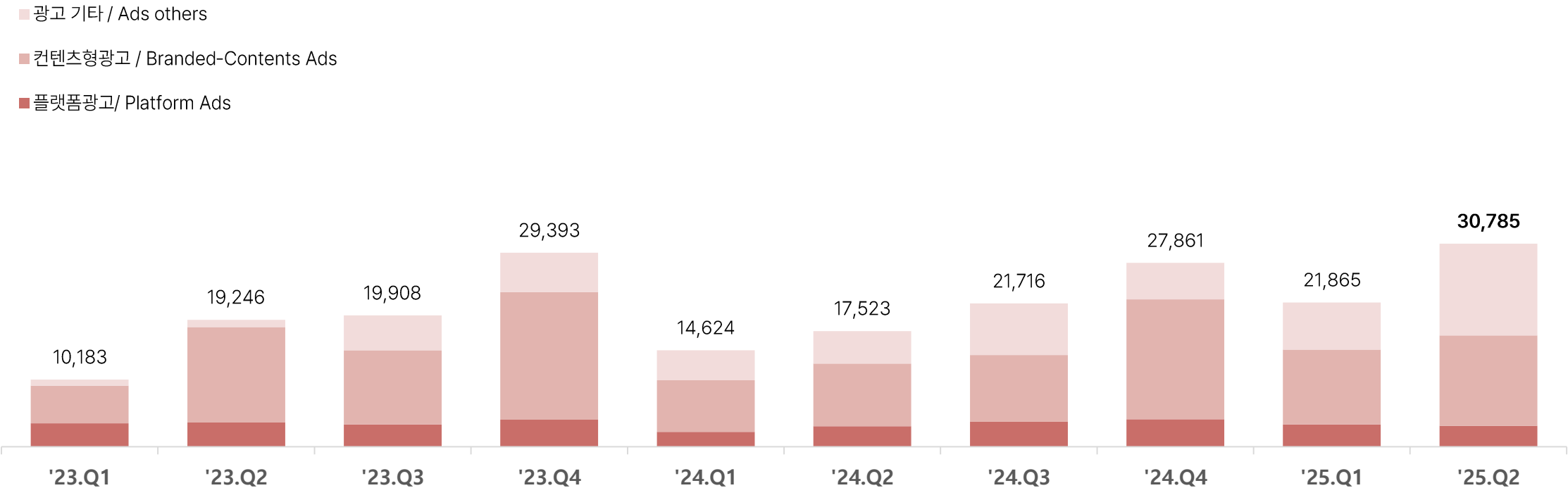
■ 기능성 아이템 + 플랫폼 기타 / Non-Gift Related Item sales + Platform Others

■ 기부경제선물 / Donations and Subscriptions



광고 / Advertisement

- '25.Q2 광고 매출 308억원 (+40.8% Q/Q, +75.7% Y/Y)
 - 콘텐츠형 광고의 안정적인 성과 지속 및 플레이디 온기 실적 반영
 - 플랫폼 광고: 32억원 (-6.4% Q/Q, +1.5% Y/Y)
 - 콘텐츠형 광고: 137억원 (+20.7% Q/Q, +44.6% Y/Y)
 - 광고기타: 139억원 (+95.0% Q/Q, +182.4% Y/Y)
- '25.Q2 Advertisement : 30.8 billion won (+40.8% Q/Q, +75.7% Y/Y)
 - Sustained strong performance in Branded Content ads and full consolidation of PlayD's earnings.
 - Platform Advertisement : 3.2 billion won (-6.4% Q/Q, +1.5% Y/Y)
 - Branded Contents : 13.7 billion won (+20.7% Q/Q, +44.6% Y/Y)
 - Ads Others : 13.9 billion won (+95.0% Q/Q, +182.4% Y/Y)

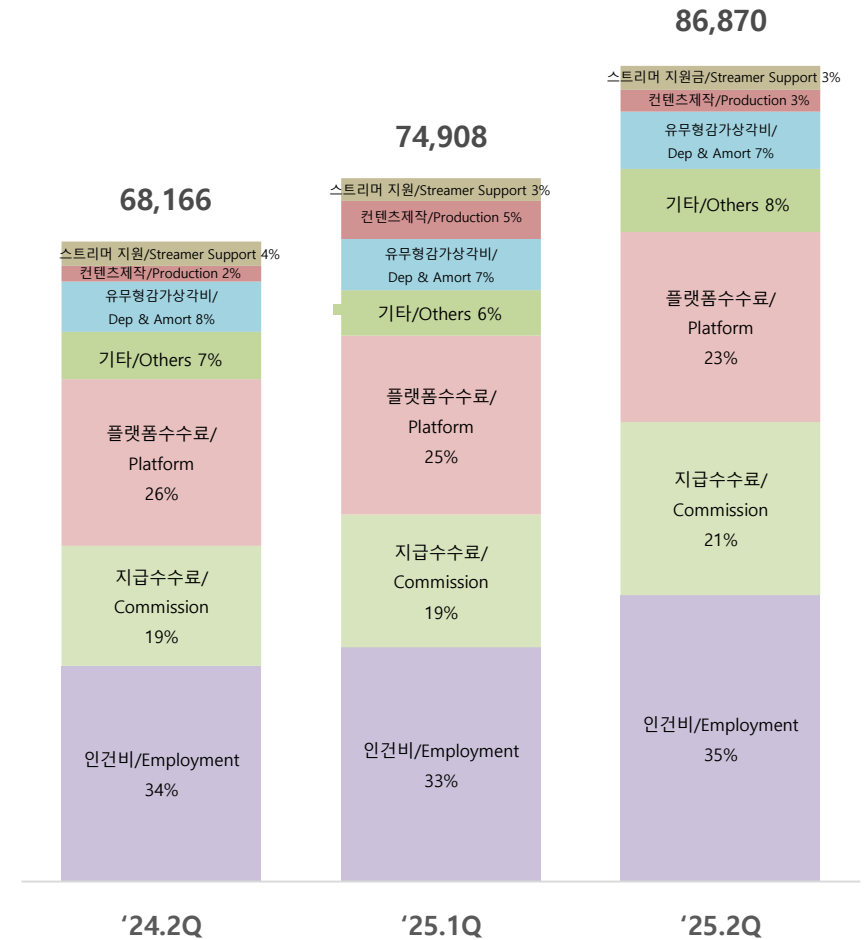


비용 / SG&A

(단위/Unit : 백만원/mKRW)	'25.Q2	QoQ	YoY	'25.Q1	'24.Q2
비용 SG&A	86,870	16%	27%	74,908	68,166
인건비 Labor cost	30,489	22%	33%	24,934	22,952
지급수수료 (중계권/기타) Commission (Copyrights/Others)	8,964	11%	51%	8,087	5,930
지급수수료 (광고) Commission (Ads)	9,493	57%	38%	6,048	6,856
과금수수료 Paying Charges	14,551	3%	6%	14,153	13,686
회선사용료 Internet circuit expense	5,668	15%	39%	4,921	4,072
스트리머 지원금 Streamer support expense	2,554	5%	-2%	2,433	2,612
콘텐츠제작비 Contents production cost	2,334	-42%	40%	4,030	1,668
유무형감가상각비 Depreciation & Amortization	6,072	11%	14%	5,466	5,336
지급임차료 Rent	148	59%	75%	93	84
행사비 Event expense	168	-25%	-68%	223	533
기타 Others	6,428	42%	45%	4,519	4,437

비중 / Portion

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



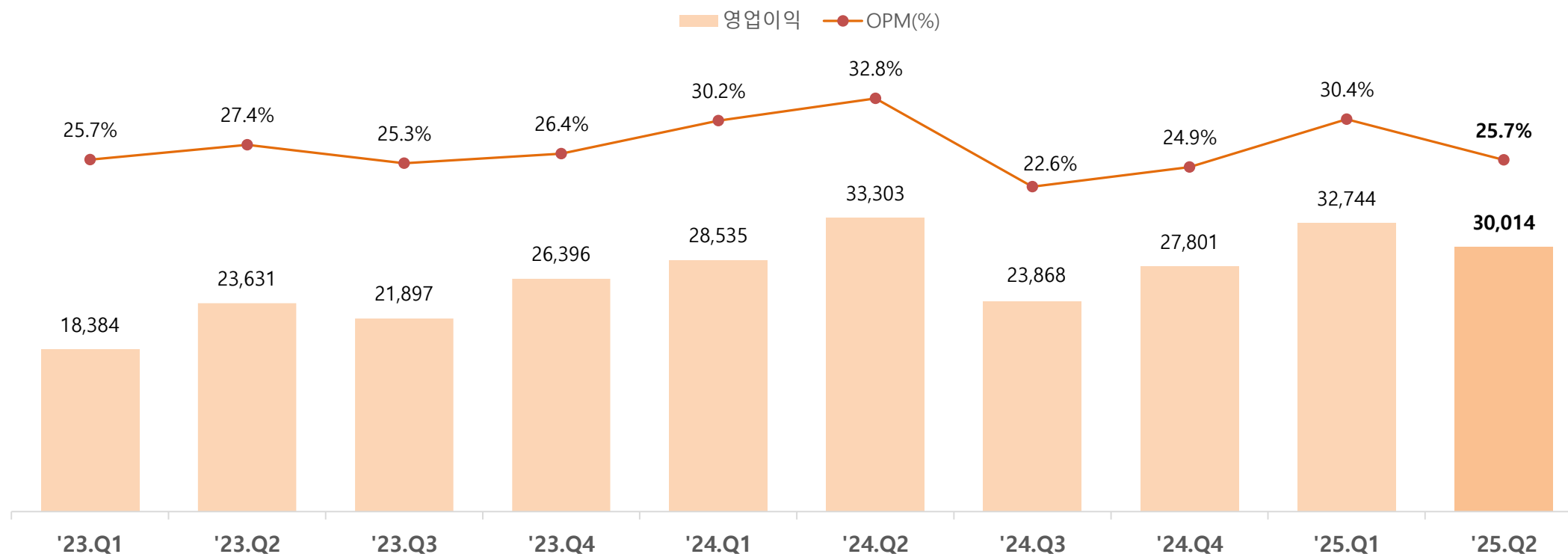
영업이익 / Operating Income

- '25.Q2 영업이익 300억원 (-8.3% Q/Q, -9.9% Y/Y), OPM 25.7%

- 광고 매출 변동비 증가 및 브랜딩 마케팅 진행

- '25.Q2 Operating profit 30.0 billion won (-8.3% Q/Q, -9.9% Y/Y), OPM 25.7%

- Variable costs related to advertising revenue increased due to strong performance, alongside a rise in brand marketing expenses.



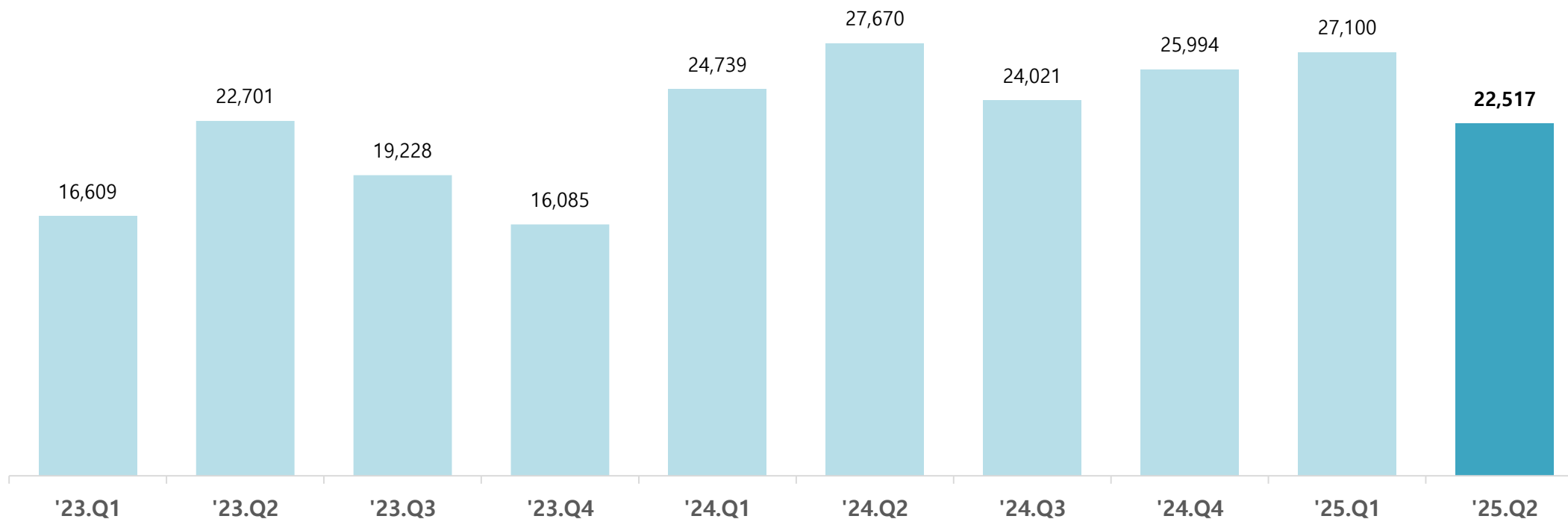
당기순이익 / Net profit

- '25.Q2 당기순이익 225억원 (-16.9% Q/Q, -18.6% Y/Y)

- 영업이익 감소 및 환율 하락에 기인한 외화환산손실 증가

- '25.Q2 Net profit 22.5 billion won (-16.9% Q/Q, -18.6% Y/Y)

- Operating profit declined, accompanied by increased foreign currency translation losses due to exchange rate fluctuations.



연결 재무상태표 / Consolidated Financial Statement

(단위/Unit : 백만원/mKRW)

	2025.06.30	2024.12.31
자산총계 Total assets	817,037	715,725
유동자산 Current assets	675,867	615,464
비유동자산 Non-current assets	141,170	100,261
부채총계 Total liabilities	369,191	333,300
유동부채 Current liabilities	357,007	324,878
비유동부채 Non-current liabilities	12,184	8,422
자본총계 Total shareholders' equity	447,846	382,425
자본금 Capital stock	5,747	5,747