



Investor Relations

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2026 Q2 Financial Results

Quarterly Revenue 183.1 BN (-15.1% YoY), Operating Profit 31.0 BN (-41.4% YoY), Net Profit 21.7 BN (-40.3% YoY)

(Unit: KRW BN)

Revenue decrease from high base (Stray Kids' large-scale concerts/MD) despite music growth

01 Expansion of domestic & overseas streaming sales; continuous global sales of Stray Kids catalogues

- Physical 37.0 BN, +36.7% YoY Steady growth in Stray Kids' catalogues (25 Q2 120K→26 Q2 420K) and increased new releases (25 Q2 3 albums →26 Q2 5 albums)
- Streaming 19.7 BN, +71.6% YoY Global streaming sales expansion from increased mass fandom and YouTube revenue reclassification

02 MD sales decline from absence of large-scale tour/online MD; ongoing enhancement via city pop-ups/character MD

- MD 43.9 BN, -34.5% YoY TWICE JP/NA/EU tour MD & tour-linked city pop-ups and SKZOO MD pop-ups, etc.

03 Decreased management revenue from less large-scale concerts, etc.

- Concerts 39.9 BN, -35.7% YoY TWICE JP/NA/EU tour, DAY6 Korea/global tour, ITZY Asia tour, NMIXX NA/Asia tour, Japan concerts, etc.
- Advertisement 13.6 BN, +20.5% YoY Increased from enlarged artist mass awareness
- Appearances 7.0 BN, -28.0% YoY Despite decrease in the number of fan concerts, Stray Kids fan meetings & headliner appearances in major festivals reflected

Margin contraction from high base impact and limited leverage

01 GPM 38.7% (-3.1%pt YoY)

- Contents Production 34.0 BN, +25.9% YoY Reflected content production costs of new releases/catalogues/digital singles from HQ and subsidiaries
- Artist Fee 48.1 BN, -25.3% YoY Reduced from management revenue decrease
- Other Expenses 30.3 BN, -11.8% YoY Decreased from absence of large-scale online MD despite fan meetings/reward kit COGS

02 OPM 16.9% (-7.6%pt YoY)

- Decline in operating profit and OPM due to limited leverage and increased SG&A-commission fee

	2026 Q2	2025 Q2	YoY(%)	Change
Revenue	183.1	215.8	(15.1%)	(32.7)
COGS	112.3	125.7	(10.6%)	(13.4)
Gross Profit	70.8	90.2	(21.4%)	(19.3)
SG&A	39.8	37.3	6.9%	2.6
Operating Profit	31.0	52.9	(41.4%)	(21.9)
Other Gains/Losses	0.6	(4.5)	-	5.1
Net Profit	21.7	36.3	(40.3%)	(14.6)

2026 & Future Outlook

Stray Kids IP Leverage Impact Maximization in 2026 H2 & 2027



MUSIC

- **New Release**

8/7 Mini album 'THIS & THAT' released

- **Album Sales Momentum**

Increased pre-order sales

- **Catalogue Sales Growth**

Continuous expansion of core fandom



CONCERT & FESTIVAL

- **Large-scale World Tour <RUN IT>**

Hosting part 1 in Korea/Asia (9 cities, 18 shows)
Western regions and more shows to be added in 2027

- **STRAYCITY Festival in Latin America**

'Stray Kids' branded festivals in 3 cities based on
fandom strategy tailored to local festival culture

- **Headlining Major Global Festival**

Headliner at 'Rock in Rio' in Brazil in September



MD & IP LICENSING

- **Expansion of Tour-linked City Pop-ups**

Tour-linked city pop-ups in major global cities;
Relay pop-ups across major Japan cities for ~2 months

- **Global SKZOO Pop-ups**

More to be added in H2 in NA/EU/LATAM/Asia

- **IP Partnership Enhancement**

Expansion of global IP collaborations in H2 (ex. Sanrio)
Localized MD and pop-ups in China through Xiaomang

Artist Life-cycle Aligned Management & Fandom Strategy to Drive Organic Growth; Global Leverage Maximization Through Album/MD/Concert

Key Artists Activity Plans

DAY6	Completed 10 th anniversary world tour; Young K solo regular album in July & solo world tour starting from August (9 shows across 7 cities in Asia, selling out 3 shows at Inspire Arena)
TWICE	Completed world tour with 81 shows across 44 cities in Asia/Oceania/North America/Europe and tour-linked city pop-ups
Stray Kids	Mini album in August; Launched 4 th large-scale world tour with 5 shows at Seoul KSPO DOME in July (18 shows in 9 Asian cities, 1 st foreign male artist to perform at Japan National Stadium (2 shows), more to be added in NA/EU in 2027); Headliner at Brazil 'Rock in Rio,' hosting 'STRAYCITY' in 3 LATAM cities in September; Ongoing tour-linked city pop-ups & SKZOO pop-ups
ITZY	Mini album in May; Ongoing world tour with 19 shows in 15 cities; Headliner at Morocco 'Mawazine' festival in June; Hosted 5 th fan meeting in August; Diversifying activities via drama/film
NMIXX	Mini album released in May ranked #3 on Billboard's 'Best K-Pop Albums of the First Half of 2026' and #5 on 'Best K-Pop Songs of the First Half of 2026'; Successful 1 st world tour across NA, Europe, China region, and Japan (17 cities and 21 shows completed, more to be added); Official Japan debut in December to target the local fandom
KickFlip	Mini album released in April, album sales growth driven by core fandom expansion; Ranked in 'ULTIMATE 12' at 'KMA 2026'

Localized Artists Activity Plans

Japan	NiziU – Best album in July and completed dome tour (4 shows across 2 cities) in June; Strengthening Japan core fandom NEXZ – Single (April) with peak 1 st week sales, Japan EP(June), Mini (August); 4 arena shows in Japan & showcases (Korea, Taiwan, Hong Kong, Thailand, Singapore); Perform at 'STRAYCITY'
China	CIU - 1 st mini album in August with expanded local promotions; Appeared in local advertisement; Plan to perform at '2026 TIMA' in August and host 1 st anniversary fan meeting
America	GIRLSET – Released D/S in July with diversified promotional activities across Korea and NA (New York, Chicago, Atlanta, Dallas, LA, etc.); Named to Billboard's '21 Under 21'

Physical Albums

	Date	Artist	Content
Q1	3/23	ITZY Yuna	Solo Mini
	3/30	DAY6 Wonpil	Solo Mini
Q2	4/6	KickFlip	Mini
	4/17	Xdinary Heroes	Mini
	4/27	NEXZ	Single
	5/11	NMIXX	Mini
	5/18	ITZY	Mini
Q3	7/23	J.Y. Park	Single
	7/27	DAY6 Young K	Solo Regular
	8/7	Stray Kids	Mini
	8/19	OURBIRTHDAY	Single
	8/24	NEXZ	Mini
		TBA	
Q4		TBA	
2026 Total		~20	

Concerts

	Date	Artist	Content
Q1		DAY6	Hong Kong (2), Philippines (1), Malaysia (1), Korea (6), Taiwan (2)
		TWICE	Canada (5), U.S. (21), Taiwan (3)
		ITZY	Korea (3)
		Xdinary Heroes	Japan (4)
		NMIXX	Spain (1), Netherlands (1), France (1), Germany (1), U.K. (1), Canada (1), U.S. (1)
		NiziU	Japan (12)
Q2		NEXZ	Taiwan (1), Hong Kong (2)
		2PM (Group)	Japan (2)
		DAY6	Singapore (1), Japan (4), Macau (1), Korea (5)*
		TWICE	U.S. (9), Japan (3), Portugal (1), Spain (1), France (2), Italy (1), Germany (2), Netherlands (2), U.K. (2)
		ITZY	Australia (2), Japan (2), Hong Kong (1), Taiwan (2)
		Xdinary Heroes	U.K. (2), France (1), Germany (1), Italy (1), Korea (2)
		NMIXX	U.S. (4), Thailand (1), Singapore (1)
		NiziU	Japan (4)
Q3		NEXZ	Japan (4)
		2PM (Group)	Korea (2)
		DAY6	Korea (6)*
		Stray Kids	Korea (5), Japan (6)
		TWICE	Korea (3)
		ITZY	Thailand (1), Philippines (1), Macau (1), Taiwan (1), U.K. (1), Netherlands (1), France (1), Germany (1)
Q4		NMIXX	Taiwan (2), Hong Kong (2), Japan (2)
		DAY6	Thailand (1)*, Taiwan (1)*
		Stray Kids	Japan (1), Hong Kong (1), Taiwan (1)
		ITZY	Singapore (1)
			TBA
2026 Total Concerts			200+

- Above tables include publicly announced global albums(ex-Japan) and concerts, as of Aug 12th, and are subject to modification.
- Fan concerts/showcases will be reflected in Appearances segment.
- (*) DAY6 Wonpil (Q2 3 times) and Young K (Q3 3 times, Q4 2 times) solo concerts are included.

Artist Line-up Expansion (by year)

Key Artists

Artists	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
2PM	CR			CR						CR		
DAY6 (Band)	Debut							CR			CR	
TWICE	Debut							CR				
Stray Kids				Debut							CR	
ITZY					Debut							CR
Xdinary Heroes (Band)							Debut					
NMIXX								Debut				
KickFlip											Debut	

Localized Artists

Artists	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
BOY STORY (China, TME JV)				Debut							CR	
NiziU (Japan)						Debut						
YAOCHEN (China)						Debut						
GIRLSET (USA)										Debut		
NEXZ (Japan)										Debut		
CIU (China)											Debut	

- CR: Contract Renewed
- Above tables reflect publicly announced information and are subject to modification.

Consolidated Statement of Financial Position (B/S)

(Unit: KRW BN)

	2026 H1	2025	2024
Current Assets	563.7	496.4	362.3
Non-current Assets	311.6	354.6	316.5
Total Assets	875.3	851.1	678.8
Current Liabilities	202.2	206.2	174.8
Non-current Liabilities	20.0	19.9	21.1
Total Liabilities	222.1	226.1	195.9
Capital	18.0	18.0	18.0
Capital Surplus	79.1	79.1	79.1
Treasury Stock	(10.8)	(10.8)	(10.8)
Retained Earnings	557.4	532.6	389.5
Equity attributable to the owners of the Parent Company	648.6	620.6	478.6
Total Equity	653.2	624.9	482.9

Consolidated Statement of Income (P/L)

(Unit: KRW BN)

	2026 H1	2025	2024
Revenue	369.1	821.9	601.8
Cost of Sales	225.9	518.4	345.4
Gross Profit	143.2	303.4	256.4
Selling and Administrative Expenses	78.8	148.2	128.1
Operating Income (Loss)	64.4	155.2	128.3
Other Non-operating Income/Expenses	(1.3)	(2.8)	(3.5)
Financial Income/Expenses	9.6	(4.0)	8.9
Share of Profit(Loss) of Associates and JVs	1.5	74.9	2.5
Profit Before Income Tax	74.2	223.4	136.2
Income Tax Expense	20.6	62.8	38.4
Net Profit (Loss)	53.6	160.6	97.7