

DEVSISTERS

IR PRESENTATION
2024.08

DISCLAIMER

This material and the contents contained herein represent **consolidated operating results prepared in accordance with Korean International Financial Reporting Standards (K-IFRS)**.

Please be advised that the financial performance results and operating results for the **Q2 FY2024** contained herein are provided for the convenience of investors and have not been reviewed by an external auditor. Therefore, these contents are subject to change depending on the outcome(s) of future external auditor review(s).

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Earnings Summary

▶ Earning Summary & Financial Highlights

▶ Sales/Cost Breakdown

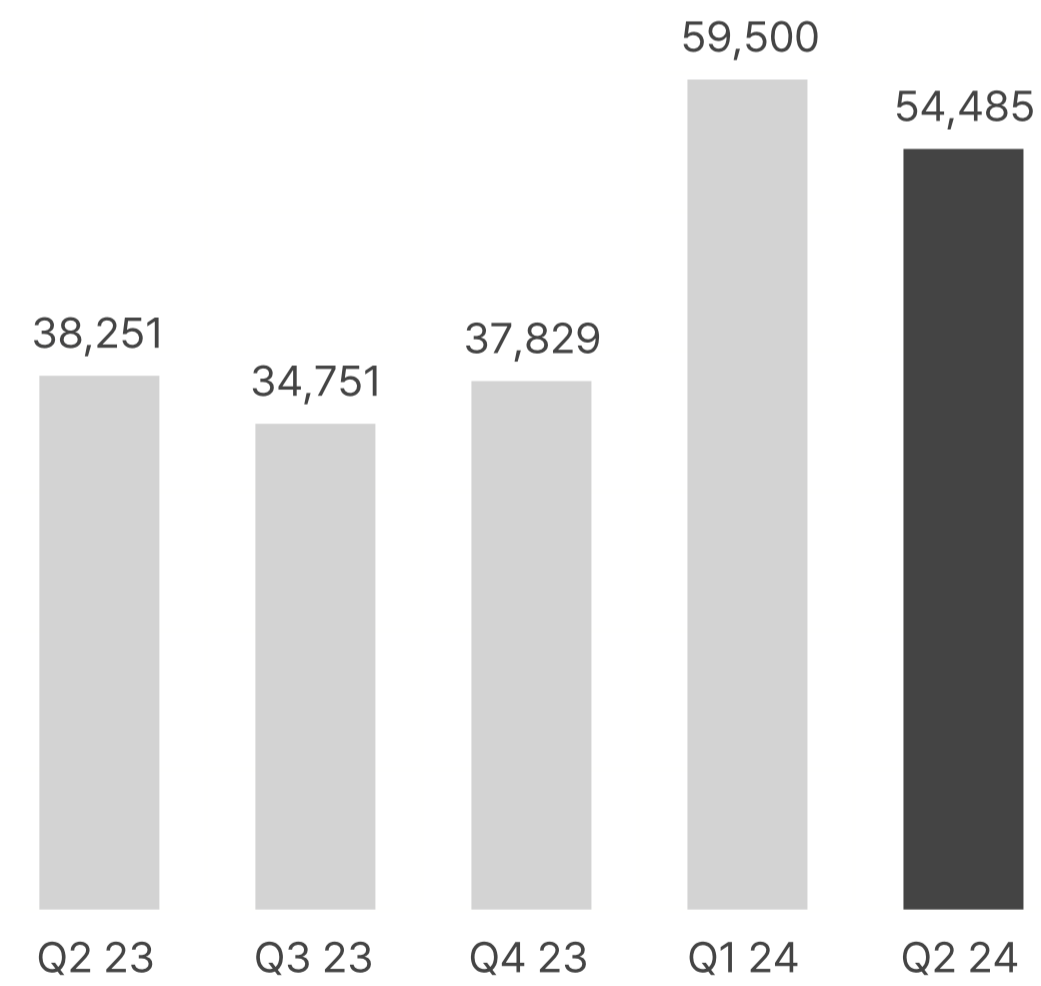
▶ Game Pipeline

▶ Appendix

Q2 FY2024 Sales: 54.5 billion KRW, Operating Profit: 4.9 billion KRW, Net Profit: 6.3 billion KRW

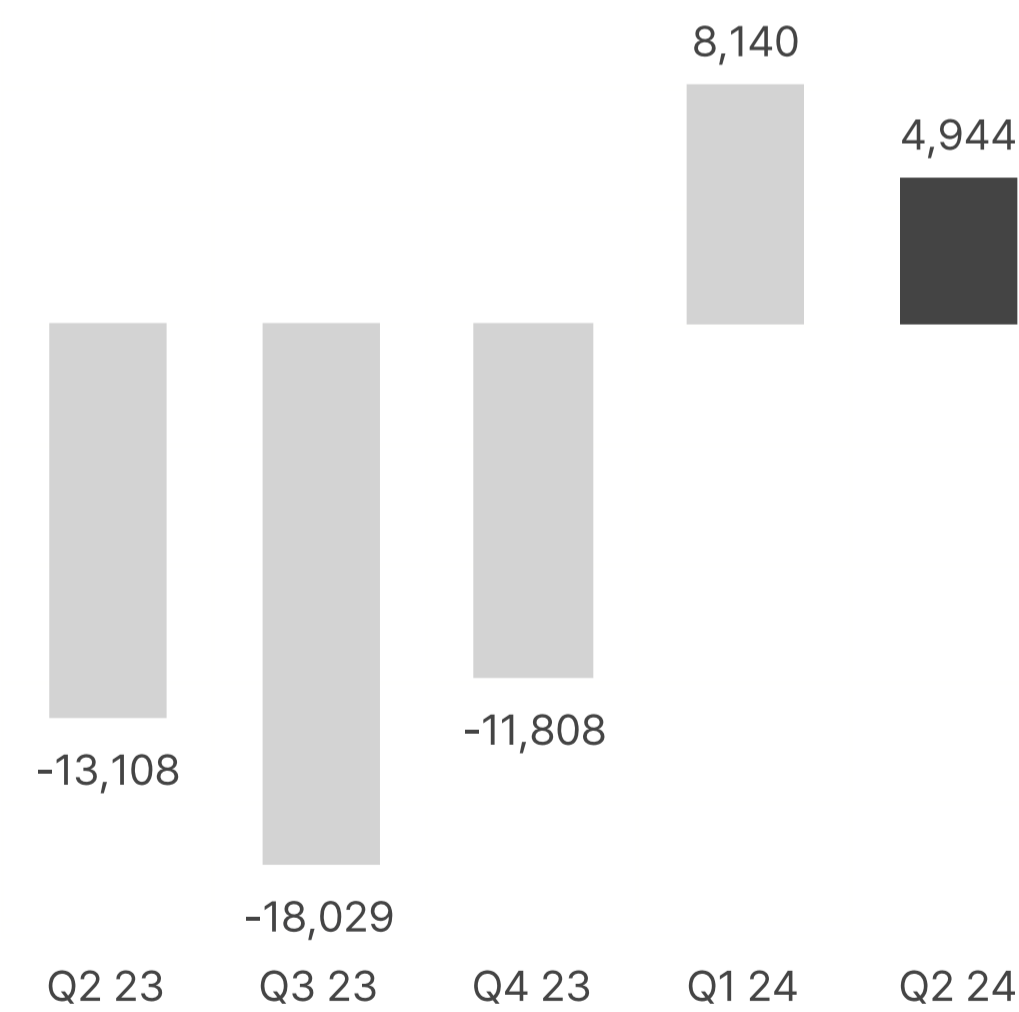
Sales

YoY 42.4%, QoQ -8.4%



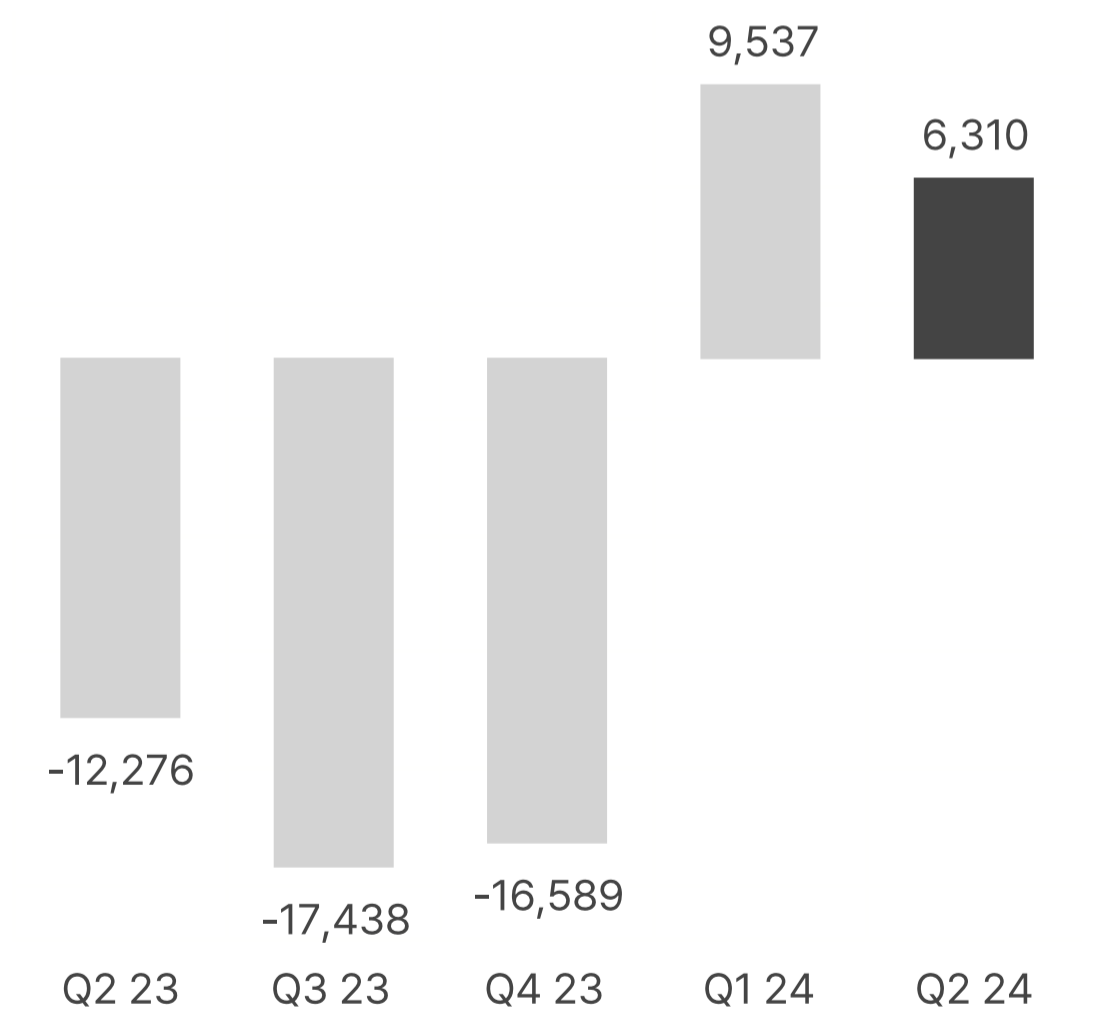
Operating Profit

YoY Turn a profit, QoQ -39.3%



Net Profit

YoY Turn a profit, QoQ -33.8% (unit: million KRW)



Financial Highlights and Plans

Q2 Business Performance

Sales

- Stabilization of live service game sales and notable performance of a new game
 - Solid sales persisted despite a decrease from the previous quarter due to the base effect when the 3rd anniversary update of 'CookieRun: Kingdom' was held
 - 'CookieRun' established itself as a major revenue source in 2Q, experiencing substantial growth in user metrics and revenue through the 11th-anniversary update
 - 'CookieRun: Ovenbreak' also contributed to stable sales by hosting an esports competition
 - Secured a new growth engine through the successful launch of the new game 'CookieRun: Tower of Adventures' on June 26

Cost and Profits

- Overall cost efficiency policy effects
 - Despite the release of a new game, advertising costs were reduced to less than 10% of sales through efficient marketing
 - Reduction in major fixed costs through organizational restructuring and management efficiency implemented in the second half of 2023
- Achieved an operating profit of 4.9 billion KRW through cost efficiency despite a decrease in sales (operating profit margin of 9.1%)

New Projects and Issues

- 24.06.21 'CookieRun: Braverse', <The Era of Heroes and Kingdoms> launched
 - Released the rebranded booster pack Vol.3, which utilizes the main narrative of 'CookieRun: Kingdom' and introduces dynamic play
 - Strengthened the connection with the mobile game through a limited treasure giveaway promotion with 'CookieRun'
- 24.06.26 'CookieRun: Tower of Adventures' globally released (excluding Japan and China)
 - Pre-download started on the 25th in the afternoon, and the game ranked #1 on the App Store in Korea, United States, and Canada even before its official release
 - Achieved 2M downloads and 10 billion KRW in cumulative revenue, maintaining rapid success post-launch (as of July 5)

Q3 Status and Plans

'CookieRun: Tower of Adventures'

- 24.07.17 Ranked #1 on the App Store sales chart and surpassed 4M downloads after the first update
- 24.08.07 Laying the groundwork for platform expansion by starting service on One Store in South Korea and Taiwan

'CookieRun' India

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

Q2 FY2024 Sales and Cost Breakdown

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▶ Appendix

Sales Breakdown

(unit: million KRW)

	Q1 24	Q2 24	QoQ	Q2 23	YoY
Game Sales	58,055	52,745	-9.1%	37,782	39.6%
Domestic	18,950	28,083	48.2%	15,598	80.0%
Overseas	39,105	24,662	-36.9%	22,184	11.2%
Merchandise, Royalty, and Other Sales	1,446	1,740	20.3%	469	270.6%
Total Sales	59,500	54,485	-8.4%	38,251	42.4%

Cost Breakdown

(unit: million KRW)

	Q1 24	Q2 24	QoQ	Q2 23	YoY
Operating Cost	51,361	49,541	-3.5%	51,359	-3.5%
Labor	15,927	15,908	-0.1%	20,549	-22.6%
Service Fee	21,673	19,340	-10.8%	15,869	21.9%
Advertising	2,688	5,259	95.6%	1,640	220.6%
Other	11,073	9,034	-18.4%	13,301	-32.1%
Operating Income	8,140	4,944	-39.3%	-13,108	Turn a profit
Net Income	9,537	6,310	-33.8%	-12,276	Turn a profit

Game Pipeline

- ▶ Earning Summary & Financial Highlights
- ▶ Sales/Cost Breakdown
- ▶ **Game Pipeline**
- ▶ Appendix

CookieRun: Kingdom



Q2 FY2024

- Aimed to improve overall metrics through the release of various cookies (Legendary Cookies, Beast Cookies, Awakened Ancient Cookies, etc.) and the official launch of the Beast-Yeast episode

Q3 FY2024 Status and Outlook

- Customizable 'MyCookie' update
- Special episode featuring an emotional narrative and reprints of existing Legendary Cookies scheduled for release
- Update planned to announce the start of the second Beast-Yeast episode

CookieRun: OvenBreak



Q2 FY2024

- Offered new content through preliminary rounds of CookieRun: OvenBreak esports competition in May
- Provided core enjoyment through consistent updates of cookies and content

Q3 FY2024 Status and Outlook

- Plan to offer various events and content for the second 'Season Special' in August
- Enhance player engagement by intensifying the story and introducing new content featuring a new Legendary Cookie in August

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- ▶ Sales/Cost Breakdown
- ▶ **Game Pipeline**
- ▶ Appendix

CookieRun: Tower of Adventures



Q2 FY2024

- Secured the top spot on major App Stores (Korea and North America) and ranked high in sales after the official launch
- Achieved 1M downloads within just one day of launch

Q3 FY2024 Status and Outlook

- Surpassed 10 billion KRW in cumulative revenue within 9 days of launch, despite being a casual game with a light business model
- Reached #1 in App Store sales and broke its own highest ranking in July, immediately after the first large-scale update
- Plans to maintain user retention and expand user base through detailed weekly updates
- Aiming for long-term success through user-friendly operations and live broadcasting

CookieRun



Q2 FY2024

- Improved user convenience and hosted various events
- Enhanced the cookie ranking system and introduced new packages, including a special package to celebrate the 15th anniversary of GingerBrave

Q3 FY2024 Status and Outlook

- Introduce new packages, including Chuseok limited sales package
- Improve the balance of 'Tower of Frozen Waves' and adjust Cookie-Pet balance
- Maintain a positive community atmosphere by consistently hosting events and reflecting user feedback

- ▶ Earning Summary & Financial Highlights
- ▶ Sales/Cost Breakdown
- ▶ **Game Pipeline**
- ▶ Appendix

Game Pipeline

CookieRun: Witch's Castle



Q2 FY2024

- Conducted 'First Cream Season' update, adding 6 new mechanics and a new puzzle mode
- Increased playtime by adjusting level difficulty based on user feedback and through continuous content updates

Q3 FY2024 Status and Outlook

- Aim to boost user metrics by providing new events and enhancing the user experience
- Plan to provide stable service through ongoing optimization

CookieRun: OvenSmash (Coming Soon)



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

▶ Earning Summary & Financial Highlights

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▶ **Appendix**

Statement of Financial Position

(unit: million KRW)

	Q1 24	Q2 24		Q1 24	Q2 24
Assets			Liabilities		
Current assets	93,472	109,798	Current liabilities	24,780	30,957
Cash and cash equivalents	7,783	10,431	Other payables	7,310	12,225
Other financial assets	53,619	59,536	Other current liabilities	4,848	6,610
Trade receivables	20,588	29,921	Current tax liabilities	112	116
Other receivables	4,183	2,825	Other current financial liabilities	6,841	6,346
Other current assets	4,250	4,570	Current lease liabilities	5,670	5,660
Inventory assets	981	572	Non-current liabilities	78,069	80,190
Current tax assets	2,068	1,943	Other long-term payables	4,691	5,012
Non-current assets	154,759	153,728	Other non-current liabilities	4,730	4,415
Other long-term receivables	7,197	7,297	Net defined benefit liabilities	233	285
Long-term financial assets	116,711	119,351	Provisions for non-current liabilities	818	820
Other non-current assets	93	151	Other non-current financial liabilities	61,237	64,463
Investments in affiliated companies	2,279	2,270	Non-current lease liabilities	6,359	5,195
Tangible assets	10,651	9,705	Total liabilities	102,849	111,147
Intangible assets	5,973	4,498	Equity		
Right of use assets	11,854	10,474	Equity reverting to the owner of the parent company	142,961	149,731
Total assets	248,231	263,525	Capital	5,999	6,007
			Other paid-in capital	124,052	124,475
			Retained earnings (losses)	216	6,508
			Other accumulated comprehensive income	12,693	12,741
			Non-controlling equity interest	2,420	2,648
			Total equity	145,382	152,378
			Total liabilities and equity	248,231	263,525

Consolidated Financial Statements

Comprehensive Income Statement

(unit: million KRW)

	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24
Sales	38,251	34,751	37,829	59,500	54,485
Operating Cost	51,359	52,779	49,637	51,361	49,541
Operating Income	-13,108	-18,029	-11,808	8,140	4,944
Non-operating Income	935	630	-4,748	1,399	1,618
Pre-tax Income	-12,172	-17,399	-16,556	9,538	6,562
Income Tax	103	40	33	1	252
Net Income	-12,276	-17,438	-16,556	9,537	6,310
Controlling Interest	-12,276	-17,438	-16,464	9,352	6,269
Non-controlling Interest	0	0	-125	185	41

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