NHN

Investor Relations
January, 2022



Contents

3Q21 Earnings Summary Major Services

- GAME
- Payment & Ad
- Commerce
- Technology
- Contents

Appendix

3Q21 Earnings Summary

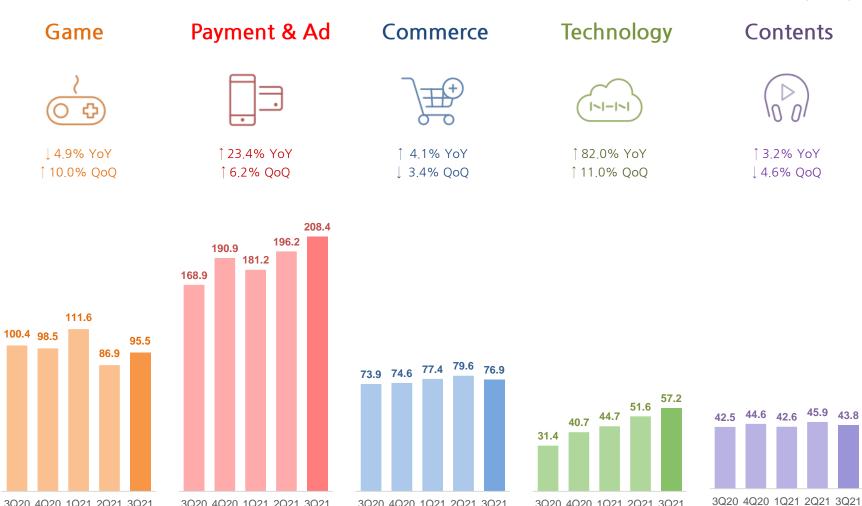
(KRW mil)	3Q20	2Q21	3Q21	Change	
				YoY	QoQ
Revenue	411,747	453,360	472,511	14.8%	4.2%
Games	100,423	86,872	95,532	-4.9%	10.0%
PC	35,261	39,832	40,714	15.5%	2.2%
Mobile	65,162	47,040	54,818	-15.9%	16.5%
Payment & Ad	168,872	196,238	208,430	23.4%	6.2%
Commerce	73,889	79,579	76,905	4.1%	-3.4%
Technology	31,448	51,568	57,248	82.0%	11.0%
Contents	42,485	45,937	43,831	3.2%	-4.6%
Others	1,956	1,135	1,456	-25.6%	28.3%
Internal transaction	-7,325	-7,969	-10,890	-	-
Operating Expenses	388,205	433,489	444,590	14.5%	2.6%
Commission	251,254	286,109	299,544	19.2%	4.7%
Labor	83,444	92,656	89,482	7.2%	-3.4%
Marketing	20,714	20,988	18,077	-12.7%	-13.9%
Depreciation	16,380	18,024	18,567	13.4%	3.0%
Communications	6,053	6,134	6,457	6.7%	5.3%
Others	10,360	9,578	12,462	20.3%	30.1%
Operating Income	23,542	19,871	27,922	18.6%	40.5%
OPM	5.7%	4.4%	5.9%	0.2%p	1.5%p
Non-Op Income	21,119	-808	34,575	63.7%	-
Non-Op Expenses	13,566	-3,844	9,962	-26.6%	-
Net Income before income tax expense	31,095	22,907	52,535	69.0%	129.3%
Income Tax	2,151	10,994	12,995	504.2%	18.2%
Net income from continuing operations	28,944	11,913	39,539	36.6%	231.9%
Net income from discontinued operations	3,135	3,276	4,961	58.3%	51.4%
Net Income	32,079	15,189	44,501	38.7%	193.0%
NPM	7.8%	3.4%	9.4%	1.6%p	6.0%p

[Revenue] KRW 472.5 bil. ↑ 14.8% YoY, ↑ 4.2% QoQ
[PC] Revenue up YoY as PC-mobile account linkage effect continued
PC Web-board game revenue up QoQ thanks to Chuseok holiday effect
[Mobile] Mobile Web-board, revenue increased led by newly added contents
Line Disney TsumTsum, collaborated with game 'Twisted Wonderland'
#Compass, collaborated with animation 'Overlord', held offline events
[Payment/Ad] NHN Payco's 3Q offline GMV ↑ 56% YoY, point charge ↑ 4.4x YoY
NHN KCP, domestic online payment & foreign merchants increased
[Commerce] Accommate, weak season, high base led by Singles' day revenue in 3Q20
NHN Global, shipping volume and # of users grew continuously
[Tech] NHN Cloud, contracts with public inst surpassed KRW 100b in past 12 months
Dooray!, public institution clients increased, co-working with Hancom group
NHN Techorus, MSP sales grew, selected as 'AWS premier consulting partner'
[Contents] Comico, romance-fantasy genre sales ↑, up QoQ despite marketing decrease
[Operating Expense] KRW 444.6 bil. ↑ 14.5% YoY, ↑ 2.6% QoQ
[Commission] Sales related commissions rose led by NHN KCP
[Labor] QoQ down due to base effect of bonus payments in 2Q
[Marketing] Comico (Pocket Comics) marketing decreased
[Depreciation] QoQ up due to server extension for Cloud business
[Others] Bad debt expenses increased in a few affiliates
[Operating Income] KRW 27.9 bil. ↑ 18.6% YoY, ↑ 40.5% QoQ
[Non-op] Gain on financial income at FVTPL increased
[Net Income] KRW 44.5 bil. ↑ 38.7% YoY, ↑ 193.0% QoQ



Operating Revenue

(KRW bn)



3Q20 4Q20 1Q21 2Q21 3Q21



Web-board Games

3Q 2021, traffic increased thanks to Chuseok holiday(Korean Thanksgiving) effect [PC & Mobile] 12.4% YoY, 5.2% QoQ



PC



- Hangame, No.1 domestic platform
- Hangame Poker Classic,PC Mobile account linkage
 - Google Play Launch (2020.9)
- Apple App Store Launch (2021.12)

Mobile



- Hangame, No.1 in mobile web-board
- Google Play Launch (2014 ~ 2017)
- Apple App Store Launch (2019. 8)





Mobile Games

Major games

LINE Disney Tsum Tsum



Compass



Yokai Watch Puni Puni



DragonQuest Keshi Keshi



Pipeline

GUNS UP!

Strategy Defense



- NHN Publishing
- SONY IP / Valkyrie Ent.
- Launch in 1Q22

#Compass Rhythm

Casual Rhythm



- NHN PA Developing
 - & Publishing
- Launch in 1H22

Project NOW

Survival RPG (Open world / Zombie themed)



- NHN Developing (PC & Mobile)
- Publisher (to be announced)
- o Launch in 2022

Japanese IP Midcore

PvPvE



- NHN PA Developing
- Popular IP in Japan
- Launch in 2023

Life-oriented P&E

Blockchain



- **NHN** Developing
- WemadeTree Wemix'
- Launch in 1H22





Payment & Ad

PAYCO

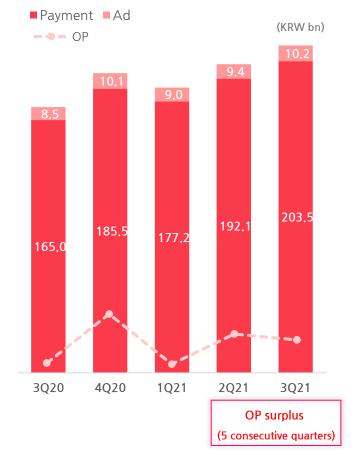
- Offline Payment GMV Growth (YoY 56%)
- Life-oriented financial platform, 'MyData' service launched (Dec. 2021)





- #1 PG company in Korea (M/S 24% as of September 2021)
- · Overseas merchants expansion (Apple, Tesla, etc.)
- New large-scaled merchants scheduled to launch

Payment & Ad Revenue







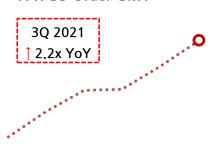
Offline Payment

PAYCO Order



- · Delivery, To-go, Table
- More than 60% of contracts launched
- Delivery Express, covering the whole Gyeonggi Province
- Payco Delivery in earnest at the end of 2021

PAYCO Order GMV



2Q20 3Q20 4Q20 1Q21 2Q21 3Q21

1Q20 2Q20 3Q20 4Q20 1Q21 2Q21 3Q21

Luncheon Coupon



DOOSAN



86k users

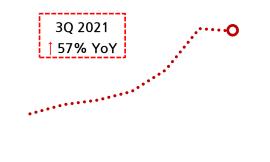
• 911 companies

 B2B business linked to gift certificates & points

sk hynix netmarble

NCSOFT 👌

PAYCO Luncheon Coupon GMV



• Campus Zone



- · 237 universities
 - oncampus {





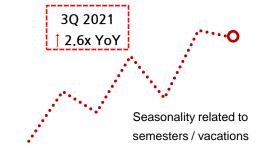






- Expanding # of places to use in campus
- Expecting benefit from 'Post-COVID'

PAYCO Campus Zone GMV



1Q20 2Q20 3Q20 4Q20 1Q21 2Q21 3Q21





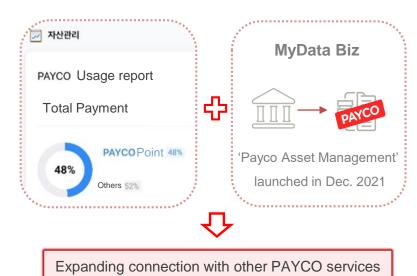
Service Expansion

- Profitability Improvement
 - Payco Point payment ↑
 - Payco Point Plus
 - Auto recharging
 - Plastic card launched

 (every domestic offline & overseas VISA merchant)
 - More points at special merchants
 - Customized Coupon ↑
 - Advertisers' 3-month retention: 80%



- Financial Service
 - Asset Management



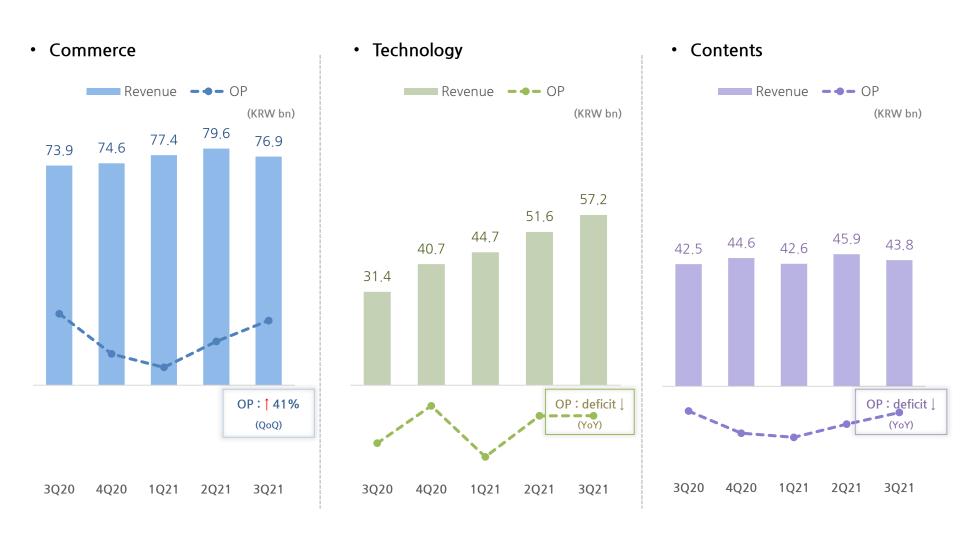
PAYCO Financial Market





Operating Profit

OP by Business sector







Commerce

|-|-|

1~1-1~1

COMMERCE ACCOMMATE [IPO in progress, Summer 2023]

3Q21 Consolidated GMV ↑ 19% YoY, expecting 4Q Singles' day effect



Cross-border E-commerce in China

Total support for domestic online merchants

Channel Business

B2B2C channeling, Direct purchasing of Korean goods







Service Business

Operating agency, Solution services





Small-sized merchants

shop by

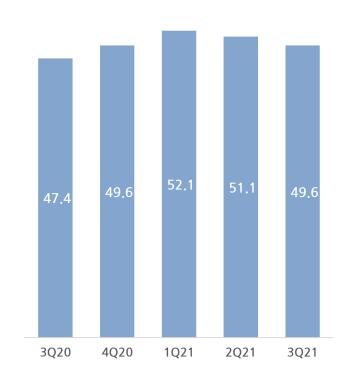


merchants shop by pro

shop by premium

NHN Commerce Revenue

(KRW bn)







Commerce



- Aiming at annual USD 1 billion GMV
- # of monthly retailers (3Q 2021) ↑ 30% YoY, ↑ 5% QoQ
- BM expansion in 2022
- 1) On/Offline Trade Show
 - : Omni-channel with 'live-commerce'
- Dropshipping
 - : targeting at small-sized retailers

USA. TOP Fashion **B2B** Marketplace Fashion Go* Retailers

FashionGo Dropshipping

- · Business model allowing retailers manage their own malls w/o inventory
- · Direct shipping from vendors to end-customers
- Official launch scheduled in January 2022

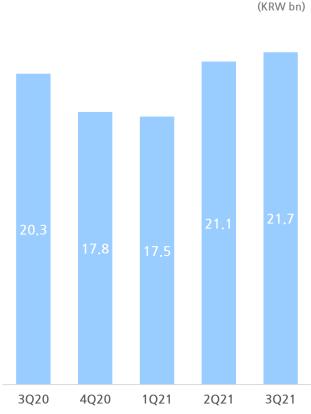
\$149B 2020 Global Market Volume \$557B

2025 Expected Global Market Volume

27% Small-sized retailers'

Conversion Rate

NHN Global Revenue



Source: Grandviewresearch, ecommerce platform, NHN Global, NHN





Technology

- CSP*- centered in Korea, MSP*- centered overseas
 - * CSP: Cloud Service Provider / MSP: Managed Service Provider
- Cloud regions in US & Japan / Extension to Southeast Asia in early 2022
- 3,364 Cloud service customers (as of October 2021)

(financial, game, major domestic social commerce companies, public institutions, etc.)



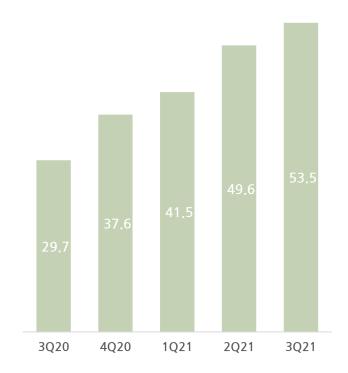
· External revenues' volume & portion up



- Adding new contracts with public institutions in Korea
- the first company acquired security certificates in all areas (laaS, SaaS, PaaS)

Cloud Business Revenue

(KRW bn)







Technology

Cloud Service Provider (CSP)

| Split-off planned in FY2022

- · Compatible with other cloud services based on 'Openstack'
- Notification solution: customization & management
 (300 per second / 720M of text & messenger notifications per month)
- · Local based new IDCs: co-working with local governments



N-N Dooray!

- All-in-one collaboration service based on mail / messenger / project
 - 'SNU', launched 'project' in early 2021, added 'mail' service in Oct.
- 'Dooray 2.0' to be launched
 (e-document, HR, corporate financial system, etc.)
 - 'HDC', added Dooray's 'e-document approval' service in Oct. 2021
- · Cooperation with Hancom group to strengthen the public sector

Managed Service Provider (MSP)

TECHORUS

- AWS Top 5 MSP Partner in Japan
- Selected as 'Premier Consulting Partner', the highest grade of APN(Amazon Partner Network) in Oct. 2021
- Global MSP Expansion: AWS Premier Partners in Japan & US





- Global cloud(Google Cloud, etc.) re-sale growth
- Sales representative of NHN Cloud in foreign market





Contents

USA

KOR

COMICO

JPN

comico

- KOR/USA/JPN 'One Build' strategy
- · Global women-oriented webtoon platform
- 'Pocket Comics' (ENG), launched in July, 2020
- · Strength on romance-fantasy genre
- · Strengthening production and sourcing

리켓링크 (NHN Ticketlink)

- Online sports & concerts ticket reservation service
- The most KBO (Korean MLB) ticket reservation
- 3Q sports ticket sales ↓, expecting benefit from 'Post-COVID'
- New business models : contents making, etc.

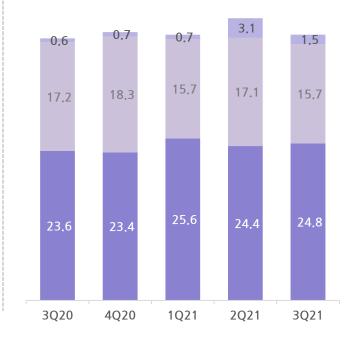
Bnasi.

- · Major music distributor
- Exclusive BGM supplier of 'Cyworld'
- Sold off the stake of 'J planet' & 'How entertainment' (Aug. & Sep.)

Revenue of major contents affiliates

■NHN Comico ■ NHN Bugs ■ Ticketlink

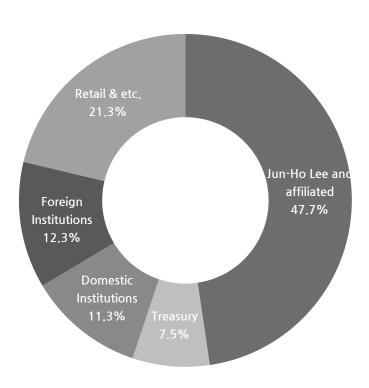
(KRW bn)





Appendix

Shareholding Structure



* As of September, 2021

Description

Listed market

KOSPI Ticker 181710 KS

Listed shares

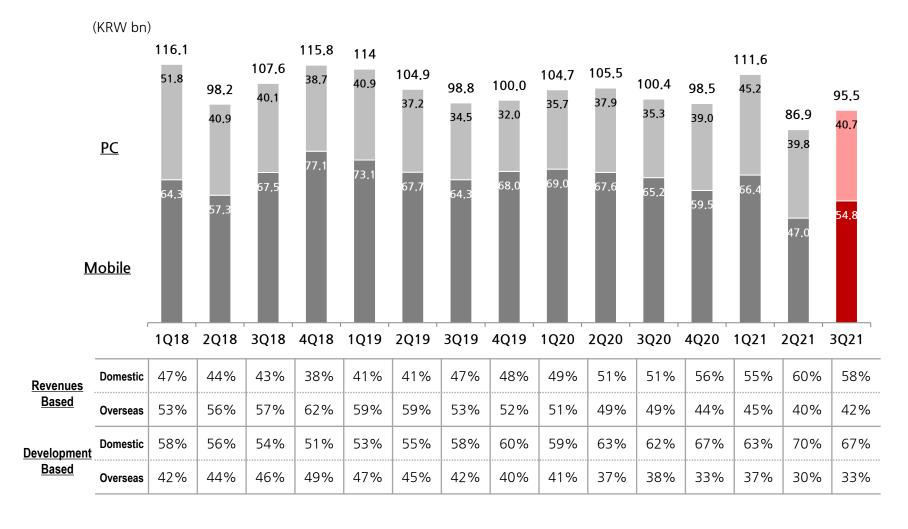
19,565,025 Shrs (Treasury 1,466,171shrs, 7.49%)

- Employees (as of September, 2021)
 - 4,868 ppl (consolidated) 819 ppl (NHN)
- Headquarters

Play Museum, Seong-nam, Gyeong-gi, Korea

Appendix

Game Revenues





Appendix



* As of September 2021

GAME **Consolidated

NHN PlayArt (100%)**

NHN PIXELCUBE (100%) **

BIGMFOOT NHN BIG FOOT (100%) **

NHN RPG (100%) **

Payment

NHN PAYCO (68%) **

NHN Korea Cyber Payment (41%) - 060250 KS**

UBIVELOX UBIVELOX (9%) - *089850 KS*

Advertisement

1~1-1~1

PAYCO

KCP

NHN ACE (100%) **

NHN AD (79%) **

//// 11H 11M (100%) **

Others

NHN Investment (100%) **

 Commerce

NHN Global (100%) **

COMMERCE NHN Commerce (68%) **

ACCOMMATE Accommate Holdings (100%) **

Wetoo NHN wetoo (100%) **

Technology

TECHORUS NHN Techorus (100%) **

PNP Secure (70%) ** (sold off in 4Q21)

CLOUDNEXA INC (100%) **

NHN Enterprise (100%) **

Dooray! NHN Dooray! (100%) **

NHN DATA (100%) **

Contents

COMICO (100%) **

Bugs! NHN BUGS (45%) - 104200 KS**

 Appendix / Parent

Income Statement

(mil. KRW)	3Q20	4Q20	1Q21	2Q21	3Q21
Sales	64,346	77,961	80,801	78,019	79,395
Game	38,517	43,228	46,385	40,685	41,160
Others	25,829	34,733	34,416	37,334	38,235
Operating Expenses	62,512	68,314	70,054	68,453	71,232
Commission	27,344	32,722	32,593	32,038	35,275
Labor	23,248	22,106	25,563	24,044	21,583
Marketing	2,777	4,609	2,607	3,018	3,348
Depreciation	4,775	4,453	4,970	5,406	6,063
Others	4,368	4,424	4,321	3,948	4,963
Operating Income	1,834	9,647	10,747	9,566	8,164
OPM	2.9%	12.4%	13.3%	12.3%	10.3%
Financial Income	460	30,564	32,511	2,526	3,488
Other Income	48,364	2,094	8,131	289	723
Financial Expense	1,776	104,062	1,445	-279	-136
Other Expense	947	15,399	401	312	466
Pre-tax Income	47,934	-77,156	49,544	12,347	12,044
Income Tax	-1,932	-622	1,380	4,294	1,688
Net Income	49,866	-76,534	48,164	8,053	10,356
NPM	77.5%	-98.2%	59.6%	10.3%	13.0%

Balance Sheet

(mil. KRW)	3Q20	4Q20	1Q21	2Q21	3Q21
Current Assets	94,155	91,460	147,041	155,415	151,253
Cash and Cash Equivalent	16,924	19,229	40,052	81,981	30,187
Accounts Receivables	68,440	59,627	62,969	55,479	62,916
Others	8,792	12,604	44,020	17,955	58,150
Non-current Assets	1,594,765	1,520,757	1,596,753	1,597,449	1,630,105
Tangible Assets	183,821	183,869	184,337	190,988	195,925
Intangible Assets	24,397	14,928	14,736	14,803	14,882
Investment Assets	1,345,649	1,279,187	1,380,695	1,369,189	1,396,593
Others	40,899	42,774	16,984	22,469	22,705
Total Assets	1,688,921	1,612,217	1,743,793	1,752,864	1,781,358
Current Liabilities	61,110	67,579	65,134	77,672	81,303
Accounts Payables	35,663	27,855	27,383	28,584	25,363
Short-term Borrowings	0	8,000	0	5,000	0
Accrued Income Taxes	5,172	6,410	14,333	16,806	26,596
Others	20,275	25,314	23,418	27,282	29,345
Non-current Liabilities	30,500	32,710	31,559	41,793	40,060
Long-term Accounts Payables	776	674	674	674	674
Allowance for Severance Pay	28,474	30,487	29,394	28,727	27,360
Others	1,249	1,550	1,492	12,392	12,026
Total Liabilities	91,609	100,289	96,693	119,465	121,363
Shareholders' Equity	1,597,311	1,511,928	1,647,101	1,633,398	1,659,995
Paid-in Capital	9,783	9,783	9,783	9,783	9,783
Capital Surplus	1,273,667	1,273,667	1,273,667	1,273,667	1,273,667
Capital Adjustment	-82,014	-91,507	-105,312	-111,783	-122,254
Other Comprehensive Income	-7,525	-5,953	73,321	58,038	54,025
Retained Earnings	403,401	325,938	395,642	403,694	444,774
Total Equity	1,597,311	1,511,928	1,647,101	1,633,398	1,659,995

/ Consolidated

Appendix

Income Statement

Balance Sheet

(mil. KRW)	3Q20	4Q20	1Q21	2Q21	3Q21	
Sales	411,747	444,892	451,982	453,360	472,511	(
Game	100,423	98,474	111,609	86,872	95,532	
Payment & Ads	168,872	190,907	181,192	196,238	208,430	
Commerce	73,889	74,627	77,363	79,579	76,905	_
Technology	31,448	40,715	44,739	51,568	57,248	1
Content	42,485	44,563	42,588	45,937	43,831	
Others	1,956	1,633	821	1,135	1,456	
Internal transactions	-7,325	-6,026	-6,329	-7,969	-10,890	
Operating Expenses	388,205	429,746	426,877	433,489	444,590	
Commission	251,254	280,408	277,771	286,109	299,544	_
Labor	83,444	88,936	92,489	92,656	89,482	-
Marketing	20,714	23,769	22,469	20,988	18,077	•
Depreciation	16,380	16,688	17,504	18,024	18,567	
Communications	6,053	6,183	6,008	6,134	6,457	
Others	10,360	13,762	10,636	9,578	12,462	
Operating Income	23,542	15,146	25,105	19,871	27,922	1
OPM	5.7%	3.4%	5.6%	4.4%	5.9%	•
Financial Income	13,245	71,944	11,979	5,421	28,874	
Equity Method Income	2,962	4,139	1,143	1,037	1,983	
Other Income	4,911	12,446	13,701	-7,266	3,718	
Financial Expense	7,508	39,017	6,977	2,313	7,220	
Equity Method Loss	1,128	-692	2,605	1,138	1,101	٦
Other Expense	4,929	100,942	11,795	-7,295	1,641	9
Net Income before income tax expense	31,095	-35,593	30,551	22,907	52,535	
Income Tax	2,151	8,661	10,355	10,994	12,995	
Net Income from continuing operations	28,944	-44,253	20,196	11,913	39,539	
Net Income from discontinued operations	3,135	3,858	3,654	3,276	4,961	1
Net Income	32,079	-40,396	23,849	15,189	44,501	
NPM	7.8%	-9.1%	5.3%	3.4%	9.4%	

(mil. KRW)	3Q20	4Q20	1Q21	2Q21	3Q21
Current Assets	1,084,377	1,089,519	1,121,603	1,140,252	1,357,210
Cash and Cash Equivalent	498,218	534,565	556,442	588,025	645,779
Accounts Receivables	246,775	246,561	254,308	232,955	246,187
Others	339,385	308,393	310,853	319,272	465,245
Non-current Assets	1,478,431	1,464,045	1,550,172	1,556,637	1,502,885
Tangible Assets	379,277	377,921	378,173	389,481	376,685
Intangible Assets	479,615	406,178	419,525	421,064	395,919
Investment Assets	452,000	536,067	640,351	629,327	620,728
Accounts Receivable	30,954	30,133	34,094	30,851	30,006
Others	136,585	113,746	78,029	85,913	79,548
Total Assets	2,562,808	2,553,564	2,671,775	2,696,888	2,860,095
Current Liabilities	520,746	561,480	573,309	595,089	639,488
Accounts Payables	326,932	357,226	358,224	366,451	387,683
Short-term Borrowings	76,610	76,883	82,511	83,118	76,913
Accrued Income Taxes	22,370	21,998	27,904	30,622	35,996
Others	94,834	105,372	104,670	114,897	138,896
Non-current Liabilities	147,320	147,919	144,892	156,805	155,428
Long-term Accounts Payables	20,707	21,181	21,194	21,357	21,326
Long-term Borrowings	46,313	43,194	35,349	37,703	35,363
Allowance for Severance Pay	53,225	58,686	60,358	59,615	60,327
Deferred Income Tax Credits	16,444	14,710	17,958	17,706	17,718
Others	10,632	10,148	10,032	20,424	20,694
Total Liabilities	668,067	709,399	718,201	751,894	794,916
Shareholders' Equity	1,646,258	1,596,909	1,704,352	1,692,360	1,786,760
Paid-in Capital	9,783	9,783	9,783	9,783	9,783
Capital Surplus	1,237,639	1,237,639	1,237,639	1,237,639	1,237,639
Capital Adjustment	-67,423	-77,474	-90,927	-97,011	-82,953
Other Comprehensive Income	-9,265	-7,117	90,074	72,642	93,071
Retained Earnings	475,524	434,078	457,783	469,308	529,220
Non-controlling Interests	248,483	247,256	249,223	252,634	278,419
Total Equity	1,894,741	1,844,165	1,953,574	1,944,994	2,065,179