

DEVSISTERS

IR PRESENTATION
2024. 05

- ▶ Earning Summary & Financial Highlights
- ▶ Sales/Cost Breakdown
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This material and the contents contained herein represent **consolidated operating results prepared in accordance with Korean International Financial Reporting Standards (K-IFRS)**.

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Earnings Summary

▶ Earning Summary & Financial Highlights

▶ Sales/Cost Breakdown

▶ Live Service

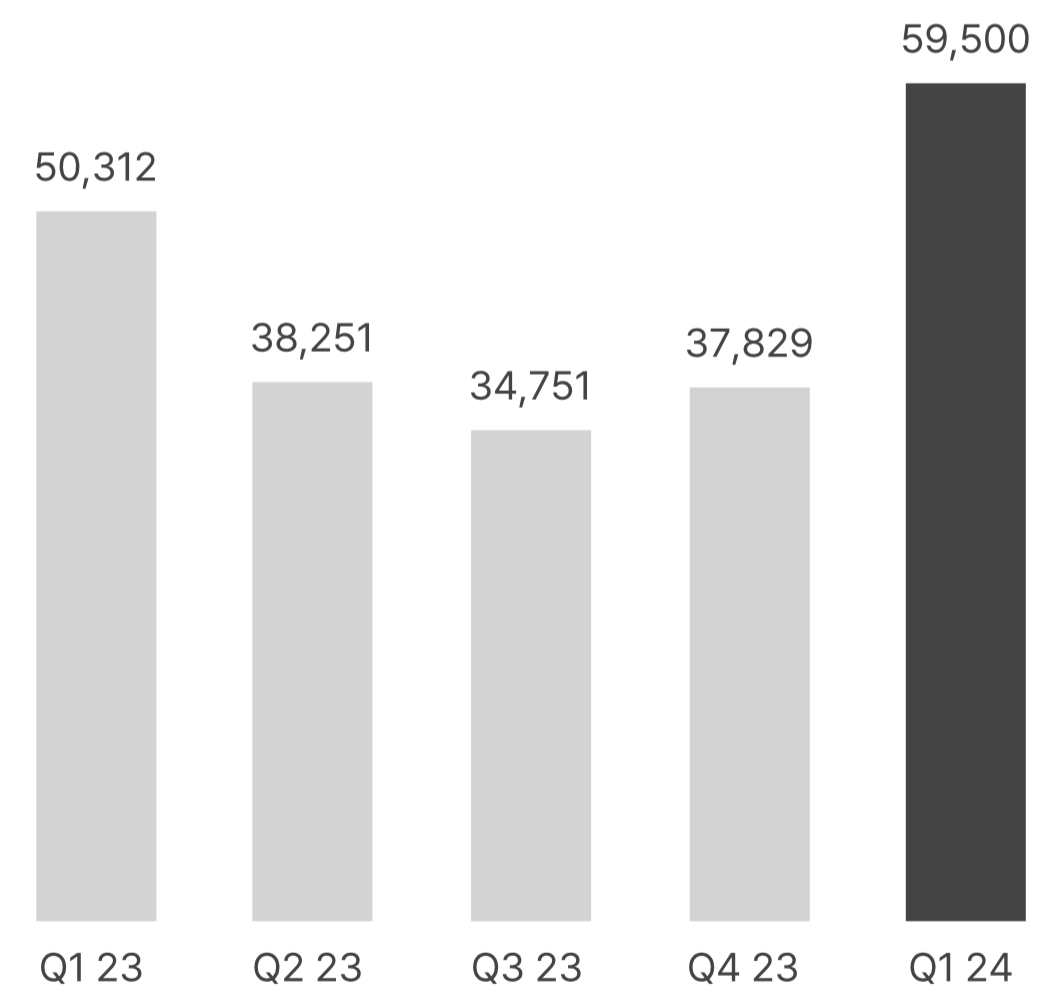
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Q1 FY2024 Sales: **59.5 billion KRW**, Operating Profit: **8.1 billion KRW**, Net Profit: **9.5 billion KRW**

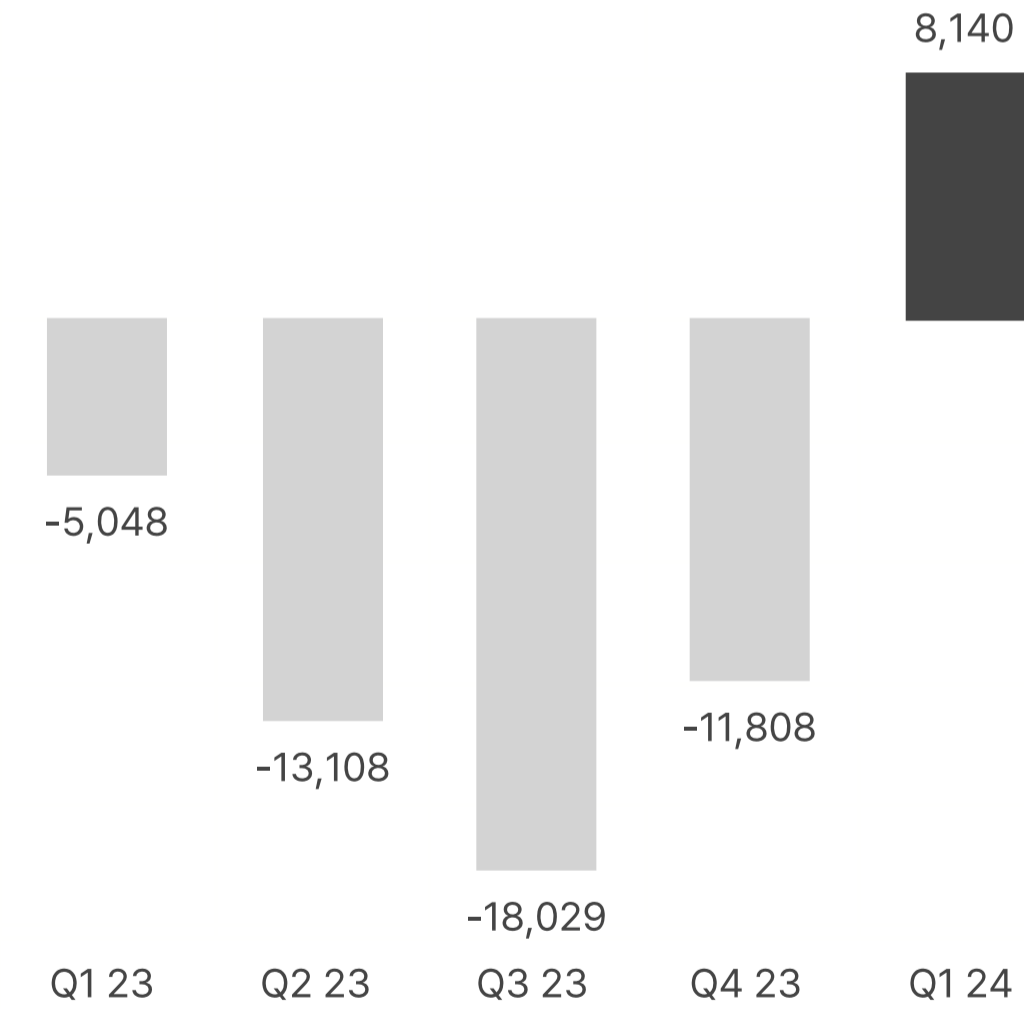
Sales

YoY 18.3%, QoQ 57.3%



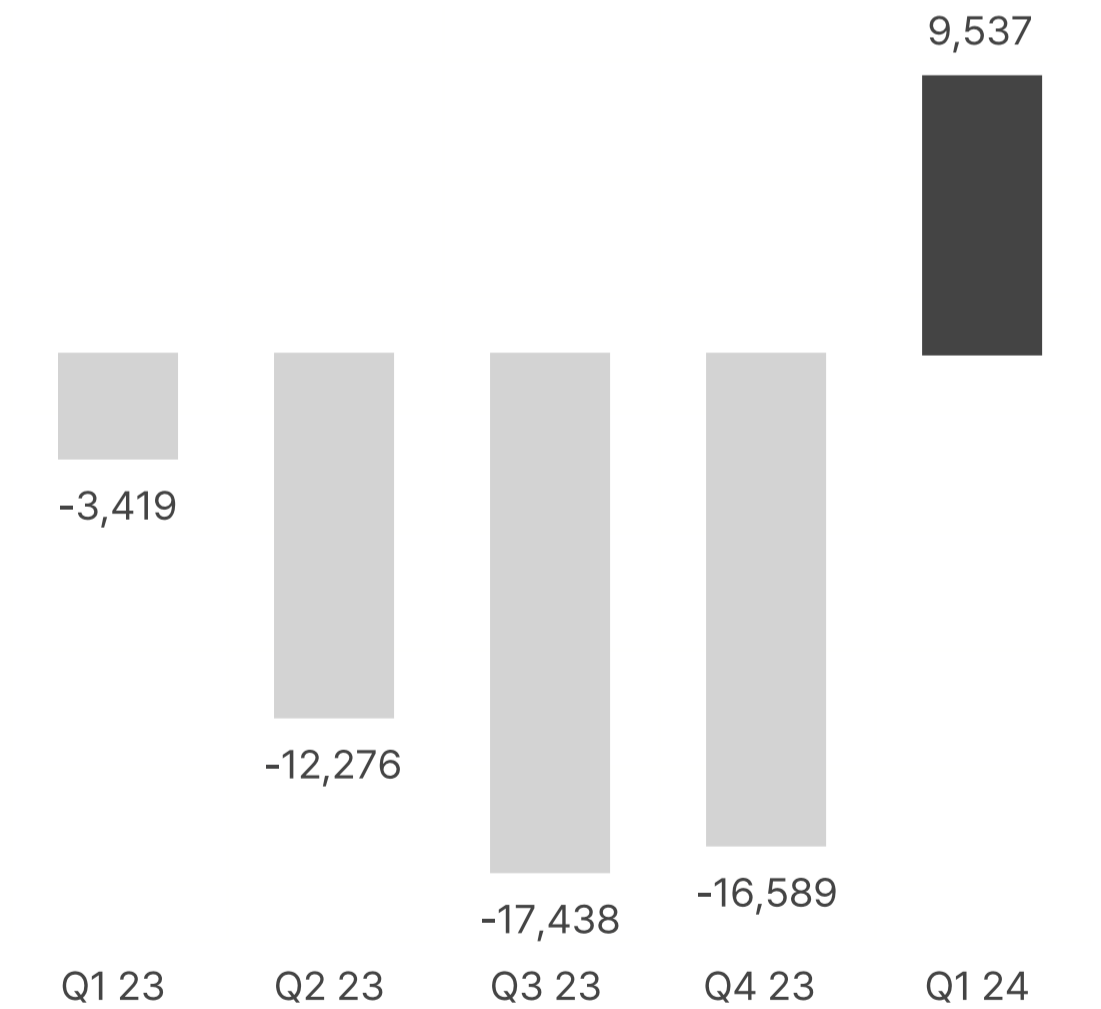
Operating Profit

YoY Turn a profit, QoQ Turn a profit



Net Profit

YoY Turn a profit, QoQ Turn a profit (unit: million KRW)



Financial Highlights and Plans

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Q1 Business Performance : Achieved an operating profit of 8.1 billion KRW through revenue growth and cost efficiency policy

Sales

- Solid revenue rebound through a successful live operation of major service games
 - Significant rebound of revenue and user metrics through the successful 3rd-anniversary update of 'CookieRun: Kingdom'
 - Diversified the main revenue source with the establishment of 'CookieRun: Kingdom' in China, launched at the end of 2023
 - Maintained stable revenue contribution from 'CookieRun: OvenBreak', which is in its 9th year since the release

Cost and Profits

- Overall cost efficiency policy effects
 - Reduction in overall operating costs through efficient cost expenditures
 - Reduction in major fixed costs through organizational restructuring and management efficiency implemented after the second half of 2023
- Achieved an operating profit of 8.1 billion KRW through revenue growth and cost efficiency policy effect (operating profit margin of 13.7%)

New Projects and Issues

- 24.03.15 Global release of new title 'CookieRun: Witch's Castle'
 - Provided differentiated enjoyment by combining puzzle play and cinematic storytelling based on a solid story(prequel) of CookieRun IP
 - Aims for stable growth through continuous balancing and core content updates
- 'CookieRun' (formerly 'CookieRun for Kakao')
 - Laying the groundwork for metric rebound through 11th-anniversary update
 - Signed publishing contract with Krafton Inc. for Indian region

Q2 Status and Plans

'CookieRun: Tower of Adventures'

- 24.01.19~02.04 Received feedback from global users and evaluated game elements through global CBT
 - Improvements: Revamped gacha system, applied ultimate skills for 1-star cookies, changed Glass Labyrinth as a competitive content, adjusted Cookie tagging system in story mode, etc.
- 24.04.26~06.25 Global pre-registration through Apple App Store and Google Play
- 24.06.26 Global release (excluding Japan and China)

'CookieRun'

- Established itself as a major revenue source in 2Q after experiencing substantial growth in user metrics and revenue through 11th-anniversary update

'CookieRun' India

- Plan to accelerate localization preparations with publisher(Krafton), including strategy for the Indian region, content development, and business model design

Q1 FY2024 Sales and Cost Breakdown

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Sales Breakdown

(unit: million KRW)

	Q4 23	Q1 24	QoQ	Q1 23	YoY
Game Sales	36,580	58,055	58.7%	49,608	17.0%
Domestic	15,373	18,950	23.3%	21,394	-11.4%
Overseas	21,206	39,105	84.4%	28,214	38.6%
Merchandise, Royalty, and Other Sales	1,250	1,446	15.7%	704	105.4%
Total Sales	37,829	59,500	57.3%	50,312	18.3%

Cost Breakdown

(unit: million KRW)

	Q4 23	Q1 24	QoQ	Q1 23	YoY
Operating Cost	49,637	51,361	3.5%	55,361	-7.2%
Labor	20,720	15,927	-23.1%	19,010	-16.2%
Service Fee	17,239	21,673	25.7%	20,633	5.0%
Advertising	4,330	2,688	-37.9%	2,524	6.5%
Other	7,348	11,073	50.7%	13,193	-16.1%
Operating Income	-11,808	8,140	Turn a profit	-5,048	Turn a profit
Net Income	-16,589	9,537	Turn a profit	-3,419	Turn a profit

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Q1 FY2024

- The Beast-Yeast update, the 3rd-anniversary update, was released in January
- Introduction of new cookies, costumes, and growth elements in the update contributed to overall metrics improvement
- Various user-focused initiatives were launched to mark the 3rd anniversary, such as fan art festival, opening 3rd-anniversary website and so on

Q2 FY2024 Status and Outlook

- The Town Square update aimed to go beyond MMORPG and also attract MORPG players
- The Beast-Yeast episode kicked off with the release of new episodes and Legendary/Beast Cookies



Q1 FY2024

- Various events and content were released as part of a new special season planned in February

Q2 FY2024 Status and Outlook

- New Dragon-related stories to be revealed, along with system enhancements to improve gameplay engagement
- Special events commemorating the Season 9 update were held at the end of April
- Online live broadcasting of preliminary rounds of CookieRun: Ovenbreak esports competition will take place in May

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CookieRun: Witch's Castle



Q1 FY2024

- Official global launch in March
- Generated players' anticipation for the original characters of CookieRun: Witch's Castle and the prequel of CookieRun: Kingdom

Q2 FY2024 Status and Outlook

- Update made in April based on early users' feedback, resulting in improved metrics and positive responses
- Plan to maintain strong metrics through ongoing level balancing and updates

CookieRun



Q1 FY2024

- Conducted an update after 7 years to commemorate the 11th anniversary and express gratitude for our fans' long-standing support
- Introduced new cookies, pets, treasures, special events, and rewards along with other content updates to build excitement among fans for the game

Q2 FY2024 Status and Outlook

- Continued focus on enhancing user experience and scheduling various events
- Aim to keep the community engaged by regularly introducing new packages and events

New Project

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CookieRun: Tower of Adventures



Basic Information

- Genre: Casual Co-op Action Adventure
- Platform: Mobile, PC(Google Play Games)
- Supported countries: Available globally (excluding Japan & China)

Key Features

- The first 3D mobile game in the CookieRun franchise
- Cooperative content to enjoy with family and friends, and single-player content for solo players
- Easy to control for players of all ages and genders

CookieRun: OvenSmash



Basic Information

- Genre: PvP shooter
- Platform: Mobile
- Supported countries: TBA

Key Features

- On top of leveraging CookieRun IP's global recognition, the casual features in the game make the game more accessible
- Enhanced action and polished controls help improve hit satisfaction, motion, and cut scenes

Consolidated Financial Statements

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Statement of Financial Position

(unit: milion KRW)

	Q4 23	Q1 24
Assets		
Current assets	80,056	93,472
Cash and cash equivalents	8,230	7,783
Other financial assets	46,031	53,619
Trade receivables	13,230	20,588
Other receivables	4,313	4,183
Other current assets	6,242	4,250
Inventory assets	925	981
Current tax assets	1,085	2,068
Non-current assets	159,696	154,718
Other long-term receivables	7,145	7,197
Long-term financial assets	118,460	116,711
Other non-current assets	103	93
Investments in affiliated companies	2,298	2,239
Tangible assets	11,630	10,651
Intangible assets	6,752	5,973
Right of use assets	13,308	11,854
Total assets	239,752	248,190

	Q4 23	Q1 24
Liabilities		
Current liabilities	25,693	24,780
Other payables	8,885	7,310
Other current liabilities	4,124	4,848
Current tax liabilities	106	112
Other current financial liabilities	6,841	6,841
Current lease liabilities	5,737	5,670
Non-current liabilities	79,502	81,832
Other long-term payables	4,465	4,691
Other non-current liabilities	5,045	4,730
Net defined benefit liabilities	187	233
Provisions for non-current liabilities	817	818
Other non-current financial liabilities	61,366	64,999
Non-current lease liabilities	7,621	6,359
Total liabilities	105,194	106,611
Equity		
Equity reverting to the owner of the parent company	132,542	139,158
Capital	5,993	5,999
Other paid-in capital	123,038	124,052
Retained earnings (losses)	(9,148)	(3,700)
Other accumulated comprehensive income	12,659	12,807
Non-controlling equity interest	2,015	2,420
Total equity	134,557	141,579
Total liabilities and equity	239,752	248,190

Consolidated Financial Statements

Comprehensive Income Statement

(unit: million KRW)

	Q1 23	Q2 23	Q3 23	Q4 23	Q1 24
Sales	50,312	38,251	34,751	37,829	59,500
Operating Cost	55,361	51,359	52,779	49,637	51,361
Operating Income	-5,048	-13,108	-18,029	-11,808	8,140
Non-operating Income	1,631	935	630	-4,748	1,399
Pre-tax Income	-3,418	-12,172	-17,399	-16,556	9,538
Income Tax	1	103	40	33	1
Net Income	-3,419	-12,276	-17,438	-16,556	9,537
Controlling Interest	-3,419	-12,276	-17,438	-16,464	9,352
Non-controlling Interest	0	0	0	-125	185

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