



We Create Connected Experiences that Matter

First Quarter Earnings Release

April 28, 2022

Cheil

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

This document is provided for investors' information before Q1 FY 2022 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.

- Q1 2022 Summary
- Financial Summary (K-IFRS consolidated)
- Consolidated Revenue
- Consolidated Operating Income
- 2022 Annual Outlook

1

Financial Performance

GP +23%
OP +43%

- ✓ Achieved high growth in clients/services/regions
- ✓ Achieved largest Q1 OP
Improving profitability

2

Service

Digital 51%
(GP Portion)

- ✓ Expanded digital business with major client in terms of scope of work
- ✓ Diversified digital service coverage with digital transformation

3

GEO Markets

NA 63%↑, SEA 25%↑
China 25%↑, EU 17%↑

- ✓ Continued strong performance in NA expanding service to Samsung and Non-Samsung
- ✓ Accelerated high growth in all regions including China/SEA/Africa

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Clients

Samsung 21%↑
Non-Samsung 30%↑

- ✓ Strong growth in both Samsung and Non-Samsung
- ✓ Increased new clients of Non-Samsung in NA, China and HQ

(KRW billion)

	Q1 2021	Q1 2022	Growth
Revenue (Gross Profit)	271.3	334.9	23%
SG&A	230.3	276.4	20%
Operating Profit	41.0	58.5	43%
Non-operating Expenses and Income	4.6	4.0	△ 13%
Income Before Income Taxes	45.6	62.5	37%
Net Income	32.9	45.2	37%

Consolidated Revenue : Q1 2021 271.3B → Q1 2022 334.9B (63.6B↑)

- Headquarter : Q1 2021 64.9B → Q1 2022 76.0B (11.1B↑)
 - Achieved high growth with major client's new product launch impact and increase in revenue from non-Samsung clients
- Subsidiaries : Q1 2021 206.4B → Q1 2022 258.9B (52.5B↑)
 - Strong growth in North America and all other regions including EU, SEA, China shown continuous growth

(KRW billion)

	Q1 2021	Q1 2022	Growth
HQ	64.9	76.0	17%
Subsidiaries	206.4	258.9	25%
Total	271.3	334.9	23%

Digital % of total revenue : Full Year 2021 50% → 2022 Q1 51% (Growth 31%↑ YoY)

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

- Headquarter : Full Year 2021 31% → 2022 Q1 33% (Growth 30%↑ YoY)

- Subsidiaries : Full Year 2021 57% → 2022 Q1 57% (Growth 31%↑ YoY)

	2010	2015	2020	2021	Q1 2022
Digital	19%	28%	43%	50%	51%
BTL	32%	42%	35%	30%	30%
Retail	13%	22%	21%	20%	19%
ATL	49%	30%	22%	20%	19%

Overseas % of total revenue : Full Year 2021 74% → 2022 Q1 77%

□ NA(63%↑ YoY), China(25%) and Europe(17%) drove overall overseas growth

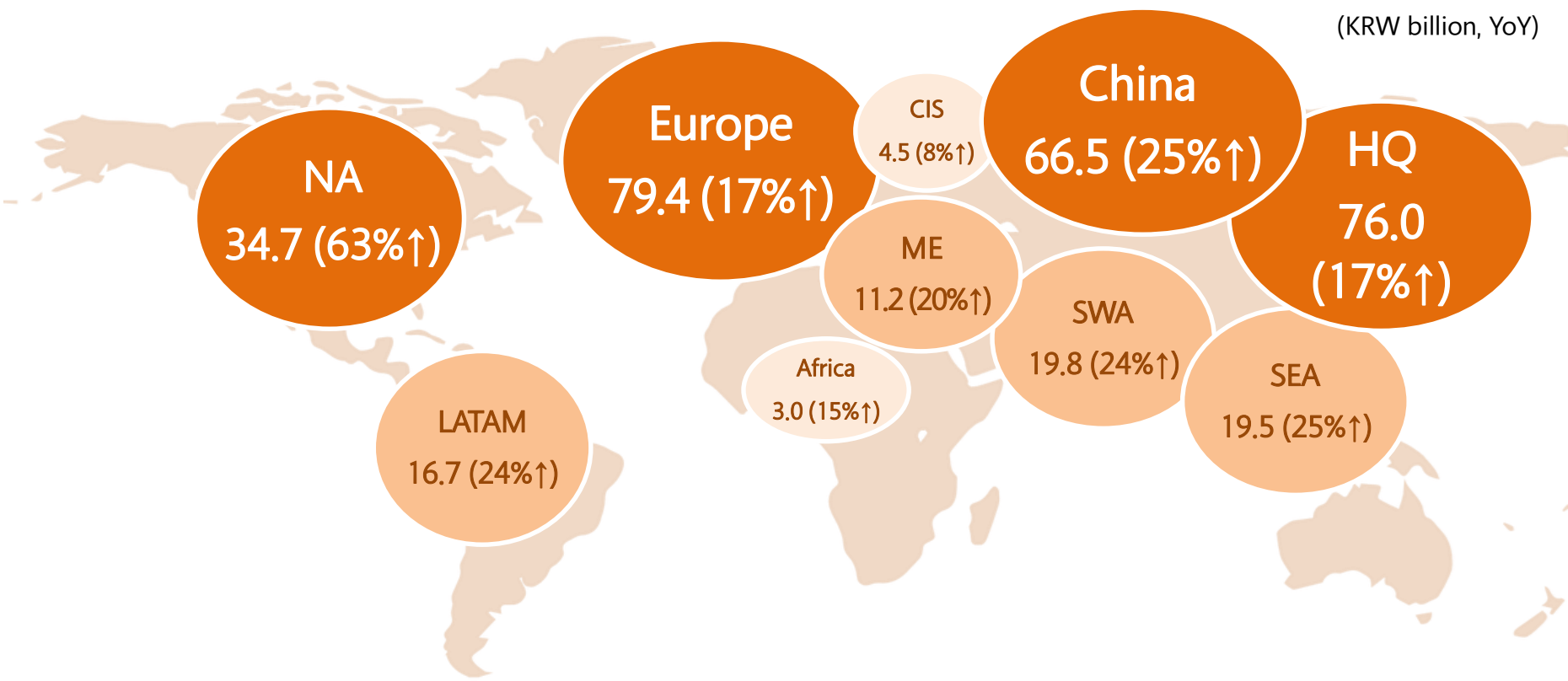
* TBG 72%↑

* Pengtai 23%↑

* BMB 48%↑, Iris 12%↑

□ SEA(25%↑ YoY), SWA(24%↑), LATAM(24%↑), ME(20%↑) showed high growth

(KRW billion, YoY)



□ Samsung % of total revenue : Full Year 2021 71% → 2022 Q1 72% (Growth 21%↑ YoY)

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

□ Non-Samsung % of total revenue : Full Year 2021 29% → 2022 Q1 28% (Growth 30%↑)

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

* Growth : HQ 80%↑, Overseas 22%↑

< New Clients : Domestic >



< New Clients : Overseas >



Consolidated Operating Income : Q1 2021 41.0B → Q1 2022 58.5B (17.5B↑)

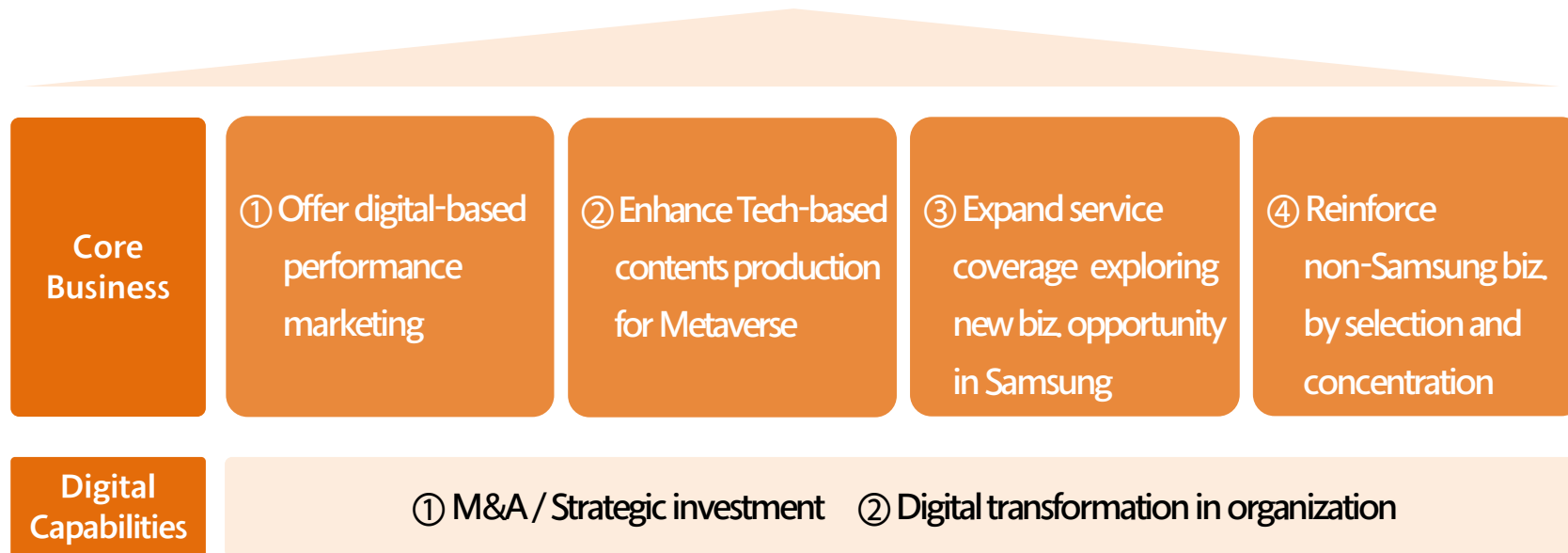
- Achieved the largest Q1 operating profit with increase in revenue from digital business and cost efficiency improvement

(KRW Billion)

	Q1 2021	Q1 2022	Growth
Revenue(GP)	271.3	334.9	23%
SG & A	230.3	276.4	20%
Salaries	163.0	199.3	22%
Others	67.3	77.1	15%
Operating Profit	41.0	58.5	43%
OPM	15.1%	17.5%	2.4%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

Thank you