

2024년 1분기 실적발표

2024 Q1 Earnings call

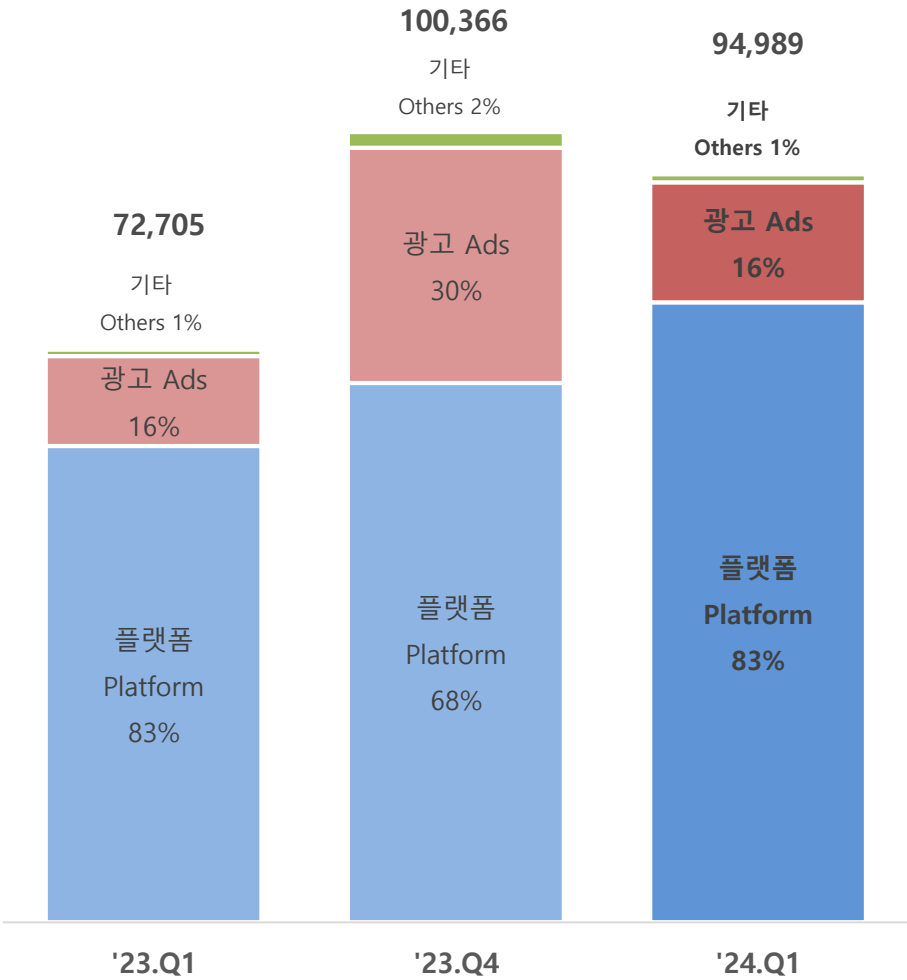
April. 2024

분기실적요약 / Q1 Earnings Summary

(단위/Unit : 백만원/mKRW)	'24.Q1	QoQ	YoY	'23.Q4	'23.Q1
매출 Revenue	94,989	-5%	31%	100,366	72,705
플랫폼 Platform Service	78,737	15%	30%	68,507	60,469
광고 Advertisement	15,225	-49%	33%	29,879	11,441
기타 Others	1,027	-48%	29%	1,979	794
영업비용 Costs	66,319	-10%	22%	73,969	54,320
영업이익 Operating Profit	28,670	9%	56%	26,396	18,384
법인세차감전순이익 Earnings before taxes	31,688	41%	46%	22,422	21,753
당기순이익 Net Profit	24,846	54%	50%	16,085	16,609

비중 / Portion

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



플랫폼 / Platform Service

- '24.Q1 플랫폼 매출 787억원 (+14.9% Q/Q, +30.2% Y/Y)

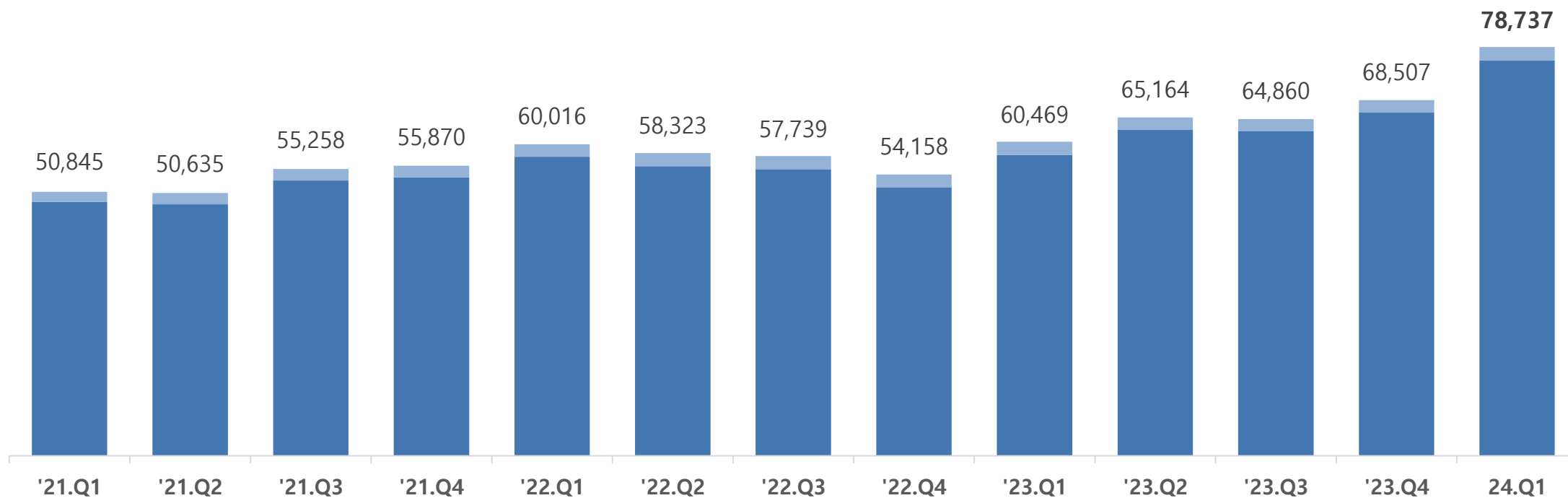
- 전체 플랫폼 인터랙티브 지표 활성화에 따른 결제 유저 성장으로 플랫폼 매출성장 가속

- '24.Q1 Platform Service : 78.7 billion won (+14.9% Q/Q, +30.2% Y/Y)

- Robust platform sales growth stemmed primarily from a rising number of paying users propelled by escalated platform interactive metrics.

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

■ 기부경제선물 / Donations and Subscriptions



광고 / Advertisement

• '24.Q1 광고 매출 152억원 (-49.0% Q/Q, +33.1% Y/Y)

- 연말 광고 성수기 효과 제거되며, 전 분기 대비 광고 매출 감소

- 플랫폼 광고: 23억원 (-45.0% Q/Q, -37.1% Y/Y)
- 콘텐츠형 광고: 83억원 (-57.1% Q/Q, +21.6% Y/Y)
- 광고기타: 47억원 (-27.6% Q/Q, +348.6% Y/Y)

• '24.Q1 Advertisement : 15.2 billion won (-49.0% Q/Q, +33.1% Y/Y)

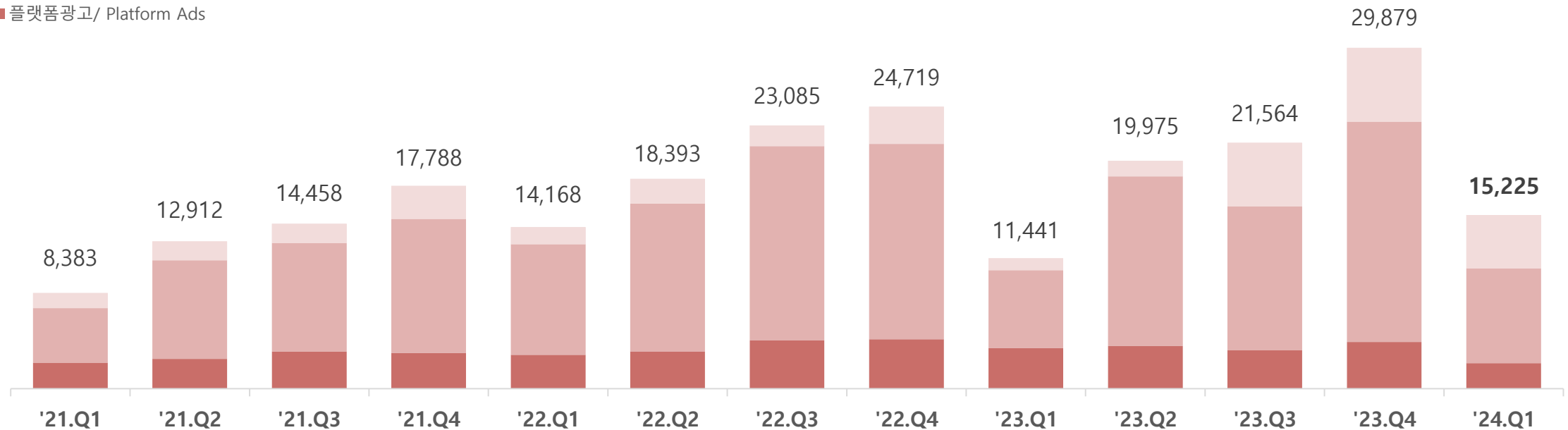
- Slow ads revenue was mainly attributed to seasonal fluctuations.

- Platform Advertisement 2.3 billion won (-45.0% Q/Q, -37.1% Y/Y)
- Branded Contents : 8.3 billion won (-57.1% Q/Q, +21.6% Y/Y)
- Ads Others : 4.7 billion won (-27.6% Q/Q, +348.6% Y/Y)

■ 광고 기타 / Ads others

■ 콘텐츠형광고 / Branded-Contents Ads

■ 플랫폼광고/ Platform Ads

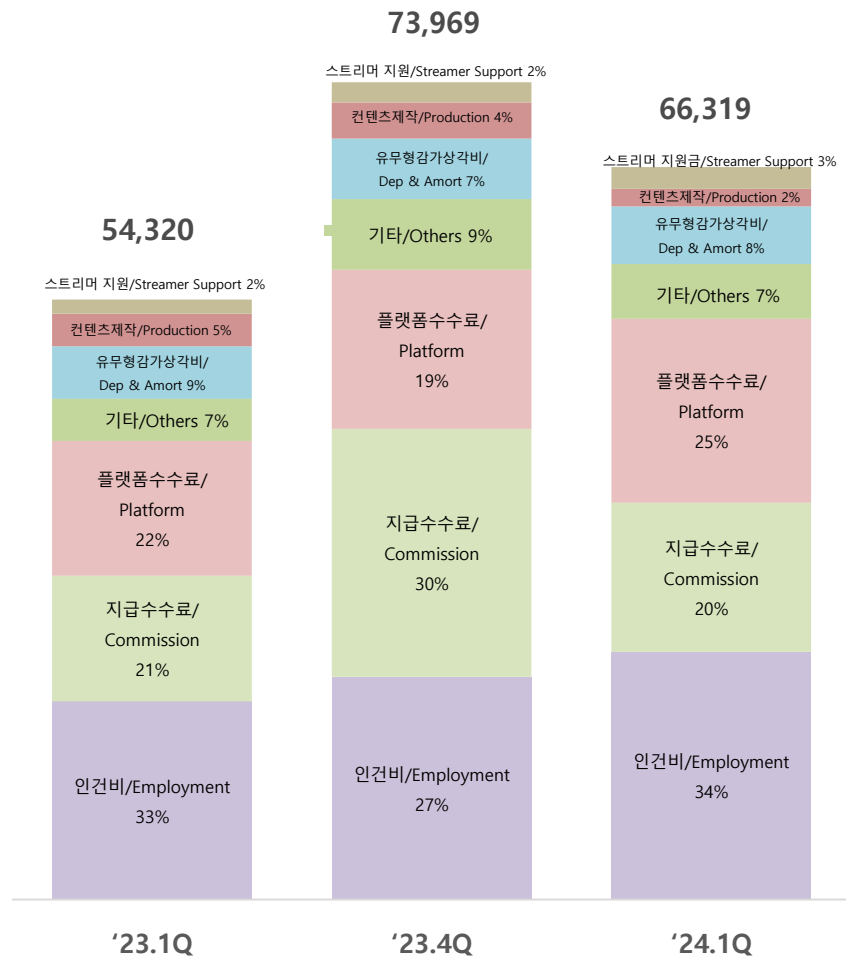


비용 / SG&A

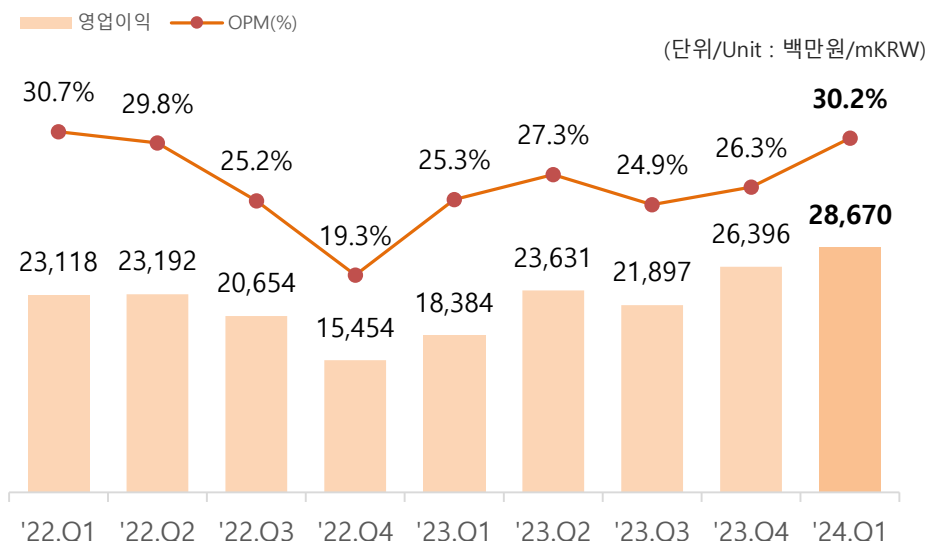
(단위/Unit : 백만원/mKRW)	'24.Q1	QoQ	YoY	'23.Q4	'23.Q1
비용 SG&A	66,319	-10.3%	22.1%	73,969	54,320
인건비 Labor cost	22,414	11.2%	25.1%	20,157	17,918
지급수수료 (중계권/기타) Commission (Copyrights/Others)	6,434	-15.2%	13.9%	7,591	5,650
지급수수료 (광고) Commission (Ads)	7,052	-52.6%	22.9%	14,864	5,740
과금수수료 Paying Charges	12,477	16.4%	47.6%	10,718	8,451
회선사용료 Internet circuit expense	4,193	14.5%	11.7%	3,662	3,753
스트리머 지원금 Streamer support expense	1,983	10.2%	53.4%	1,800	1,293
컨텐츠제작비 Contents production cost	1,580	-52.1%	-46.4%	3,298	2,950
유무형감가상각비 Depreciation & Amortization	5,225	-4.4%	10.3%	5,466	4,736
지급임차료 Rent	92	-2.0%	-7.1%	94	100
행사비 Event expense	674	-41.2%	138.1%	1,148	283
기타 Others	4,194	-18.9%	21.7%	5,172	3,447

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



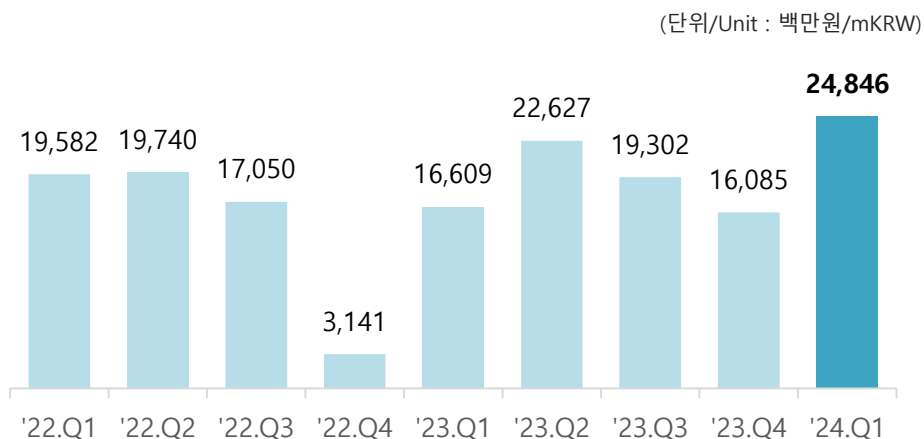
영업이익 / Operating Income

'24.Q1 영업이익 287억원 (+8.6% Q/Q, +56.0% Y/Y), OPM 30.2%

- 플랫폼 매출 성장에 따른 영업 레버리지 효과

'24.Q1 Operating profit 28.7 billion won (+8.6% Q/Q, +56.0% Y/Y), OPM 30.2%

- Operating leverage thanks to platform revenue growth



당기순이익 / Net profit

'24.Q1 당기순이익 248억원 (+54.5% Q/Q, +49.6% Y/Y)

- 전 분기 종속회사 영업권 손상 효과 제거

'24.Q1 Net profit 28.4 billion won (+54.5% Q/Q, +49.6% Y/Y)

- Recognition of an impairment losses on our consolidated subsidiary from the previous quarter resulted in a low base.

연결 재무상태표 / Consolidated Financial Statement

(단위/Unit : 백만원/mKRW)	2024.03.31	2023.12.31	2023.03.31
자산총계 Total assets	594,801	578,068	483,395
유동자산 Current assets	497,557	480,798	386,248
비유동자산 Non-current assets	97,244	97,271	97,148
부채총계 Total liabilities	294,017	284,722	232,849
유동부채 Current liabilities	284,078	274,085	225,610
비유동부채 Non-current liabilities	9,940	10,637	7,238
자본총계 Total shareholders' equity	300,783	293,346	250,547
자본금 Capital stock	5,747	5,747	5,747