



We Create Connected Experiences that Matter

# Fourth Quarter 2021 Earnings Release

January 27, 2022

**Cheil**

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

*This document is provided for investors' information before Q4 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.*

- 2021 Summary
- Financial Summary (K-IFRS consolidated)
- Consolidated Revenue
- Consolidated Operating Profit
- 2022 Outlook

1

## Financial Performance

GP 16%↑  
OP 21%↑

- ✓ **Double-digit growth in GP**  
expanding digital business
- ✓ **Achieved largest OP**  
with efficiency improvement

2

## Service

Digital 50%  
(GP Portion)

- ✓ **Expanding digital biz.**  
with dotcom, E-commerce
- ✓ **Diversify digital service**  
accelerating digital  
transformation

3

## GEO Markets

NA 53%↑, SEA 22%↑  
China 18%↑, EU 15%↑

- ✓ **Strong performance in NA**  
expanding service to sustainable  
business
- ✓ **Achieved high growth** in all  
regions including SWA/CIS/Africa

4

## Clients

Samsung 14%↑  
Non-Samsung 19%↑

- ✓ Expand service coverage in  
**Samsung and Non-Samsung**
- ✓ Increased revenue from **Non-Samsung especially in HQ, NA and China**

# Financial Summary (K-IFRS consolidated)

**Cheil**

(KRW billion)

	Q4 2020	Q4 2021	Growth	2020	2021	Growth
	Revenue (Gross Profit)	305.8	366.4	20%	1,104.5	1,279.6
SG&A	244.6	301.4	23%	899.6	1,031.4	15%
Operating Profit	61.2	65.0	6%	204.9	248.2	21%
Non-operating Expenses and Income	△6.6	2.1	-	△8.0	11.4	-
Income Before Income Taxes	54.6	67.1	23%	196.9	259.6	32%
Net Income	57.5	28.8	△50%	158.3	167.6	6%

※ Dividend for the Fiscal Year 2021 : KRW 990/share (Payout ratio 60.6%)

**Consolidated Revenue : Full Year 2020 1,104.5B → 2021 1,279.6B (175.1B↑)**  
**Q4 2020 305.8B → Q4 2021 366.4B (60.6B↑)**

□ **HQ (KRW) : Full Year 2020 304.1B → 2021 329.3B (25.2B↑)**

- Increased digital biz. in major client and developed new clients in non-Samsung

□ **Subsidiaries (KRW) : Full Year 2020 800.4B → 2021 950.3B (149.9B↑)**

- Strong growth in North America and all other regions (SEA/EU/China) shown continuous growth with increasing in digital biz.

- Subsidiaries including TBG, PTGC shown strong performance leading overseas growth

(KRW billion)

	Q4 2020	Q4 2021	(KRW billion)			
			Growth	2020	2021	Growth
HQ	91.0	89.6	△2%	304.1	329.3	8%
Subsidiaries	214.8	276.8	29%	800.4	950.3	19%
<b>Total</b>	<b>305.8</b>	<b>366.4</b>	<b>20%</b>	<b>1,104.5</b>	<b>1,279.6</b>	<b>16%</b>

**Digital % of total revenue : Full Year 2020 43% → 2021 50%** (Growth 35%↑)

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

- Headquarter : Full Year 2020 28% → 2021 31% (Growth 19%↑)

- Subsidiaries : Full Year 2020 49% → 2021 57% (Growth 38%↑)

	2010	2015	2020	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% → 2021 74%

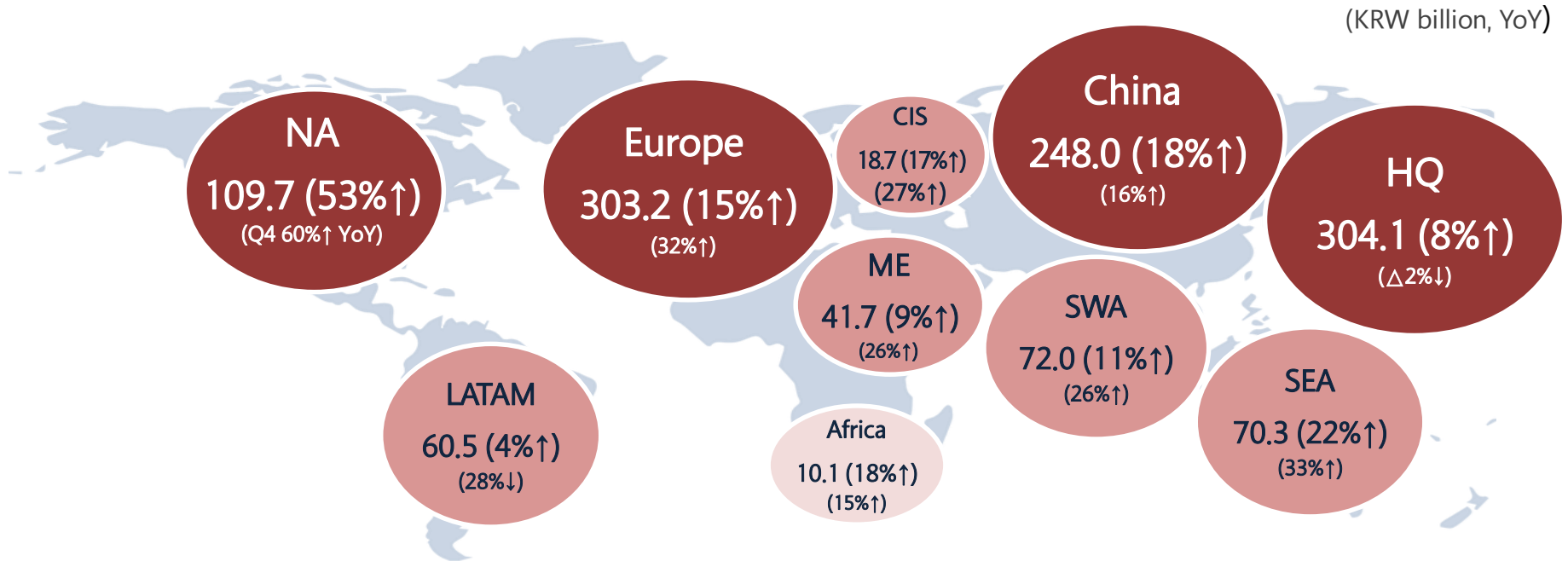
□ NA (53%↑ YoY), China (18%↑) and EU (15%↑) drove overall overseas growth

\* TBG 72%↑

\* Pengtai 18%↑

\* BMB 65%↑, Iris 6%↑

□ SEA (22%↑ YoY), Africa(18%↑), CIS (17%↑), SWA(11%↑) continued high growth





□ Samsung % of total revenue : Full Year 2020 72% → 2021 71% (Growth 14%↑)

- Expanded major client's service offering in Digital biz. and NA

□ Non-Samsung % of total revenue : Full Year 2020 28% → 2021 29% (Growth 19%↑)

- Increased non-Samsung clients biz. in NA, China and HQ

\* Growth : HQ 13%↑, Overseas 21%↑

## < New Clients : Domestic >



## < New Clients : Overseas >



Consolidated OP : Full Year 2020 204.9B → 2021 248.2B (43.3B↑)  
 Q4 2020 61.2B → Q4 2021 65.0B (3.8B↑)

□ Achieved the largest operating profit

- Consolidated OP increased +21%↑ YoY while GP increased +16%↑ YoY

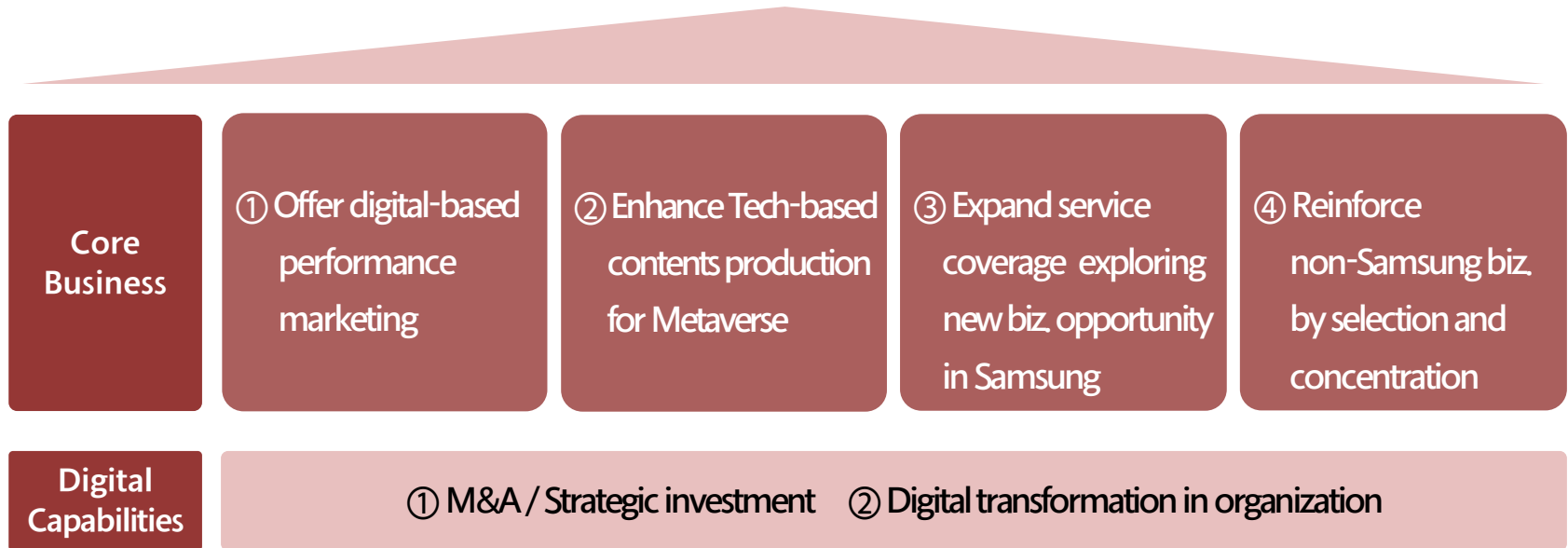
(KRW Billion)

	Q4 2020	Q4 2021	Growth	2020	2021	Growth
Revenue (GP)	305.8	366.4	20%	1,104.5	1,279.6	16%
SG&A	244.6	301.4	23%	899.6	1,031.4	15%
Salaries	170.4	218.8	28%	641.2	745.5	16%
Others	74.2	82.6	11%	258.4	285.9	11%
Operating Profit	61.2	65.0	6%	204.9	248.2	21%
OPM	20.0%	17.7%	Δ2.3%p	18.6%	19.4%	+0.8%p



## Data · Tech · Contents based Performance Marketing Expansion

→ Revenue Double-digit Growth, OP margin rate Improvement



Corporate Social  
Responsibility

① ESG management ② Risk management

- EOD -