



# FY2025 1Q Earning Results

**KRAFTON**

2025. 4. 29.

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# PUBG IP FRANCHISE, SHAPING THE FUTURE WITH FANS

**KRAFTON**

Head of PUBG IP Franchise & PUBG STUDIOS, TS Jang

**PUBG**  
**BATTLEGROUNDS**



**A Franchise Cherished by Fans  
Across Generations and Regions for Years to Come**

# Core Services

Investing in **Content and Evolution of Services** for All Fans

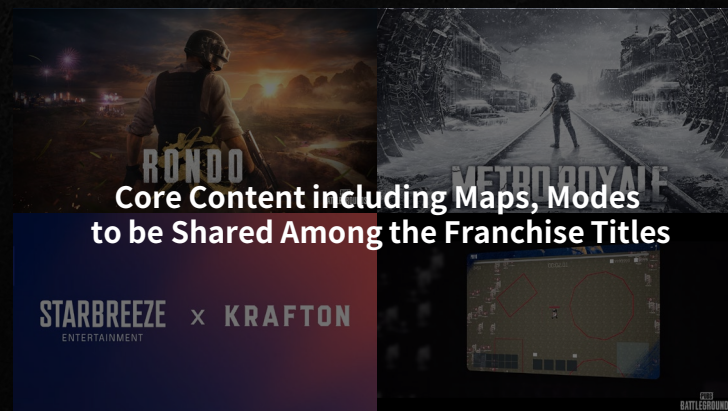
## IP Collaboration for Cultural Experiences



IP beloved by Western Players and New Generations

Invest in relevant content that connects the IP with fans

## Synergies by Sharing Core Content



PC and Mobile Titles Sharing Content and Production Expertise

## PUBG 2.0, Evolving to a Gameplay Platform



Core Enhancement (UE5 Update)

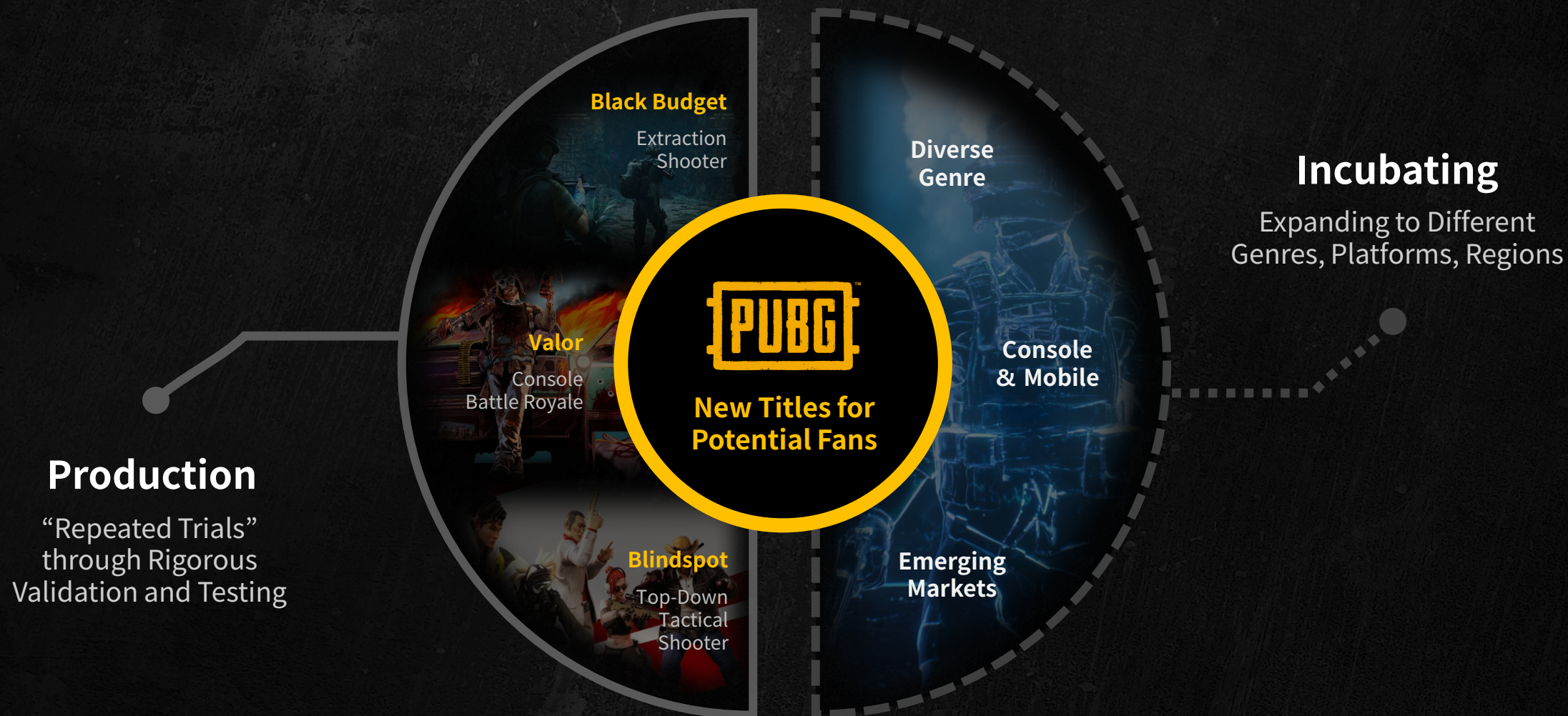
Gameplay Diversification (Well-made Modes)

Community Engagement (UGC Beta Service)



# | New Titles

Driving **Franchise Growth** with New Titles Across **Diverse Genres, Platforms, and Regions**





# **EVERGREEN IP**

**Commitment to Deliver the Unique Fun of PUBG to Fans**

**Belief of Contributing to KRAFTON's Growth**

# FY2025 1Q Highlights

The background of the slide features a large, bold, black 'KRAFTON' logo centered on a light blue curved wall. In the foreground, a person is walking from left to right, and a soccer ball is on the floor. The overall scene is dimly lit, with the logo and the person's silhouette being the primary visual elements.

# KRAFTON

**KRAFTON**

CFO, Dongkeun Bae

## REVENUE

**KRW 874.2<sub>bn</sub>**

All core PUBG IP<sup>1)</sup> services grew YoY, driving record high quarterly revenue with a 31.3% YoY increase

## OPERATING PROFIT

**KRW 457.3<sub>bn</sub>**

Record high quarterly operating profit driven by strong revenue growth, increasing 47.3% YoY



**1M+** Copies Sold

1 million copies sold within 7 days of Early Access, Publishing strategy for a long-term sustainable IP

# 1Q25 Highlights

# 1Q Earnings Summary

## Revenue

**1Q25      KRW 874.2bn** (YoY 31.3% ↑, QoQ 41.6% ↑)

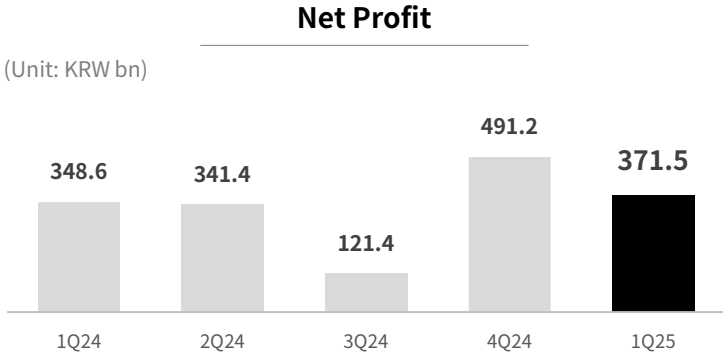
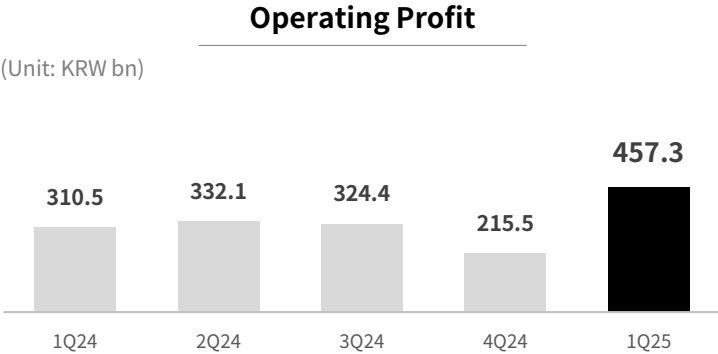
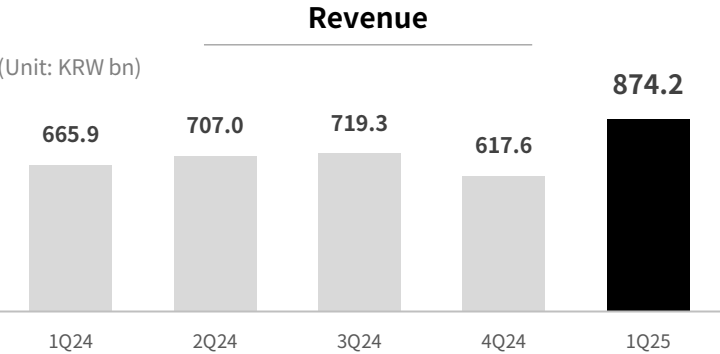
Record high quarterly revenues driven by growth across PC, Mobile, and Console platforms, increasing 31.3% YoY and 41.6% QoQ

## Operating Profit

**1Q25      KRW 457.3bn** (YoY 47.3% ↑, QoQ 112.2% ↑)

Record high operating profit driven by strong revenue growth, increasing 47.3% YoY and 112.2% QoQ

(Unit: KRW bn)	1Q 2024	4Q 2024	1Q 2025	YoY	QoQ
Revenue	665.9	617.6	874.2	31.3%	41.6%
PC	243.7	232.6	323.5	32.8%	39.1%
Mobile	402.3	362.2	532.4	32.3%	47.0%
Console	11.5	12.3	13.1	14.2%	6.7%
Others	8.4	10.5	5.2	-39.2%	-50.8%
Operating Expenses	355.4	402.1	416.9	17.3%	3.7%
Operating Profit	310.5	215.5	457.3	47.3%	112.2%
% Margin	46.6%	34.9%	52.3%	5.7%p	17.4%p
Adj. EBITDA <sup>1)</sup>	378.5	253.4	505.1	33.4%	99.3%
% Margin	56.8%	41.0%	57.8%	0.9%p	16.7%p
Net Profit	348.6	491.2	371.5	6.6%	-24.4%
% Margin	52.4%	79.5%	42.5%	-9.9%p	-37.0%p



1) Adj. EBITDA = EBITDA + Share-based Payment Expenses

# inZOI Early Access

## Successful Early Access Launch Demonstrating Potential as a New Global Long-term IP

### Targeting a New Global Long-term IP



#### Short-Term Goal

- #1 on Steam Wishlists and positive user feedback
- Early Access in just 2 years of development and delivering continuous updates
- Visibility as a globally influential new IP



#### Mid-Term Goal

- Increasing share within the genre through growing the fanbase
- Delivering new experiences with AI and Mods
- Discovering new sustainable business models



#### Long-Term Goal

- Accomplishing the Community Snowball Publishing Strategy
- Scale-up efforts with the global community
- Growing as KRAFTON's Big Franchise IP

### Community Snowball Publishing Strategy



#### Early Access Phase

- Community building with discord and influencers
- Building trust and strengthening fandom through timely communication and reflecting user feedbacks

#### Official Launch Phase

- Community care and continuous game updates
- Messages on official launch and console platform launch planned in 2026

# Strategic Titles for 2025

## Establishing **Optimized Strategies** for Development and Publishing



### KRAFTON

**Genre** Frontier Life Simulation  
**Platform** PC (Steam) / Console

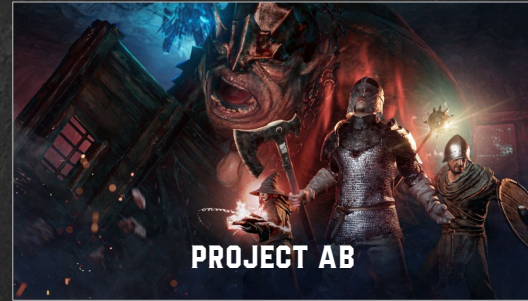
- The solo-developed Dinkum original sold 1M+ copies during Early Access
- Publishing rights transferred to KRAFTON on February 12th, followed by Official Launch on April 23rd
- Console platform launch within 2025



### 5MINOLAB

**Genre** Frontier Life Simulation  
**Platform** Multi-platform

- A spin-off title 'Dinkum Together'
- Multi-platform strategy with enhanced art style and gameplay from the original
- Franchise strategy by strengthening IP and community expansion



### BLUEHOLE

**Genre** Extraction RPG  
**Platform** Mobile

- Extraction RPG combining battle royale survival, dungeon crawling, and RPG
- Aim to Popularize Extraction RPG through optimized gameplay, visuals, specs, and technology for the global market
- Global launch as an original IP



### UNKNOWN WORLDS

**Genre** Underwater Survival Adventure  
**Platform** PC / Console

- Early Access on PC and Console in 2025
- Xbox Game Pass partnership during Early Access
- Expanding the series with co-op gameplay and enhanced deep-sea exploration
- #4 on Steam Wishlists (as of April 29th)

## Revolutionizing Gameplay Experience by Applying Advanced AI Technology

### Smart Zoi & Zoi Pen

**INZOI**

SLM<sup>1)</sup> powered on-device CPC<sup>2)</sup>, expanding language support and improving performance

#### Smart Zoi

블레이크 블레빈스 is...

You have a very tidy personality and can't stand seeing your house get dirty.

Cancel

OK

Prompt-based Zoi Customization

#### Smart Zoi

Katie Hwang is...

You love your daughter, Katie, so much.

Cancel

OK



#### 블레이크's Inner Thoughts

I, Blake, can't stand the thought of my clean home getting dirty, so I mopped it to maintain order and tidiness in my space.

Autonomous reasoning and actions based on rationale

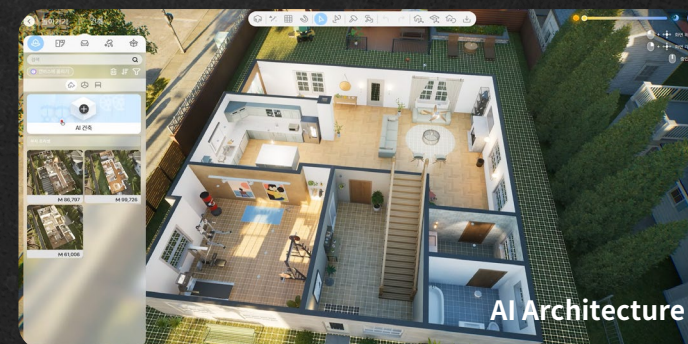
#### Grace's Inner Thoughts

I'm curious to know what Katie's dreams are, as I believe understanding her aspirations can help me be a better mom and support her growth.

#### David's Inner Thoughts

Today was a quiet day, but I still managed to have some fun. I played soccer at the park and had a great time. Later, I got to talk with Katie about her favorite game, which was really sweet. I felt a bit disappointed that I couldn't play more games or talk to more people, but it was nice to spend some quality time with my family.

### AI Features in Development

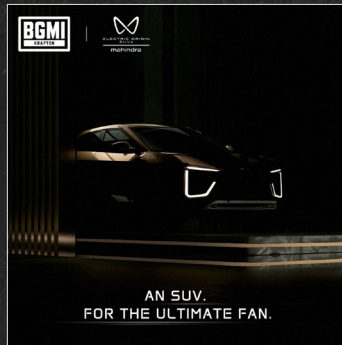
**INZOI**

1) SLM (Small Language Model): Compact language model optimized for game clients

2) CPC (Co-Playable Character): An AI companion that interacts with users, equipped with the ability to interact and cooperate with users, and respond to game situations in a human-like manner

## Strengthening Position as a Publisher in India through Growth of BGMI and Investments

### Localized Indian Contents for BGMI



### Mahindra Collaboration

- Co-marketing a new EV model with a local Indian brand
- Launching in-game vehicle skins and out-game events
- Record high revenue among all local Indian collaborations

### Strengthened Publishing Strategy in India



### Nautilus Mobile & Real Cricket IP Acquisition

- Securing the leading mobile game IP of Cricket in India
- Real Cricket has achieved 250M+ downloads and 10M+ MAU
- Aiming to grow Cricket games with the expertise of Nautilus Mobile

# Operating Expenses & Profit

## Operating Expenses

1Q25      **KRW 416.9bn** (YoY 17.3% ↑, QoQ 3.7% ↑)

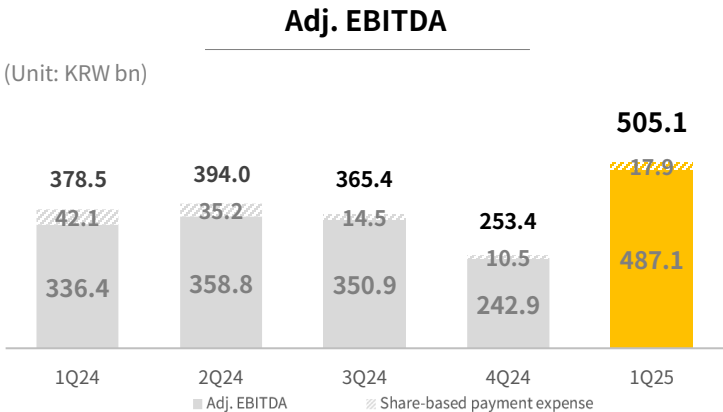
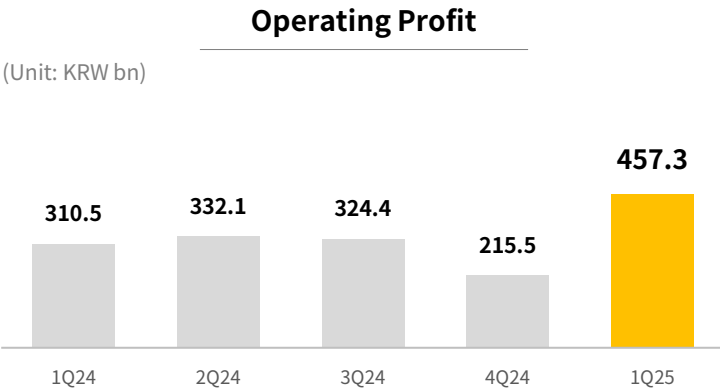
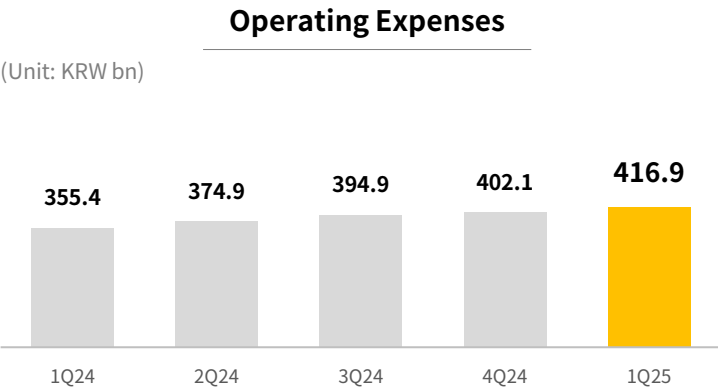
Increased 17.3% YoY and 3.7% QoQ due to rise in personnel expenses and platform fees / cost of revenue

## Operating Profit

1Q25      **KRW 457.3bn** (YoY 47.3% ↑, QoQ 112.2% ↑)

Increased 47.3% YoY and 112.2% QoQ based on strong revenue growth

(Unit: KRW bn)	1Q 2024	4Q 2024	1Q 2025	YoY	QoQ
Operating Expenses	355.4	402.1	416.9	17.3%	3.7%
Personnel	121.4	132.7	148.4	22.2%	11.9%
Platform Fees / Cost of Revenue <sup>1)</sup>	85.9	84.8	105.0	22.3%	23.8%
Paid Commissions	61.3	97.9	84.1	37.3%	-14.0%
Marketing	12.4	37.9	22.9	84.6%	-39.5%
Share-based Payment Expenses	42.1	10.5	17.9	-57.4%	70.0%
Others	32.3	38.3	38.6	19.5%	0.8%
Operating Profit	310.5	215.5	457.3	47.3%	112.2%
% Margin	46.6%	34.9%	52.3%	5.7%p	17.4%p
Adj. EBITDA <sup>2)</sup>	378.5	253.4	505.1	33.4%	99.3%
% Margin	56.8%	41.0%	57.8%	0.9%p	16.7%p



1) Platform fees / Cost of Revenue consist of Steam, market commissions, etc.  
 2) Adj. EBITDA = EBITDA + Share-based Payment Expenses

# Net Profit

## Net Profit

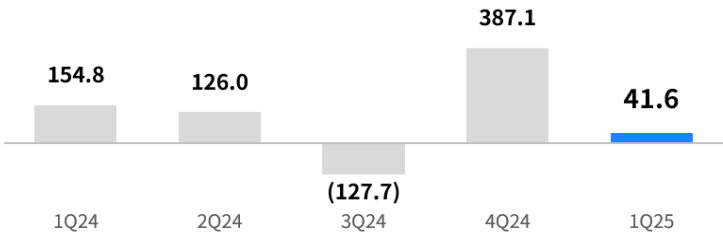
**1Q25      KRW 371.5bn** (YoY 6.6% ↑, QoQ 24.4% ↓)

Increased 6.6% YoY driven by strong operating profit growth,  
decreased 24.4% QoQ due to FX effects

(Unit: KRW bn)	1Q 2024	4Q 2024	1Q 2025	YoY	QoQ
<b>Non-Operating Profit</b>	<b>154.8</b>	<b>387.1</b>	<b>41.6</b>	<b>-73.1%</b>	<b>-89.3%</b>
<b>Non-Operating Income</b>	<b>189.6</b>	<b>417.3</b>	<b>128.2</b>	<b>-32.4%</b>	<b>-69.3%</b>
Other Income	180.7	409.9	122.0	-32.5%	-70.2%
Finance Income	8.9	7.4	6.2	-30.0%	-16.0%
<b>Non-Operating Expense</b>	<b>34.8</b>	<b>30.2</b>	<b>86.6</b>	<b>148.9%</b>	<b>186.5%</b>
Other Expenses	32.5	27.8	84.0	158.3%	201.6%
Finance Expenses	2.3	2.4	2.6	15.1%	10.2%
<b>Profit Before Income Tax</b>	<b>465.3</b>	<b>602.6</b>	<b>498.9</b>	<b>7.2%</b>	<b>-17.2%</b>
Income Tax	116.7	111.4	127.4	9.2%	14.4%
<b>Net Profit</b>	<b>348.6</b>	<b>491.2</b>	<b>371.5</b>	<b>6.6%</b>	<b>-24.4%</b>
<i>% Margin</i>	<i>52.4%</i>	<i>79.5%</i>	<i>42.5%</i>	<i>-9.9%p</i>	<i>-37.0%p</i>

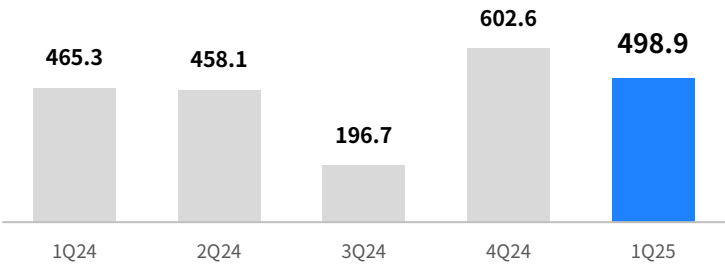
### Non-Operating Profit

(Unit: KRW bn)



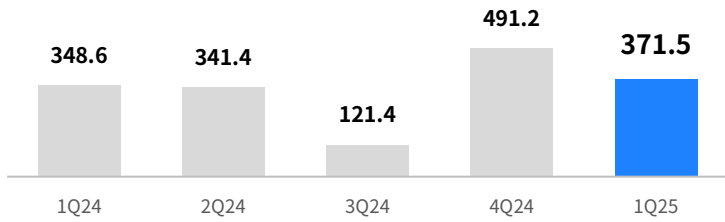
### Profit before Income Tax

(Unit: KRW bn)



### Net Profit

(Unit: KRW bn)



# Appendix

# Revenue Breakdown

## Revenue

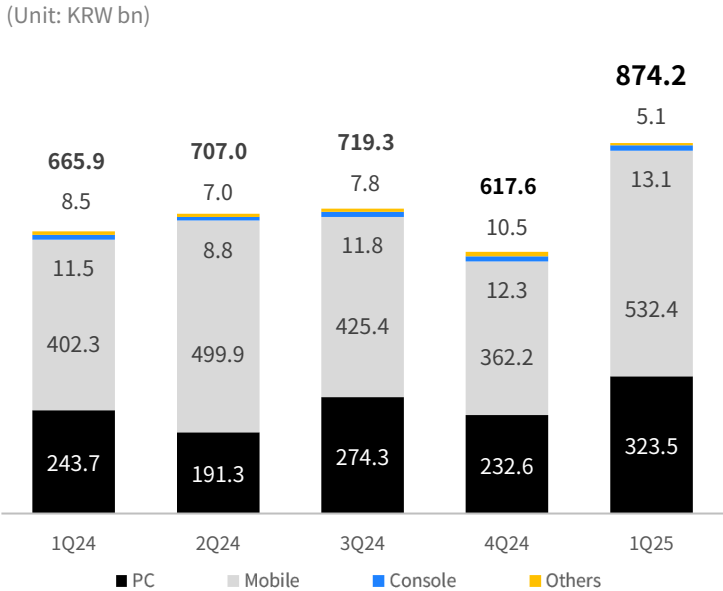
**PC**      **1Q25 KRW 323.5bn** (YoY 32.8% ↑, QoQ 39.1% ↑)

**Mobile**    **1Q25 KRW 532.4bn** (YoY 32.3% ↑, QoQ 47.0% ↑)

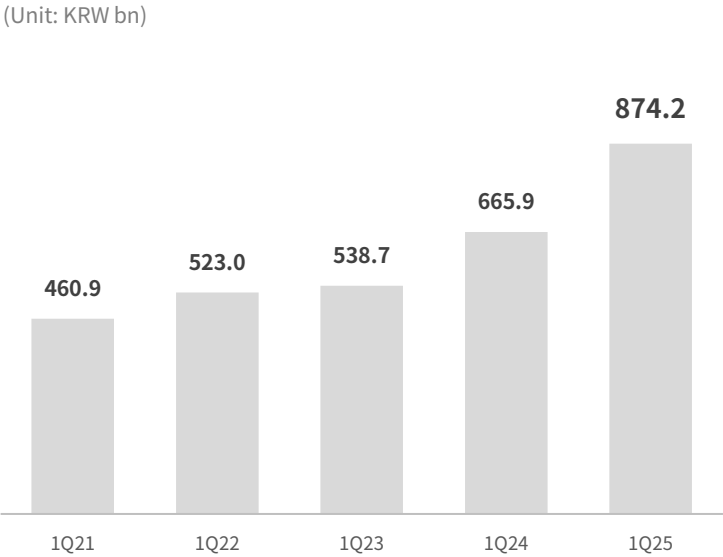
**Console**    **1Q25 KRW 13.1bn** (YoY 14.2% ↑, QoQ 6.7% ↑)

(Unit: KRW bn)	1Q 2024	4Q 2024	1Q 2025	YoY	QoQ
Revenue	665.9	617.6	874.2	31.3%	41.6%
PC	243.7	232.6	323.5	32.8%	39.1%
Mobile	402.3	362.2	532.4	32.3%	47.0%
Console	11.5	12.3	13.1	14.2%	6.7%
Others	8.4	10.5	5.2	-39.2%	-50.8%

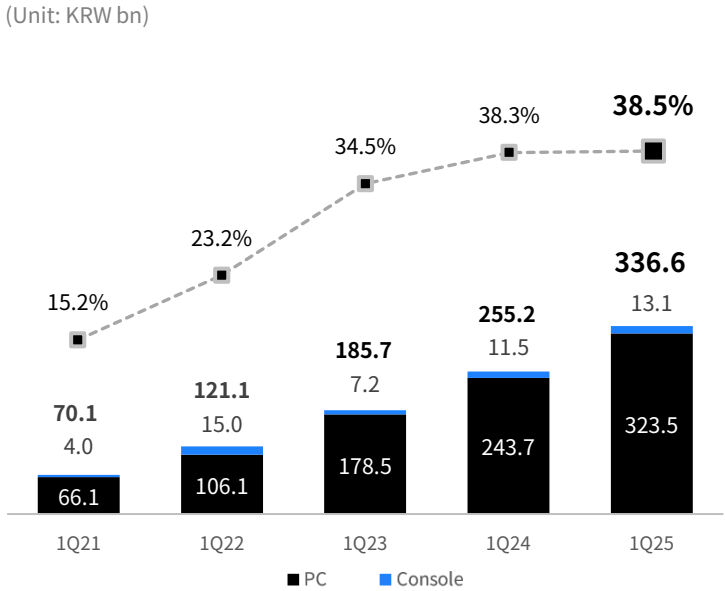
Revenue Breakdown (by Platform)



1Q Revenue Trend



1Q PC/Console Revenue Proportion



# Summary of Financial Statements

## Consolidated Income Statement

(KRW bn)	FY2024				FY2025
	1Q	2Q	3Q	4Q	1Q
<b>Revenue</b>	665.9	707.0	719.3	617.6	874.2
Operating Costs	355.4	374.9	394.9	402.1	416.9
<b>Operating Profits</b>	310.5	332.1	324.4	215.5	457.3
Adj. EBITDA	336.4	358.8	350.9	242.9	487.1
<b>Adj. EBITDA<sup>1)</sup></b>	378.5	394.0	365.4	253.4	505.1
<b>Non-Operating Profit</b>	154.8	126.0	(127.7)	387.1	41.6
Other Income	180.7	134.8	(28.3)	409.9	122.0
Other Expenses	32.5	15.7	103.9	27.8	84.0
Finance Income	8.9	9.3	6.8	7.4	6.2
Finance Expenses	2.3	2.4	2.3	2.4	2.6
<b>Profit Before Income Tax</b>	465.3	458.1	196.7	602.6	498.9
Income Tax	116.7	116.7	75.3	111.4	127.4
<b>Net Profit</b>	348.6	341.4	121.4	491.2	371.5

1) Including FVPL (Fair Value through Profit or Loss)

## Consolidated Statement of Financial Position

(KRW bn)	FY2024	1Q 2025
<b>Assets</b>		
<b>Current Assets</b>	5,004.4	5,304.9
Cash and Cash Equivalents <sup>1)</sup>	3,772.0	4,210.6
Others	1,232.4	1,094.3
<b>Non-current Assets</b>	2,915.0	3,042.2
Property and equipment	239.7	330.8
Intangibles	656.2	678.2
Investment in Associates	722.0	742.1
Others	1,297.1	1,291.1
<b>Total Assets</b>	7,919.4	8,347.1
<b>Liabilities</b>		
<b>Current Liabilities</b>	784.8	825.1
<b>Non-current Liabilities</b>	305.5	328.0
<b>Total Liabilities</b>	1,090.3	1,153.1
<b>Equity</b>		
<b>Shareholders' equity</b>	6,827.8	7,191.4
Paid-in Capital	4.9	4.9
Capital Surplus	1,477.8	1,478.9
Other Components of Equity	263.7	254.1
Retained Earnings	5,081.4	5,453.5
<b>Non-controlling Interests</b>	1.3	2.6
<b>Total Equity</b>	6,829.1	7,194.0