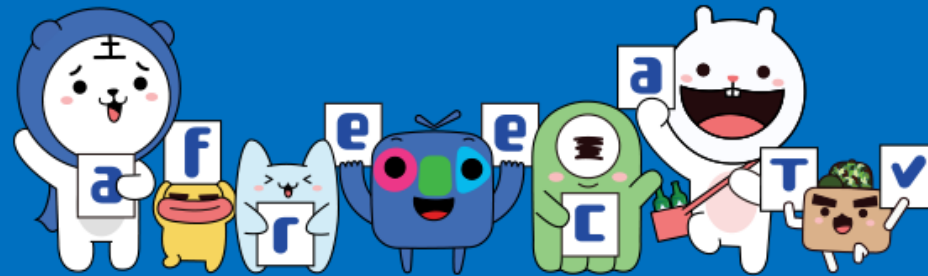

AfreecaTV

2023년 3분기 실적발표

2023 Q3 Earnings

Oct 31. 2023



분기실적요약 / Q3 Earnings Summary

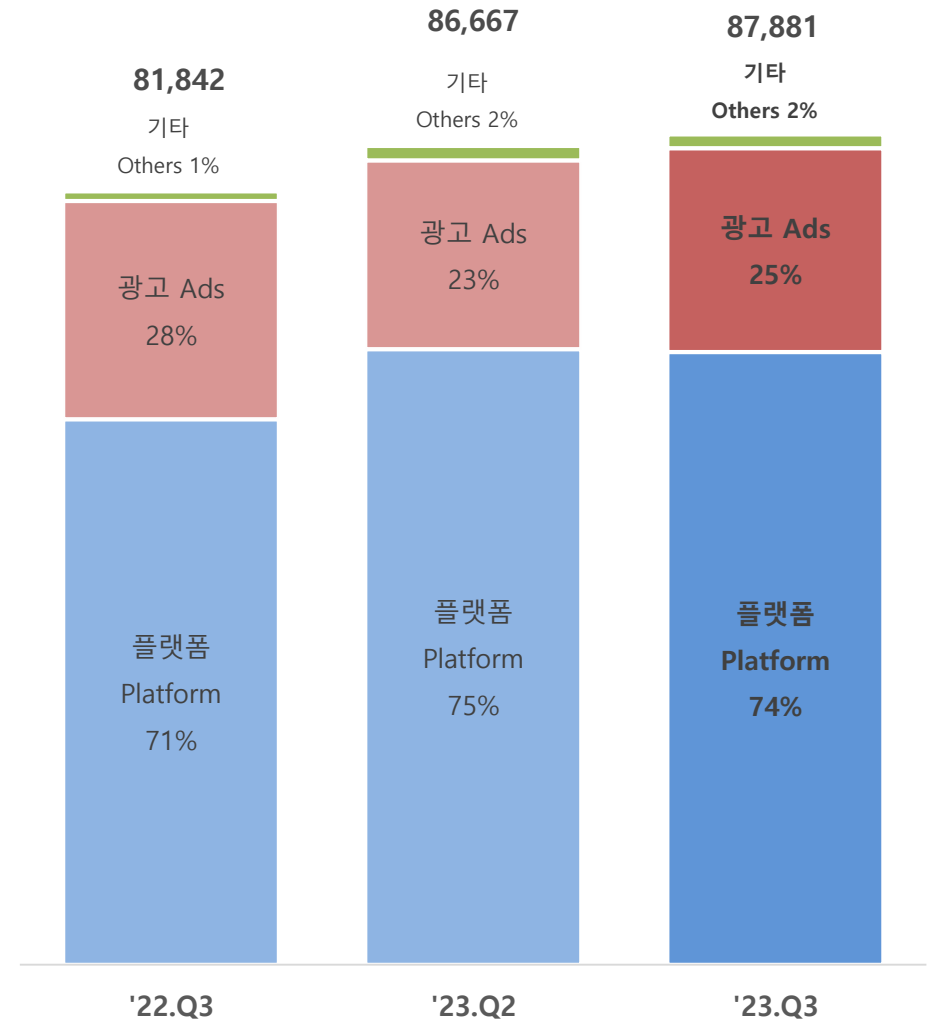
(단위/Unit : 백만원/mKRW)

	'23.Q3	QoQ	YoY	'23.Q2	'22.Q3
매출 Revenue	87,881	1.4%	7.4%	86,667	81,842
플랫폼 Platform Service	64,860	-0.5%	12.3%	65,164	57,739
광고 Advertisement	21,564	8.0%	-6.6%	19,975	23,085
기타 Others	1,457	-4.7%	43.2%	1,529	1,017
영업비용 Costs	65,983	4.7%	7.8%	63,036	61,188
영업이익 Operating Profit	21,897	-7.3%	6.0%	23,631	20,654
법인세차감전순이익 Earnings before taxes	24,661	-9.5%	9.2%	27,238	22,592
당기순이익 Net Profit	19,302	-14.7%	13.2%	22,627	17,050

요약 / Summary

비중 / Portion

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



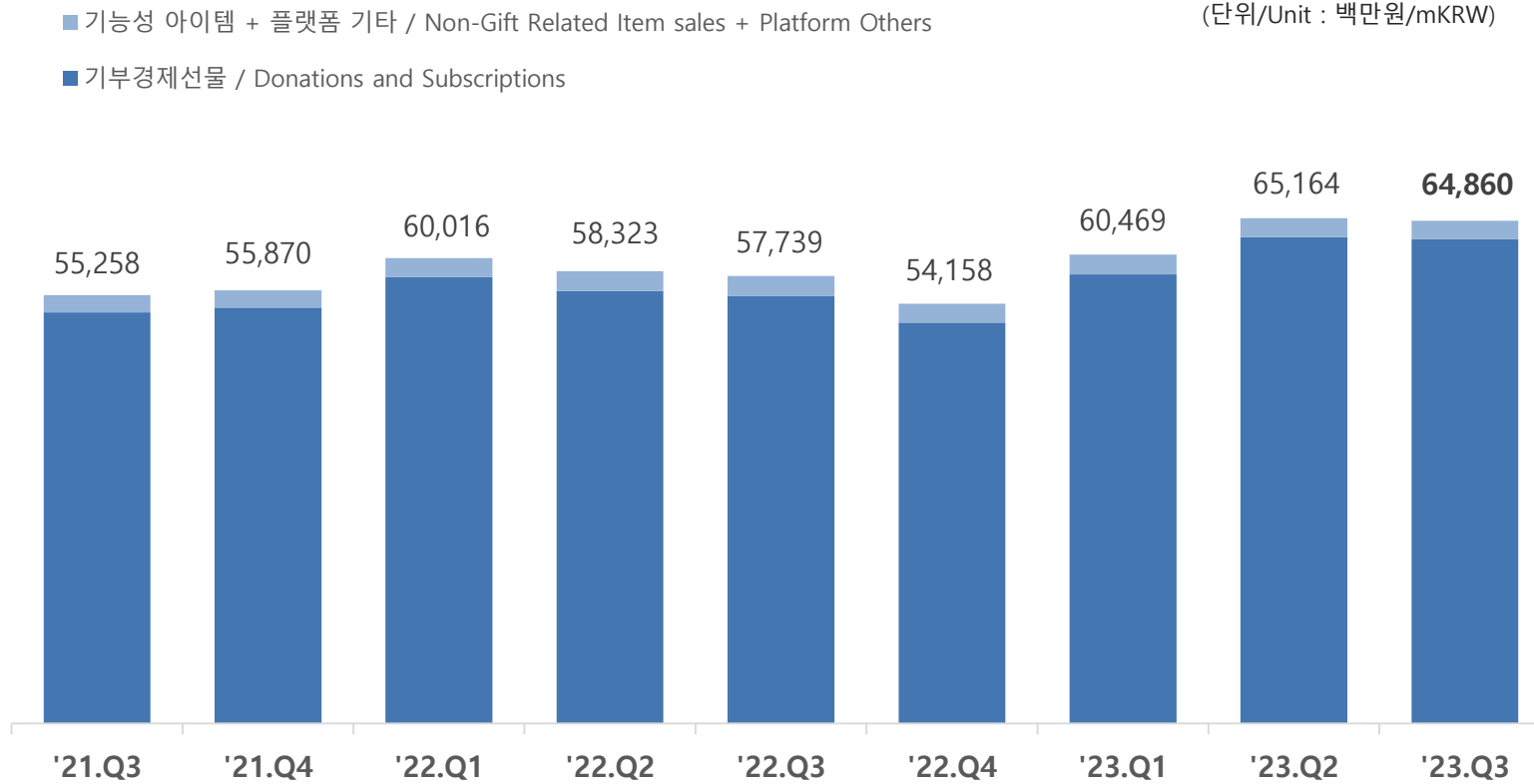
플랫폼 / Platform Service

'23.Q3 플랫폼 매출 649억원 (-0.5% Q/Q, +12.3% Y/Y)

- ARPPU(객단가) 지속 증가하였으나, Paying User 감소에 따른 성장 제한

'23.Q3 Platform Service : 64.9 billion won (-0.5% Q/Q, +12.3% Y/Y)

- The declining number of paying users has offset the growth impact of ARPPU



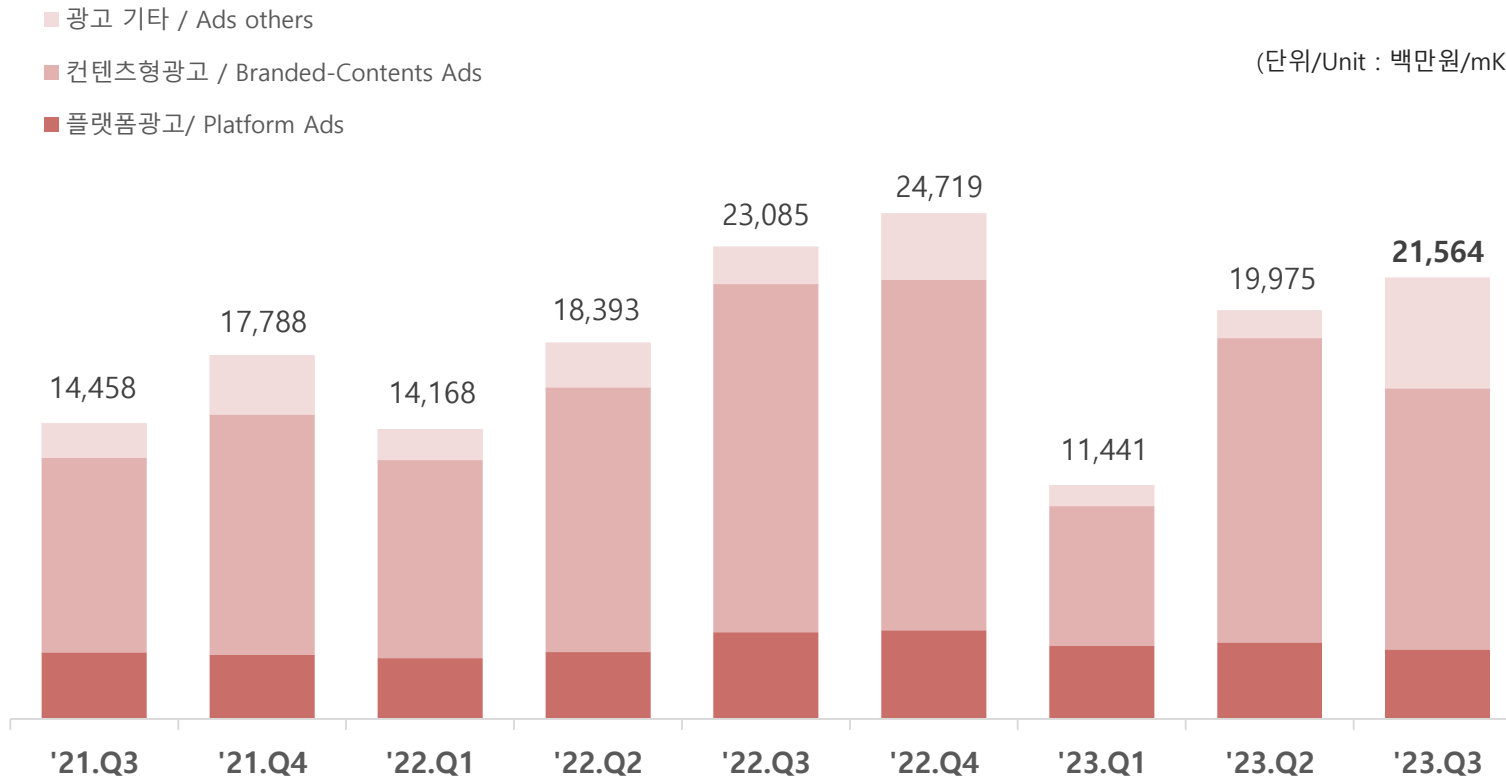
광고 / Advertisement

'23.Q3 광고 매출 216억원 (+8.0% Q/Q, -6.6% Y/Y)

- 예상보다 약한 게임사 성수기 수요와 광고시장 약세 지속되며 플랫폼, 콘텐츠형 광고 감소하였으나 CTTD 연결 효과로 전체 광고 매출 증가
 - 플랫폼 광고: 34억원 (-9.3% Q/Q, -20.1% Y/Y)
 - 콘텐츠형 광고: 128억원 (-14.1% Q/Q, -24.9% Y/Y)
 - 광고기타: 54억원 (+296.0% Q/Q, +195.5% Y/Y)

'23.Q3 Advertisement : 21.6 billion won (+8.0% Q/Q, -6.6% Y/Y)

- Weaker-than-expected seasonality, combined with a sluggish trend in advertising market, resulted in a slow performance in both platform and branded content ads, which were offset by the consolidating impacts of CTTD.
 - Platform Advertisement 3.4 billion won (-9.3% Q/Q, -20.1% Y/Y)
 - Branded Contents : 12.8 billion won (-14.1% Q/Q, -24.9% Y/Y)
 - Ads Others : 5.4 billion won (+296.0% Q/Q, +195.5% Y/Y)

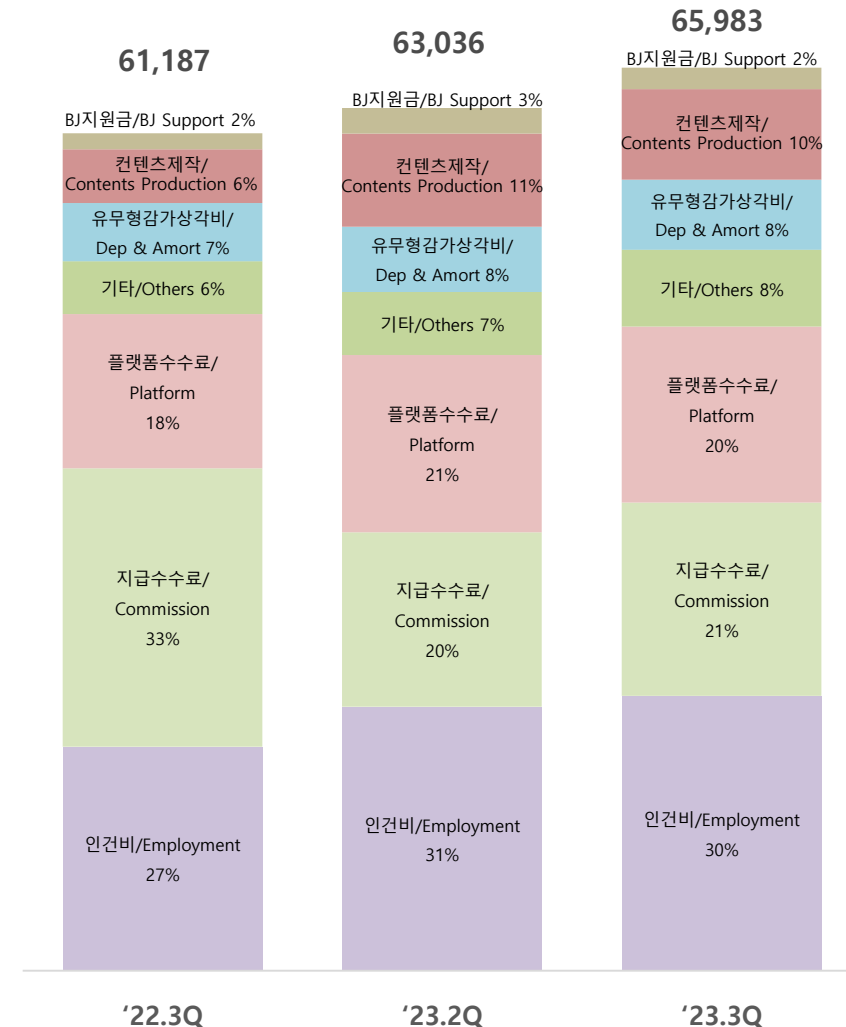


비용 / SG&A

비중 / Portion

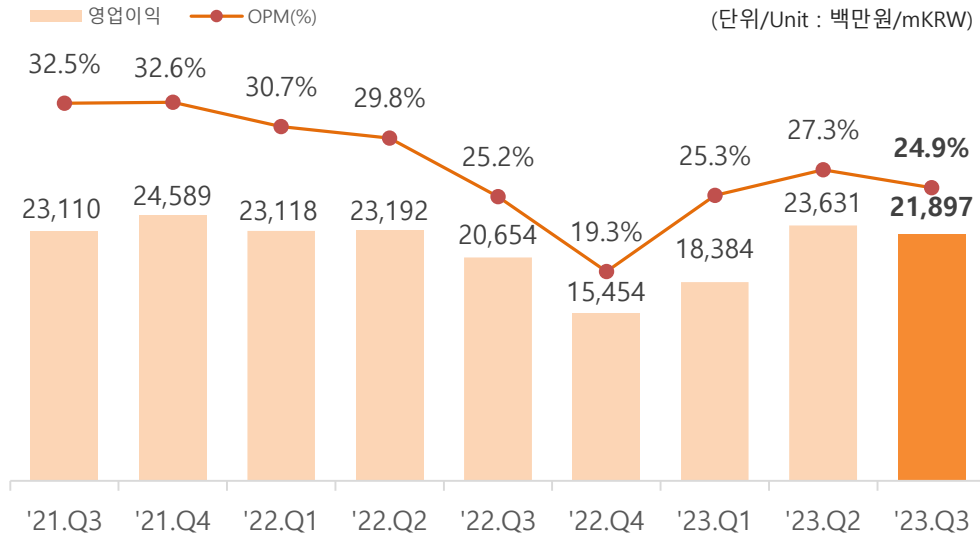
(단위/Unit : 백만원/mKRW)	'23.Q3	QoQ	YoY	'23.Q2	'22.Q3
비용 SG&A	65,983	4.7%	7.8%	63,036	61,188
인건비 Labor cost	20,096	4.2%	22.7%	19,285	16,383
지급수수료 (중계권/기타) Commission (Copyrights/Others)	6,773	32.4%	3.9%	5,114	6,518
지급수수료 (광고) Commission (Ads)	7,336	-4.1%	-46.9%	7,647	13,816
과금수수료 Paying Charges	9,731	1.0%	25.0%	9,639	7,787
회선사용료 Internet circuit expense	3,140	-5.2%	-10.0%	3,313	3,489
BJ 지원금 BJ support expense	1,573	-16.0%	35.3%	1,873	1,163
컨텐츠제작비 Contents production cost	6,614	-2.6%	68.2%	6,792	3,933
유무형감가상각비 Depreciation & Amortization	5,121	7.5%	20.8%	4,765	4,240
지급임차료 Rent	91	6.8%	-8.4%	85	100
행사비 Event expense	342	-34.1%	55.9%	518	219
기타 Others	5,166	29.1%	45.9%	4,003	3,540

(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



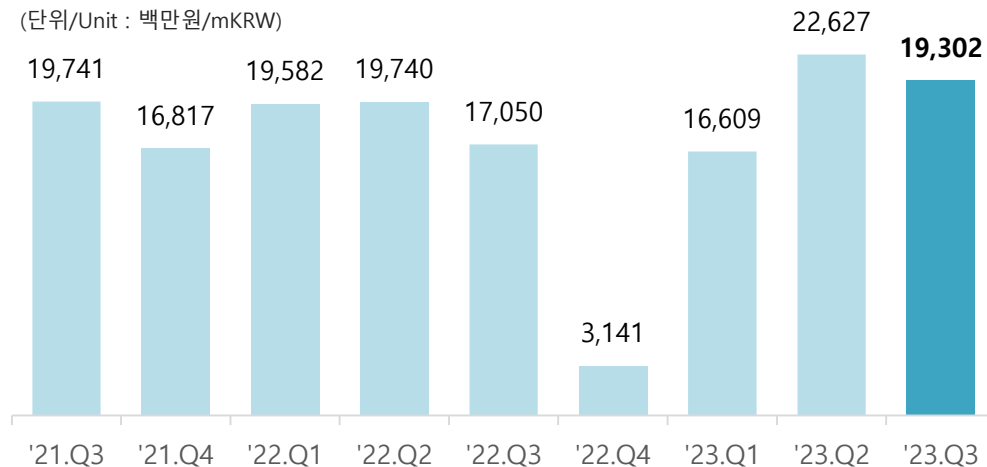
'23.Q3 영업이익 219억원 (-7.3% Q/Q, +6.0% Y/Y), OPM 24.9%

- 수익성 높은 플랫폼, 콘텐츠 매출 감소 및 콘텐츠, 서버 등 투자확대에 따른 영업이익률 감소

'23.Q3 Operating profit 21.9 billion won (-7.3% Q/Q, +6.0% Y/Y), OPM 24.9%

- A decrease in high-margin business, such as platform sales and content sales, along with increased investment costs related to content and servers, led to reduction in the operating margin.

당기순이익 / Net profit



'23.Q3 당기순이익 193억원 (-14.7% Q/Q, +13.2% Y/Y)

- 전 분기 금융상품(클래시스 등) 매도에 따른 금융수익 효과 제거 및 영업이익 감소

'23.Q3 Net profit 19.3 billion won (-14.7% Q/Q, +13.2% Y/Y)

- The slower OP and absence of financial gain from selling financial instruments(Classys) compare to previous quarter resulted in a lower net profit.

연결 재무상태표 / Consolidated Financial Statement

(단위/Unit : 백만원/mKRW)	2023.09.30	2023.06.30	2022.09.30
자산총계 Total assets	540,898	508,802	449,445
유동자산 Current assets	431,629	414,956	353,721
비유동자산 Non-current assets	109,269	92,429	95,724
부채총계 Total liabilities	261,506	235,144	210,625
유동부채 Current liabilities	248,112	227,527	203,143
비유동부채 Non-current liabilities	13,393	7,618	7,481
자본총계 Total shareholders' equity	279,392	273,657	233,820
자본금 Capital stock	5,747	5,747	5,747

