



First Quarter Earnings Release

April 24, 2026

Creating Connected Experiences That Matter

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

This document is provided for investors' information before Q1 FY 2026 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.

- **FY26 1Q Summary**
- **Financial Summary(K-IFRS Consolidated)**
- **Consolidated Revenue Summary**
- **Consolidated P&L**
- **Shareholder Return Policy**

(YoY)

1

Financial Performance

Revenue 442.3B KRW
OP 36.5B KRW

2

Service

Retail +7% ↑
Digital +3% ↑

3

Clients

Non-Samsung +5% ↑
(Portion 29%)

4

GEO Markets

Domestic +3% ↑
Overseas +2% ↑

- ☑ Digital Expansion and new clients acquisition
- ☑ Temporary OP slowdown due to restructuring-related SG&A expenses; additional retirement provisions

- ☑ Retail growth driven by key clients' D2C strategy enhancement
- ☑ Digital growth momentum sustained by expanding the scope in dotcom biz

- ☑ Non-Samsung expansion sustained by biz development in fast-growing industries
* Defense, power, and beauty

- ☑ Acquisition of new clients in domestic market, fueling the growth
- ☑ Strong performance in key markets including NA, LA, and SEA

(KRW billion, %)

	FY25 1Q	FY26 1Q	YoY
Revenue (Gross Profit)	433.5	442.3	+2.0%
SG&A	375.0	405.8	+8.2%
Operating Profit	58.5	36.5	△ 37.6%
Non-Operating Expenses and Income	△ 16.6	4.4	-
Income Before Income taxes	41.9	40.9	△ 2.6%
Net Income	28.0	28.3	+0.8%

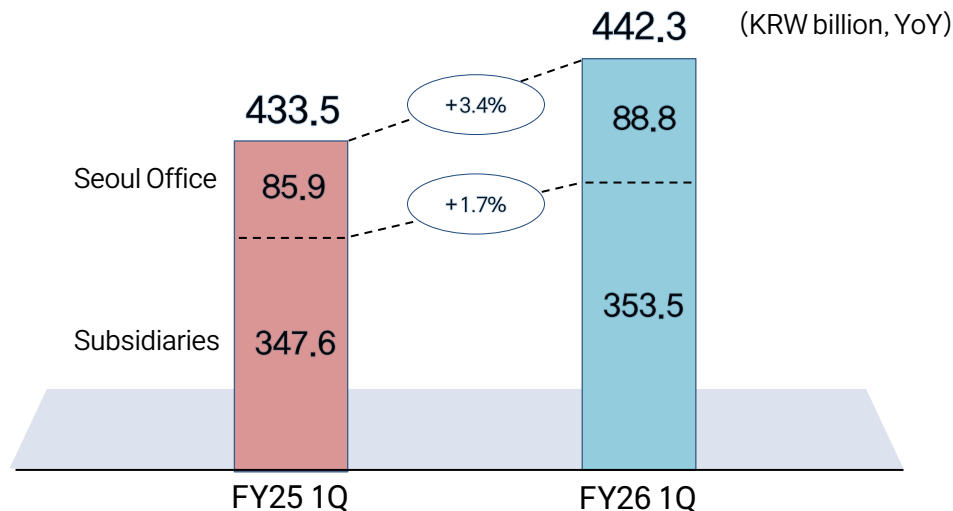
FY25 1Q 433.5B → FY26 1Q 442.3B (+2.0%)

☑ Seoul Office: FY25 1Q 85.9B → FY26 1Q 88.8B (+3.4%)

- Growth driven by increased volume from existing client base, complemented by new client acquisitions

☑ Subsidiaries: FY25 1Q 347.6B → FY26 1Q 353.5B (+1.7%)

- Achieved broad-based, robust growth in NA, LA, and SEA markets



Consolidated Revenue Summary

Driving future growth : Solidifying digital and retail core, securing a 70%+ revenue share from digital and retail by advancing digital solutions and accelerating D2C expansion

< Revenue(GP) Breakdown by Services >

	2022	2023	2024	2025	FY26 1Q
Digital	53%	54%	54%	55%	54%
BTL	29%	29%	30%	29%	31%
Retail	18%	18%	18%	18%	19%
ATL	18%	17%	16%	16%	15%

Strengthening the growth foundation through accelerating new client acquisitions

< Seoul Office >



< Overseas >

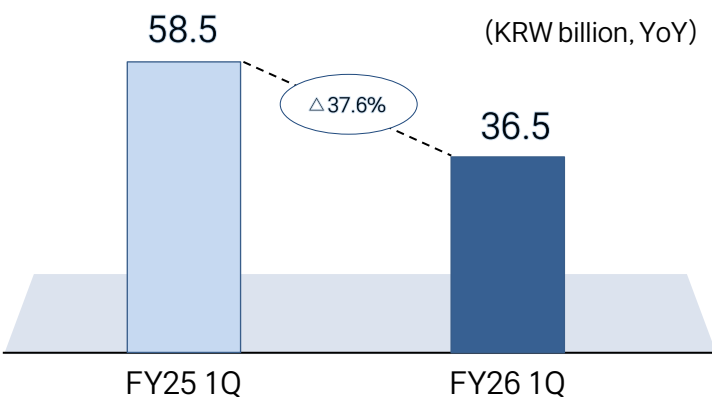


Operating Profit: FY25 1Q 58.5B → FY26 1Q 36.5B (△ 37.6%)

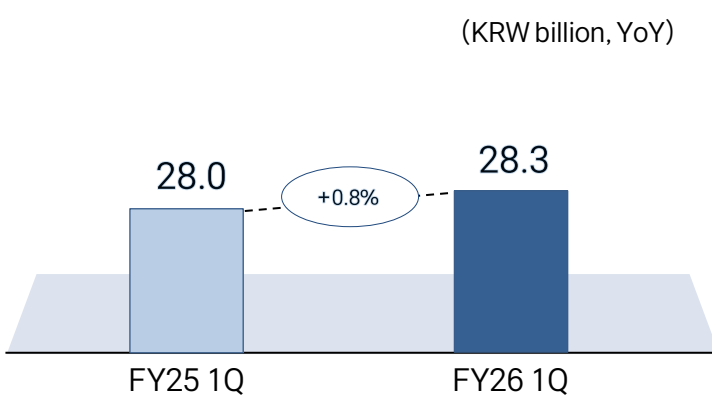
Net Income: FY25 1Q 28.0B → FY26 1Q 28.3B (+0.8%)

☑ OP fell by 38% YoY impacted by temporary restructuring expenses from overseas and additional retirement provisions for HQ; Net Income went up by 1% YoY

【Operating Profit】

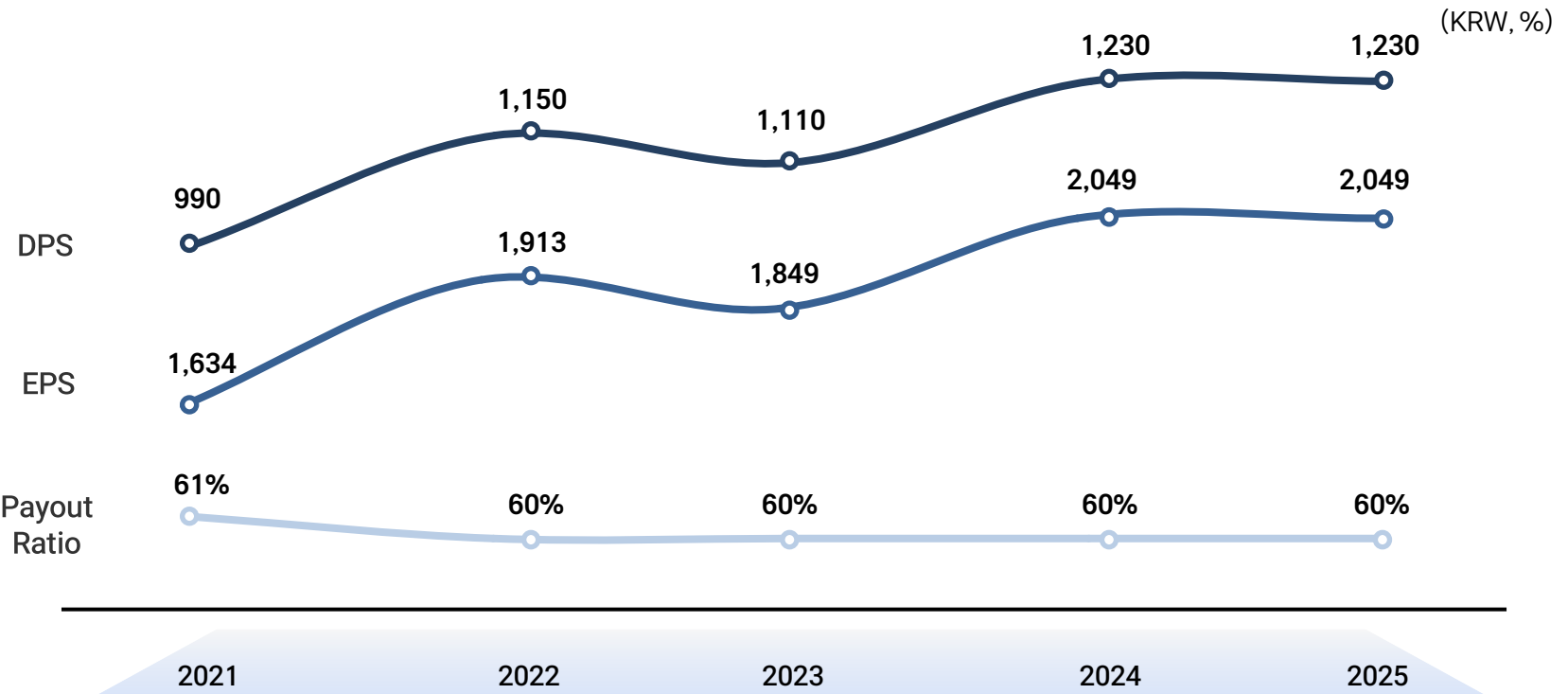


【Net Income】



Headcount : End of March, 2025 7,914 → FY2025 7,993 → End of March, 2026 7,906
(Overseas) (6,424) (6,454) (6,369)

Through 2027, the company has committed maintaining a stable dividend payout ratio of 60%



Driving Sustainable Growth, Delivering Shareholder Value

Thank you