

Investor Relations

AfreecaTV

October 2016



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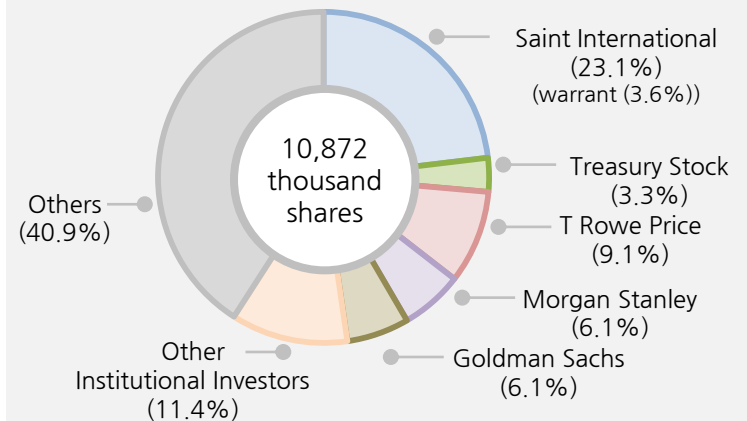


1. Overview (1)

Company Overview

Name	AfreecaTV Co., Ltd.
CEO	Kevin Seo
Established	1996.04.22 (2011 acquired and reformulated by Saint International (Kevin Seo))
Listed	2008.01.17 (KOSDAQ)
Capital	₩5.44 billion (₩16.06)
Bus. Area	Social Media Platform (Internet Live Broadcasting)
Headquarter	15, 228-gil, Pangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do (Sampyeong-dong, Pangyo Seven Venture Valley, 1-danji, 2-dong, #201, #801, # 901)
# of employee	359 (₩16.09)
Web-site	www.afreecatv.com (Headquarter: http://corp.afreecatv.com)

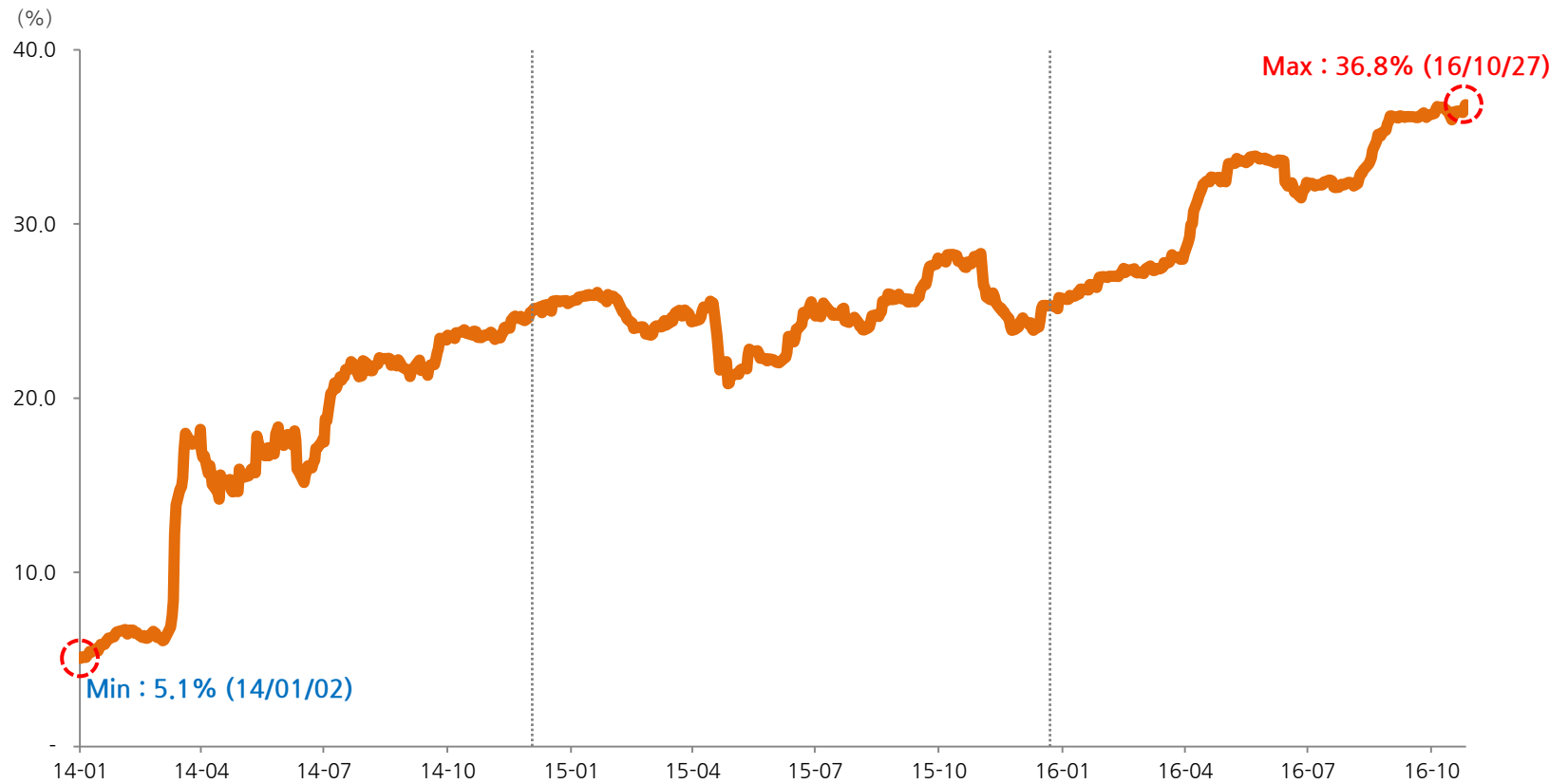
Shareholders Structure



* As of Oct 2016

1. Overview (2)

International investors' ratio trend (Jan '14. ~ Oct '16)

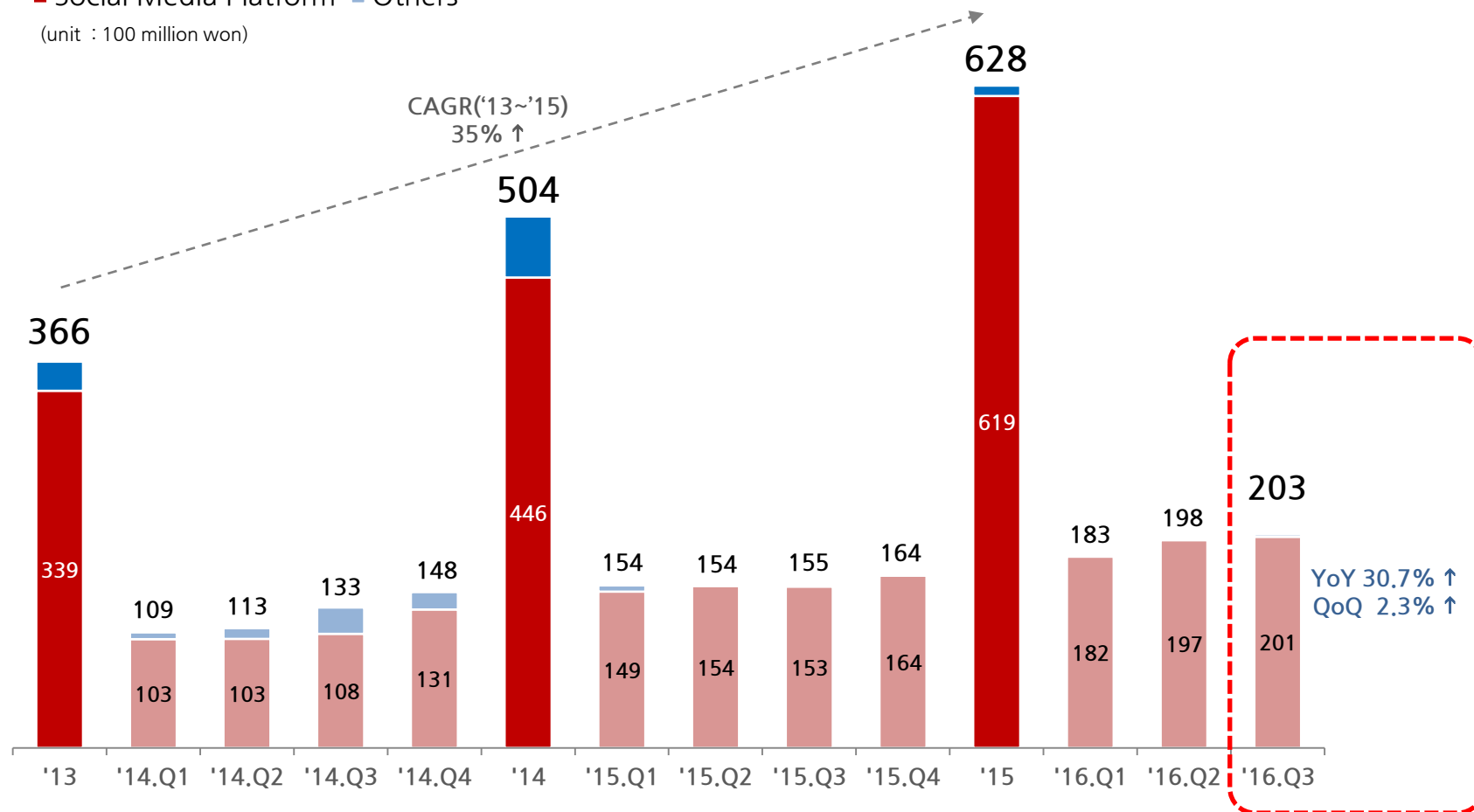


2. Financials & Valuation (1)

operating revenue

■ Social Media Platform ■ Others

(unit : 100 million won)

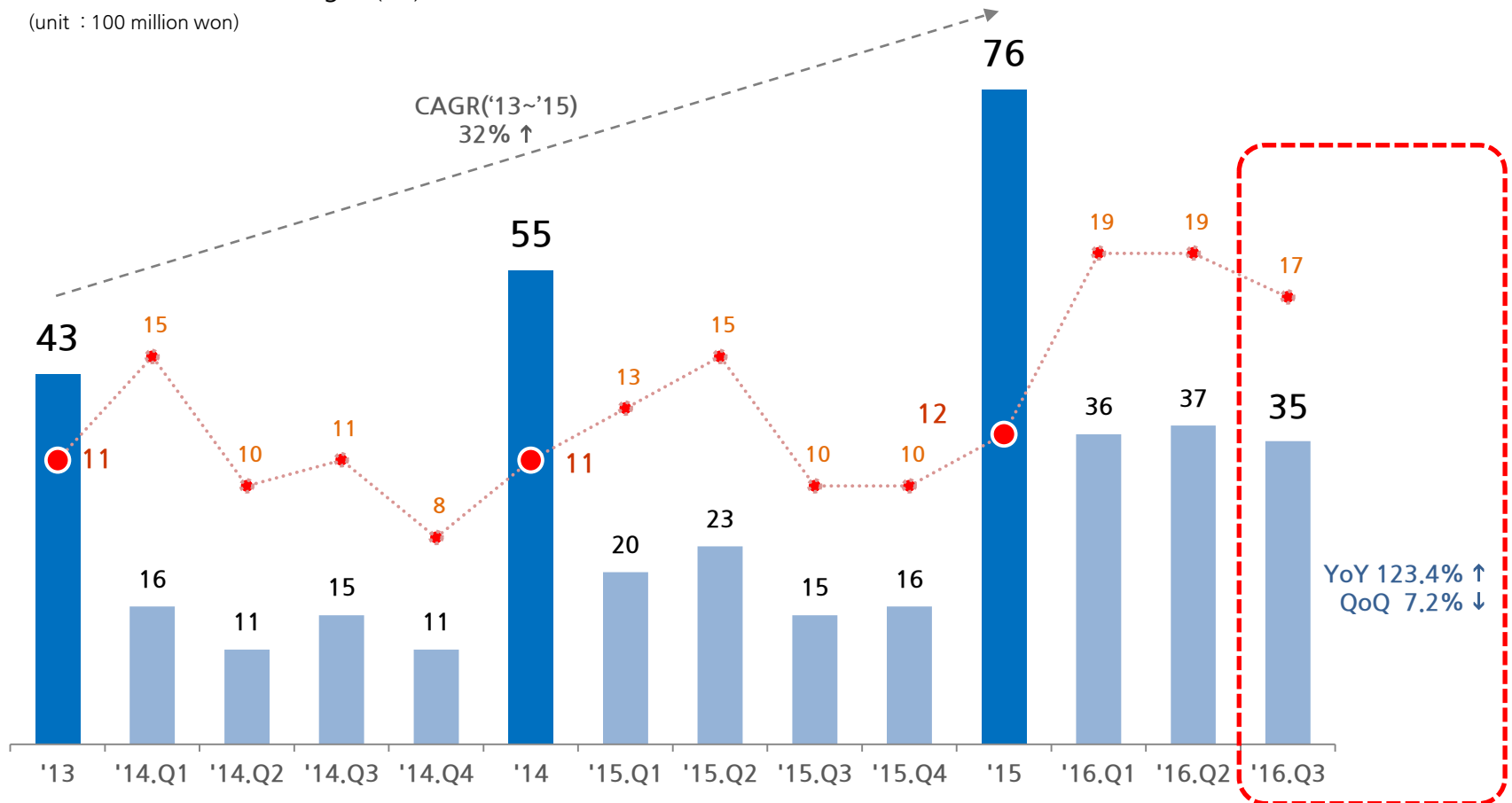


2. Financials & Valuation (2)

Operating profit

OP OP margin (%)

(unit : 100 million won)



3. Summary of Consolidated Financial Statements

(Unit : million won)

	FY12	FY13	FY14	FY15	3Q 16
〈 Consolidated balance sheet 〉					
Total assets	56,623	57,690	62,242	68,045	82,178
Total liabilities	24,619	20,699	19,303	19,966	23,320
Total shareholders' equity	32,004	36,991	42,938	48,079	58,857
Capital stock	4,642	4,949	5,159	5,164	5,436
〈 Consolidated income statement 〉					
Operating revenue	30,040	36,672	50,455	62,868	58,439
Operating profit	-2,121	4,319	5,562	7,634	10,947
Income/losses before income taxes	-806	-66	3,102	5,122	10,460
Net profit	2,038	178	2,751	4,145	8,769

4. Cost Breakdown

(unit : million won)

		2013		2014		2015		3Q 2015		3Q 2016	
			%		%		%		%		%
operating revenue		36,672	100.0	50,455	100.0	62,868	100.0	15,515	100.0	20,280	100.0
operating expense		32,353	88.2	44,893	89.0	55,233	87.9	13,939	89.8	16,758	82.6
fixed costs	employment costs	13,507	36.8	15,833	31.4	20,535	32.7	5,260	33.9	6,671	32.9
	depreciation	2,393	6.5	3,474	6.9	2,931	4.7	643	4.1	671	3.3
	dedicated internet circuit expense	1,785	4.9	1,871	3.7	3,234	5.1	947	6.1	1,253	6.2
	rent	888	2.4	1,031	2.0	1,645	2.6	439	2.8	447	2.2
	event expenses	544	1.5	902	1.8	2,595	4.1	645	4.2	1,269	6.3
	others	1,884	5.1	2,828	5.6	3,817	6.1	1,124	7.2	813	4.0
variable costs	commission & service charge (copyright fee about 10~15%)	5,695	15.5	9,927	19.7	13,691	21.8	3,280	21.1	3,587	17.7
	paying charges	3,782	10.3	6,434	12.8	5,662	9.0	1,390	9.0	1,718	8.5
	others	1,875	5.1	2,593	5.1	1,125	1.8	212	1.4	328	1.6

* (%) : /Operating Revenue



www.afreecatv.com

15, 228-gil, Pangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do
(Sampyeong-dong, Pangyo Seven Venture Valley, 1-danji, 2-dong, #201, #801, # 901)