

Investor Relations

AfreecaTV

November 2017



➤ Appendix

1. Overview
2. Financials
3. Summary of Consolidated Financial Statements
4. Cost Breakdown

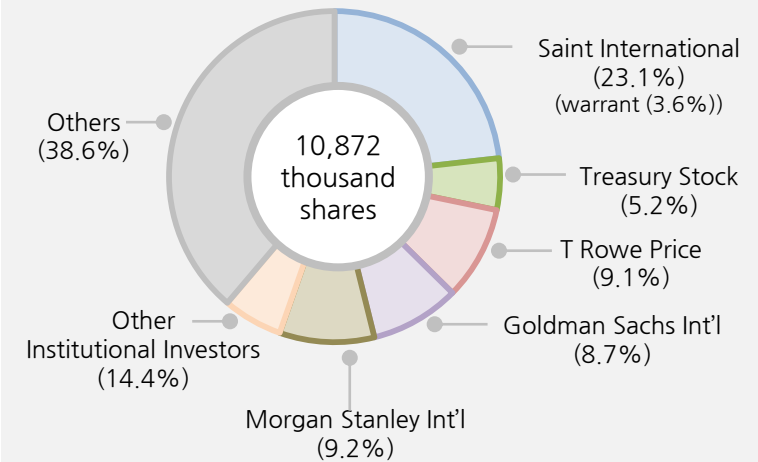


1. Overview (1)

Company Overview

Name	AfreecaTV Co., Ltd.
CEO	Kevin Seo
Established	1996.04.22 (acquired by Saint International (Kevin Seo) in 2011)
Listed	2008.01.17 (KOSDAQ)
Capital	₩5.45 billion (Sep.2017)
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	380 (Sep, 2017)
Web-site	www.afreecatv.com (Headquarter: http://corp.afreecatv.com)

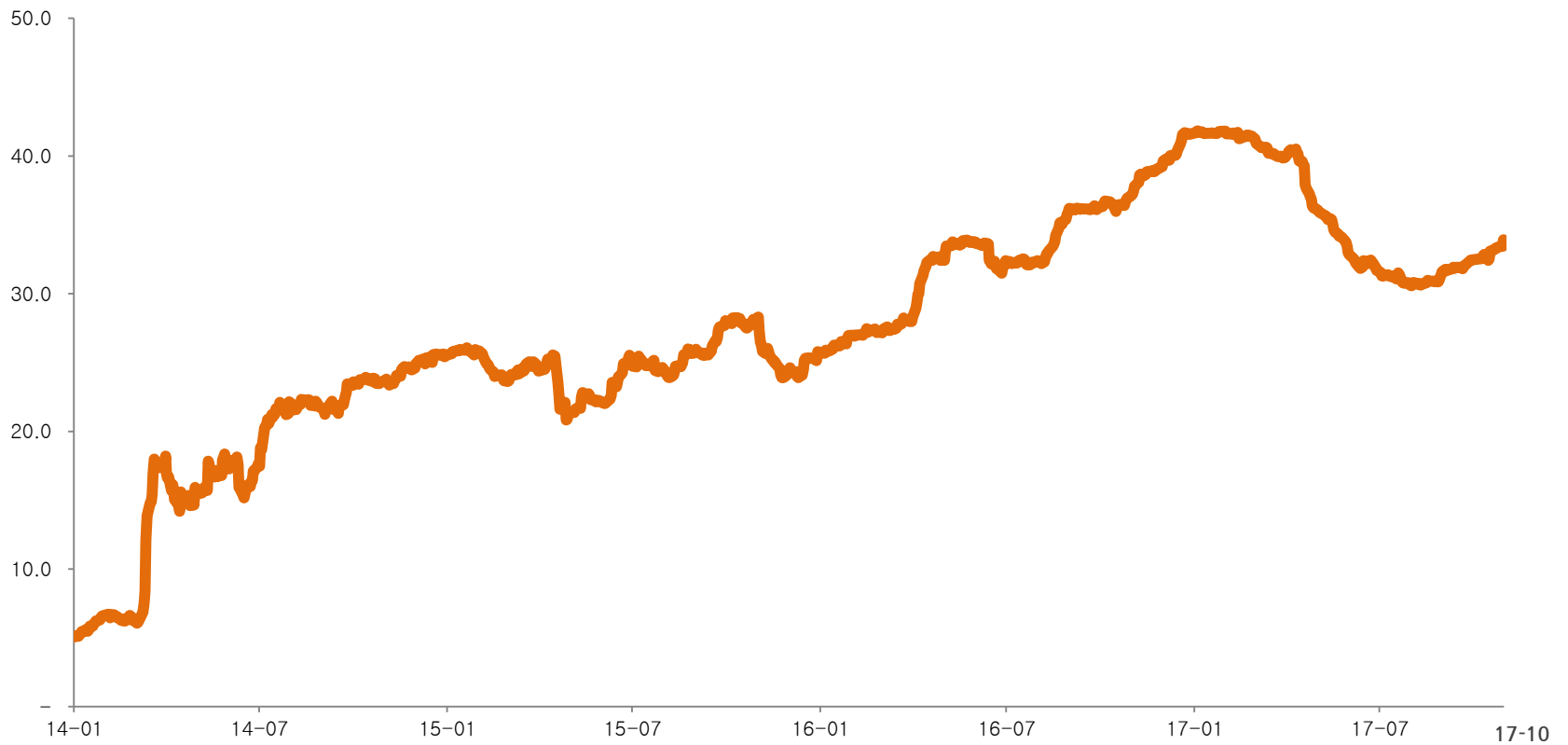
Shareholders Structure



* As of Dec 2016

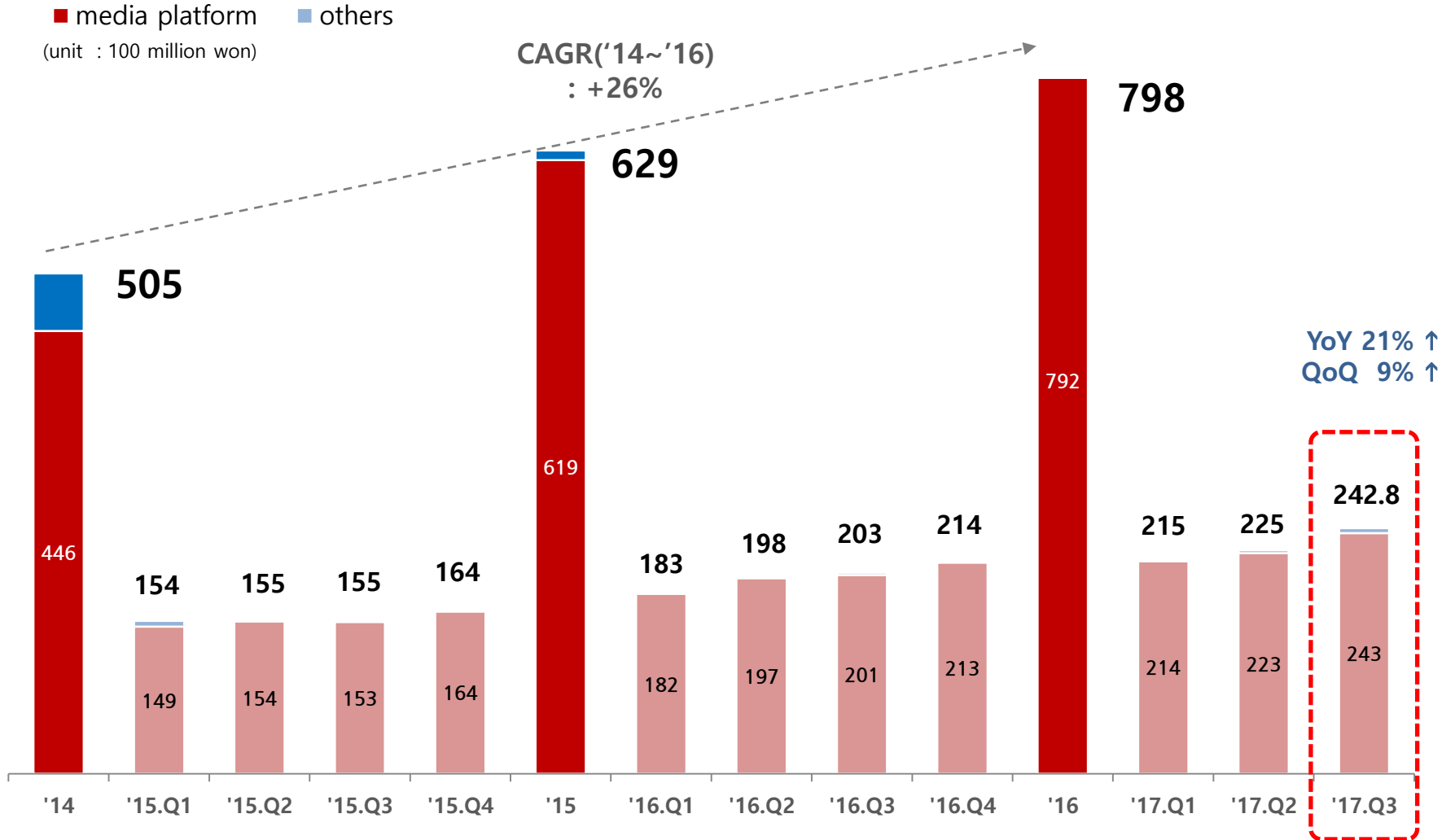
1. Overview (2)

Foreign Institutional ownership (Jan '14. ~ Oct'17)



2. Financials

total revenue

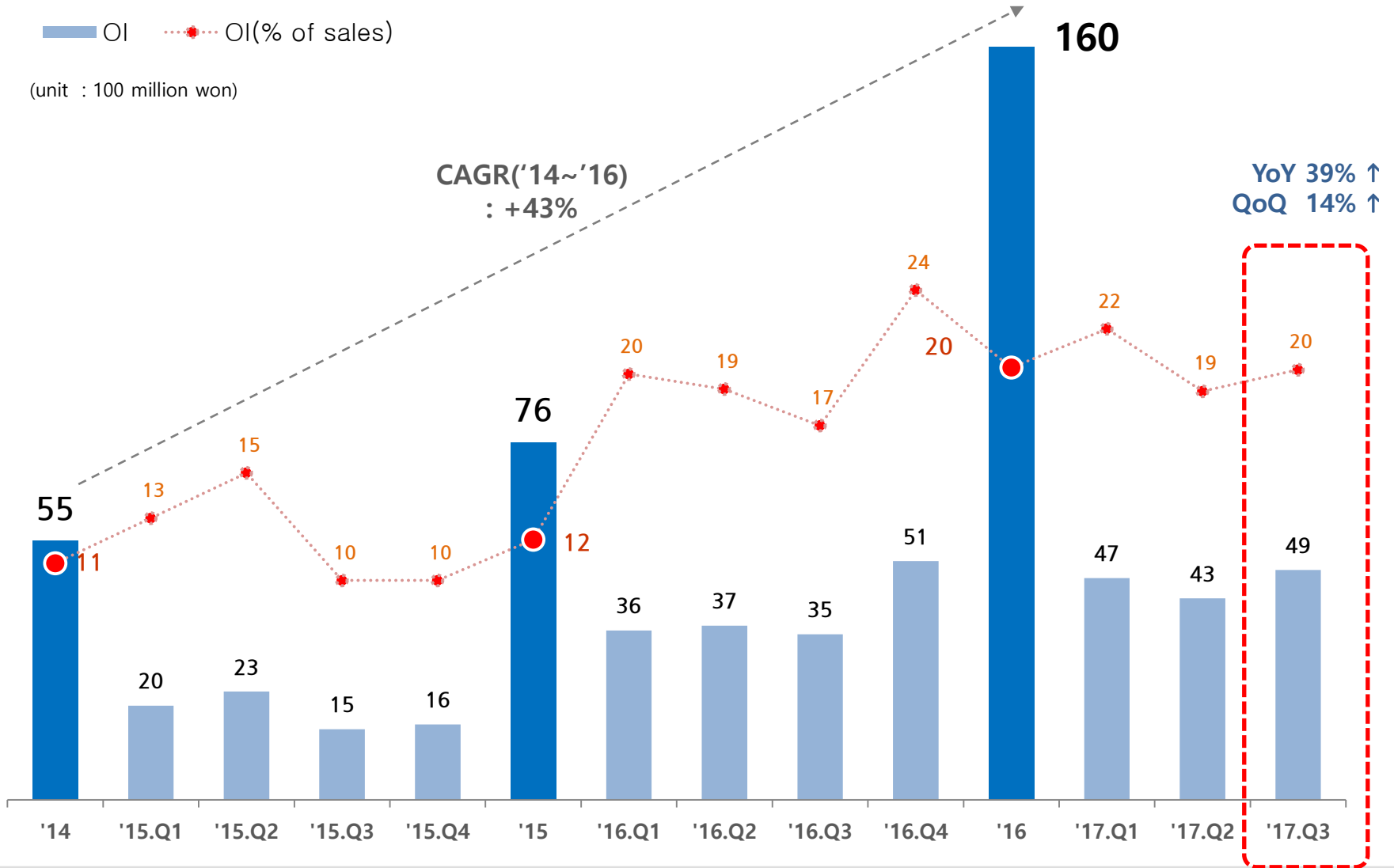


2. Financials

operating income

— OI - - - OI(% of sales)

(unit : 100 million won)



3. Summary of Consolidated Financial Statements

(unit : million won)

	2014	2015	2016	'17.Q2	'17.Q3
< Consolidated balance sheet >					
Total assets	62,242	68,045	83,426	88,603	95,295
Total liabilities	19,303	19,966	26,122	28,553	30,105
Total shareholders' equity	42,938	48,079	57,305	60,050	65,190
Capital stock	5,159	5,164	5,436	5,436	5,454
< Consolidated income statement >					
Operating revenue	50,455	62,868	79,830	22,547	24,760
Operating profit	5,562	7,634	16,020	4,283	4,888
Income/losses before income taxes	3,102	5,122	12,837	4,274	4,850
Net profit	2,751	4,145	10,048	3,336	3,808

4. Cost Breakdown

(unit : million won)

		2015		2016		2016.3Q		2017.2Q		2017.3Q	
			비중		비중		비중		비중		비중
operating revenue (영업수익)		62,868	100.0	79,830	100.0	19,824	100.0	22,547	100.0	24,760	100
operating expense (영업비용)		55,233	87.9	63,810	79.9	16,758	82.6	18,265	81.0	19,872	80.3
fixed costs (고정비)	employment costs (인건비)	20,535	32.7	24,862	31.1	6,671	32.9	6,306	28.0	6,079	24.6
	depreciation (유무형감가상각비)	2,931	4.7	2,719	3.4	671	3.3	712	3.2	729	2.9
	dedicated internet circuit expense (회선사용료)	3,234	5.1	5,225	6.5	1,253	6.2	1,884	8.4	1,651	6.7
	Rent (지급임차료)	1,645	2.6	1,788	2.2	447	2.2	436	1.9	512	2.1
	event expenses (행사비)	2,595	4.1	3,539	4.4	1,269	6.3	947	4.2	1,556	6.3
	Others (기타)	3,817	6.1	3,806	4.8	814	4.0	870	3.9	1,111	4.5
	commission & service charge (지급수수료) (copyright fee (판권료) 약 10~15%)	13,691	21.8	13,799	17.3	3,586	17.7	4,755	21.1	6,016	24.3
variable costs (변동비)	paying charges (과금수수료)	5,662	9.0	6,872	8.6	1,718	8.5	1,894	8.4	1,953	7.9
	Others (기타)	1,125	1.8	1,201	1.5	328	1.6	459	2.0	264	1.1

* (%) : /Operating Revenue (비중 : 매출액 기준)



www.afreecatv.com

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