

NAVER
2Q25 Earnings Results

2025.8.8

Disclaimer

The financial information included in this document are earnings results based on K-IFRS.

This document is provided for the convenience of investors,
and the external review of our financial results are yet to be completed;
therefore, certain parts of this document may be subject to change upon completion of such review.

The Company does not make any representation or accept any liability,
as to the accuracy or completeness of the financial and operational results stated herein,
and nothing contained herein is, or shall be relied upon, as a promise or representation, whether as to the past or the future.

This document shall not be utilized for any legal purposes in regards to any investor's investment results,
and the Company hereby expressly disclaims any and all liability resulting from any investor's reliance on the information contained herein.

This document only speaks of the information as of the date such is made,
and the Company is not responsible for providing updates contained in this document in light of new information or future events.

Earnings summary

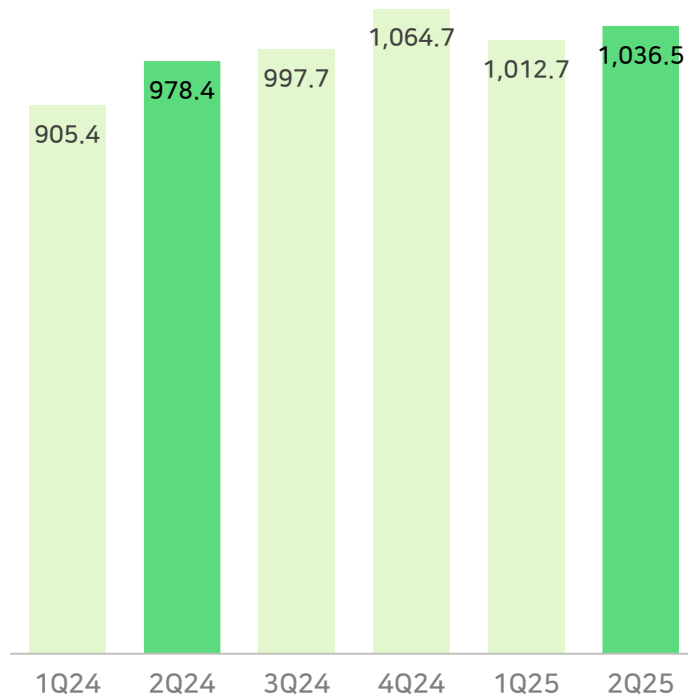
- Revenue growth accelerated to 11.7% YoY on solid growth from ads, commerce, and fintech
- Operating profit grew 10.3% YoY to operating margin of 17.9%

bn KRW	2Q24	3Q24	4Q24	1Q25	2Q25	Y/Y	Q/Q
Revenue	2,610.5	2,715.6	2,885.6	2,786.8	2,915.1	11.7%	4.6%
Search platform	978.4	997.7	1,064.7	1,012.7	1,036.5	5.9%	2.4%
Commerce	719.0	725.4	775.1	787.9	861.1	19.8%	9.3%
Fintech	368.5	385.1	400.9	392.7	411.7	11.7%	4.8%
Contents	420.0	462.8	467.3	459.3	474.0	12.8%	3.2%
Enterprise	124.6	144.6	177.6	134.2	131.7	5.8%	-1.9%
Operating expenses	2,137.8	2,190.3	2,343.6	2,281.5	2,393.5	12.0%	4.9%
Operating profit	472.7	525.3	542.0	505.3	521.6	10.3%	3.2%
Operating margin (%)	18.1%	19.3%	18.8%	18.1%	17.9%	-0.2%p	-0.2%p
Net profit	332.1	530.1	514.0	423.7	497.4	49.8%	17.4%
Net margin (%)	12.7%	19.5%	17.8%	15.2%	17.1%	4.3%p	1.9%p

Search Platform Search, Display, Other related services

Quarterly Revenue

(bn KRW)



2Q25 YoY 5.9% ↑ / QoQ 2.4% ↑

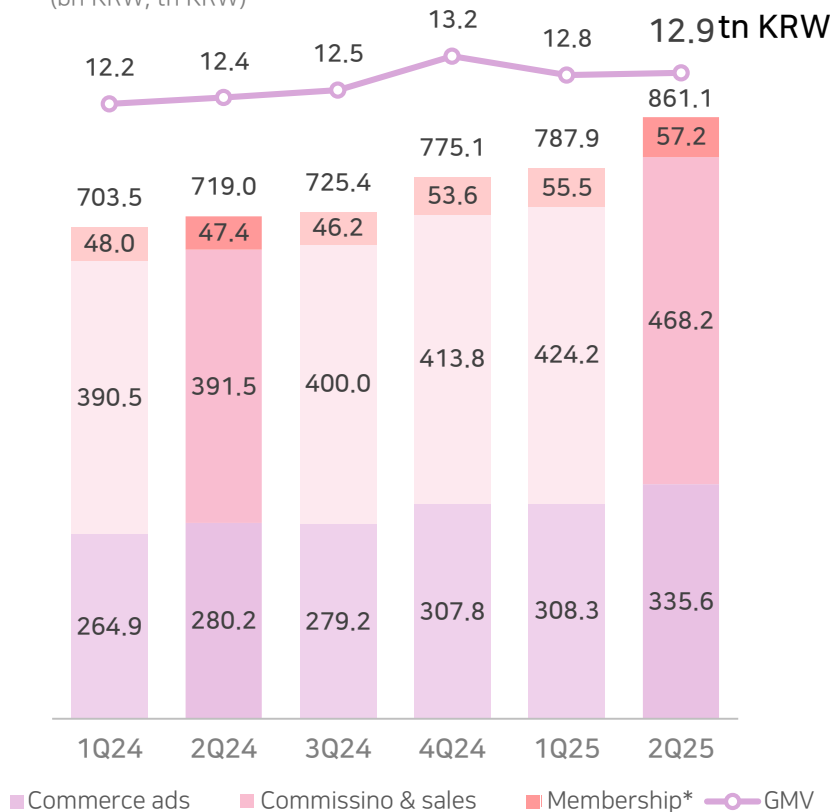
- NAVER total platform ads¹⁾ grew 8.7% YoY, 5.6% QoQ on ad efficiency boost from AI and ad consulting competencies
- AI-driven ad optimization resulted in relative expansion of commerce ads
- User time spent on mobile main page and search session count have rose as NAVER's proprietary data and diverse content met AI

1) Total NAVER platform ads include search ads, display ads, commerce ads, fintech ads, and Webtoon ads

Commerce Ad, Commission & sales, Membership

Quarterly Revenue

(bn KRW, tn KRW)



*Subscription Revenue

2Q25 YoY 19.8% ↑ / QoQ 9.3% ↑ ¹⁾

Commerce ads YoY 19.8% / QoQ 8.9%

Commission & sales YoY 19.6% / QoQ 10.4%²⁾

Membership YoY 20.7% / QoQ 3.2%

- Commerce revenue grew 19.8% YoY on successful launch of NAVER Plus Store app, strengthened membership and delivery, as well as acceleration in growth of commerce ads
- NAVER Plus Store app had positive contribution to the growth of GMV and total page views
- On-Platform GMV grew 9.0% YoY, 1.0% QoQ driven by Smartstore and KREAM

*Amuse excluded from revenue and GMV after deconsolidation in 4Q24

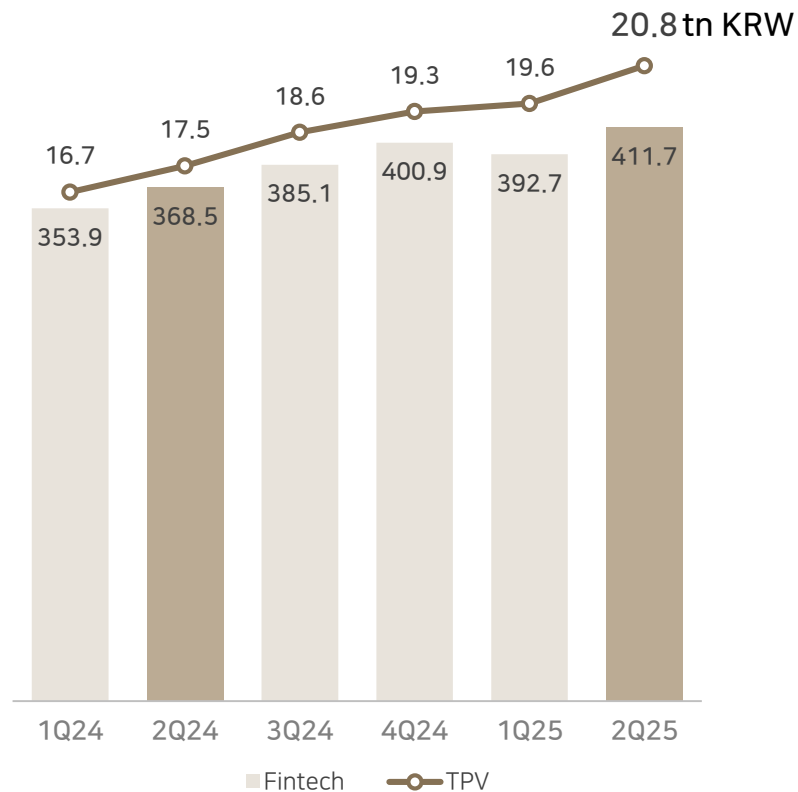
1) Excl. effects of Amuse deconsolidation, 2Q total revenue grew 21.9% YoY

2) Excl. effects of Amuse deconsolidation, 2Q commission & sales revenue grew 23.6% YoY

Fintech Payments, Platform services, etc

Quarterly Revenue

(bn KRW, tn KRW)



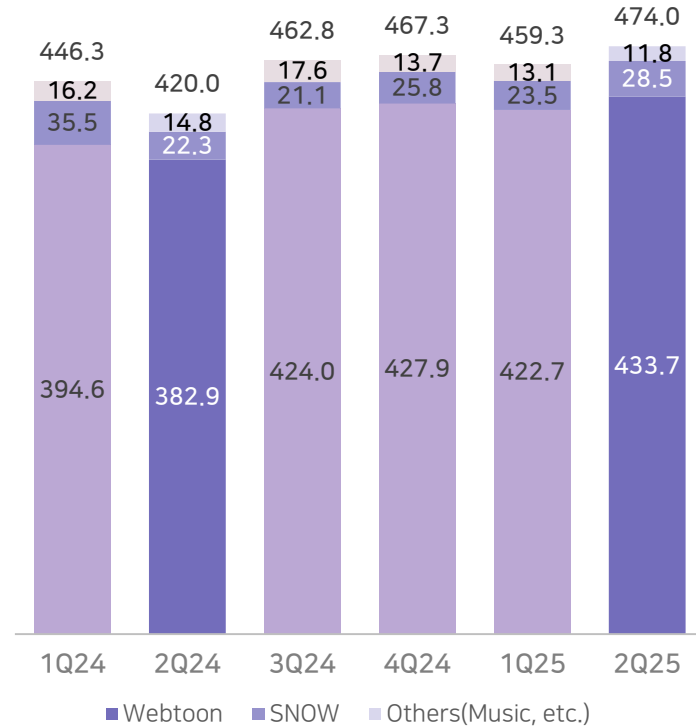
2Q25 YoY 11.7% ↑ / QoQ 4.8% ↑

- 2Q TPV grew 18.7% YoY to 20.8tn KRW on growth from Smartstore and continued expansion into 3rd party ecosystem
- Non-captive TPV grew 27.1% YoY, 9.4% QoQ to 11.2tn KRW
- Device supporting various payment methods including Face Sign to be rolled out offline, building an ecosystem connecting online and offline by linking Smartplace data

Contents Webtoon, SNOW, Others

Quarterly Revenue

(bn KRW)



2Q25 YoY 12.8% ↑ / QoQ 3.2% ↑

Webtoon YoY 13.3% / QoQ 2.6%¹⁾

SNOW YoY 27.8% / QoQ 21.2%

Others YoY -20.3% / QoQ -9.8%

[Webtoon]

- Details will be shared in WEBTOON Entertainment's earnings release scheduled August 12th

[SNOW]

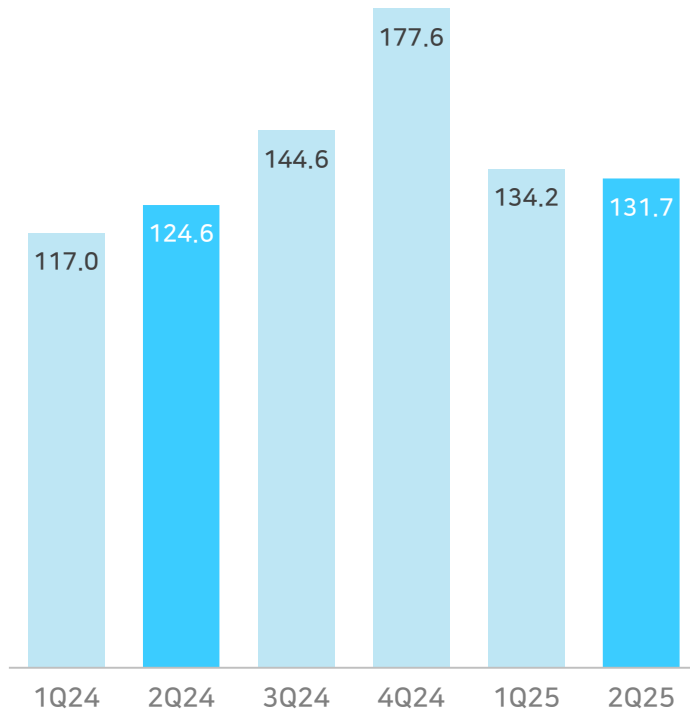
- SNOW revenue grew 27.8% YoY driven by increases in paid subscribers from AI content integration

1) Consolidated revenue(KRW) may differ from WEBTOON Ent.'s earnings results

Enterprise NCP, Works, LABS, etc.

Quarterly Revenue

(bn KRW)



2Q25 YoY 5.8% ↑ / QoQ -1.9% ↓

- Enterprise revenue grew 5.8% YoY to 131.7 bn KRW driven by Korea Hydro & Nuclear Power Corporation's AI project and continued growth in LINEWORKS' paid IDs
- NAVER Cloud to focus on securing projects related to LLM and GPUaaS, leveraging its full-stack sovereign AI capabilities
- Overseas expansion underway with projects such as Thailand sovereign LLM, Morocco AI datacenter, Saudi robotics work, and AI-based 'CLOVA Care Call' in Izumo City, Japan

Operating expenses/profit

- Development & operations expense was up 2.4% YoY, 1.7% QoQ on high base related to Webtoon's IPO in 2Q24
- Infrastructure expense rose 15.2% YoY, 4.5% QoQ on higher depreciation from computing asset investments
- Marketing expense grew 31.1% on increased promotional activities in commerce, fintech, and Webtoon

(bn KRW)	2Q24	3Q24	4Q24	1Q25	2Q25	Y/Y	Q/Q
Operating expenses	2,137.8	2,190.3	2,343.6	2,281.5	2,393.5	12.0%	4.9%
Development & operations	682.7	656.9	688.9	687.7	699.3	2.4%	1.7%
└ Labor cost	573.2	537.1	585.8	573.9	583.3	1.8%	1.6%
└ Others	109.5	119.7	103.1	113.9	116.0	6.0%	1.9%
Partner	916.6	938.0	1,021.9	974.2	1,014.0	10.6%	4.1%
Infrastructure	171.7	178.1	185.1	189.3	197.7	15.2%	4.5%
Marketing	366.8	417.3	447.7	430.2	482.4	31.5%	12.1%
Operating profit	472.7	525.3	542.0	505.3	521.6	10.3%	3.2%
Operating margin (%)	18.1%	19.3%	18.8%	18.1%	17.9%	-0.2%p	-0.2%p
Net profit	332.1	530.1	514.0	423.7	497.4	49.8%	17.4%
Net margin (%)	12.7%	19.5%	17.8%	15.2%	17.1%	4.3%p	1.9%p

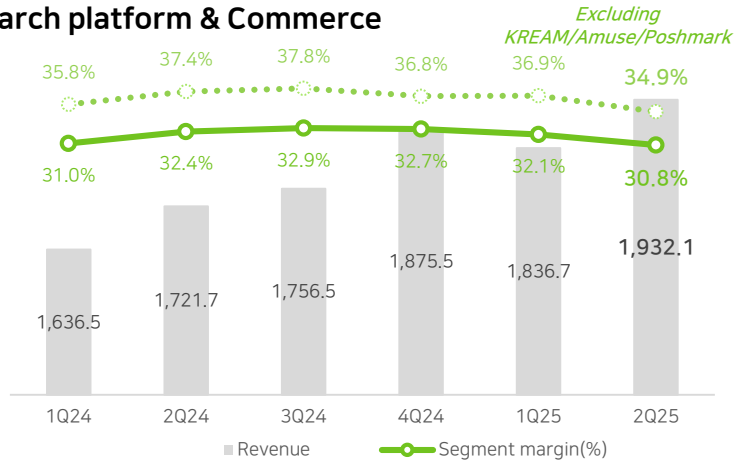
2Q25 P&L by segment

(bn KRW, %)	Reporting segment					Adjustment*	Total (Consolidated)
	Search platform	Commerce	Fintech	Contents	Enterprise		
2Q segment revenue (A)	1,070.3	861.8	461.3	539.4	154.1	(171.9)	2,915.1
- External revenue	1,036.5	861.1	411.7	474.0	131.7	-	2,915.1
- Internal revenue	33.8	0.7	49.6	65.5	22.4	(171.9)	-
2Q Segment profit/loss (B)	594.8		38.2	(13.2)	(66.5)	(31.8)	521.6
2Q segment margin (C) [C = B / A]	30.8%		8.3%	-	-	-	17.9%

* Adjustments: Accounting adjustments including intercompany transactions

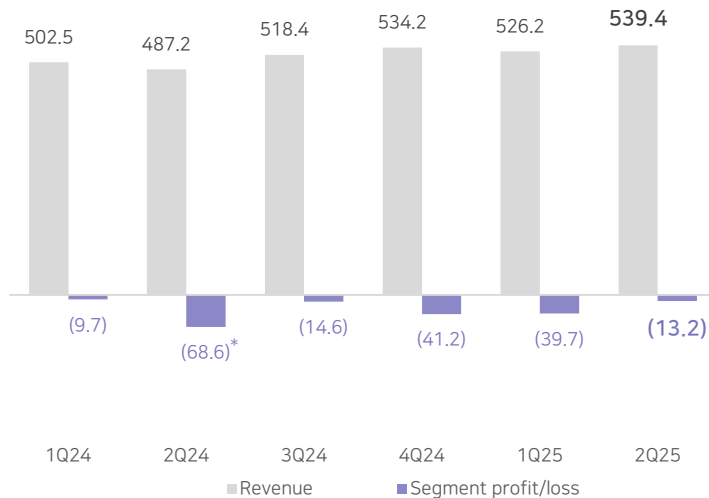
P&L by segment

Search platform & Commerce



*Excluding Amuse after sale in 4Q24

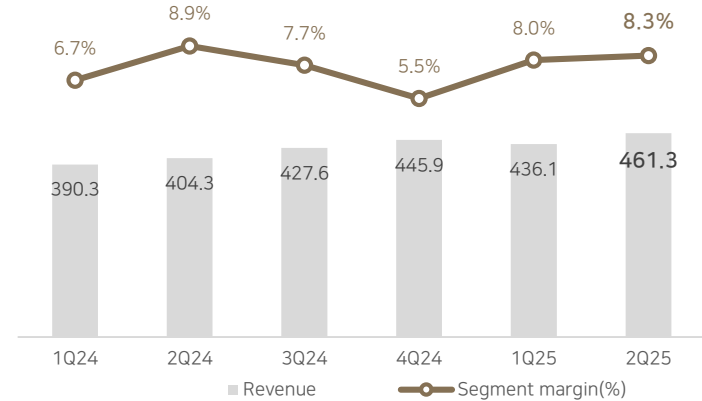
Contents



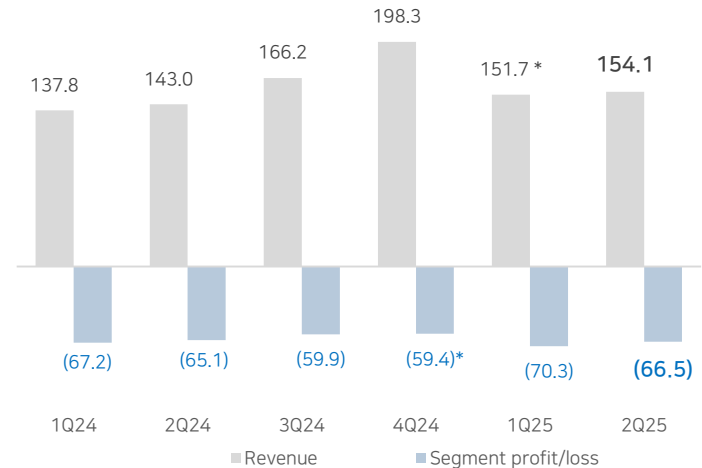
* Reflecting one-time IPO-related costs in Webtoon

(bn KRW, %)

Fintech



Enterprise



* Including LY-related settlements

Cash & borrowings, consolidated FCF, direct and indirect investments

Cash & Borrowings

Cash and cash equivalents + Short-term financial instruments

(bn KRW)	4Q24	1Q25	2Q25
NAVER(Separate)	2,815.9	3,300.7	3,081.9
NAVER(Consolidated)	7,055.3	7,490.2	7,547.9
Net Cash ¹⁾	1,767.4	2,063.6	2,196.7

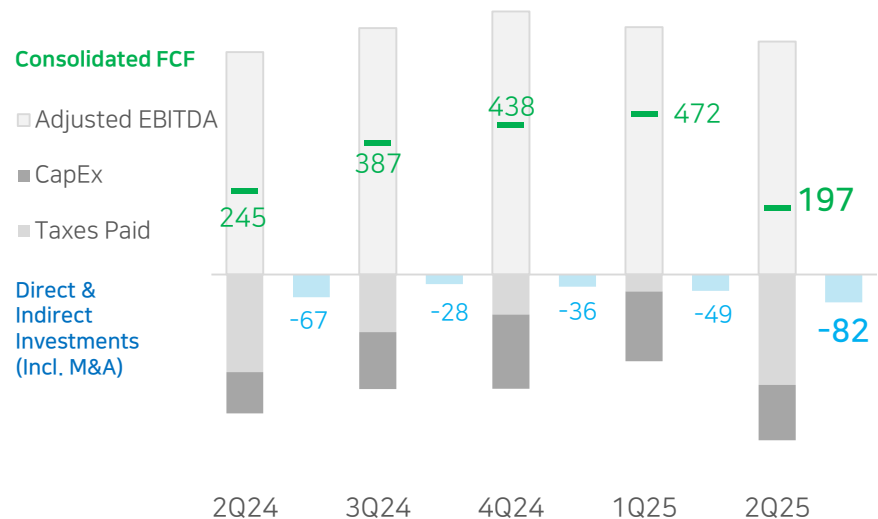
Borrowings / Debentures(Consolidated)

(bn KRW)	4Q24	1Q25	2Q25
Borrowings & debentures	3,205.7	3,258.0	3,113.6
Short-term borrowings	335.4	1,958.8	1,862.1
Long-term borrowings	2,870.3	1,299.3	1,251.5
Debentures	2,007.3	394.5	386.1
Borrowings	863.1	904.8	865.4

Consolidated FCF²⁾, Direct and Indirect Investments

(bn KRW)

1% of treasury shares to be cancelled on Aug. 12th
(1,584,370 shares, 368.4bn KRW based on Aug. 4th closing price)



1) Net cash: NAVER consolidated C&CE+ Short-term financial instruments - NAVER FINANCIAL cash - Borrowings

2) Consolidated FCF : Consolidated operating Income + Non-cash expenses - CapEx - Taxes paid

Appendix. Net profit

- 2Q net profit grew 49.8% YoY, 17.4% QoQ
- Non-operating profit/loss: Increased equity method gain and rise in foreign currency gain due to FX rate changes

(bn KRW)	2Q24	3Q24	4Q24	1Q25	2Q25	Y/Y	Q/Q
Operating profit	472.7	525.3	542.0	505.3	521.6	10.3%	3.2%
Operating margin (%)	18.1%	19.3%	18.8%	18.1%	17.9%	-0.2%p	-0.2%p
Non-operating profit/loss	-5.3	128.0	-0.6	74.8	162.1	n/a	116.6%
Equity method gain/loss	89.1	73.6	67.0	-2.7	161.2	81.0%	n/a
Financial profit/loss	-37.3	-14.7	155.8	86.4	-67.9	-81.8%	n/a
Other profit/loss	-57.1	69.1	-223.5	-8.9	68.7	n/a	n/a
Pre-tax income	467.4	653.3	541.4	580.1	683.6	46.3%	17.8%
Tax	135.3	123.2	27.3	156.4	186.3	37.7%	19.1%
Net profit	332.1	530.1	514.0	423.7	497.4	49.8%	17.4%
Net margin (%)	12.7%	19.5%	17.8%	15.2%	17.1%	4.3%p	1.9%p

Thank You