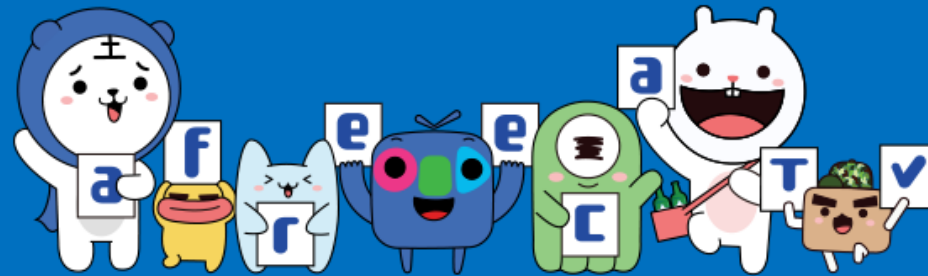

AfreecaTV

2023년 4분기 및 연간 실적발표

2023 Q4 & Annual Earnings

Feb 15. 2024



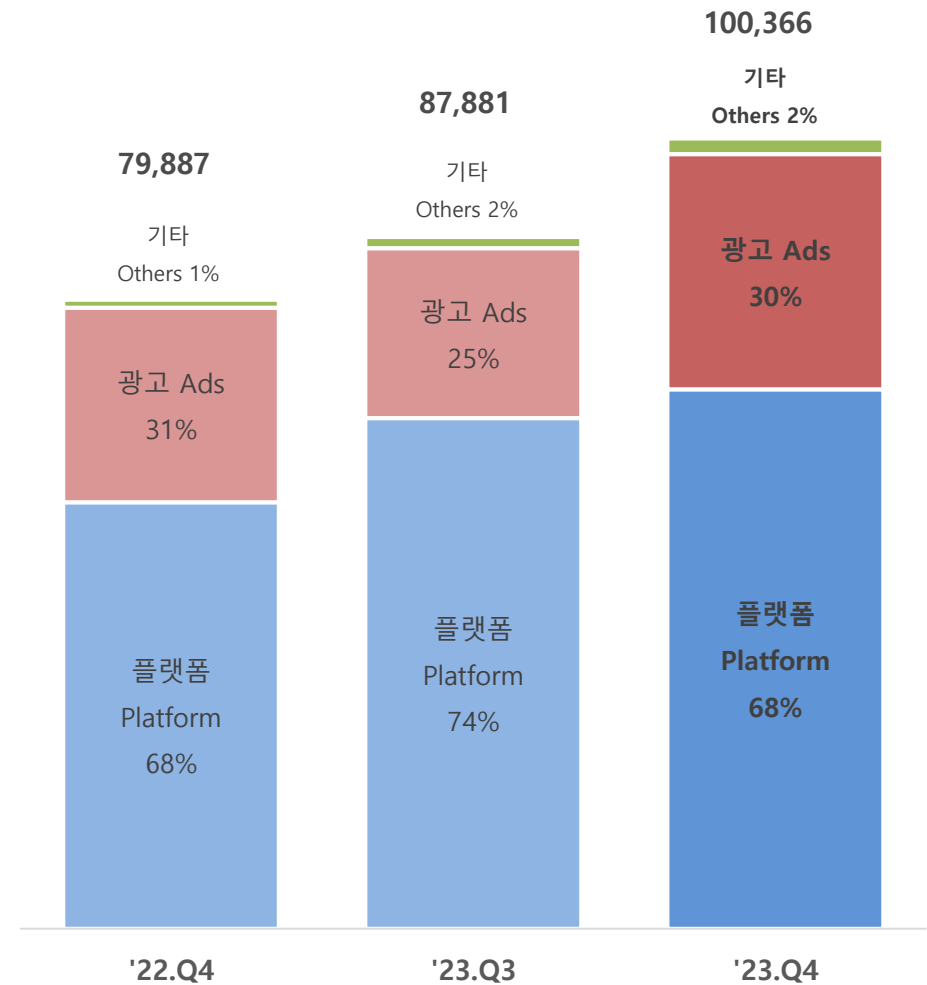
분기실적요약 / Q4 Earnings Summary

요약 / Summary

비중 / Portion

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

(단위/Unit : 백만원/mKRW)	'23.Q4	QoQ	YoY	'23.Q3	'22.Q4
매출 Revenue	100,366	14%	26%	87,881	79,887
플랫폼 Platform Service	68,507	6%	26%	64,860	54,158
광고 Advertisement	29,879	39%	21%	21,564	24,719
기타 Others	1,979	36%	96%	1,457	1,009
영업비용 Costs	73,969	12%	15%	65,983	64,432
영업이익 Operating Profit	26,396	21%	71%	21,897	15,454
법인세차감전순이익 Earnings before taxes	22,422	-9%	80%	24,661	12,487
당기순이익 Net Profit	16,085	-17%	412%	19,302	3,141



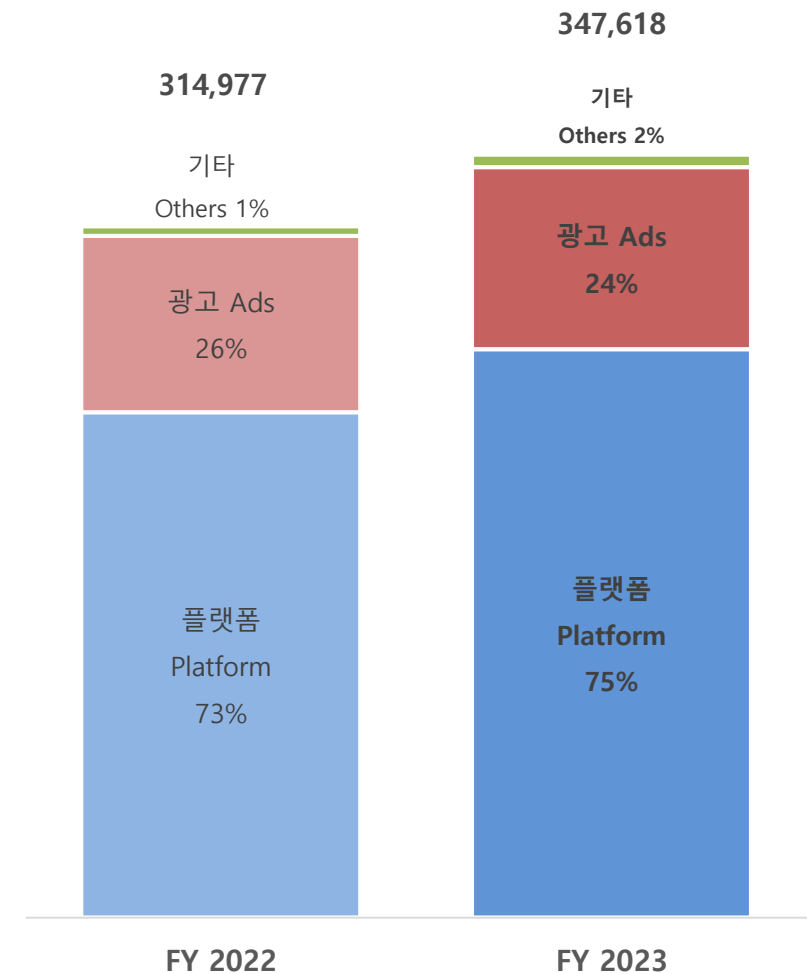
연간실적요약 / Annual Earnings Summary

비중 / Portion

요약 / Summary

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

(단위/Unit : 백만원/mKRW)	FY 2023	YoY	FY 2022
매출 Revenue	347,618	10%	314,977
플랫폼 Platform Service	259,000	12%	230,236
광고 Advertisement	82,860	3%	80,366
기타 Others	5,759	32%	4,376
영업비용 Costs	257,309	11%	232,558
영업이익 Operating Profit	90,309	10%	82,419
법인세차감전순이익(계속) Earnings before taxes	96,074	16%	82,573
당기순이익 Net Profit	74,624	25%	59,513



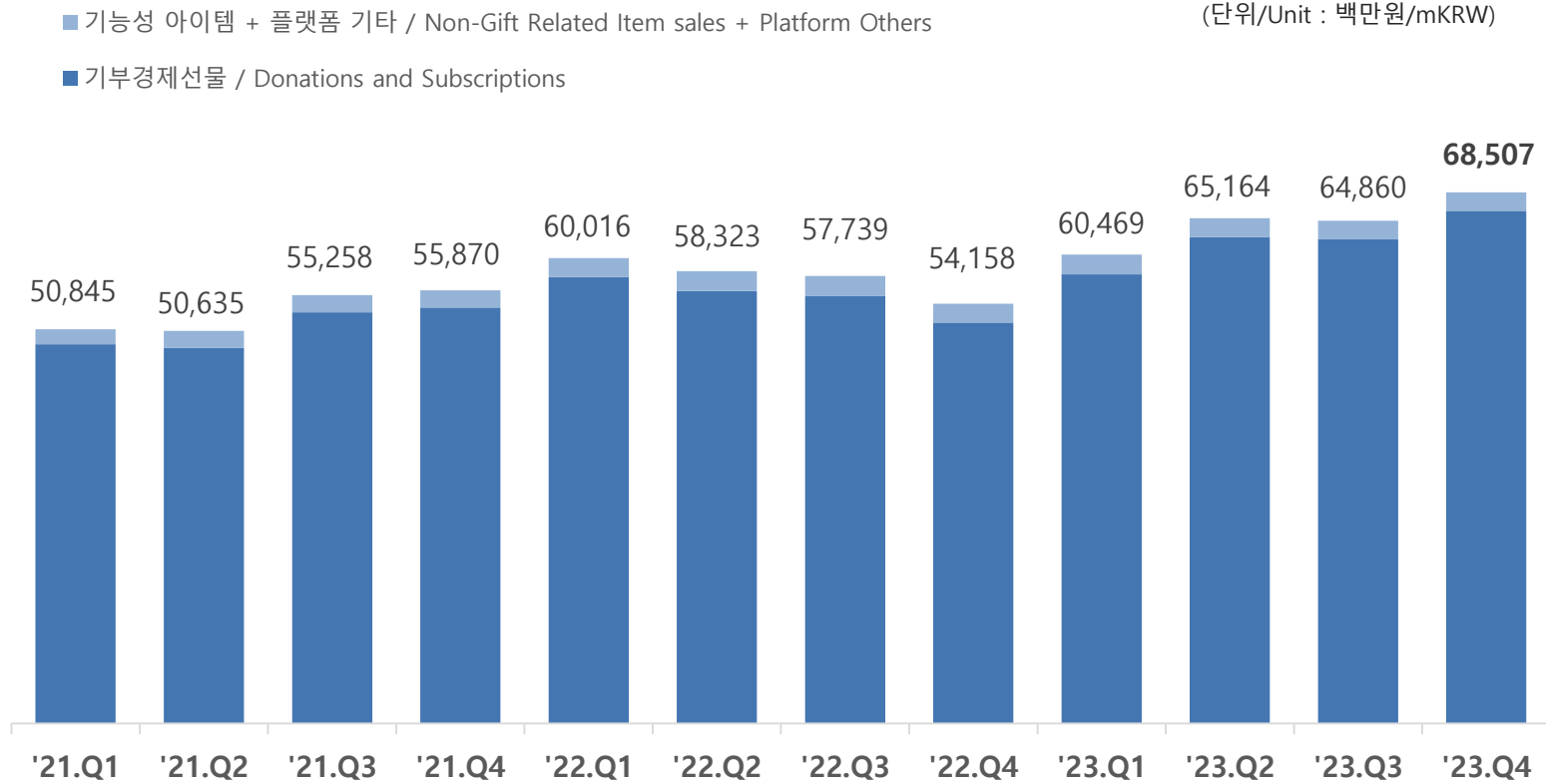
플랫폼 / Platform Service

'23.Q4 플랫폼 매출 685억원 (+5.6% Q/Q, +26.5% Y/Y)

- ARPPU(객단가)와 결제유저 증가에 따른 매출 상승

'23.Q4 Platform Service : 68.5 billion won (+5.6% Q/Q, +26.5% Y/Y)

- Growth in both ARPPU and the number of Paying User contributed to solid platform sales.



(단위/Unit : 백만원/mKRW)

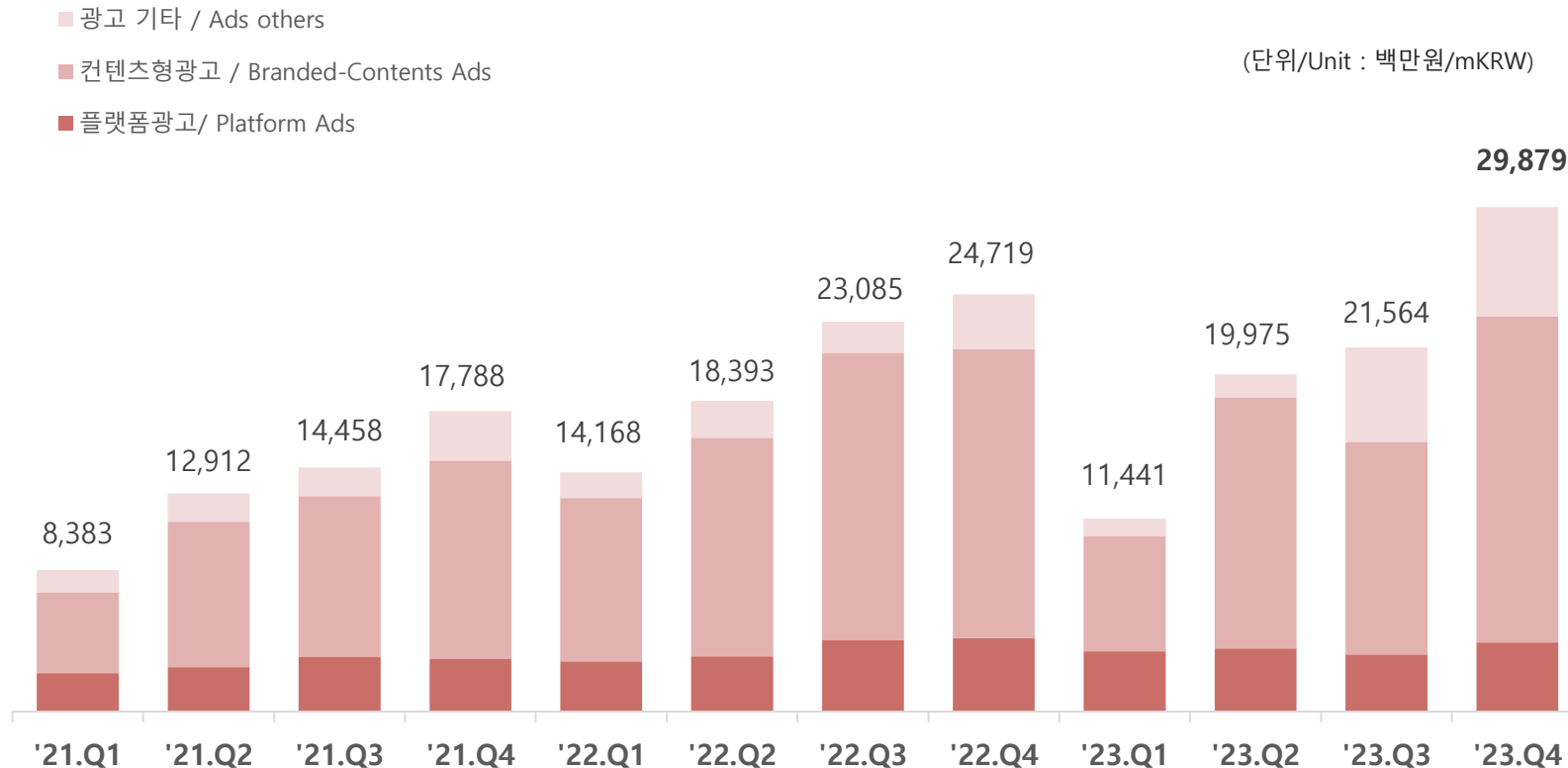
광고 / Advertisement

'23.Q4 광고 매출 299억원 (+38.6% Q/Q, +20.9% Y/Y)

- G-Star 등 오프라인 이벤트 증가 및 성수기 효과에 따른 매출 성장
 - 플랫폼 광고: 41억원 (+20.6% Q/Q, -5.7% Y/Y)
 - 콘텐츠형 광고: 193억원 (+53.5% Q/Q, +12.8% Y/Y)
 - 광고기타: 65억원 (+15.9% Q/Q, +98.9% Y/Y)

'23.Q4 Advertisement : 29.9 billion won (+38.6% Q/Q, +20.9% Y/Y)

- Increased demand of offline events such as G-star and a high season impact led to Ads revenue growth.
 - Platform Advertisement 4.1 billion won (+20.6% Q/Q, -5.7% Y/Y)
 - Branded Contents : 19.3 billion won (+53.5% Q/Q, +12.8% Y/Y)
 - Ads Others : 6.5 billion won (+15.9% Q/Q, +98.9% Y/Y)



- 광고 매출 내 매출분류를 재조정하며 콘텐츠형 및 기타광고 매출이 일부 조정되었습니다. 전체 광고 매출 규모에는 변동사항이 없습니다.
- Branded-content advertising and Ads-others revenue has been readjusted because of reallocation of Ads revenue breakdown, with no changes in the overall scales of advertisement sales.

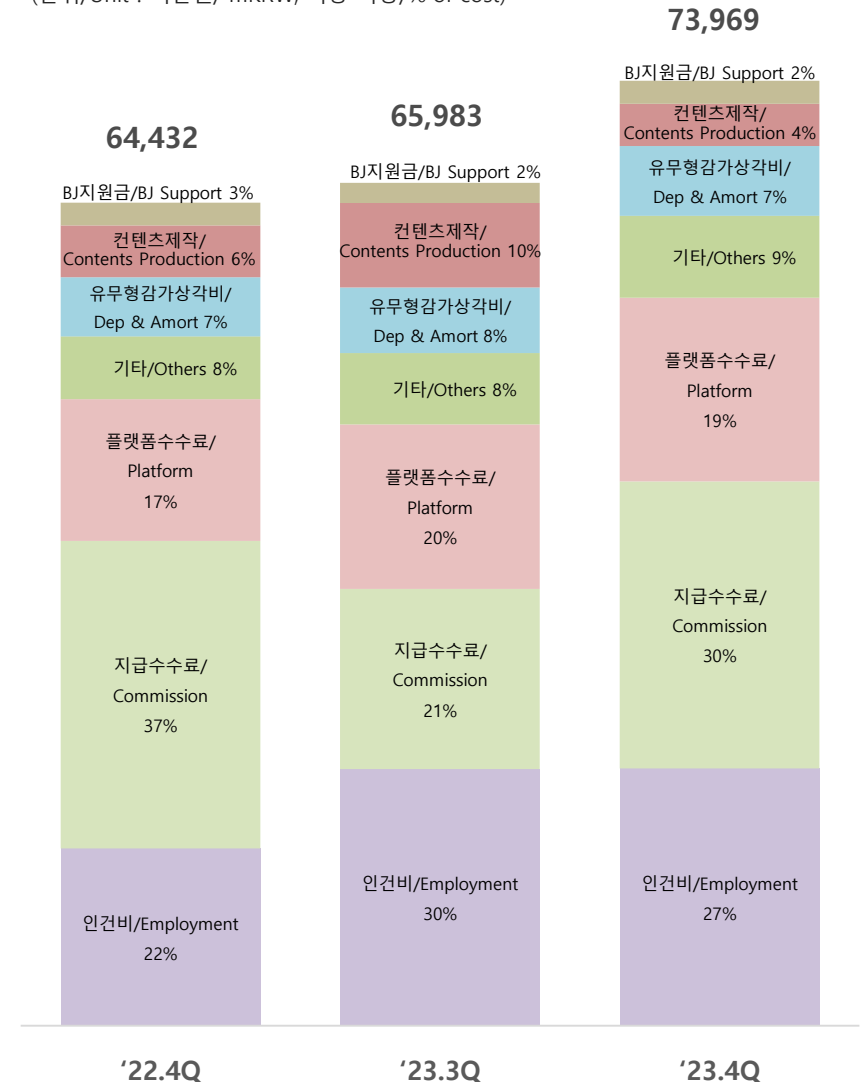
비용 / SG&A

비중 / Portion

비용/SG&A

(단위/Unit : 백만원/mKRW)	'23.Q4	QoQ	YoY	'23.Q3	'22.Q4
비용 SG&A	73,969	12%	15%	65,983	64,432
인건비 Labor cost	20,157	0.3%	45%	20,096	13,894
지급수수료 (중계권/기타) Commission (Copyrights/Others)	7,591	12%	-12%	6,773	8,602
지급수수료 (광고) Commission (Ads)	14,864	103%	-4%	7,336	15,462
과금수수료 Paying Charges	10,718	10%	51%	9,731	7,082
회선사용료 Internet circuit expense	3,662	17%	-9%	3,140	4,022
BJ 지원금 BJ support expense	1,800	14%	2%	1,573	1,772
컨텐츠제작비 Contents production cost	3,298	-50%	-19%	6,614	4,068
유무형감가상각비 Depreciation & Amortization	5,466	7%	18%	5,121	4,622
지급임차료 Rent	94	3%	43%	91	66
행사비 Event expense	1,148	236%	-12%	342	1,302
기타 Others	5,172	0.1%	46%	5,166	3,539

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



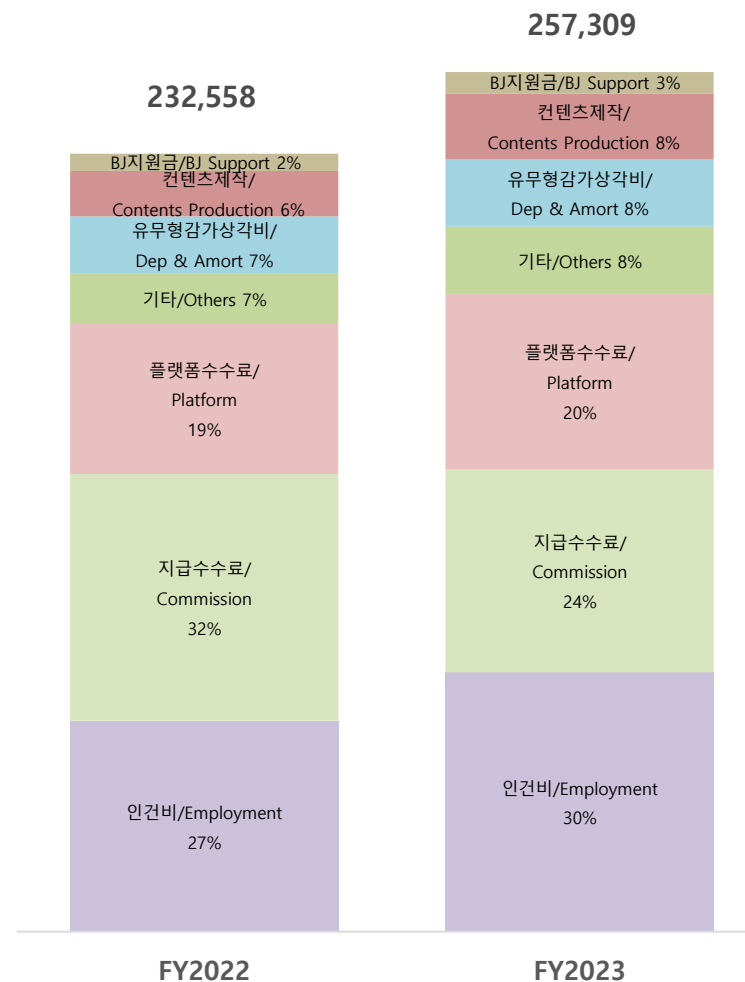
- 지급수수료 Commission = 중계권 수수료 Copyrights + 광고 수수료 Ads commission + 기타 수수료 Others commission
- 플랫폼수수료 Platform charge = 회선사용료 Paying Charges + 과금수수료 internet circuit expense
- 기타 Others = 지급임차료 Rent + 행사비 Event expense + 기타 Others

비용 / SG&A

비중 / Portion

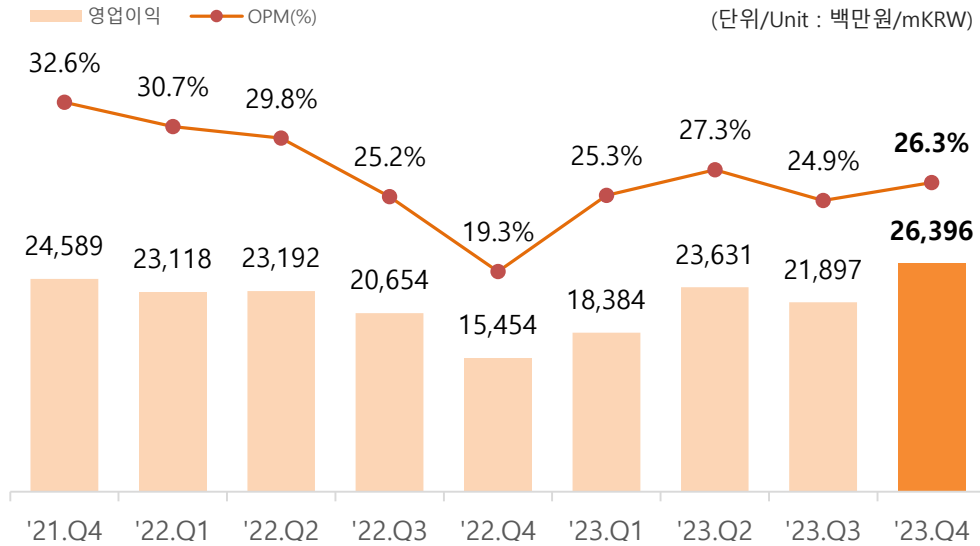
(단위/Unit : 백만원/mKRW)	FY 2023	YoY	FY 2022
비용 SG&A	257,309	11%	232,558
인건비 Labor cost	77,456	23%	63,014
지급수수료 (중계권/기타) Commission (Copyrights/Others)	25,128	-6%	26,818
지급수수료 (광고) Commission (Ads)	35,587	-24%	46,985
과금수수료 Paying Charges	38,539	28%	30,002
회선사용료 Internet circuit expense	13,868	-6%	14,797
BJ 지원금 BJ support expense	6,539	25%	5,212
컨텐츠제작비 Contents production cost	19,654	45%	13,601
유무형감가상각비 Depreciation & Amortization	20,088	18%	16,959
지급임차료 Rent	371	1%	368
행사비 Event expense	2,290	20%	1,912
기타 Others	17,788	38%	12,891

(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.Q4 영업이익 264억원 (+20.5% Q/Q, +70.8% Y/Y), OPM 26.3%

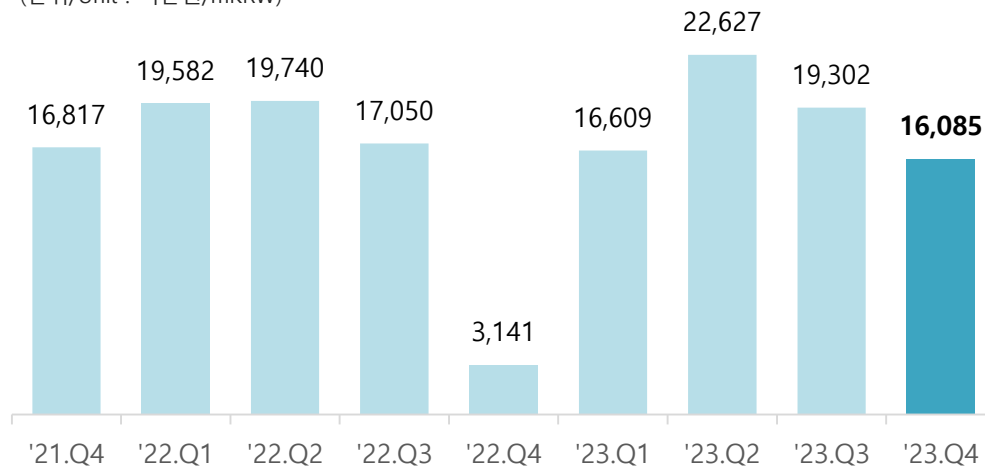
- 플랫폼 매출 성장 가속화 및 광고 수익성 강화에 따른 이익성장

'23.Q4 Operating profit 26.4 billion won (+20.5% Q/Q, +70.8% Y/Y), OPM 26.3%

- Accelerated platform revenue and strengthened advertising profitability buoyed the operating income.

당기순이익 / Net profit

(단위/Unit : 백만원/mKRW)



'23.Q4 당기순이익 161억원 (-16.7% Q/Q, +412.2% Y/Y)

- 시장 금리 상승에 따른 금융수익 증가와, 22년 4분기 일회성으로 인식한 법인세 증가 요인 제거에 따라 연간 순이익 성장 하였으나, 종속회사 영업권 손상에 따라 전 분기 대비 감소

'23.Q4 Net profit 16.1 billion won (-16.7% Q/Q, +412.2% Y/Y)

- Increasing financial incomes against a backdrop of escalating market interest rates, and elimination of an one-off factor that led to increased corporate tax in the fourth quarter of last year(2022) resulted in rapid year on year growth. However, recognition of impairment losses on our consolidated subsidiary led to a slow quarter on quarter result.

연결 재무상태표 / Consolidated Financial Statement

(단위/Unit : 백만원/mKRW)	2023.12.31	2023.09.30	2022.12.31
자산총계 Total assets	577,500	540,904	465,125
유동자산 Current assets	480,798	431,635	370,260
비유동자산 Non-current assets	96,702	109,269	94,866
부채총계 Total liabilities	284,722	261,511	223,951
유동부채 Current liabilities	274,085	249,352	217,402
비유동부채 Non-current liabilities	10,637	12,159	6,549
자본총계 Total shareholders' equity	292,777	279,392	241,175
자본금 Capital stock	5,747	5,747	5,747

