



We Create Connected Experiences that Matter

Third Quarter 2021 Earnings Release

October 28, 2021

Cheil

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

This document is provided for investors' information before Q3 FY2021 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.

- Q3 2021 Summary
- Financial Summary (K-IFRS consolidated)
- Consolidated Revenue
- Consolidated Operating Profit
- H2 2021 Outlook

1

Financial Performance

GP +17%

OP +18%

- ✓ **Maintain high growth in GP**
expanding service coverage
and digital business
- ✓ **Achieved largest OP**
with efficiency improvement

2

Service

Digital 50%

(GP Portion)

- ✓ **Steady growth in digital**
expanding the digital and
commerce platform biz.

3

GEO Markets

NA +57%, ME +25%

China +22%, SEA +16%

EU 12%

- ✓ **Strong performance in NA**
expanding service to sustainable
business
- ✓ **Double-digit growth** in EU and
emerging market etc.

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Clients

Samsung +15%

Non-Samsung +22%

- ✓ Solid growth in both **Samsung
and Non-Samsung**
- ✓ Increased revenue from **Non-
Samsung especially in HQ, NA
and China**

Financial Summary (K-IFRS consolidated)

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(KRW billion)

	Q3 2020	Q3 2021	Growth		Q3 YTD 2020	Q3 YTD 2021	Growth	
Revenue (Gross Profit)	278.5	325.8	17%		798.7	913.2	14%	
SG&A	219.0	255.6	17%		654.9	730.0	11%	
Operating Profit	59.5	70.2	18%		143.8	183.2	27%	
Non-operating Expenses and Income	△2.1	3.5	-		△1.5	9.4	-	
Income Before Income Taxes	57.4	73.7	28%		142.3	192.6	35%	
Net Income	42.2	50.7	20%		100.8	138.8	38%	

Consolidated Revenue Summary

Consolidated Revenue : Q3 2020 278.5B → Q3 YTD 2021 325.8B (47.3B↑)

□ **HQ (KRW) : Q3 2020 79.5B → Q3 YTD 2021 87.0B (7.5B↑)**

- Revenue increased along with service coverage expansion in major client and additional revenue from non-Samsung clients

□ **Subsidiaries (KRW) : Q3 2020 199.0B → Q3 YTD 2021 238.8B (39.8B↑)**

- Strong growth in North America and all other regions (EU/SEA/China/MENA) shown continuous growth

(KRW billion)

	Q3 2020	Q3 2021	Growth	Q3 YTD 2020	Q3 YTD 2021	Growth
HQ	79.5	87.0	9%	213.3	239.8	12%
Subsidiaries	199.0	238.8	20%	585.4	673.4	15%
Total	278.5	325.8	17%	798.7	913.2	14%

Digital % of total revenue : Full Year 2020 43% → Q3 YTD 2021 50% (Growth 32%↑ YoY)

□ Portion of digital biz. increased in HQ and all regions

- Headquarter : Full Year 2020 28% → Q3 YTD 2021 31% (Growth 24%↑ YoY)

- Subsidiaries : Full Year 2020 49% → Q3 YTD 2021 57% (Growth 34%↑ YoY)

	2010	2015	2020	Q3 YTD 2021
Digital	19%	28%	43%	50%
BTL	32%	42%	35%	30%
Retail	13%	22%	21%	20%
ATL	49%	30%	22%	20%

Overseas % of total revenue : Full Year 2020 72% → Q3 YTD 2021 74%

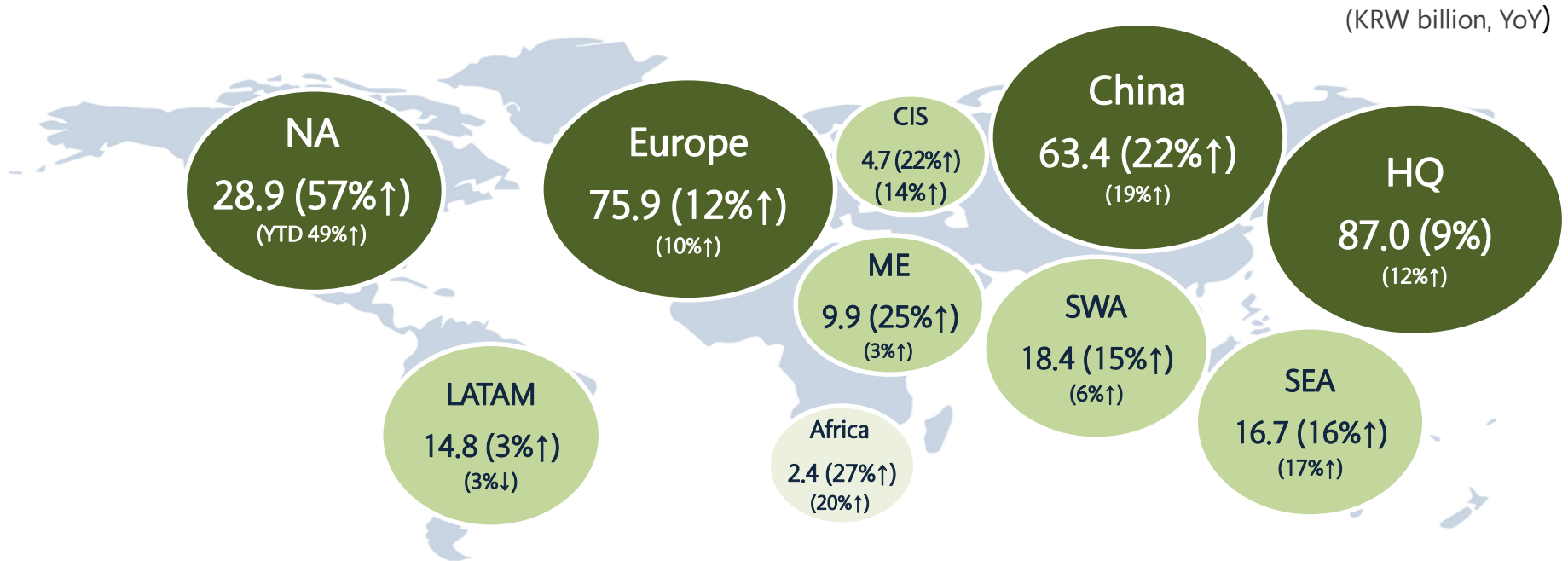
□ NA (57%↑ YoY), China (22%↑) and SEA (16%↑) drove overall overseas growth

* TBG 83%↑

* Pengtai 17%↑

□ Europe (12%↑ YoY), MENA(25%↑), CIS (22%↑), SWA(15%↑) showed high growth

* BMB 54%↑, Iris 7%↑



□ Samsung % of total revenue : Full Year 2020 72% → Q3 YTD 2021 71% (Growth 12%↑ YoY)

- Increased primarily due to Digital biz. and NA expanding service coverage in Samsung

□ Non-Samsung % of total revenue : Full Year 2020 28% → Q3 YTD 2021 29% (Growth 20%↑ YoY)

- Expanded more sales to non-Samsung clients in NA, China and HQ

* Growth : HQ 23%↑, Overseas 19%↑

< New Clients : Domestic >



< New Clients : Overseas >



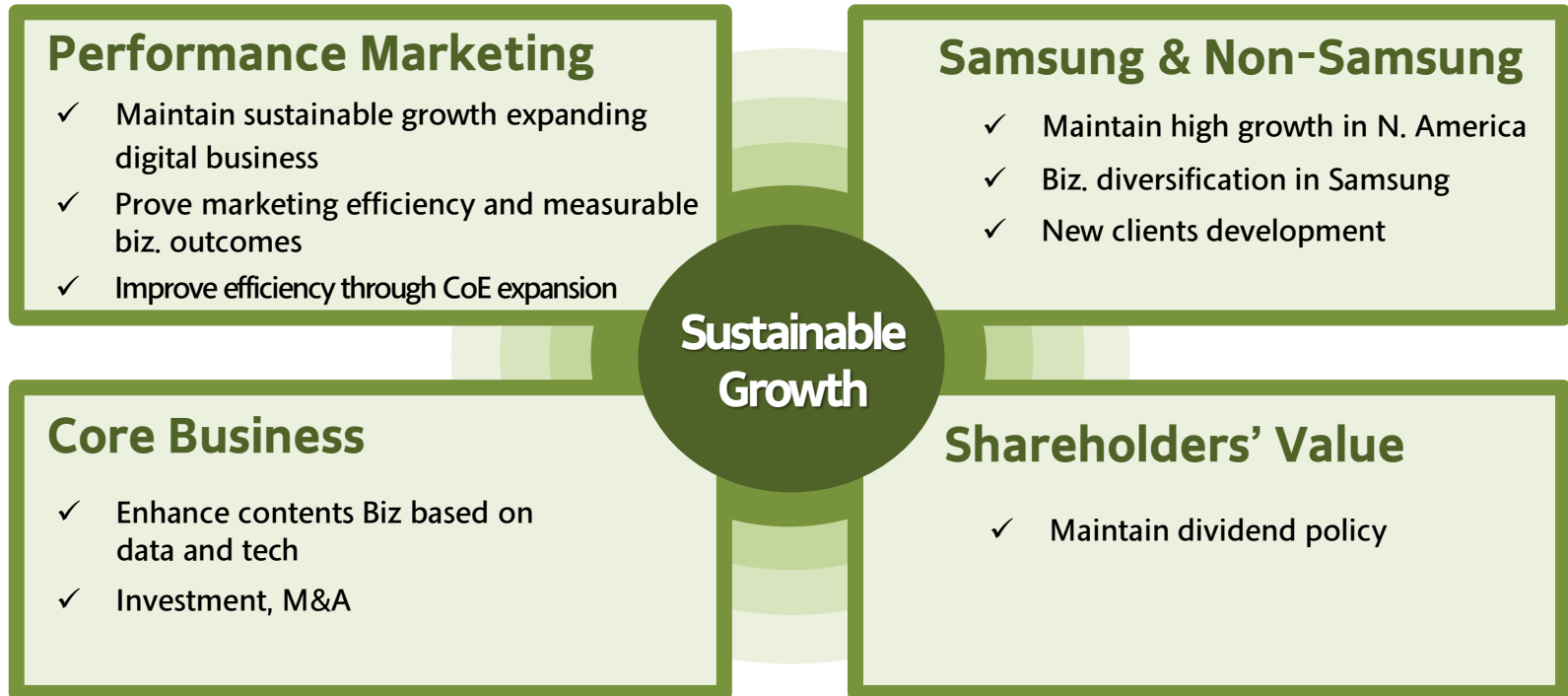
Consolidated OP : Q3 2020 59.5B → Q3 2021 70.2B (10.7B↑)

□ Achieved the largest Q3 operating profit

- Consolidated OP increased +18%↑ YoY while GP increased +17%↑ YoY

(KRW Billion)

	Q3 2020	Q3 2021	Growth	Q3 YTD 2020	Q3 YTD 2021	Growth
Revenue (GP)	278.5	325.8	17%	798.7	913.2	14%
SG&A	219.0	255.6	17%	654.9	730.0	11%
Salaries	158.7	186.5	18%	470.8	526.7	12%
Others	60.3	69.1	15%	184.1	203.3	10%
Operating Profit	59.5	70.2	18%	143.8	183.2	27%
OPM	21.4%	21.5%	+0.1%p	18.0%	20.1%	+2.1%p



Data · Tech · Contents based Performance Marketing Expansion

Core
Business

① Offer digital-based
performance
marketing

② Enhance tech-based
contents production
for Metaverse

③ Expand service
coverage exploring
new biz opportunity
in Samsung Biz

④ Reinforce
non-Samsung Biz
by selection and
concentration

Digital
Capabilities

① M&A/ Strategic investment ② Digital transformation in organization

Corporate
Social
Responsibility

① ESG management ② Risk management

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