



Fourth Quarter 2025 Earnings Release

February 2, 2026

The financial information in this document is consolidated earning results based on K-IFRS.

This document is provided for investors' information before Q4 FY2025 reviewed financial statements are released. The review outcomes may cause some parts of this document to be revised.

This document contains "forward-looking statements" - that is, statements related to future, not past events.

In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects", "anticipates", "intends", "plans", "believes", "seeks", or "will". Forward-looking statements by their nature address matters that are, to different degrees, uncertain.

For us, particular uncertainties which could adversely or positively affect our future results include: the behavior of financial markets, including fluctuations in exchange rates, interest rates and commodity prices; strategic actions including dispositions and acquisitions. These uncertainties may cause our actual results to be materially different from those expressed in this document.

- 2025 Summary
- Financial Summary (K-IFRS consolidated)
- Consolidated Revenue
- Consolidated Operating Profit
- 2026 Outlook

1

Financial Performance

GP +8%
OP +5%

- ✓ Revenue increase due to ATL/Digital biz expansion in both domestic/overseas
- ✓ OP growth moderated to +5% due to labor costs increase

2

Service

Digital +10% ↑
(Portion of 55%)

- ✓ Increase in ATL/Retail biz volume led by overseas subsidiaries
- ✓ Digital biz expansion continues for dot-com and commerce services

3

Clients

Non-Samsung +13% ↑
(Portion of 29%)

- ✓ Revenue diversification via Non-Samsung in NA, SWA, MENA, and emerging markets

4

GEO Markets

NA, LA, SEA
(Digital-driven)

- ✓ Solid growth in NA, LA, and SEA driven by Digital and Non-Samsung expansion
- ✓ Robust NA growth, fueled by subsidiary performance

(KRW billion)

	'24. Q4	'25. Q4	Growth	2024	2025	Growth
Revenue (Gross Profit)	454.8	485.3	7%	1,727.5	1,859.9	8%
SG&A	372.4	394.9	6%	1,406.8	1,523.0	8%
Operating Profit	82.4	90.4	10%	320.7	336.9	5%
Non-operating Expenses and Income (*)	△16.3	△1.0	-	△7.2	△32.2	-
Income Before Income Taxes	66.1	89.4	35%	313.5	304.7	△3%
Net Income	38.8	64.4	66%	208.3	208.6	-

(*) '25 Non-Operating Expenses and Income △32.2 : EVR Convertible bond valuation loss(expense) △20.0, Foreign exchange loss △19.3, Net Interest Income/Expense +9.6, etc.

※ Dividend for FY2025 : KRW 1,230 / Share (Payout 60%)

Consolidated Revenue Summary



Consolidated Revenue(KRW) : FY2024 1,727.5B → 2025 1,859.9B (+132.4B ↑)

□ Seoul Office (KRW) : FY2024 373.5B → 2025 390.8B (+17.3B ↑)

- GP Growth driven by Non-Samsung expansion, including BYD/Nongshim and Retail/Digital service (YoY +5.0%)

□ Subsidiaries (KRW) : FY2024 1,354.0B → 2025 1,469.1B (+115.1B ↑)

- Solid GP performance in NA/LA/SEA offset underperformance in other subsidiaries (YoY +9.0%)

(KRW billion)

	'24. Q4	'25. Q4	Growth	2024	2025	Growth
Seoul Office	95.2	97.1	2%	373.5	390.8	5%
Subsidiaries	359.6	388.2	8%	1,354.0	1,469.1	9%
Total	454.8	485.3	7%	1,727.5	1,859.9	8%

□ Digital Share : 55% (FY2025)

	2021	2022	2023	2024	2025
Digital	50%	53%	54%	54%	55%
BTL	30%	29%	29%	30%	29%
Retail	20%	19%	18%	18%	18%
ATL	20%	18%	17%	16%	16%

□ Non-Samsung Share : 27% (FY2024) → 29% (FY2025) (YoY + 2.0%p)

< Seoul Office Non-Samsung Top5 >



< Overseas Non-Samsung Top5 >



Consolidated OP(KRW) : FY2024 320.7B → 2025 336.9B (+16.2B ↑)

□ OP growth was limited to +5% as SG&A expenses increased by +8%
* investment in digital talent acquisition

(KRW Billion)

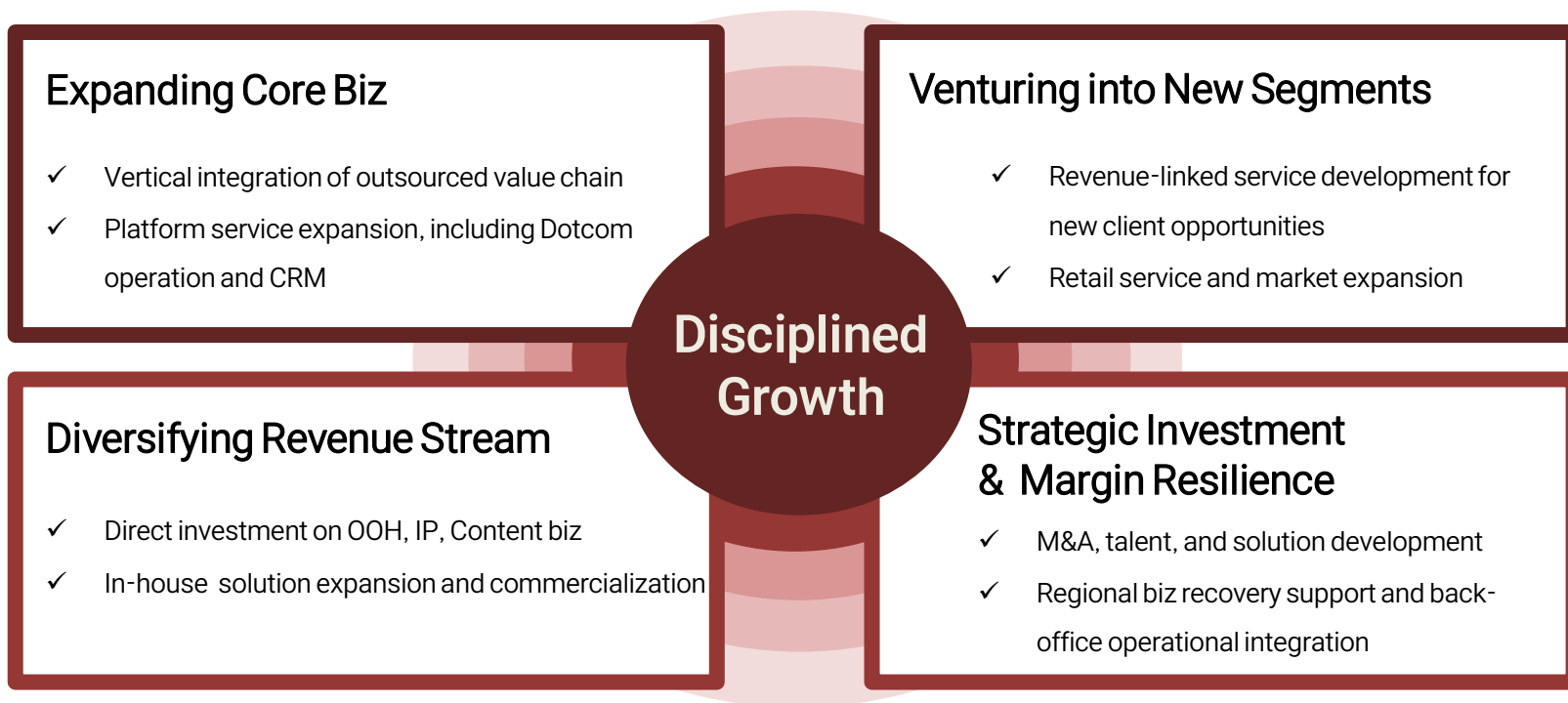
		'24. Q4	'25. Q4	Growth	2024	2025	Growth
Revenue (GP)		454.8	485.3	7%	1,727.5	1,859.9	8%
	SG&A	372.4	394.9	6%	1,406.8	1,523.0	8%
	Salaries	269.9	282.2	5%	1,024.8	1,118.7	9%
	Others	102.5	112.7	10%	382.0	404.3	6%
Operating Profit		82.4	90.4	10%	320.7	336.9	5%
	OPM	18.1%	18.6%	+0.5%p	18.6%	18.1%	△ 0.5%p

※ Head count : As of FY2024 7,433 → FY2025 7,993 (YoY +560)
(Overseas) (6,166) (6,454) (+288)

Mitigating External Risks through Qualitative Growth, Operational Excellence, and Selective Strategic Investment

Targeting 5% Top-line Growth & Sustaining 18% Operating Margin

* Revenue means gross profit



Thank you