

KakaoBank

2Q 2025 Earnings Release

August 2025

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- III. Operating Revenue
- IV. Banking Biz
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Disclaimer

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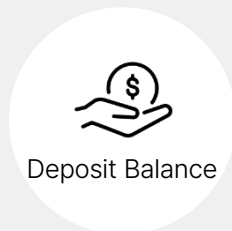
I. 1H25 Highlights

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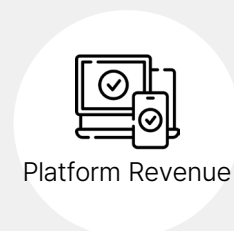
Solid fundamental intact backed by continuous customer and deposit growth and platform business expansion



Customers



Deposit Balance



Platform Revenue



Operating Profit

+0.98mn

(YTD)

(mn users)

+19%

(YoY)

(Wtn)

+13%

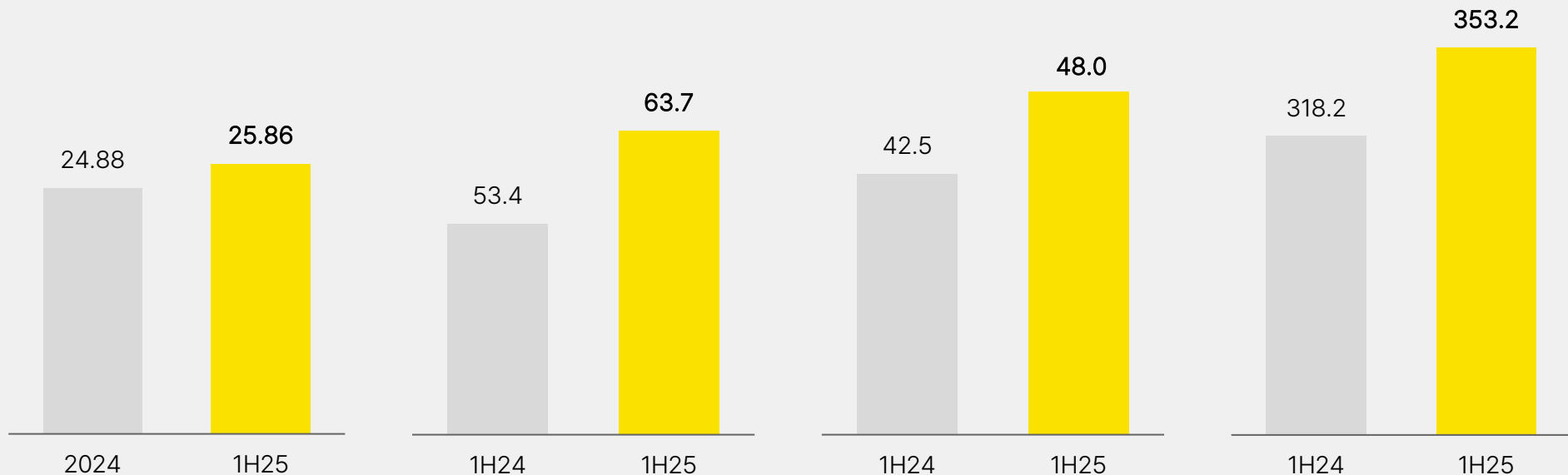
(YoY)

(Wbn)

+11%

(YoY)

(Wbn)



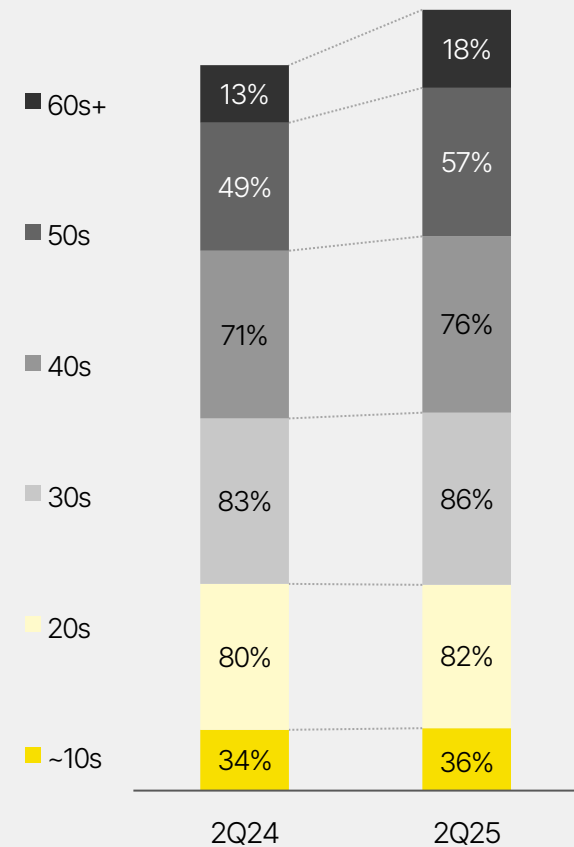
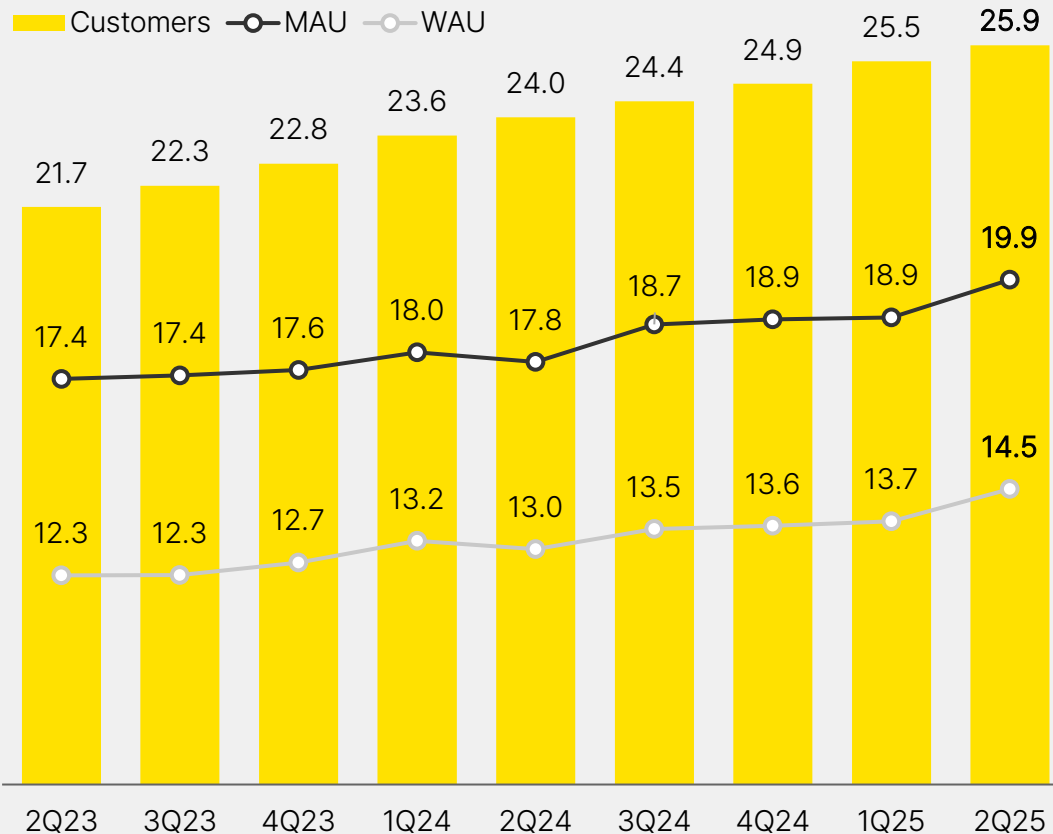
II. Customer Base

Customer base increased to 25.86mn(YTD +0.98mn), thanks to higher user penetration across all age group;
MAU and WAU reached record-high at 19.88mn and 14.54mn, respectively, due to stronger customer engagement

MAU, WAU⁽¹⁾ and Customer

Penetration by Age Group⁽²⁾

(mn users)



Source: Nielsen Media Korea Digital Data, Company data

Note: (1) Quarterly average MAU, Quarterly average WAU

(2) Ministry of the Interior and Safety population by age group, ~10s population is based on 7~19 year old

III. Operating Revenue

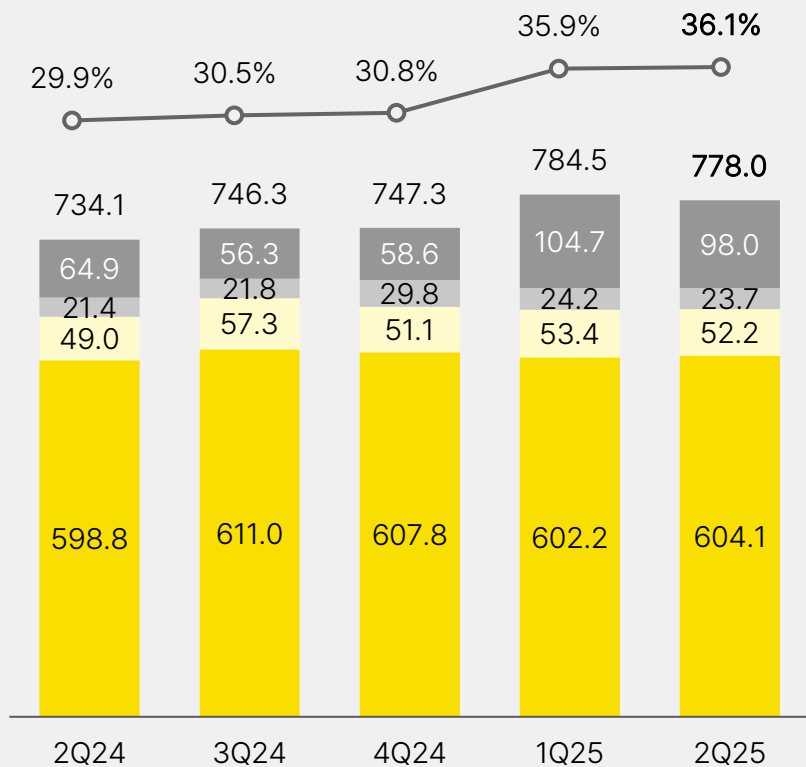
Operating revenue YoY +6% thanks to growth across all business segments;
Non-loan interest revenue portion rose +6.2%p YoY owing to growth from Fee & Platform and Treasury Management

Operating Revenue

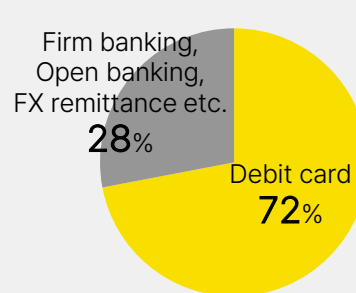
(Wbn)

Interest revenue Fee revenue Platform revenue Others

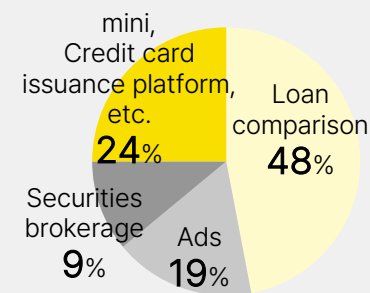
Non-loan interest revenue portion ⁽¹⁾



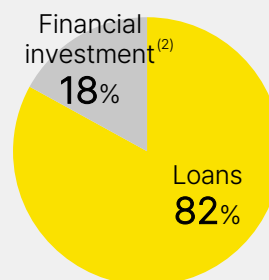
Key Components (2Q25)



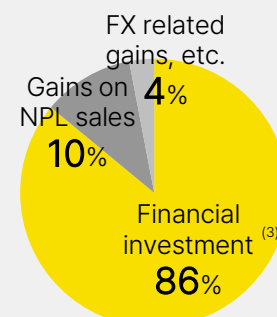
Fee revenue



Platform revenue



Interest revenue



Others

Note: (1) Non-loan interest revenue portion: Revenue from Fee & Platform, Treasury Management and Others

(2) Bond: Bond interest and revenue from Call, RP, due from financial institutions, etc.

(3) Gains on bond sales and revenue from fund (including MMF)

IV. Banking Biz : Deposit (1/2)

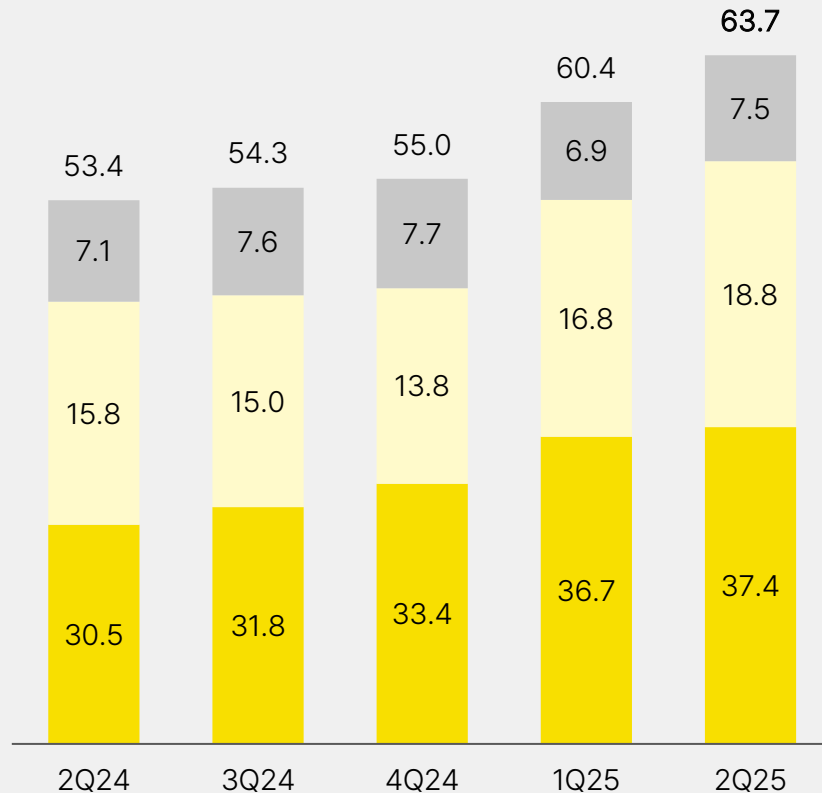
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Deposit balance YoY +19%, QoQ +5%; Maintained competitive low-cost deposit portion against peers

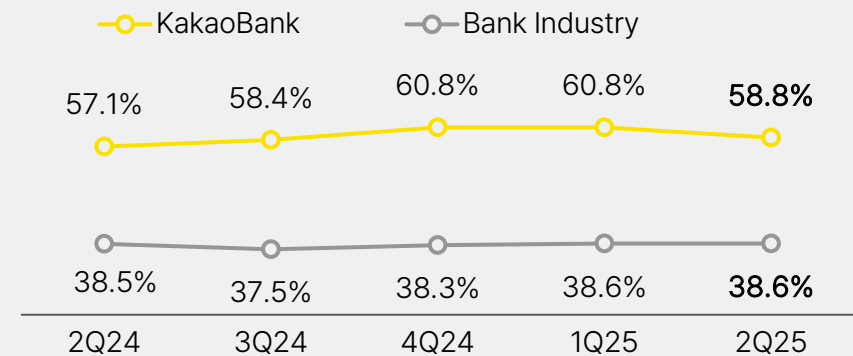
Deposit Balance Trend & Breakdown

(Wtn)

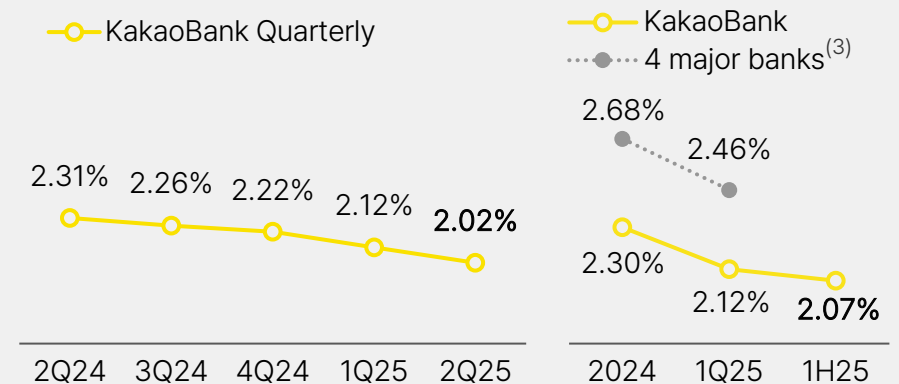
■ Current deposits ■ Time deposits ■ Installment deposits



Low-Cost Deposit Portion⁽¹⁾



Funding Cost⁽²⁾



Note: (1) Bank of Korea Financial Market Trend - Money Market Deposits portion from total bank deposits

(2) Average interest rate on deposits in Won

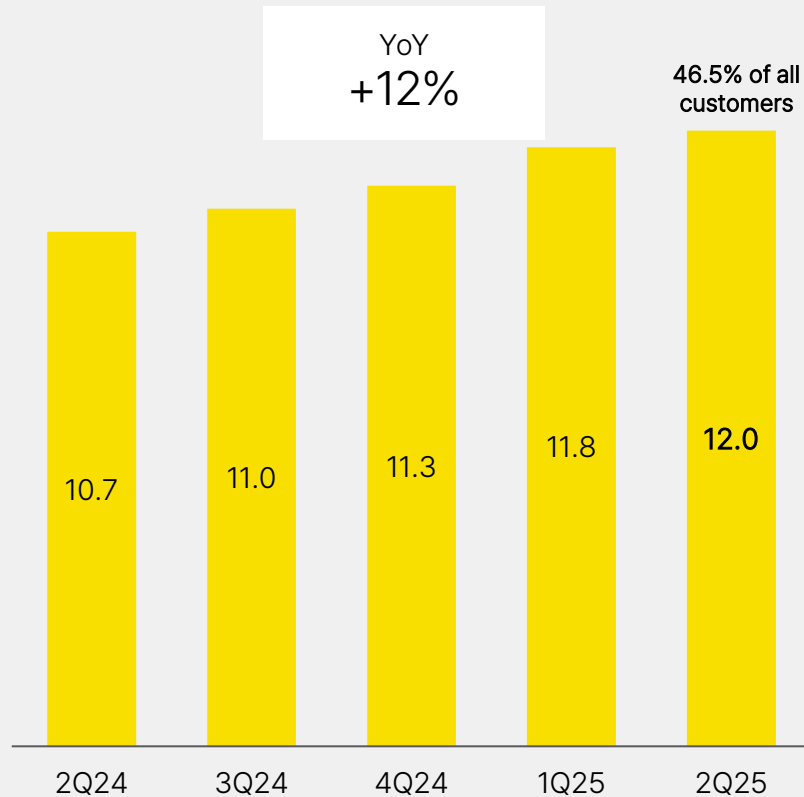
(3) Financial Statistics Information System - Average of 4 Major banks(KB, Shinhan, Hana, Woori)

IV. Banking Biz : Deposit (2/2)

Group Account users comprise 47% of total customers;
Proportion of Group Account balance within current deposit continues to increase

Group Account Users

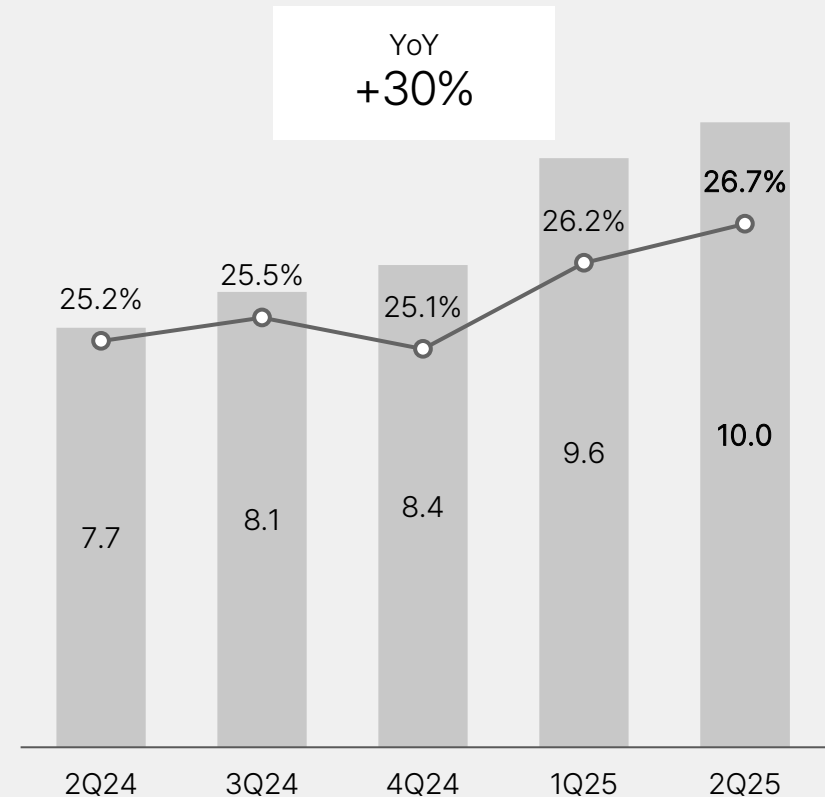
(mn users)



Group Account Balance

(Wtn)

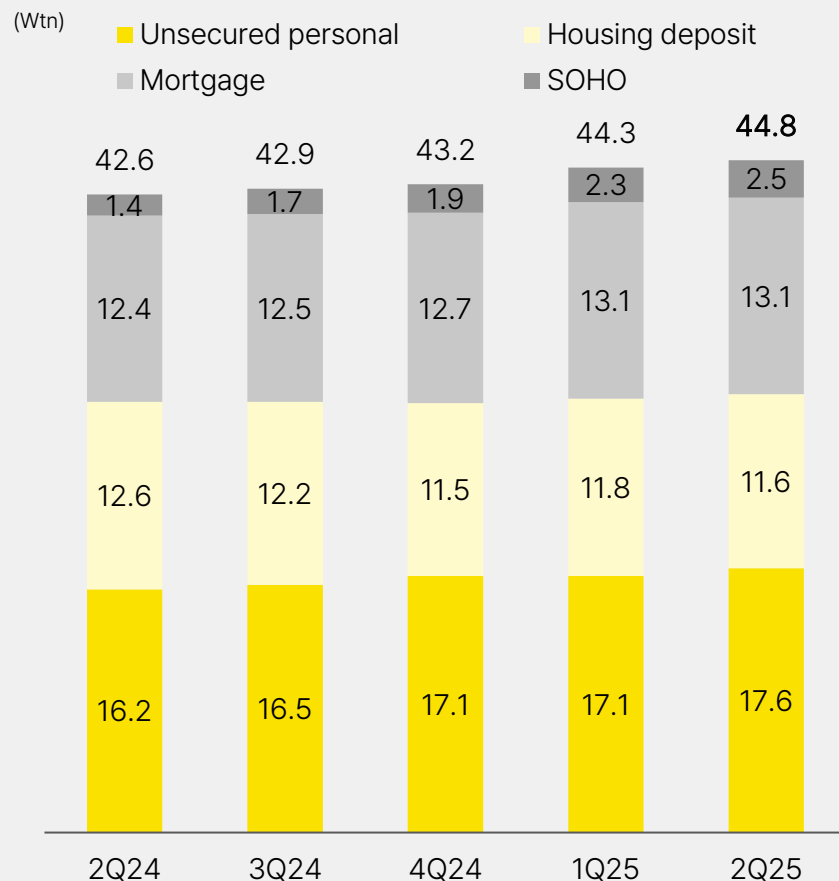
■ Group Account balance —○ % out of current deposits



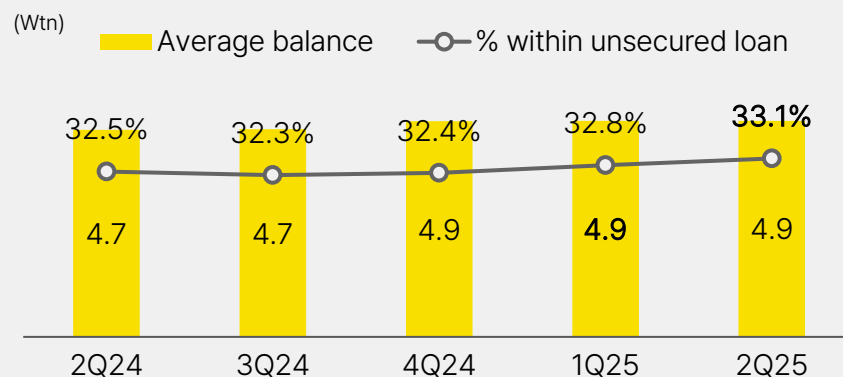
IV. Banking Biz : Loan (1/2)

Loan balance YoY +5%, QoQ +1% led by growth from unsecured personal loan and SOHO loans;
NIM decreased QoQ due to lower asset-to-liability ratio and asset repricing owing to changes in market rates

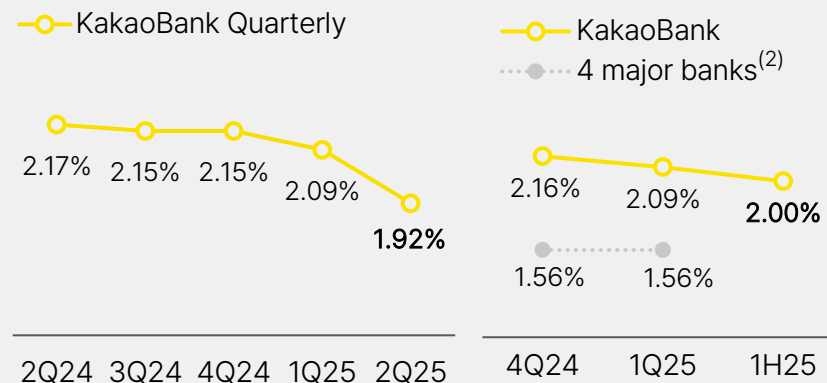
Loan Balance Trend & Breakdown



Mid-Credit Loan⁽¹⁾



Net Interest Margin (NIM)



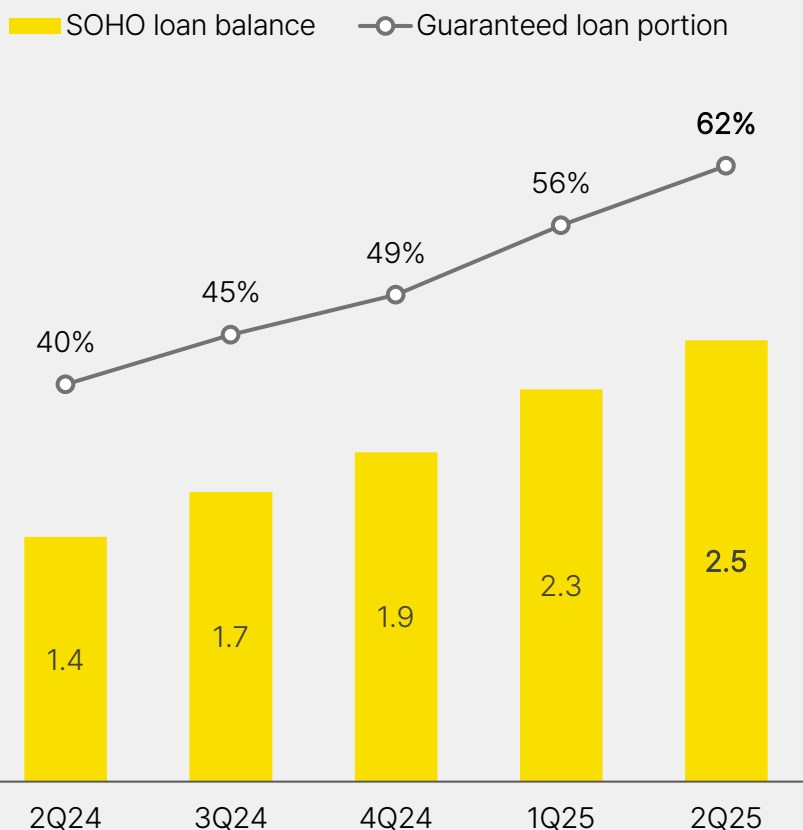
Note: (1) Based on retail + SOHO unsecured loan average-balance
(2) Financial Statistics Information System – Average of 4 Major banks(KB, Shinhan, Hana, Woori)

IV. Banking Biz : Loan (2/2)

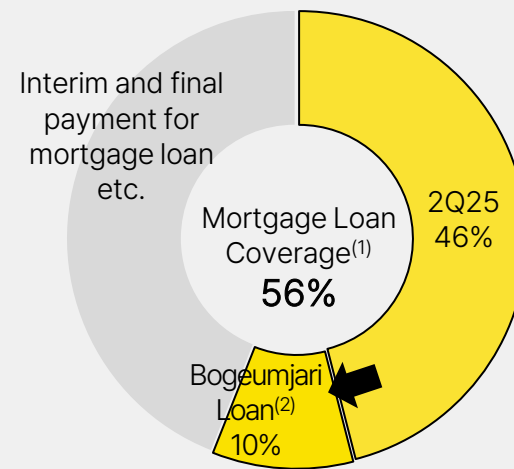
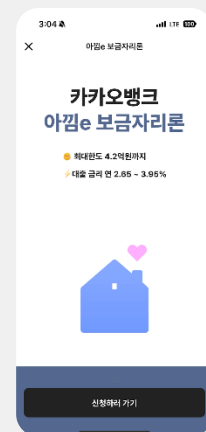
SOHO guaranteed loan continues to grow, accounting for 62% of total SOHO loan balance;
KakaoBank to expand mortgage loan coverage and market penetration with the launch of 'Bogeumjari Loan'

SOHO Loans

(Wtn)



Bogeumjari Loan to Expand Mortgage Loan Coverage



General Process

- Visit bank branch
- Need hard copy documents
- 5~6 types of hard copy documents required including sales contract, seal certificate, resident registration etc.

VS

KakaoBank

- 100% online process
- Easy document submission
- Sales/lease contract submitted via image
- All others documents automatically scraped

Note: (1) Based on May 2025 banking sector mortgage balance W649tn (Source: National Information & Credit Evaluation Group, NICE)

(2) Excluding Bogeumjari Loan with post-registration mortgage

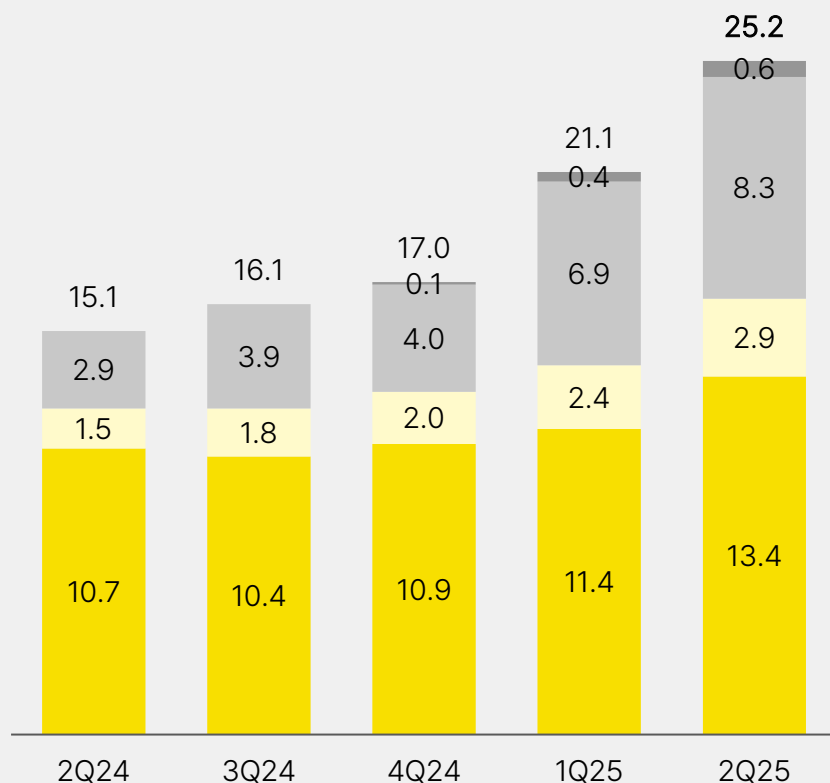
IV. Banking Biz : Treasury Management

Financial investment AUM (asset under management) QoQ +W4.1tn to W25.2tn owing to robust deposit growth;
Profit from financial investment expanded QoQ from increase in AUM

Financial Investment⁽¹⁾ AUM

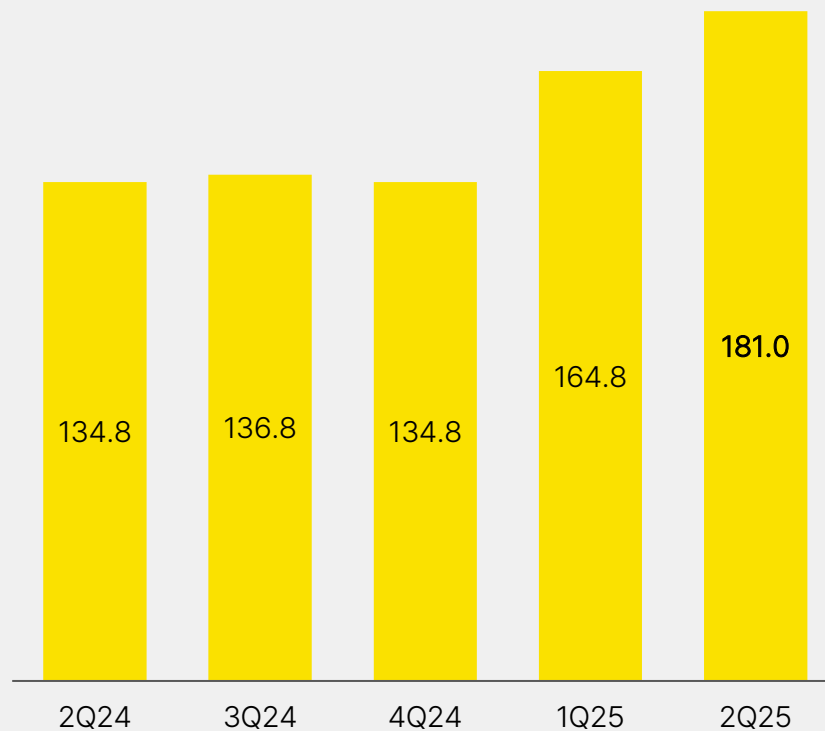
(Wtn)

■ Bond ■ Fund ■ Short-term investment ■ Others



Financial Investment Profit⁽²⁾

(Wbn)



Note: (1) Short-term Investment: MMF, Call, RP, etc.; Others: Trading asset, etc.

(2) Interest revenue, valuation gain from financial investment, and gain on bond sales; Funding cost from deposit not considered

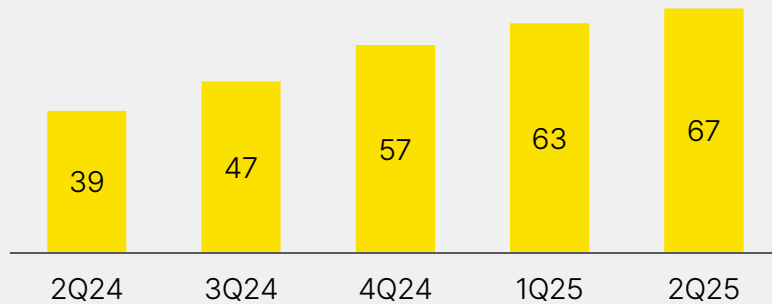
V. Fee & Platform Biz (1/4) – Loan Comparison

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Strengthening platform influence by expanding product line-up through launch of mortgage loan comparison in April

Loan Comparison Partners

(Institutions)

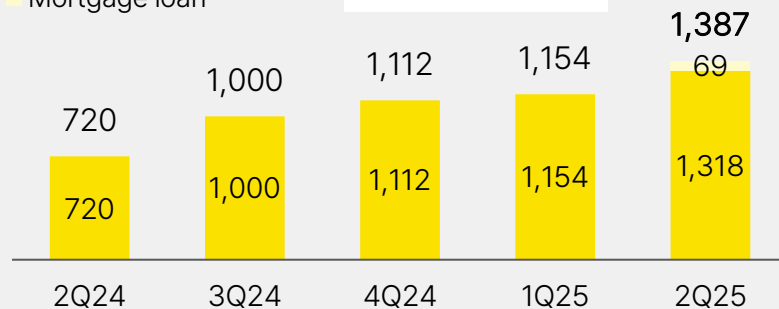


Loan Comparison Execution Amount

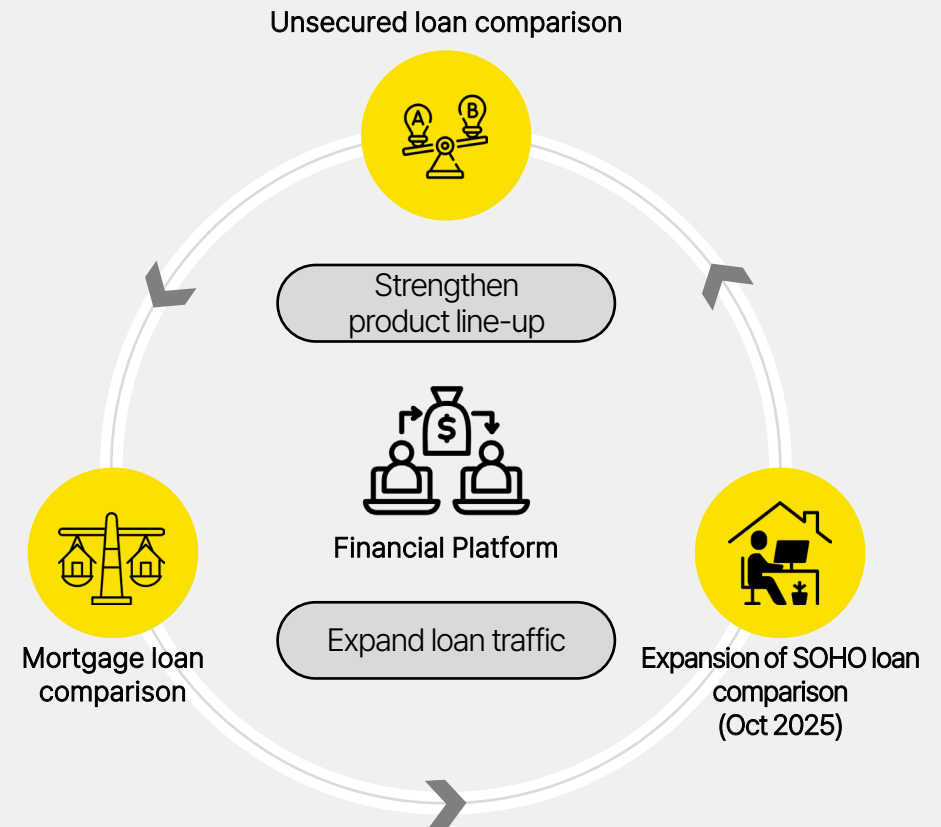
(Wbn)

■ Unsecured personal loan
■ Mortgage loan

YoY
+93%



Loan Comparison Service Expansion Plan

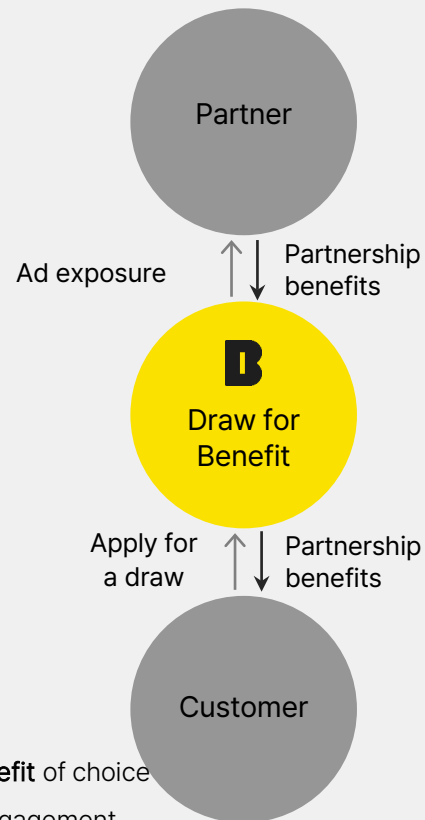
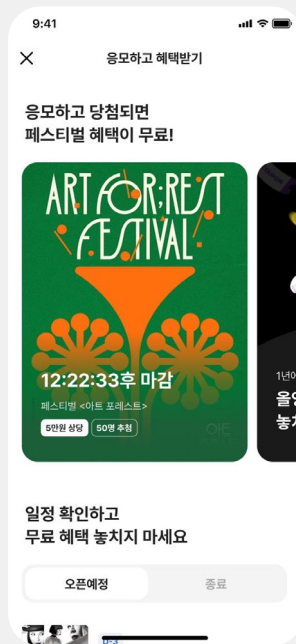


V. Fee & Platform Biz (2/4) – Advertisement

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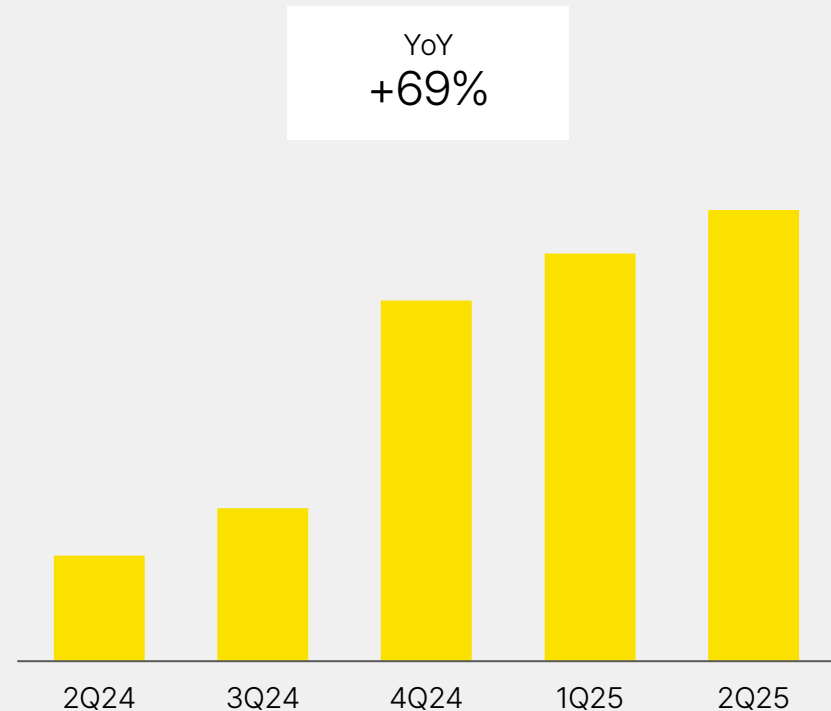
Continued growth in advertisement revenue and strengthening platform capabilities through the launch of new services that effectively connects advertisement partners and customers

'Draw for Benefit' Service Launch



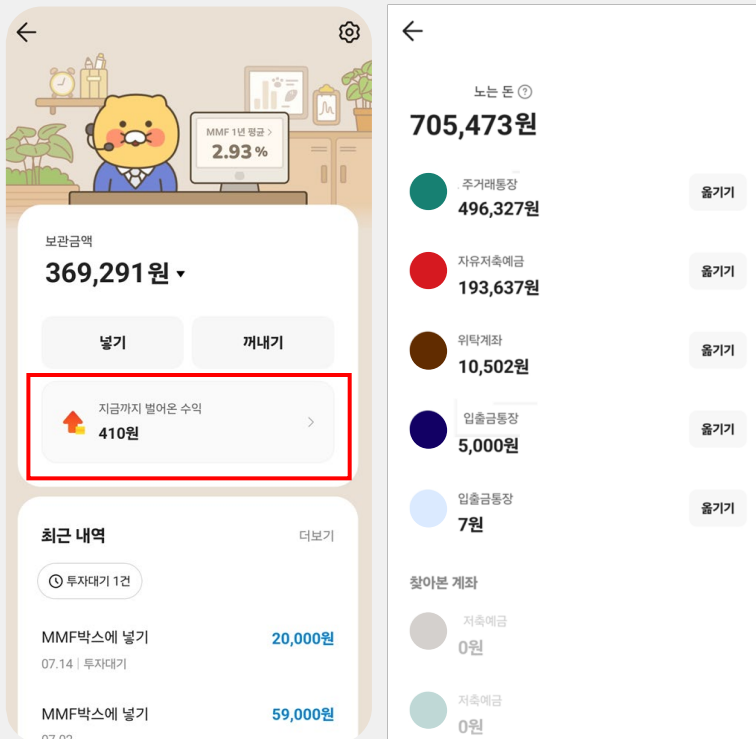
- ❖ Customers **apply for a draw for benefit** of choice
- ❖ High effectiveness and customer engagement thanks to KakaoBank's **platform power**

Continuous Ad Revenue Growth



Position as a platform connecting easy and intuitive investment experience;
Create investment contact points and induce repeated visits in connection with KakaoBank's various services

'MMF Box' Service Launch



- » Bring idle funds from other financial accounts into KakaoBank MMF Box
- » Easy to check invested amount & expected returns
- » Proven platform capabilities with MMF Box balance surpassing ₩500bn within a month of launch

Crypto Asset Price Inquiry

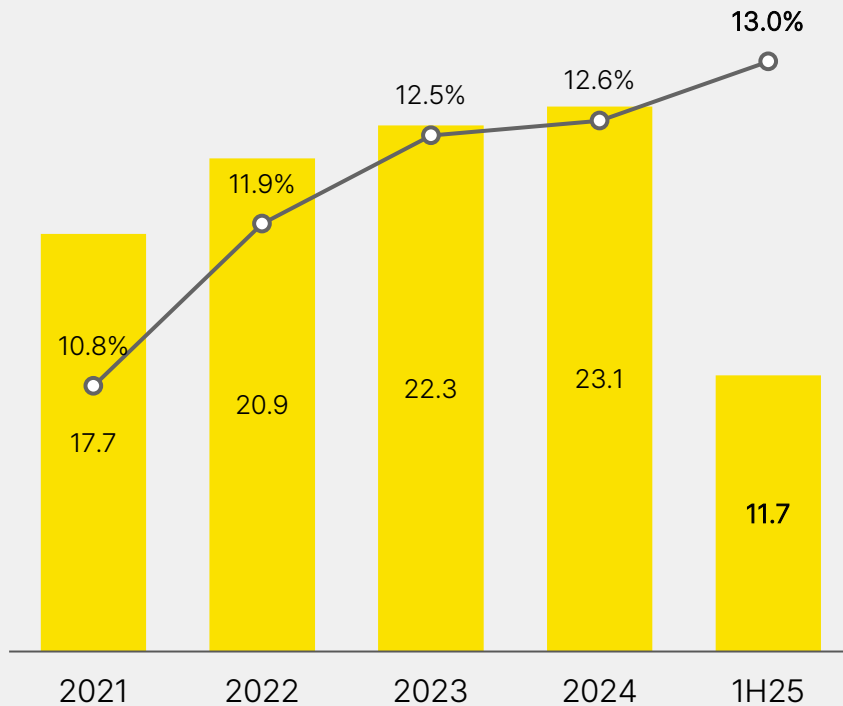


- » Check real-time crypto asset prices as well as virtual asset holdings within partnered crypto exchanges
- » Investment platform that encompasses variety of investment services such as equities, bonds, issued notes etc.

Record-high transaction volume and market share ⁽¹⁾ since debit card launch;
Expand payment coverage and diversify platform-based revenue models with the launch of PLCC⁽²⁾ service

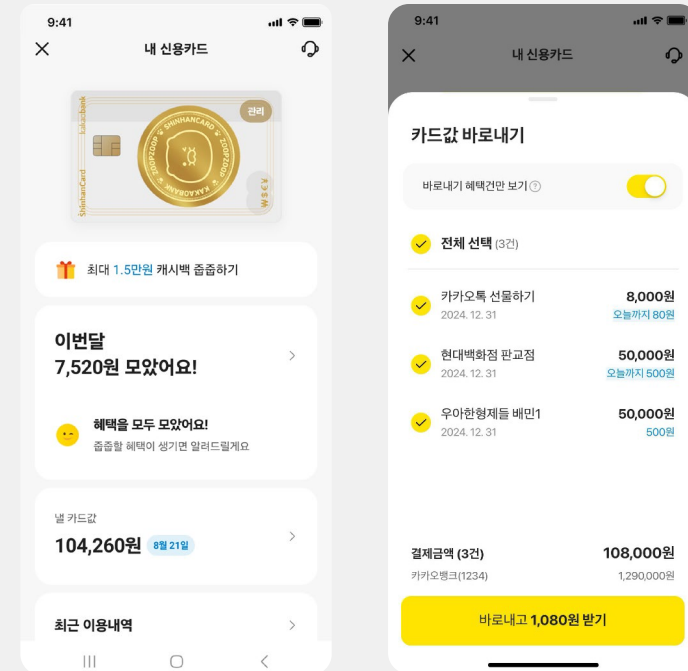
Debit Card Transaction Volume and M/S

(Wtn)



Note: (1) Ratio of the transaction volume to the market volume from the Credit Finance Association
(2) PLCC(Private Label Credit Card)

PLCC Service Launch



- » App visit to check credit card transactions, card benefits etc.
→ Increase app traffic
- » Recognize usage fees linked to customers transaction volume
→ Diversify platform revenue
- » Easy and intuitive prepayments
→ Encourage customers to increase deposit balance

[Indonesia] Successful entry into the Indonesia market partnered with strong partners

[Thailand] KakaoBank-SCBX consortium, selected as a virtual banking licensee in June 2025



Expansion into the Virtual Banking Business in Thailand

- (2Q23) MOU with SCBX
- (3Q24) Apply for Virtual Banking License
- (2Q25) Selected as Thailand's Virtual Bank licensee
- (2H26~) Thailand Virtual Bank Launch

Thailand Market

- Thailand's population : 70mn
: 40mn⁽¹⁾ working population
- Advanced mobile infrastructure
: 93%⁽²⁾ high-speed internet penetration rate
- Synergy through partnership with Thailand's top financial holding company and the top digital banks in Korea and China

Indonesia Superbank

- (2Q24) Grand open & partnership with Grab
- (3Q24) Surpassed 1mn customers within a month after launch
- (1Q25) Turned to profit within a year after launch
- (2025~) New product UI/UX collaboration

2024 Financials⁽³⁾

(Wbn)	Bank Jago	Allo Bank	Superbank
Loan Balance	1,623	688	591
Equity	784	668	483
Market Cap	3,098	1,399	

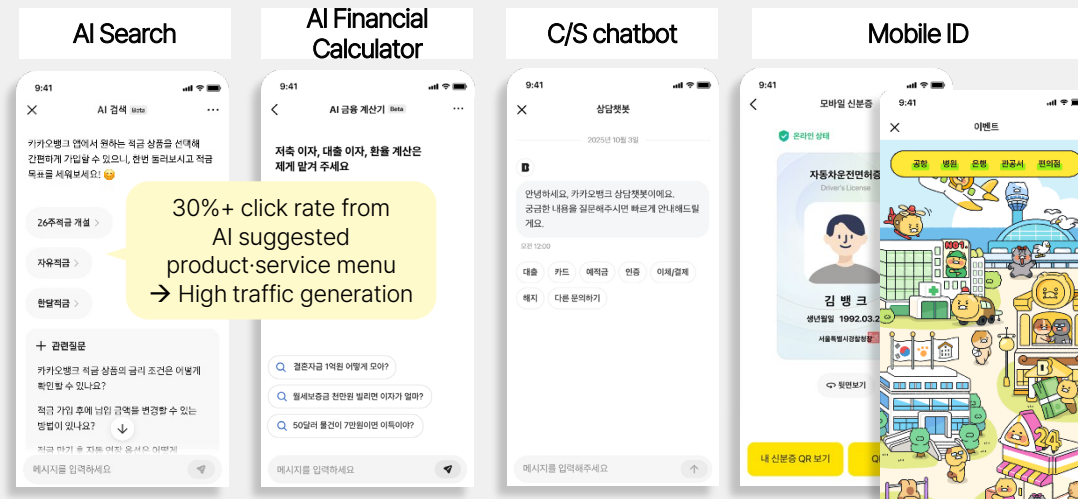
Note: (1) Source : KOSIS (Korea Statistical Information Service)
 (2) Source : KOTRA Thailand Broadband Information (2021)
 (3) Company Data; Based on exchange rate (KRW 9.20 / 100 IDR)

VII. AI Native Bank

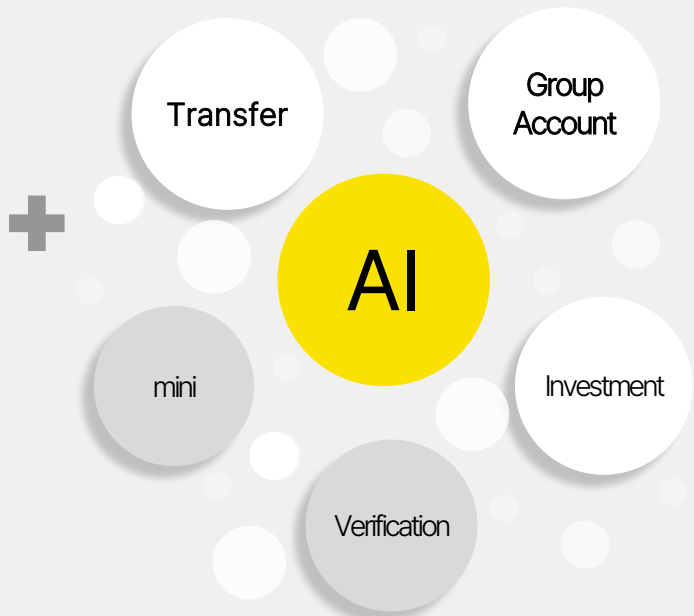
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Provide easier and more convenient financial experiences through AI;
Integrate AI technology into products and services to create customer value

AI Services Launched



Combine AI with Signature Products



- ▶ Providing AI experience to KakaoBank users through convenient and useful AI-based services
- ▶ **[AI Search / AI Financial Calculator]** Improved accessibility for finance & banking through generative AI service
- ▶ **[C/S Chatbot]** Enhanced usability with simple authentication through chatbot and quick & accurate problem resolution based on enhanced machine learning and viewing user error logs
- ▶ **[Mobile ID]** Highly accessible through kakaotalk messenger & KakaoBank's AI facial recognition technology

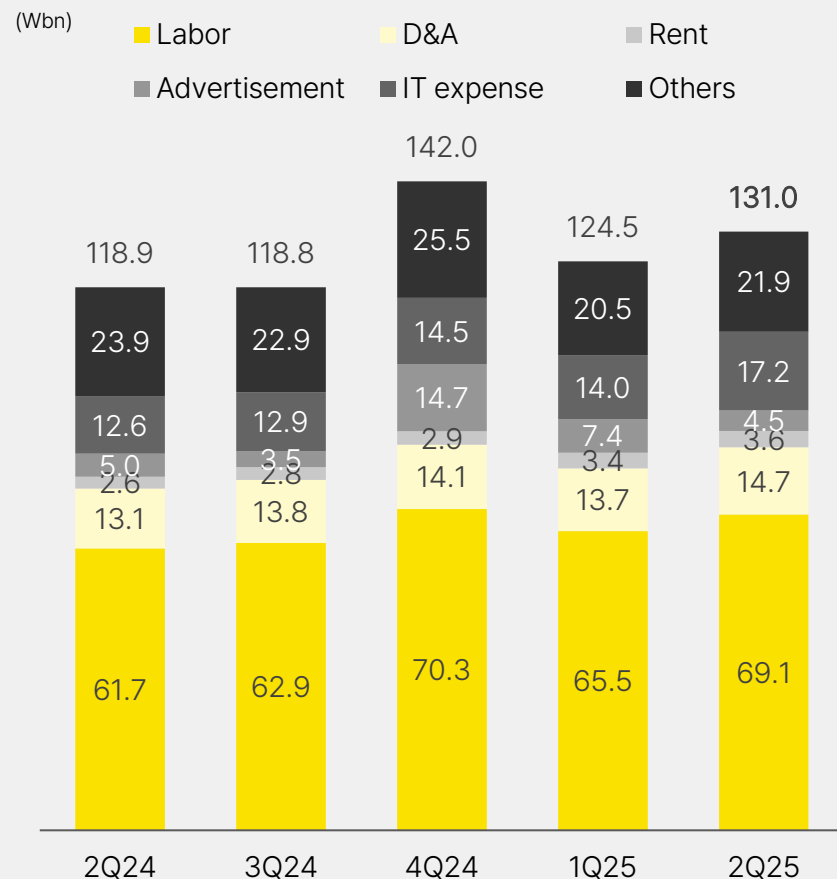
Service implementation with AI-optimized UI·UX

Note: AI Search launched on 26 May, C/S Chatbot launched on 16 June, AI Financial Calculator launched on 24 June, Mobile ID launched on 23 July

VIII. SG&A & CIR

SG&A increased YoY +10% from IT expense and labor cost owing to employee's four major insurance settlement;
CIR improved thanks to cost stabilization and increase in profit

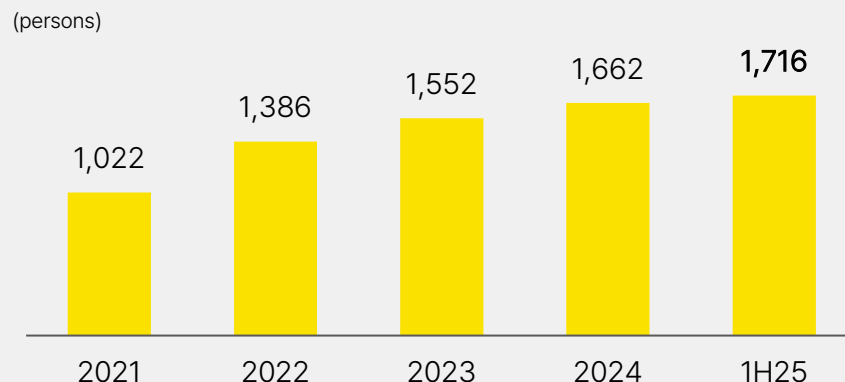
SG&A



CIR (Cost to Income Ratio)



Number of Employees



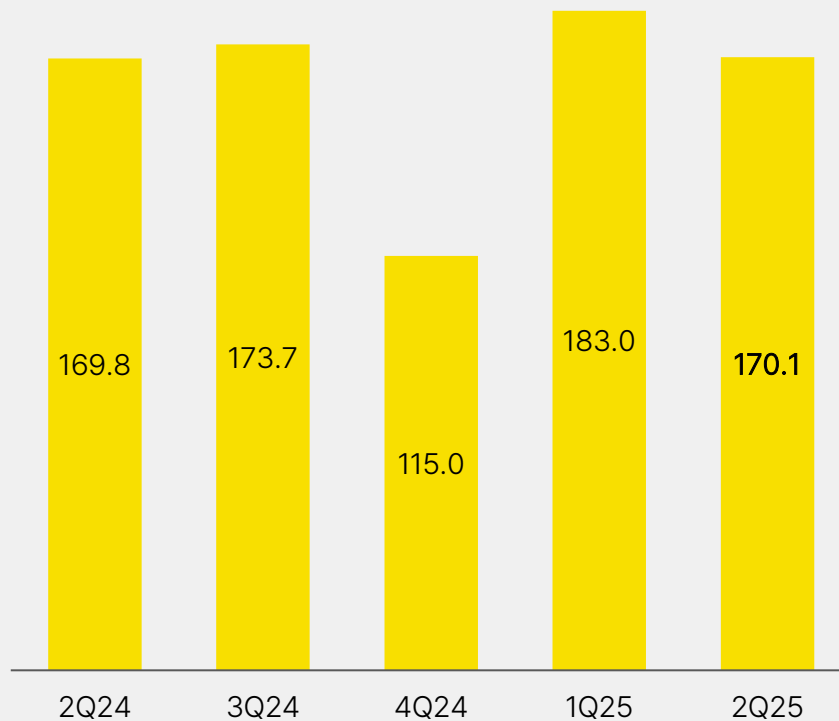
IX. Operating profit, ROE, and ROA

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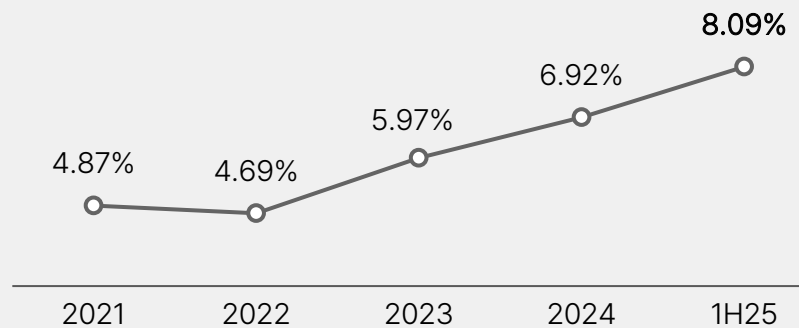
Operating profit +0.2% YoY thanks to increase in Fee & Platform and treasury management;
ROE and ROA improved meaningfully along with profit expansion

Operating Profit

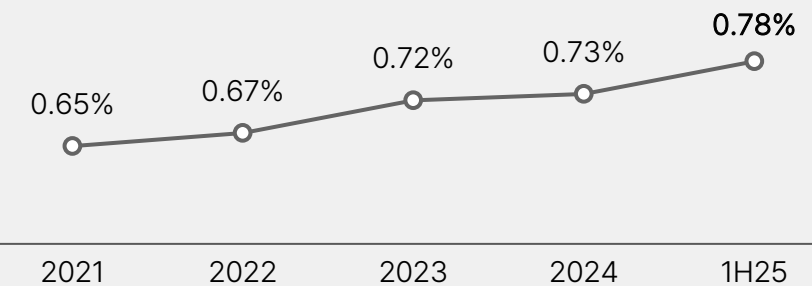
(Wbn)



ROE



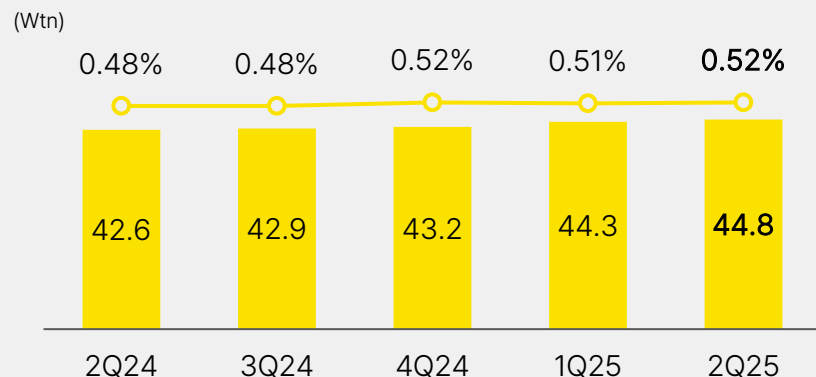
ROA



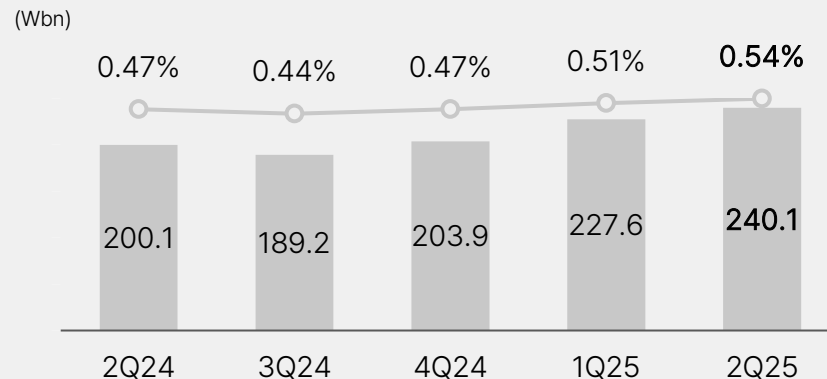
X. Asset Quality

Delinquency rate remains stable QoQ at 0.52%;
YTD Credit cost ratio fell QoQ -2bp recording 0.55%

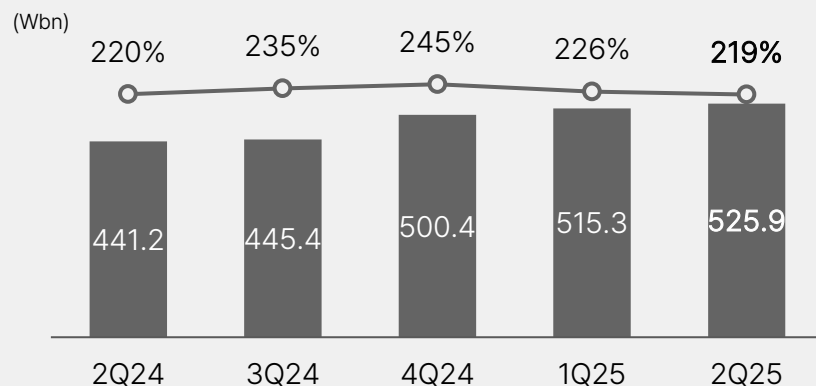
Total Loans & Delinquency Rate



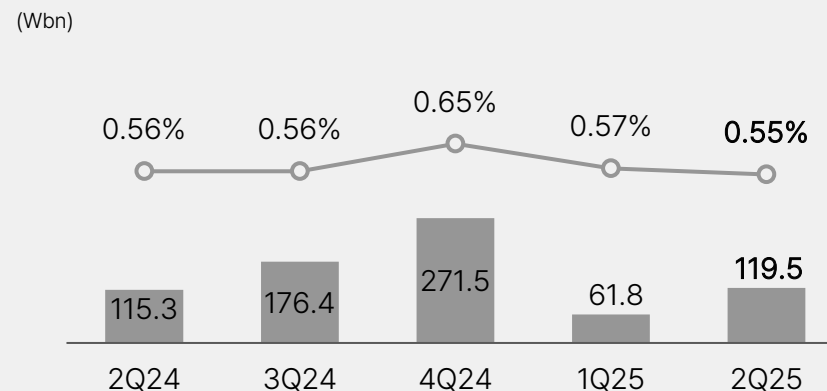
SBL & NPL Ratio



Loan Loss Allowance & Coverage Ratio⁽¹⁾

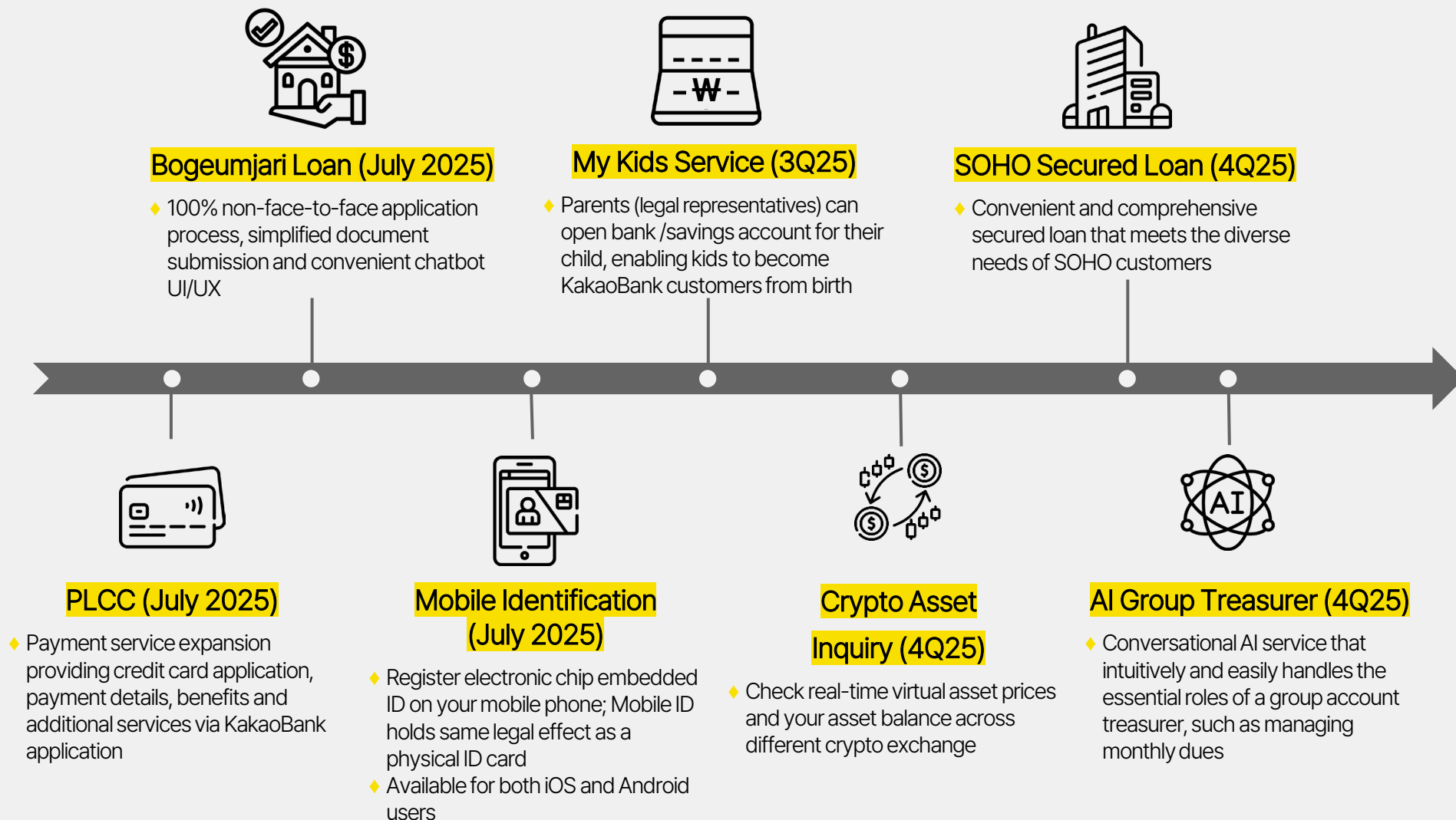


Cumulative Provisioning & Credit Cost Ratio⁽²⁾



Note: (1) NPL coverage ratio = Loan loss allowance / Substandard or below loans

(2) Credit Cost Ratio = YTD provision for credit losses(annualized) / Average balance of total outstanding credits



XI. Appendix : Income Statement

(Wbn)	2Q25	2Q24	YoY		1Q25	QoQ	
Income Statement							
Operating Revenue	778.0	734.1	43.9	6.0%	784.5	-6.5	-0.8%
Interest Revenue	604.1	598.8	5.3	0.9%	602.2	1.9	0.3%
Fee & Platform Revenue	75.9	70.4	5.5	7.7%	77.6	-1.7	-2.2%
Fee Revenue	52.2	49	3.2	6.5%	53.4	-1.2	-2.2%
Platform Revenue	23.7	21.4	2.3	10.7%	24.2	-0.5	-2.1%
Others	98.0	64.9	33.1	51.0%	104.7	-6.7	-6.4%
Operating Expense	549.8	508.8	41.0	8.1%	540.6	9.2	1.7%
Interest Expense	285.5	284.1	1.4	0.5%	278.7	6.8	2.4%
Fee & Platform Expense	69.5	69.9	-0.4	-0.5%	70.9	-1.4	-1.9%
Loan & Deposit related Expense ⁽¹⁾	6.9	8.4	-1.5	-18.1%	6.5	0.4	5.8%
Fee & Platform Expense	47.1	45.2	1.9	4.2%	48.5	-1.4	-2.9%
CD/ATM Expense	15.5	16.3	-0.8	-4.9%	15.9	-0.4	-2.5%
SG&A	131.0	118.9	12.1	10.2%	124.5	6.5	5.2%
Others	63.8	35.9	27.9	77.7%	66.5	-2.7	-4.1%
Provision for Credit Losses on Financial Assets	58.1	55.5	2.6	4.7%	60.9	-2.8	-4.6%
Operating Profit	170.1	169.8	0.3	0.2%	183.0	-12.9	-7.0%
Non-operating Income	0.7	1.6	-0.9	-56.6%	1.4	-0.7	-50.4%
Non-operating Expense	2.6	11.3	-8.7	-77.0%	1.9	0.7	36.6%
Pre-tax Profit	168.2	160.1	8.1	5.1%	182.5	-14.3	-7.8%
Net Profit	126.3	120.2	6.1	5.0%	137.4	-11.1	-8.1%
<i>% Operating Revenue</i>	<i>16.2%</i>	<i>16.4%</i>		<i>-0.2%p</i>	<i>17.5%</i>		<i>-1.3%p</i>

Note: (1) Mortgage loan related commissions, credit fund fee, commission related to debt recovery and delegation

XI. Appendix : SG&A

(Wbn)	2Q25	2Q24	YoY		1Q25	QoQ	
SG&A	131.0	118.9	12.1	10.2%	124.5	6.5	5.2%
Labor Cost	69.1	61.7	7.4	12.0%	65.5	3.6	5.5%
D&A	14.7	13.1	1.6	12.2%	13.7	1.0	7.3%
IT Expense	17.2	12.6	4.6	36.5%	14.0	3.2	22.9%
Rent	3.6	2.6	1.0	38.5%	3.4	0.2	5.9%
Advertisement	4.5	5.0	-0.5	-10.0%	7.4	-2.9	-39.2%
Others	21.9	23.9	-2.0	-8.4%	20.5	1.4	6.8%

XI. Appendix : Balance Sheet

(Wbn)	2025.06	2024.12	YTD	2024.06	YoY
Balance Sheet					
Total Assets	71,913.8	62,805.3	14.5%	61,030.4	17.8%
Cash & Cash Equivalent	1,137.7	1,855.4	-38.7%	2,598.3	-56.2%
Financial assets at FV through profit or loss	8,512.1	4,288.5	98.5%	3,907.2	117.9%
Financial assets at FV through OCI	8,682.2	6,787.0	27.9%	6,798.7	27.7%
Securities at amortized cost	4,690.5	4,084.6	14.8%	3,881.9	20.8%
Loan	47,523.1	44,503.8	6.8%	42,748.4	11.2%
Tangible Assets	194.0	176.8	9.7%	177.4	9.4%
Intangible Assets	44.9	43.3	3.7%	36.1	24.4%
Other Assets	1,129.3	1,065.9	5.9%	882.5	28.0%
Total Liabilities	65,278.2	56,265.2	16.0%	54,741.0	19.2%
Deposit	63,668.5	54,971.0	15.8%	53,444.6	19.1%
Provision Liability	62.9	58.0	8.4%	54.5	15.4%
Other Liabilities	1,546.8	1,236.2	25.1%	1,241.9	24.6%
Total Equity	6,635.6	6,540.1	1.5%	6,289.5	5.5%
Share Capital	2,384.9	2,384.8	0.0%	2,384.6	0.0%
Capital Surplus	2,988.2	2,988.2	0.0%	2,987.6	0.0%
Capital Adjustments	1.4	0.2	580.9%	0.6	113.1%
AOCI	45.8	43.7	4.8%	2.0	2,179.8%
Retained Earnings	1,215.3	1,123.2	8.2%	914.6	32.9%