

# Investor Relations

## AfreecaTV

Feb. 2018



# ➤ Appendix

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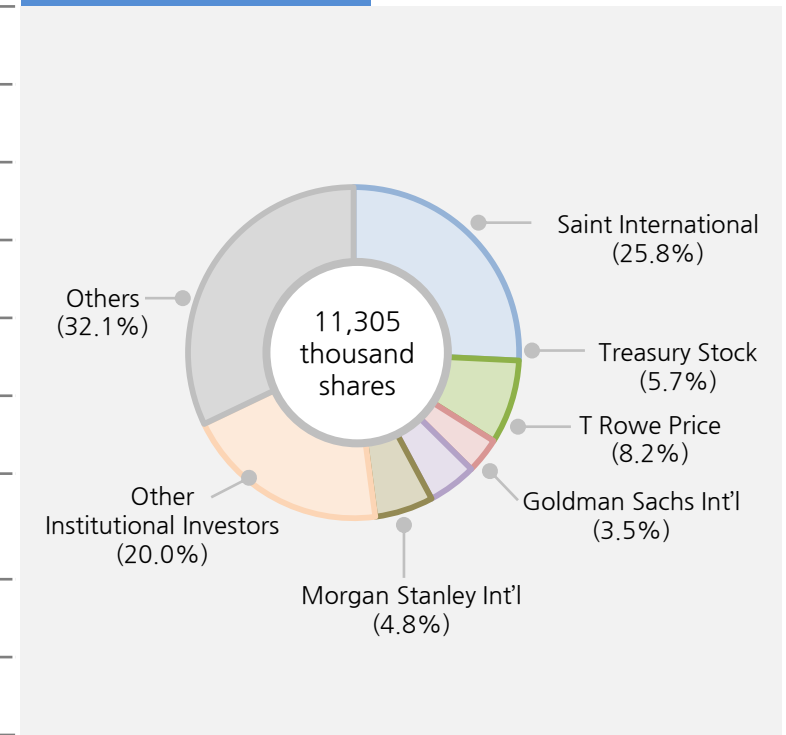


# 1. Overview (1)

## Company Overview

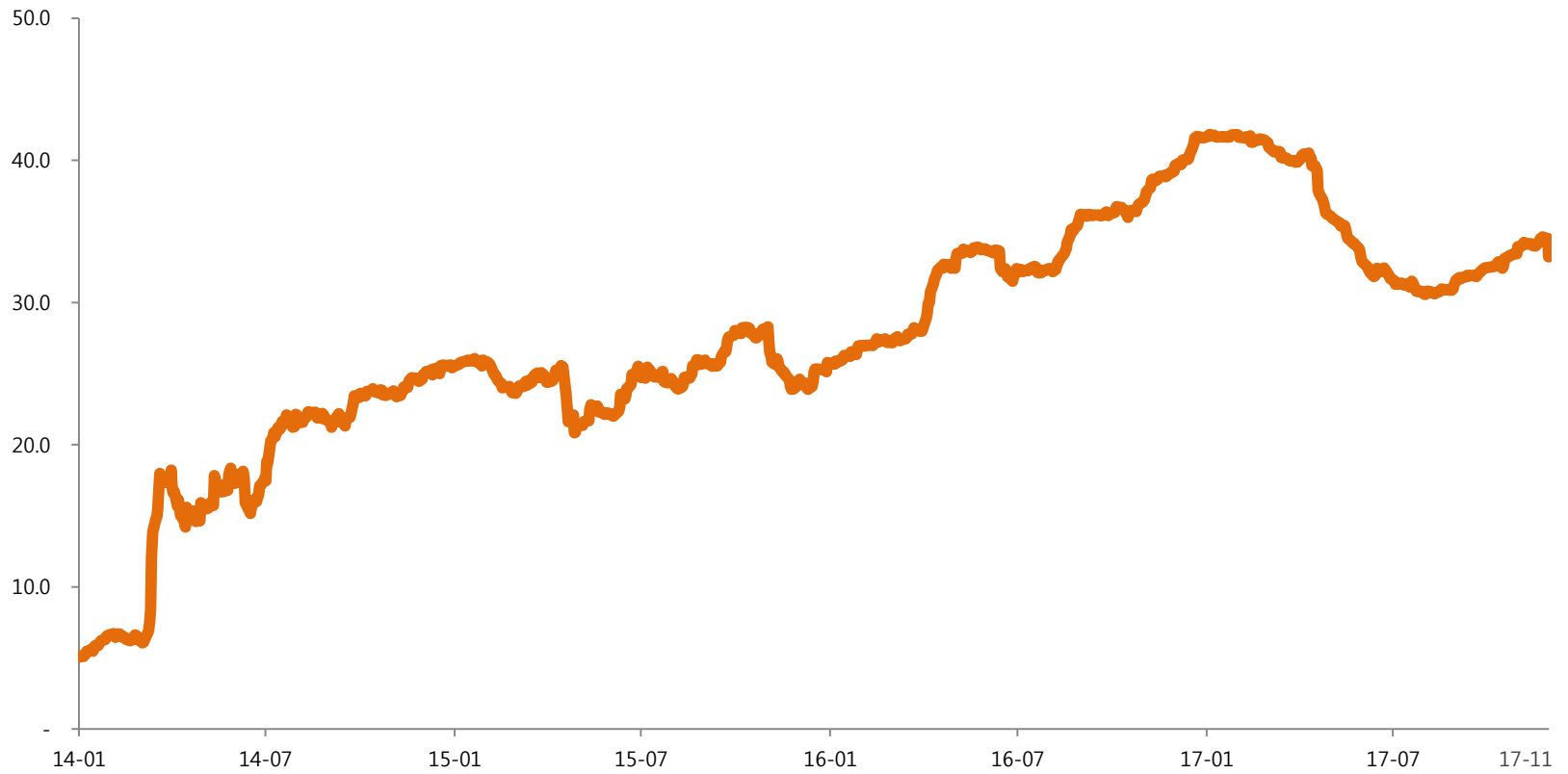
Name	AfreecaTV Co., Ltd.
CEO	Kevin Seo
Established	1996. 04. 22 (acquired by Saint International (Kevin Seo) in 2011)
Listed	2008. 01. 17 (KOSDAQ)
Capital	₩5.65 billion (Dec.2017)
Bus. Area	Social Media Platform (Internet Live Broadcasting)
Headquarter	15, 228-gil, Pangyo-ro, Bundang-gu, Seongnam-si, 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: <a href="http://corp.afreecatv.com">http://corp.afreecatv.com</a> )

## Shareholders Structure



# 1. Overview (2)

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



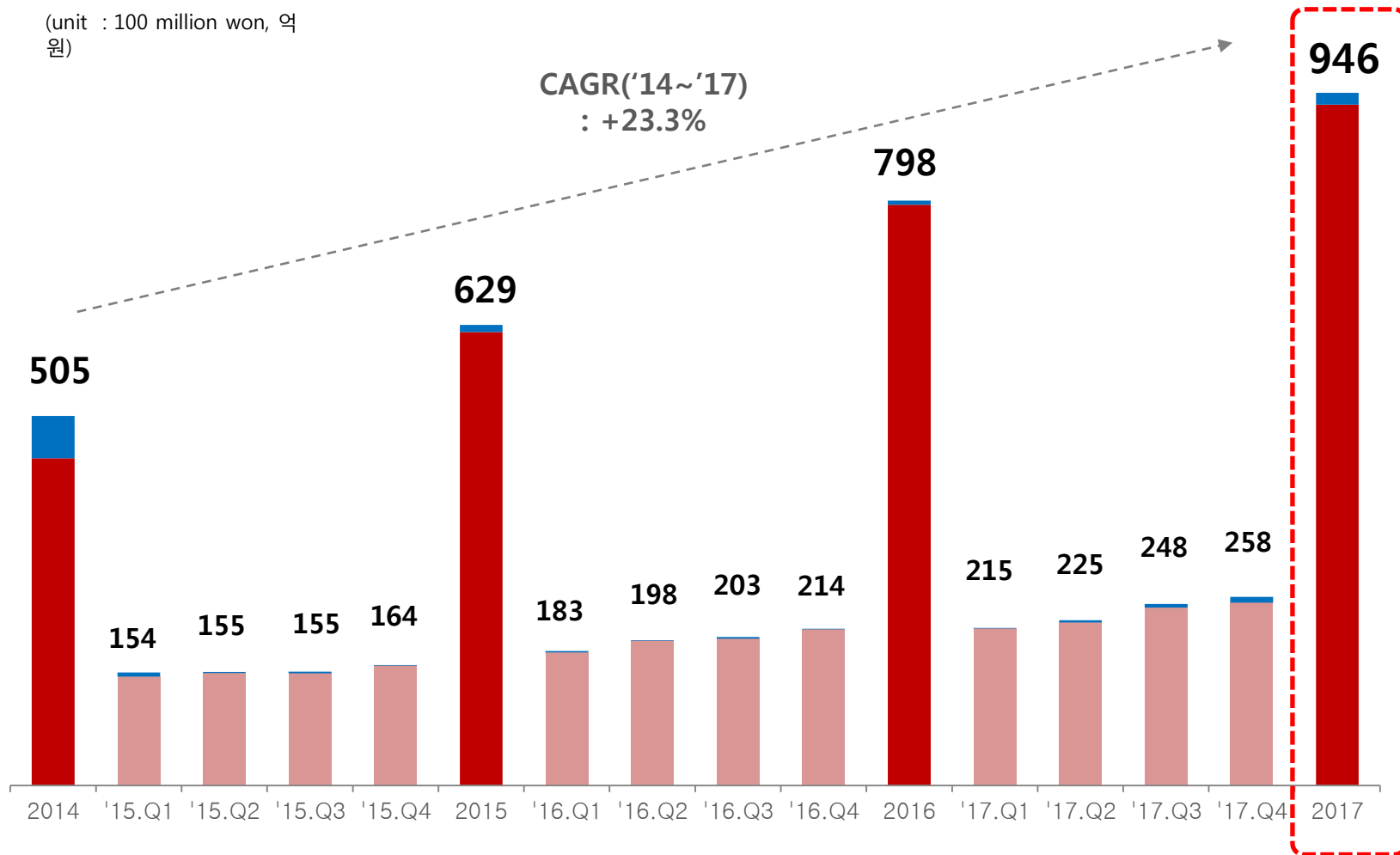
# Total revenue

■ media platform ■ others

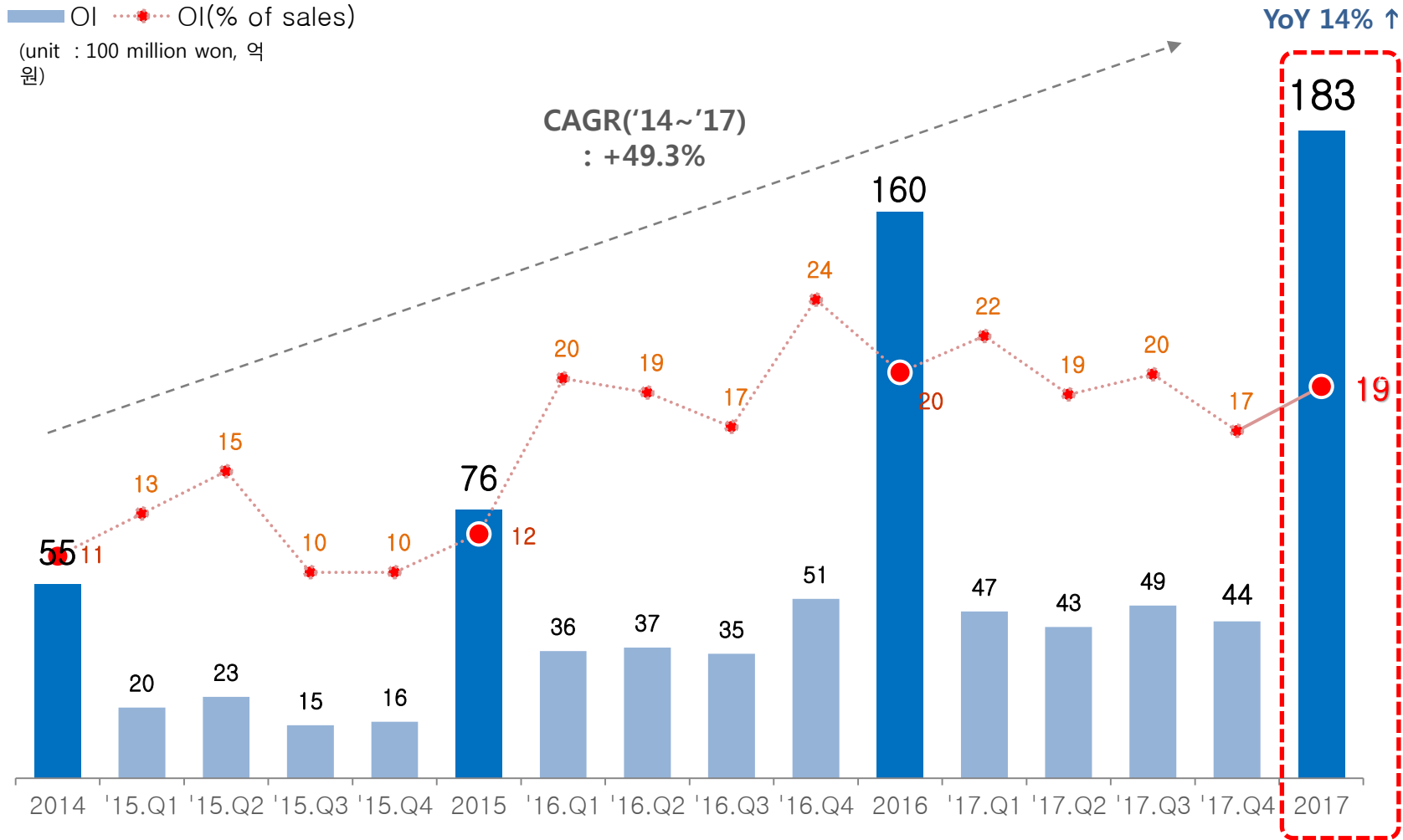
(unit : 100 million won, 억  
원)

YoY 18.4%↑

CAGR('14~'17)  
: +23.3%



# Operating Income



# Cost Breakdown

(unit : million won, 백만원)

		2015		2016		2016.4Q		2017.3Q		2017.4Q		2017	
			비중		비중		비중		비중		비중		비중
operating revenue (영업수익)		62,868	100.0	79,830	100.0	21,391	100.0	24,760	100	25,760	100%	<b>94,552</b>	<b>100%</b>
operating expense (영업비용)		55,233	87.9	63,810	79.9	16,318	76.3	19,872	80.3	21,324	83%	<b>76,229</b>	<b>81%</b>
fixed costs (고정비)	employment costs (인건비)	20,535	32.7	24,862	31.1	5,811	27.2	6,079	24.6	6,872	27%	<b>25,304</b>	<b>27%</b>
	depreciation (유무형감가상각비)	2,931	4.7	2,719	3.4	655	3.1	729	2.9	729	3%	<b>2,838</b>	<b>3%</b>
	dedicated internet circuit expense (회선사용료)	3,234	5.1	5,225	6.5	1,532	7.2	1,651	6.7	1,786	7%	<b>6,849</b>	<b>7%</b>
	Rent (지급임차료)	1,645	2.6	1,788	2.2	424	2.0	512	2.1	527	2%	<b>1,946</b>	<b>2%</b>
	event expenses (행사비)	2,595	4.1	3,539	4.4	835	3.9	1,556	6.3	1,243	5%	<b>5,013</b>	<b>5%</b>
	Others (기타)	3,817	6.1	3,806	4.8	1,261	5.9	1,111	4.5	1,148	4%	<b>4,009</b>	<b>4%</b>
variable costs (변동비)	commission & service charge (지급수수료) (copyright fee (판권료) 약 10~15%)	13,691	21.8	13,799	17.3	3,649	17.1	6,016	24.3	6,361	25%	<b>20,784</b>	<b>22%</b>
	paying charges (과금수수료)	5,662	9.0	6,872	8.6	1,789	8.4	1,953	7.9	2,074	8%	<b>7,794</b>	<b>8%</b>
	Others (기타)	1,125	1.8	1,201	1.5	362	1.7	264	1.1	583	2%	<b>1,693</b>	<b>2%</b>

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

### 3. Summary of Consolidated Financial Statements

(unit : million won, 백만원)

	2014	2015	2016	'17.Q4	2017
<b>&lt; Consolidated balance sheet &gt;</b> (연결 재무상태표)					
Total assets (자산총계)	62,242	68,045	83,426	<b>103,442</b>	<b>103,442</b>
Total liabilities (부채총계)	19,303	19,966	26,122	<b>33,334</b>	<b>33,334</b>
Total shareholders' equity (자본총계)	42,938	48,079	57,305	<b>70,108</b>	<b>70,108</b>
Capital stock (자본금)	5,159	5,164	5,436	<b>5,653</b>	<b>5,653</b>
<b>&lt; Consolidated income statement &gt;</b> (연결 포괄손익계산서)					
Operating revenue (영업수익)	50,455	62,868	79,830	<b>25,760</b>	<b>94,552</b>
Operating profit (영업이익)	5,562	7,634	16,020	<b>4,436</b>	<b>18,323</b>
Income/losses before income taxes (법인세비용차감전순이익)	3,102	5,122	12,837	<b>4,297</b>	<b>18,066</b>
Net profit (당기순이익)	2,751	4,145	10,048	<b>3,903</b>	<b>14,659</b>





[www.afreecatv.com](http://www.afreecatv.com)

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