Cheil

2Q & 1H 2026 Earnings Release

2026. 7. 24 (Fri.) 15:00 KST

Creating Connected Experiences That Matter

Disclaimer

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

This document is provided for investors' information before 1H 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 events, 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.

1H26 Financial Highlights (Consolidated)

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(Unit : KRW billion)

Item	2025		2026		【Key Financial Metrics – YoY Growth】	
	2Q	1H	2Q	1H		
Sales	1,118.8	2,158.3	1,074.5	2,092.1		
Cost of sales	635.1	1,241.0	584.9	1,160.2		
Gross profit (Revenue)	**483.8**	**917.2**	**489.6**	**931.9**	+1.2%	+1.6%
SG&A	391.7	766.6	396.9	802.7		
Operating profit	**92.1**	**150.6**	**92.7**	**129.2**	+0.6%	△14.2%**
(OP Margin)*	(19.0)	(16.4)	(18.9)	(13.9)		
Non-operating gains/losses	△3.3	△23.2	0.9	1.3		
Finance income/costs	△14.5	△11.1	1.0	6.8		
Equity method gains/losses	0.3	0.3	0.4	△1.4		
Profit before tax	**74.7**	**116.6**	**95.0**	**135.9**		
Tax expense	23.4	37.3	31.5	44.1		
Net income	**51.2**	**79.3**	**63.5**	**91.8**	+24.0%	+15.8%

* Operating profit / Gross profit

** Attributable to one-off costs incurred in 1Q26, including severance provisions and overseas subsidiary restructuring

Gross Profit (Consolidated)

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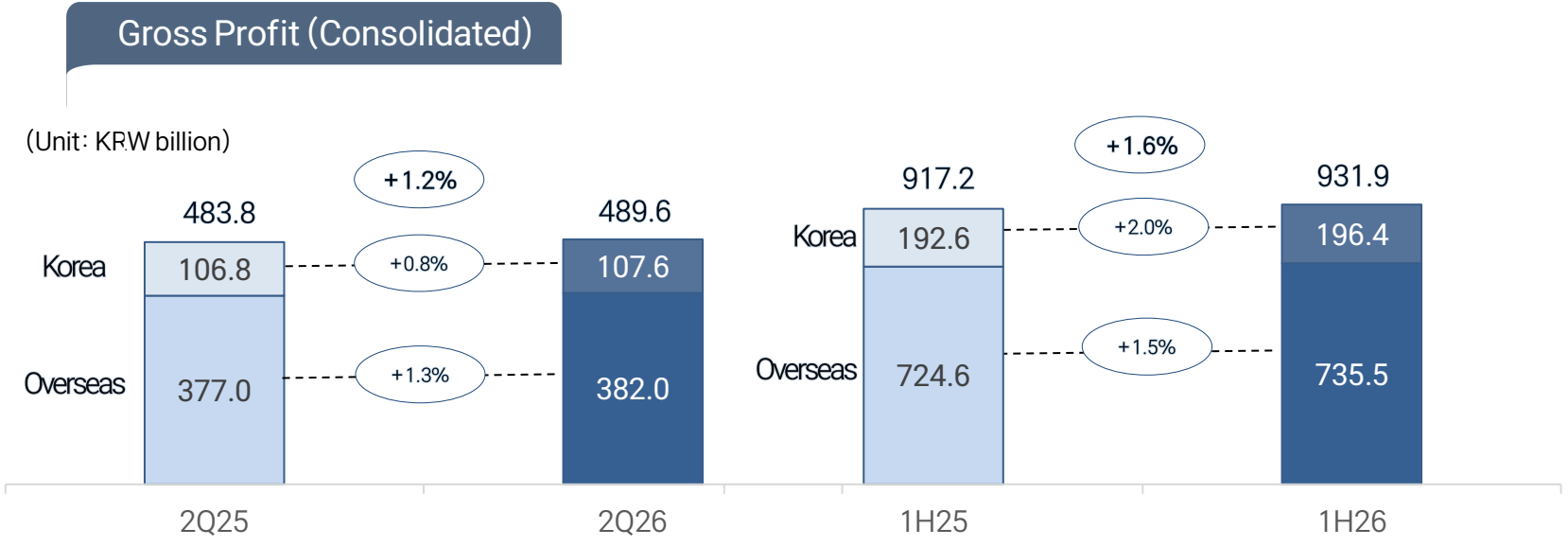
☑ 2Q26 KRW 489.6 bn (YoY+1.2%), 1H26 KRW 931.9 bn (YoY+1.6%)

· (2Q) Amid captive client marketing efficiency, North America & Emerging Markets drove overall growth

· (1H) D2C service expansion and non-captive client growth continued

* Direct to Consumer

* YoY +4.4%



Operating Profit & Net Income (Consolidated)

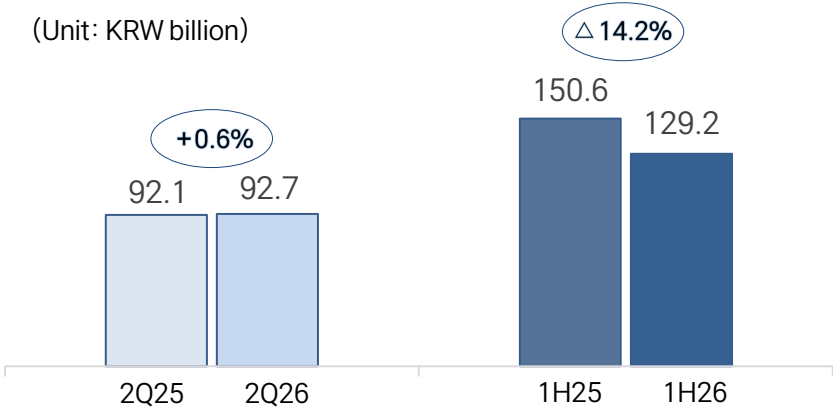
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☑ **OP : 2Q26 KRW 92.7 bn (YoY+0.6%), 1H26 KRW 129.2 bn (YoY △14.2%)**

NI : KRW 63.5 bn (YoY+24.0%), KRW 91.8 bn (YoY+15.8%)

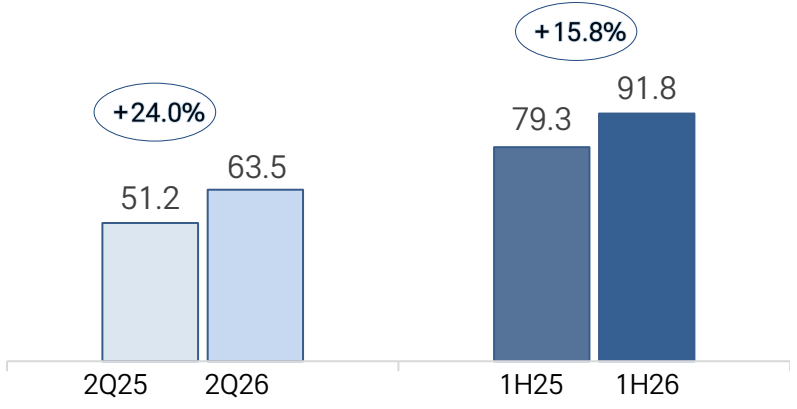
Operating profit (Consolidated)

- (2Q) Held steady amid external headwinds
- (1H) Decrease driven by efficiency-related restructuring costs overseas and a one-off severance provision at HQ



Net income (Consolidated)

- (2Q) Growth attributable to interest income and other miscellaneous gains
- (1H) Increase driven by the absence of equity investment impairment loss

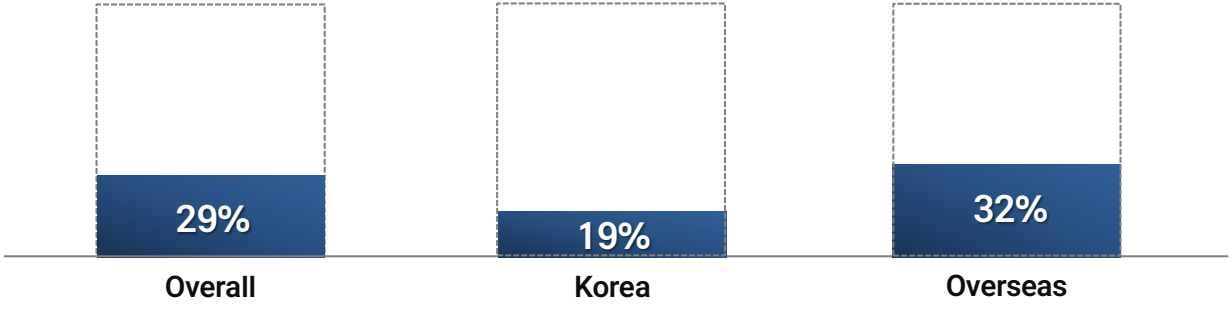


Headcount : End of Jun '25 8,070 → Dec '25 7,993 → **Jun '26 7,871**
(Overseas) (6,563) (6,454) **(6,326)**

1H26 Non-Captive Share and New Clients

☑ 1H26 Non-Captive Share of Gross Profit : 29% (Korea 19%, Overseas 32%)

* YoY +1%p



New Clients – Korea

- NAVER — *NAVER Shopping
- 삼쩜삼 — *Jobis & Villains (Platform)
- UPbit — *Dunamu Upbit (Crypto)
- airbnb
- 한국수력원자력(주)
- 한화비전
- KSU 익수제약(주)
- ODD grocer — *Harim ODD grocer (Online grocery)

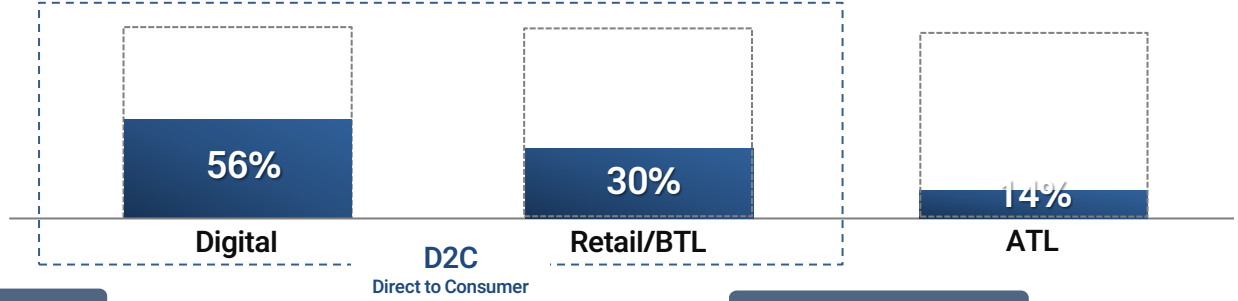
New Clients – Overseas

- OCBC — *OCBC Bank Hong Kong
- 中国建设银行 China Construction Bank
- Ctrip
- PHILIP MORRIS JAPAN
- makro — *Wholesale
- KIKO MILANO — *Cosmetics
- 安慕希 — *Yili(F&B)
- WILLPOWDERS — *Health Supplement

1H26 Gross Profit by Service Segments

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☑ 1H26 Gross Profit Shares : Digital 56%, Retail/BTL 30%, ATL 14%



Digital

Platform-related marketing activities, such as digital media, owned websites, social media, etc.



< Samsung.com Design & Management >



< Samsung Electronics Newsroom Design & Management >

BTL

Offline marketing activities, including pop-up/experiential events, promotions, exhibitions, and sports marketing



< Samsung Electronics Galaxy Unpacked (Brooklyn) >



< Samsung Electronics Exhibition at CES (Las Vegas) >

Retail

In-store marketing activities, such as store design, fixture production, promoter operations, etc.



< Samsung Electronics Galaxy Studio (Mapo, Seoul) >



< Dong Suh Foods Maxim House (Gyeongju) >

ATL

Advertising campaigns using legacy media such as TV, radio, and newspapers



< AI phone campaign by kt >



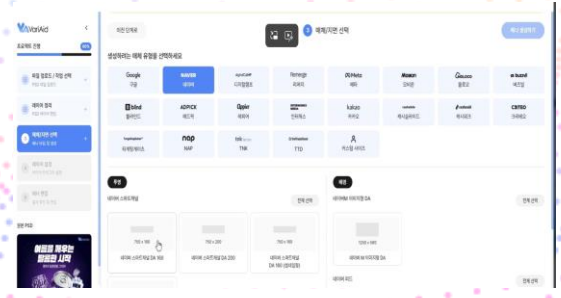
< Shin Ramyun campaign by Nongshim >

AI-Driven Marketing Solutions

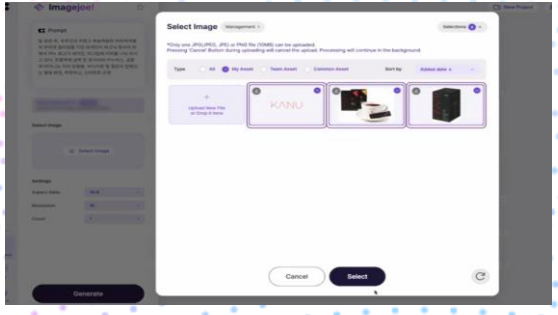
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☑Enhance Operational Efficiency by driving AI-Driven Work Innovation, Driving New Businesses such as Enterprise Solutions

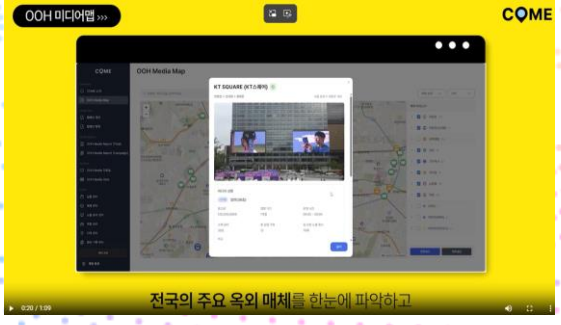
AI-Driven Banner Creation Tool



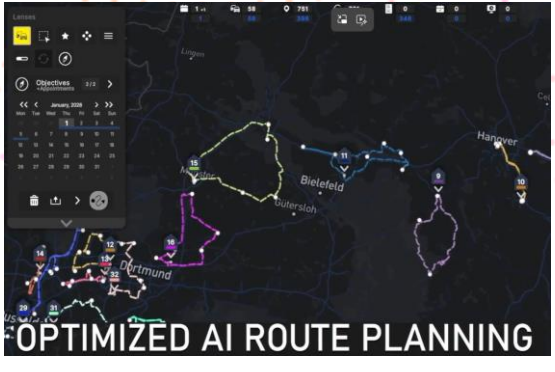
AI-Based Copy, Visual and Storyboard Solution



Outdoor Media Lab Solution



AI-Powered Store Visit Route Optimization Solution

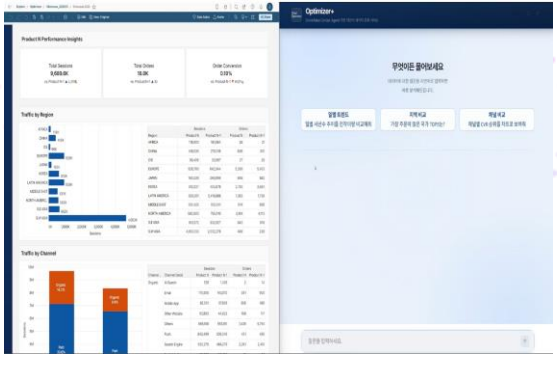


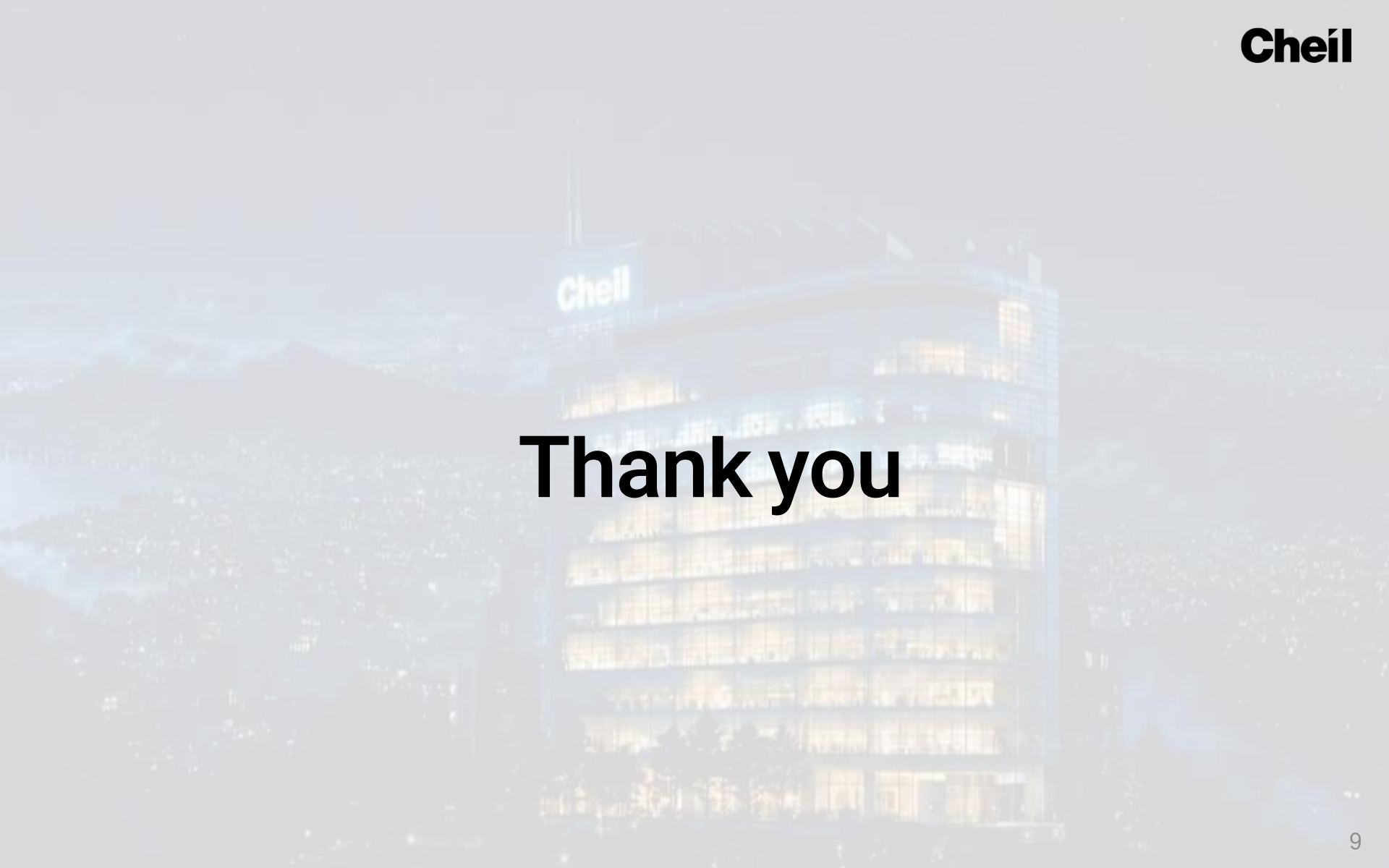
AI Live Commerce Solution



Automated Reporting Solution

* Data Collection/AI Agent





Thank you

(Appendix) Summary Consolidated Income Statement

(Unit : KRW billion)

	2024	2025	1H 2026
Sales	4,344.3	4,546.9	2,092.1
Cost of sales	2,616.8	2,687.0	1,160.2
Gross profit (Revenue)	1,727.5	1,859.9	931.9
SG&A	1,406.8	1,523.0	802.7
Operating profit	320.7	336.9	129.2
Non-operating gains/losses*	△ 7.2	△32.2	6.7
Profit before tax	313.5	304.7	135.9
Net income	208.3	208.6	91.8

* Includes Finance income/costs & Equity method gains/losses

(Appendix) Summary Consolidated Balance Sheets

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(Unit : KRW billion)

	2024	2025	1H 2026
Total assets	**3,306.6**	**3,587.8**	**3,464.4**
Current assets	2,724.0	2,881.0	2,746.6
Cash*	829.1	839.3	827.7
Account receivable**	1,670.9	1,824.1	1,645.0
Other current assets	224.0	217.6	273.9
Noncurrent assets	582.6	706.8	717.8
Tangible & Intangible assets	307.6	306.9	321.3
Right-of-use asset	139.6	238.1	253.8
Other noncurrent assets	135.4	161.8	142.7
Total liabilities	**1,832.5**	**1,999.8**	**1,834.3**
Current liabilities	1,564.9	1,627.9	1,458.9
Account payable	678.1	676.2	570.4
Unearned revenues	306.2	319.9	339.8
Accrued expenses ***	448.9	465.3	369.0
Other current liabilities	131.7	166.5	179.7
Noncurrent liabilities	267.6	371.9	375.4
Total equity	**1,474.1**	**1,588.0**	**1,630.1**

* Cash & cash equivalents, Short-term investments

** Account receivable, Other receivables

*** Accrued expenses, Other payables, Income tax payable