

AfreecaTV

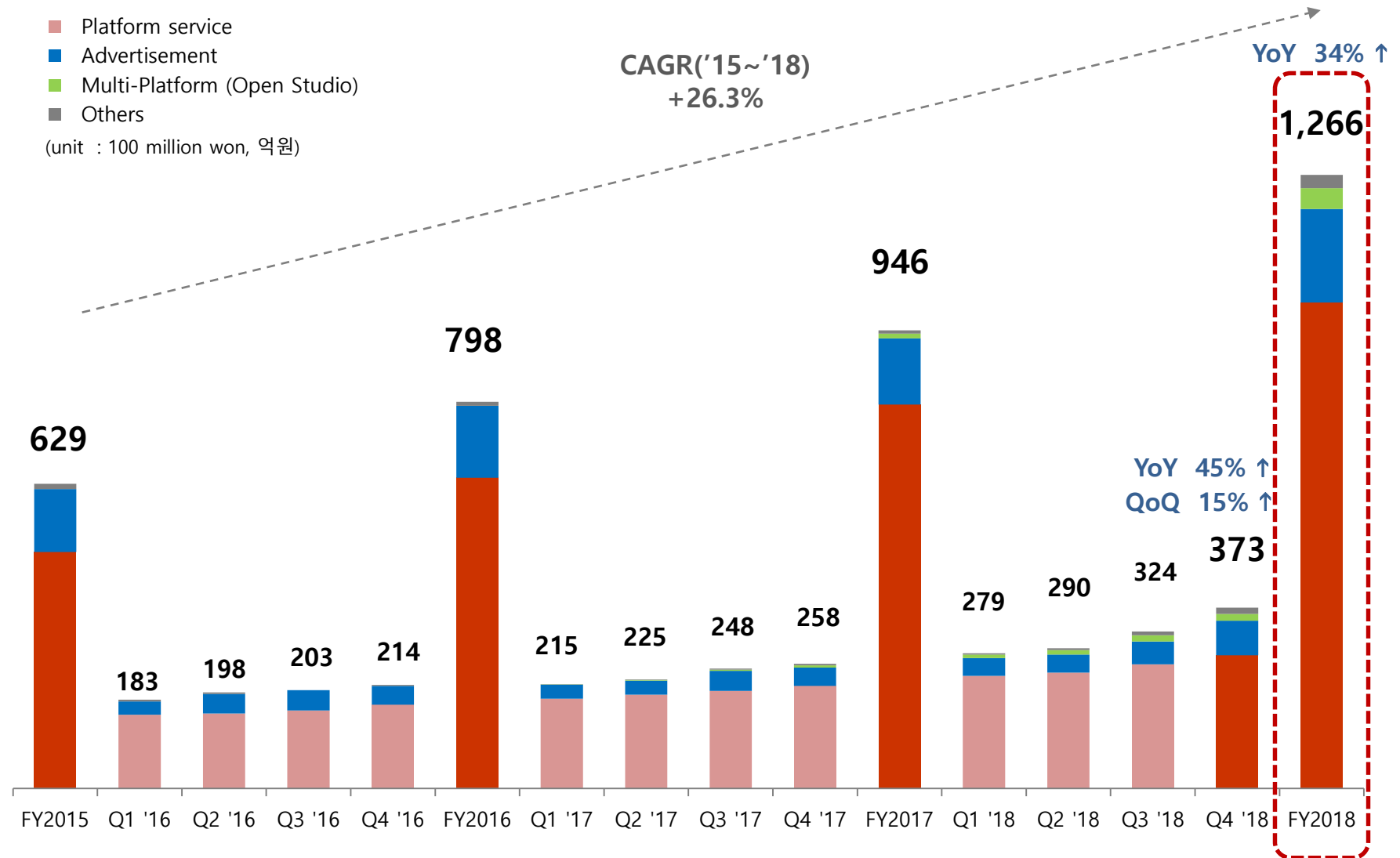
2018년 연간 및 4분기 실적발표 (FY 2018 & Q4 Earnings)

February 14, 2019



연결 매출 (Total revenue)

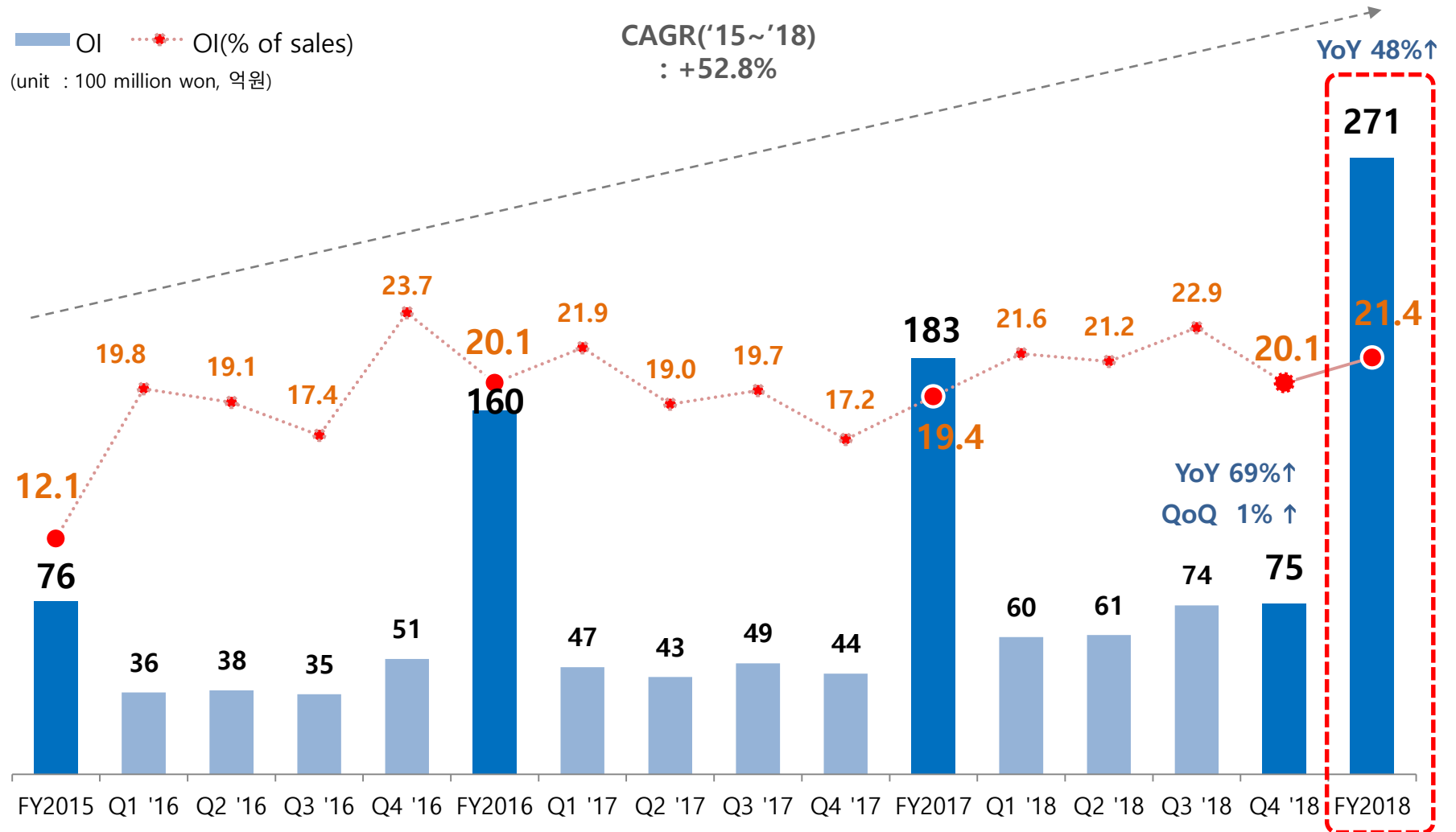
- Platform service
 - Advertisement
 - Multi-Platform (Open Studio)
 - Others
- (unit : 100 million won, 억원)



연결 영업이익 (Operating Income)

■ OI ● OI(% of sales)
 (unit : 100 million won, 억원)

CAGR('15~'18)
 : +52.8%



비용구조 (Cost Breakdown)

(unit : million won, 백만원)

	2018		2017		2018.4Q		2018.3Q		2017.4Q	
		비중		비중		비중		비중		비중
operating revenue (영업수익)	126,628	100%	94,552	100%	37,308	100%	32,433	100%	25,760	100%
operating expense (영업비용)	99,505	79%	76,229	81%	29,793	80%	24,996	77%	21,324	83%
Employment costs (인건비)	29,259	23%	25,300	27%	7,470	20%	7,458	23%	6,872	27%
Commission & service charge (지급수수료)	19,653	16%	14,587	15%	6,133	16%	4,764	15%	4,328	17%
Paying charges (과금수수료)	11,493	9%	7,794	8%	3,766	10%	3,130	10%	2,074	8%
Dedicated internet circuit expense (회선사용료)	8,162	6%	6,849	7%	1,987	5%	2,419	7%	1,786	7%
BJ support expense (BJ지원금)	6,808	5%	5,453	6%	1,765	5%	1,590	5%	1,496	6%
Contents production costs (컨텐츠제작비)	8,279	7%	4,141	4%	3,256	9%	1,650	5%	1,017	4%
Depreciation (유무형감가상각비)	4,021	3%	2,838	3%	1,332	4%	998	3%	729	3%
Rent (지급임차료)	2,552	2%	1,946	2%	682	2%	661	2%	527	2%
Advertising expense (광고선전비)	371	0%	1,504	2%	69	0%	31	0%	523	2%
Event expense (행사비)	2,280	2%	1,616	2%	1,453	4%	330	1%	762	3%
Others (기타)	6,626	5%	4,202	4%	1,879	5%	1,965	6%	1,209	5%

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

요약 연결재무제표 (Summary of Consolidated Financial Statements)

(unit : million won, 백만원)

	2018	2018.4Q	2017	2016
Total assets (자산총계)	157,443	157,443	103,442	83,426
Total liabilities (부채총계)	64,651	64,651	33,334	26,122
Total shareholders' equity (자본총계)	92,792	92,792	70,108	57,305
Capital stock (자본금)	5,747	5,747	5,653	5,436
Operating revenue (영업수익)	126,628	37,308	94,552	79,830
Operating profit (영업이익)	27,123	7,515	18,323	16,020
Income/losses before income taxes (법인세비용차감전순이익)	26,592	5,767	18,066	12,837
Net profit (당기순이익)	21,335	4,367	14,659	10,048

2019년 전략 목표 (2019 Strategic goals)

플랫폼 서비스 강화 및 확장 (Strengthen & Expand Platform)

- BJ / User Interface 개선
(Intuitive UI/UX)
- 안정적 방송시청 환경 조성
(Improved broadcasting environment)
- 동영상 서비스 본격화
(Commitment to VOD service as integral part of our ecosystem)
- 커뮤니티 서비스 기반 마련
(Strengthen existing & create new communities)

eSports 사업 확대 (Expand eSports business)

- JV 'SBS-AfreecaTV' 를 통한 적극적인 eSports 사업 진행
(Leverage 'SBS-AfreecaTV' increase commitment to eSports)
- BJ/User Community 강화
(Strengthen BJ/User Community)
- eSports 전문 TV 채널 강화
(Expand reach of eSports cable channel)
- eSports Stadium으로서 Open Studio와의 시너지 확대
(Leverage offline & online assets)

제휴 사업 활성화 (New business alliance)

- 다양한 사업 및 서비스 제휴를 통한 BJ가치증대 및 콘텐츠 다양화
(Seek alliances to increase reach & Seek new opportunities)
- 제휴 및 적극적 영업을 통한 콘텐츠형 광고 확대
(KOL & Branded marketing)
- 온, 오프라인 제휴를 통한 플랫폼 영향력 확대