

1Q21 Earnings Result

Global Success Partner

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Global
Success
Partner



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Summary

1Q21 Gross Merchandise Volume(GMV) increased YoY +17.0% on the back of **rapid growth in overseas GMV** along with continued steady growth in domestic GMV, while GMV declined by 3.7% compared to 4Q20 which was at seasonal peak within a calendar year. 1Q21 Revenue rose YoY +23.1% due to the growth of EC platform driven by an increase in GMV and service expansion.

(in million KRW)	1Q20	2Q20	3Q20	4Q20	1Q21	YoY	QoQ
GMV(in trillion KRW)	2.5	2.7	2.6	3.0	2.9	17.0%	-3.7%
Revenue	52,085	62,138	62,452	70,661	64,135	23.1%	-9.2%
EC platform	41,003	50,920	51,068	58,755	52,458	27.9%	-10.7%
Infra	7,687	7,802	7,824	7,666	8,133	5.8%	6.1%
Other(FeelWAY)	3,395	3,415	3,561	4,240	3,544	4.4%	-16.4%
Operating expenses	54,053	57,793	60,001	67,116	64,830	19.9%	-3.4%
Operating profit	(1,968)	4,345	2,451	3,545	(695)	64.7%	Turn a loss
Operating profit margin	(3.8%)	7.0%	3.9%	5.0%	(1.1%)	-	-
EBITDA	2,766	9,304	7,757	9,370	5,315	92.2%	-43.3%
EBITDA margin	5.3%	15.0%	12.4%	13.3%	8.3%	-	-
Net profit	(2,297)	3,958	2,239	4,661	(1,308)	43.1%	Turn a loss

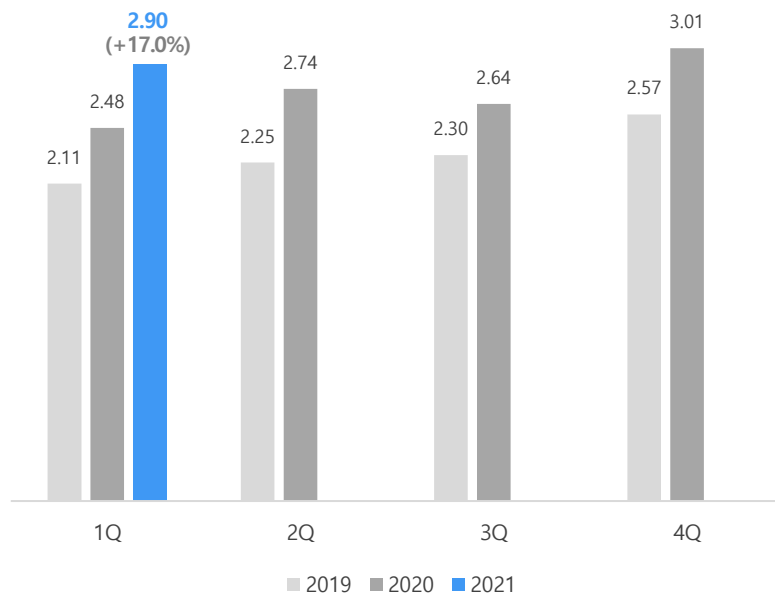
Solid Growth Trend in GMV

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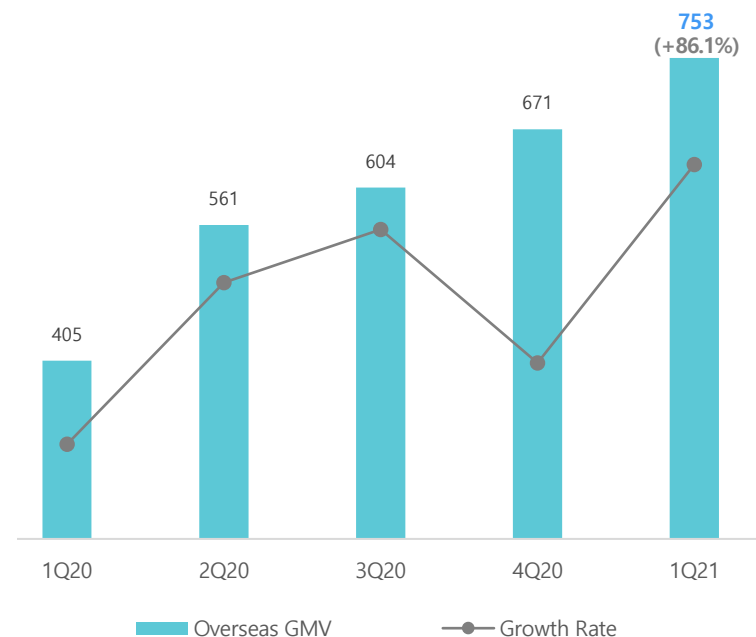
1Q21 Gross Merchandise Volume(GMV) increased YoY +17.0% on the back of **rapid growth in overseas GMV** along with continued steady growth in domestic GMV, while GMV declined by 3.7% compared to 4Q20 which was at seasonal peak within a calendar year.

- Domestic GMV excluding cash transactions KRW 2.06tn, YoY +22.3%
- Overseas GMV, YoY +86.1% due to an increase in overseas sales, service expansion, and etc.

Quarterly GMV Trend (in trillion KRW)



Quarterly Overseas GMV Growth Trend (in 100 mn KRW)



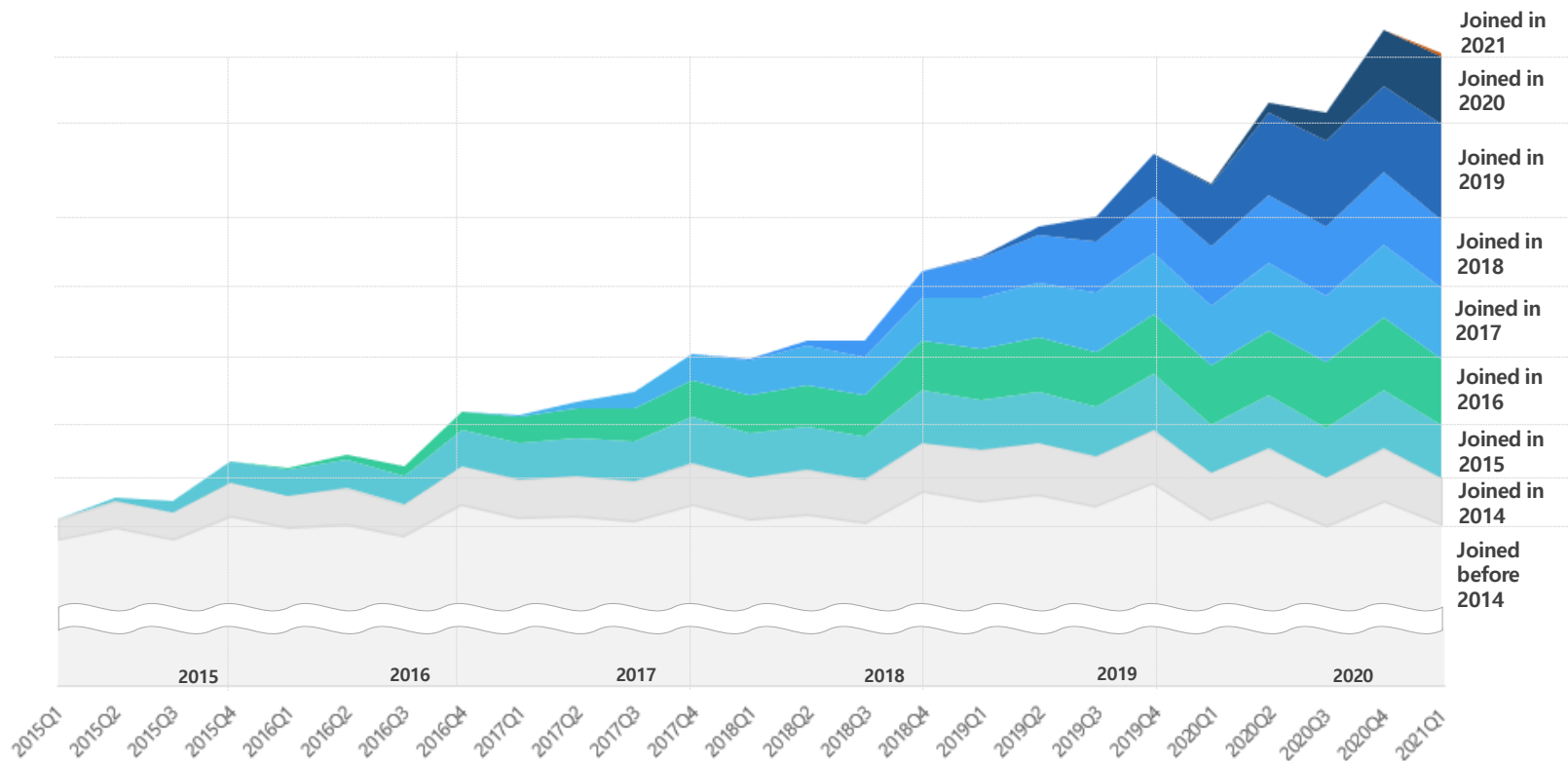
(Note) (+ %) indicates YoY growth

GMV Cohort Analysis_ Customers' Journey of Growth

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Solid growth structure that allows mutual growth of Cafe24 and customers

Steady inflow of new customers and the continued increase of successful customers through the provision of innovative business all of which leads to continuous GMV growth



Revenue

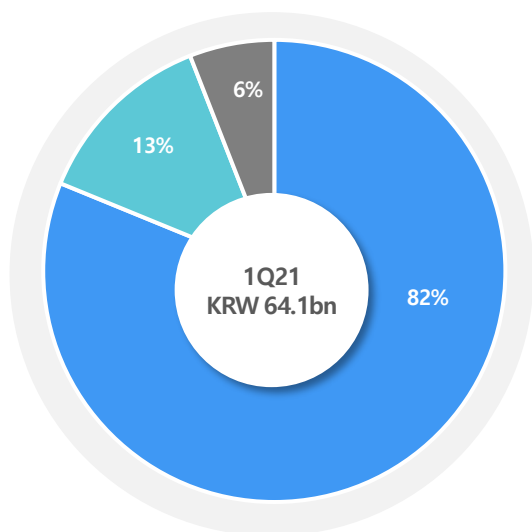
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1Q21 Revenue KRW 64.1bn, YoY +23.1% on the back of growth in EC platform

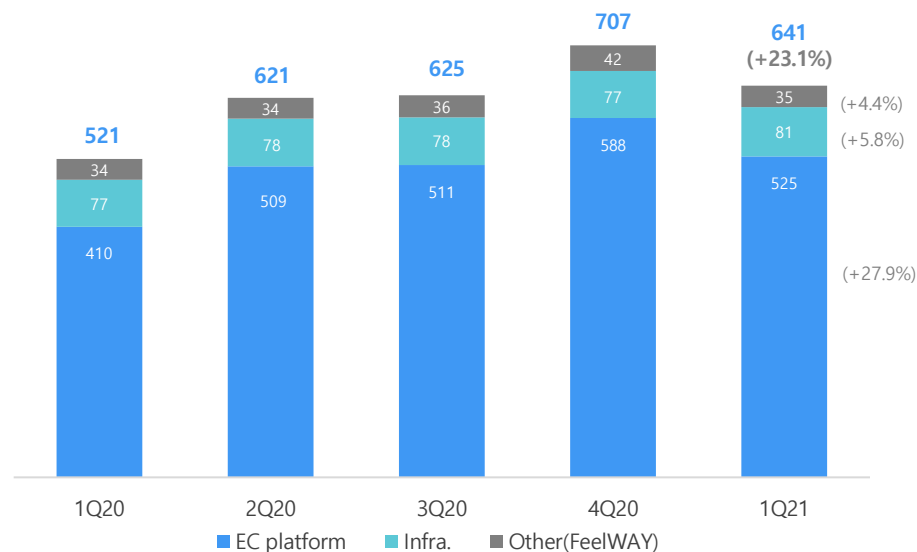
Revenue growth per Main Business(YoY): EC platform 27.9%, Infra. 5.8%, Other(FeelWAY) 4.4%

- EC platform shows solid growth in Payment solution, EC solution and Supply chain service thanks to an increase in GMV and expansion of Value added services.
- Infra. maintains stable growth due to an increase in the demand for IT followed by digitalization.
- Other(FeelWAY) continues to grow.

Revenue Composition



Revenue Trend (in 100mn KRW)



(Note) (+ %) indicates YoY growth

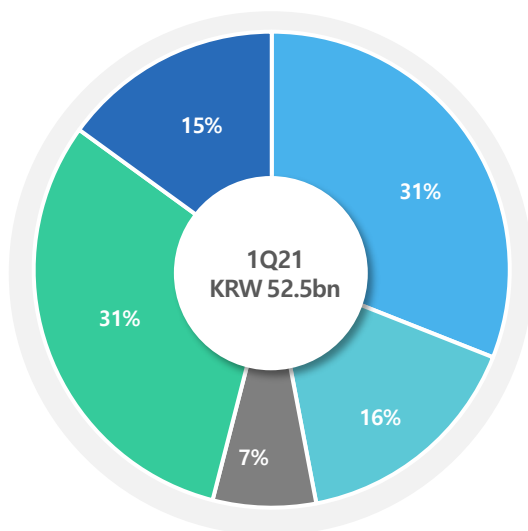
EC platform

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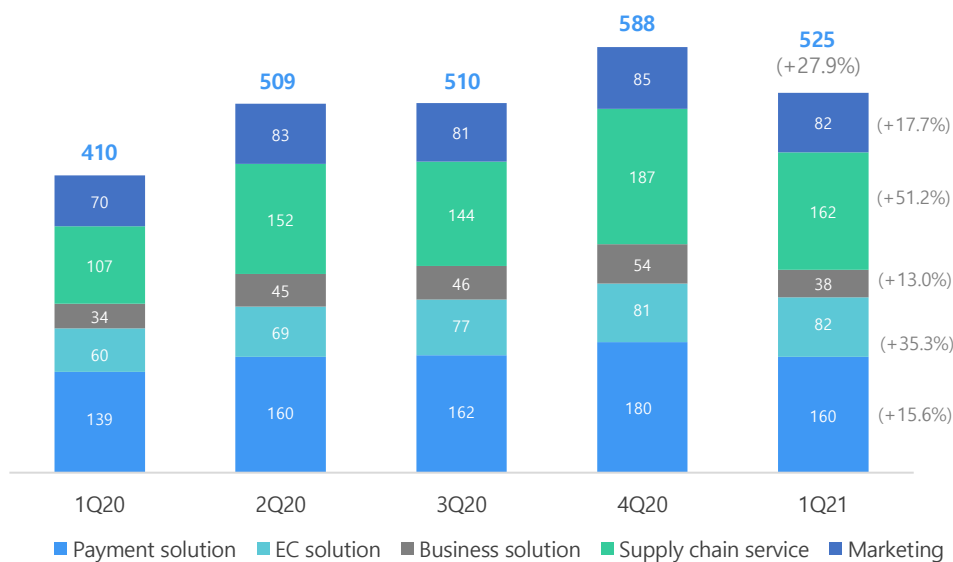
1Q21 EC platform Revenue KRW 52.5bn, YoY +27.9%

- Payment solution was up YoY +15.6% on the back of an increase in GMV.
- EC solution rose YoY +35.3% following an increase in the use of services, sales channel expansion, and etc.
- Business solution increased YoY +13.0% on the back of growth of overseas sales support service.
- Supply chain service revenue increased YoY +51.2% due to the growth in fulfillment, despite the weak revenue in Product supply attributable to sluggish growth for the fashion segment.
- Marketing grew YoY +17.7% due to base effect and strong partnership with internationally renowned portal/SNS companies.

Revenue Composition



Revenue Trend (in 100mn KRW)

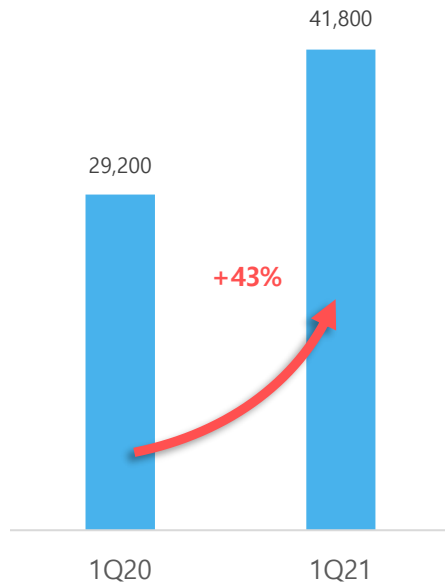


(Note) (+ %) indicates YoY growth

Continuous growth indicated by key indicator

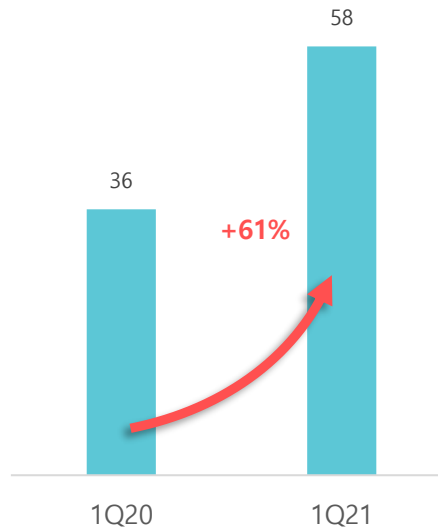
of downloaded Apps

(unit: count)



of sales channels for multimarket management service

(unit: count)



Rakuten

coupang

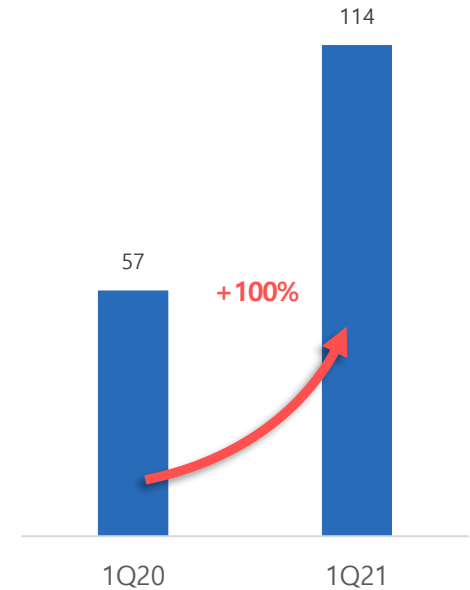
MUSINSA

Shopee

amazon

Fulfillment revenue

(in 100 mn KRW)



FASTBOX

HANJIN

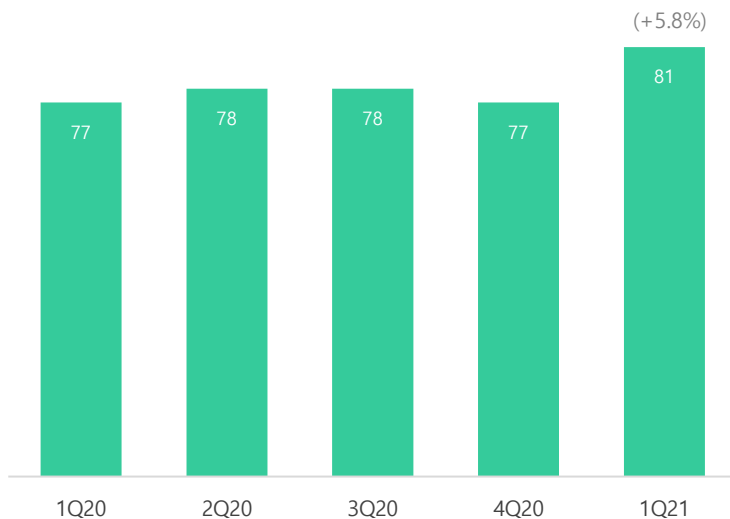
SoH GLOBAL

Infra.

1Q21 Infra. Revenue 8.1bn, YoY +5.8%

- Maintains stable growth due to an increase in the demand for IT followed by digitalization

Infra. Revenue Trend (in 100mn KRW)



■ Infra.

(Note) (+ %) indicates YoY growth

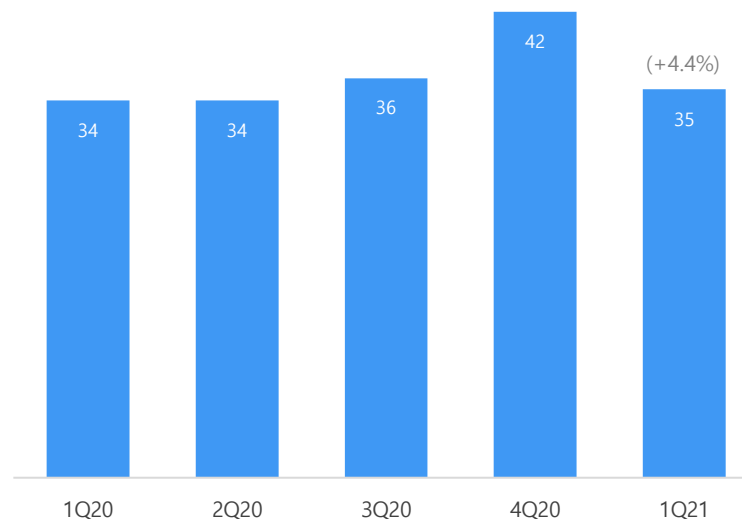
Other(FeelWAY)

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1Q21 Other(FeelWAY) Revenue 3.5bn, YoY +4.4%

- Favorable environment for the luxury goods market

Other(FeelWAY) Revenue Trend (in 100mn KRW)



■ Other(FeelWAY)

(Note) (+ %) indicates YoY growth

Adjusted Operating Profit/EBITDA

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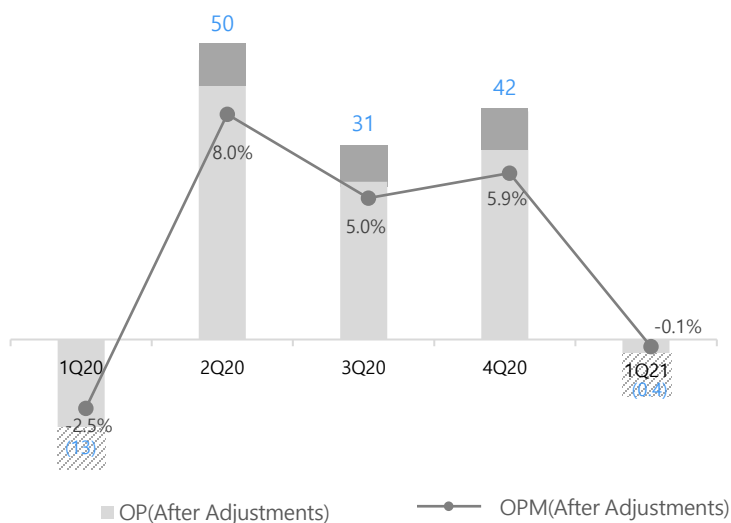
1Q21 Adjusted Operating Loss KRW 0.04bn due to increased expenses in expanding services, including integrated services, fulfillment and etc.

- Adjusted Operating Loss for 1Q21 decreased compared to 1Q20 which was a loss of KRW 1.3bn.
- Adjustments are amortizations of customer relationships, etc. increased by acquisitions(non-cash, KRW 0.65bn).

1Q21 EBITDA KRW 5.3bn, YoY +92.2%

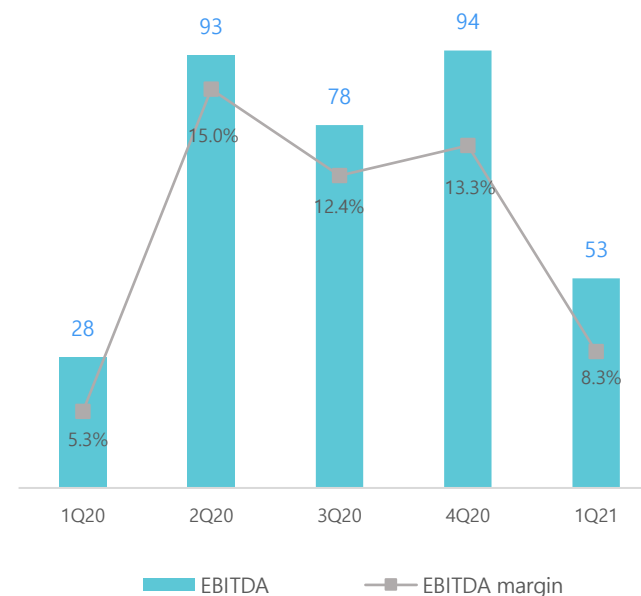
Adjusted Operating Profit

(in 100mn KRW)



EBITDA

(in 100mn KRW)



(Note) Adjusted OP(Non-GAAP)= It's a number that reflects Adjustments(amortizations of customer relationships, etc. increased by acquisitions(non-cash))

Operating Expenses

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1Q21 Operating Expenses KRW 64.8bn, YoY +19.9%

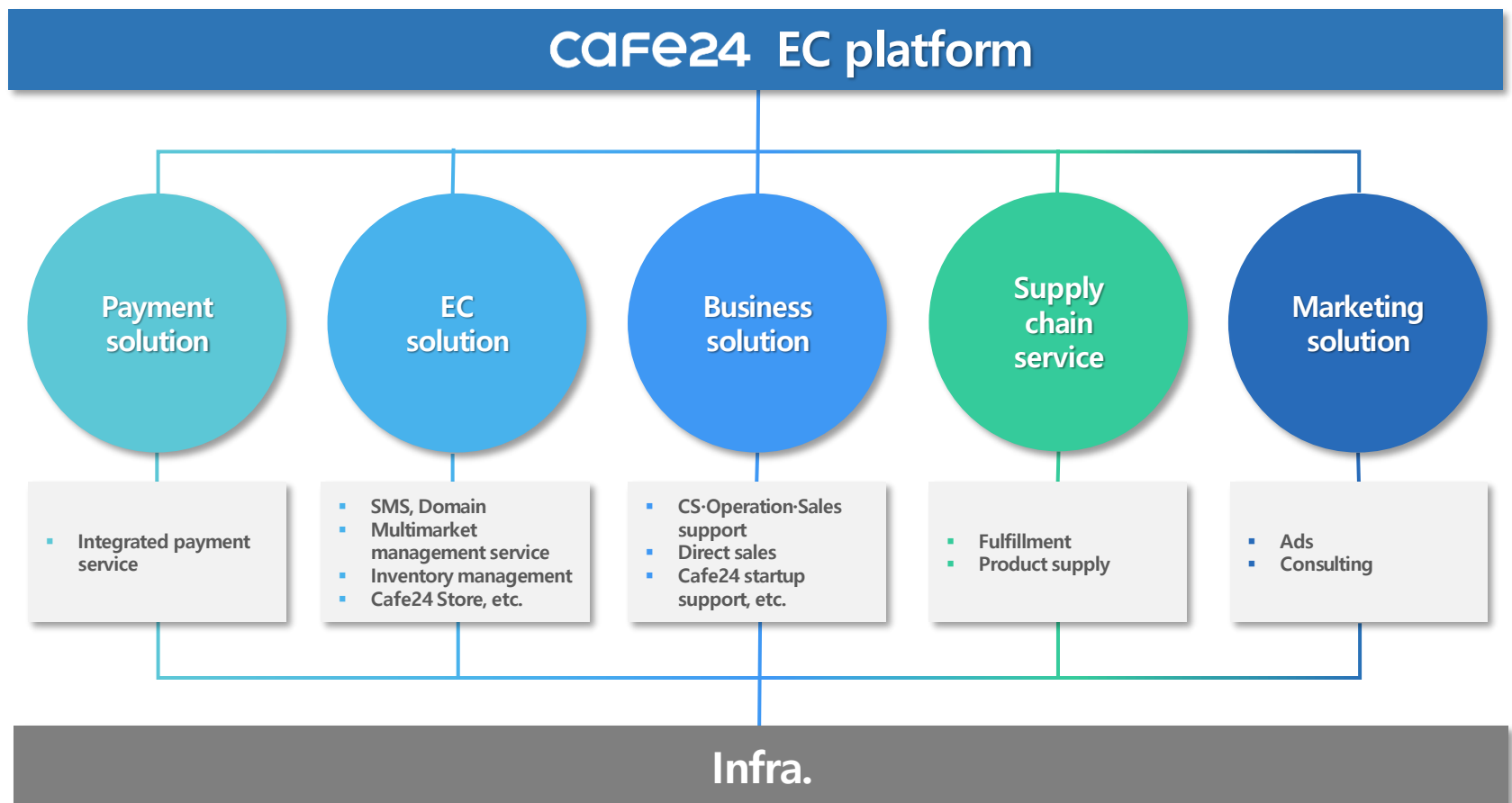
- Personnel expenses QoQ +3.7%, YoY +17.2%
- Service fees YoY +49.1% due to an increase in expenses of providing integrated services, expanding fulfillment service, and etc.
- Depreciation YoY +33.5% due to an increase in CAPEX for providing diverse services

(in million KRW)	1Q20	2Q20	3Q20	4Q20	1Q21	YoY	QoQ	Portion
COGS-Merchandise & Finished goods	5,472	7,327	5,755	8,657	5,226	-4.5%	-39.6%	8%
Salaries & Retirement benefit	23,523	23,987	25,128	26,578	27,569	17.2%	3.7%	43%
Welfare	2,064	1,795	1,957	1,883	2,149	4.1%	14.1%	3%
Service fees	9,393	11,334	12,365	14,455	14,009	49.1%	-3.1%	22%
Communication & Telephone	3,541	3,672	3,780	3,848	3,887	9.8%	1.0%	6%
Advertising fees	1,858	1,514	1,968	2,031	2,127	14.5%	4.7%	3%
Depreciation	3,678	3,887	4,222	4,773	4,909	33.5%	2.8%	8%
Amortization	1,037	1,056	1,070	1,101	1,101	6.2%	0.0%	2%
Rent	887	696	778	609	802	-9.6%	31.7%	1%
Taxes & Dues	822	906	1,000	1,009	1,050	27.7%	4.1%	2%
Other fees	1,778	1,619	1,978	2,172	2,001	12.5%	-7.9%	3%
Total	54,053	57,793	60,001	67,116	64,830	19.9%	-3.4%	100%

Provide Integrated Services in the Connected Value-chain

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Cafe24 goes beyond Korea to the world by delivering an all-in-one service(payment, IT solution, operation solution, supply chain service, and marketing) for building and operating an online business.



Fostering 'Creative' Customer-oriented Open Ecosystem

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Pursue an 'Open Ecosystem' where Cafe24 can grow alongside various partners

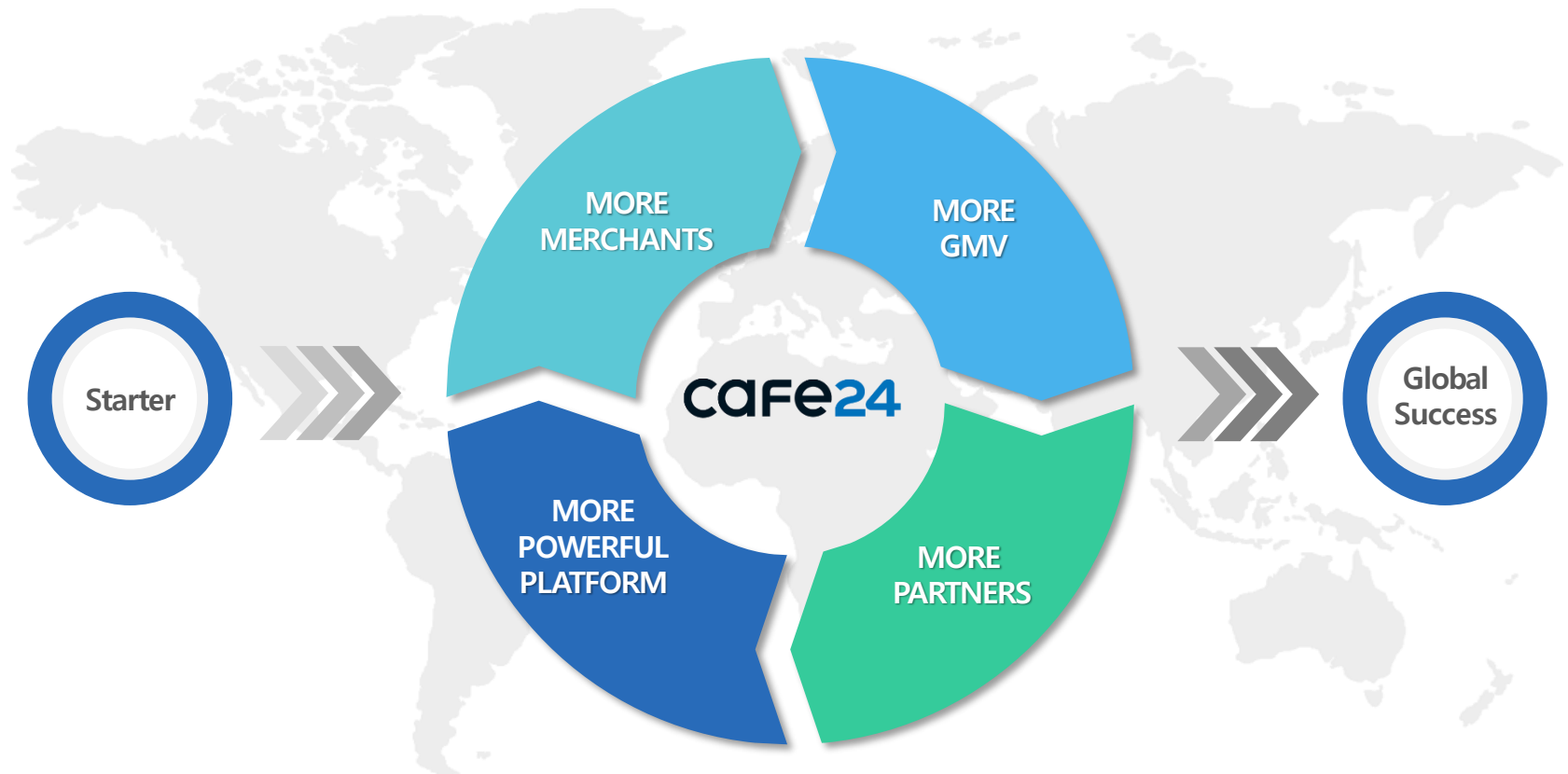
Increase lock-in effect by providing sales channel expansion service for DTC merchants



Virtuous Business Model

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Cafe24 creates an ecosystem that fosters [the mutual growth](#) for [Cafe24 merchants](#) - [Cafe24 - Partners in e-commerce](#).



Financial Statements Summary (Consolidated, K-IFRS)

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Balance Sheets (in million KRW)

	1Q20	2Q20	3Q20	2020	1Q21
Current assets	92,170	107,797	105,137	114,985	109,690
Non-current assets	128,858	129,600	133,159	139,047	160,985
Total assets	221,028	237,397	238,296	254,032	270,675
Current liabilities	50,057	60,780	59,006	69,477	71,243
Non-current liabilities	20,442	22,305	23,543	25,103	41,381
Total liabilities	70,499	83,085	82,549	94,580	112,624
Capital stock	4,715	4,715	4,715	4,715	9,417
Capital surplus	94,305	94,305	94,305	94,305	89,602
Capital adjustments	-	(149)	(965)	(1,434)	(1,434)
Accumulated other comprehensive income	587	560	572	26	(66)
Retained earnings	15,353	18,913	20,620	24,315	22,793
Controlling interest	114,960	118,344	119,297	121,927	120,312
Non-controlling interest	35,569	35,968	36,450	37,525	37,739
Total equity	150,529	154,312	155,747	159,452	158,051

Income Statements (in million KRW)

	1Q20	2Q20	3Q20	4Q20	2020	1Q21
Revenue	52,085	62,138	62,452	70,661	247,336	64,135
Operating expenses	54,053	57,793	60,001	67,116	238,963	64,830
Operating profit	(1,968)	4,345	2,451	3,545	8,373	(695)
Other income	461	507	381	1,361	2,711	277
Other expenses	865	316	598	722	2,501	482
Pre-tax Net income	(2,372)	4,536	2,234	4,184	8,583	(900)
Net income	(2,297)	3,958	2,239	4,661	8,561	(1,308)

Financial Statements Summary (Separate, K-IFRS)

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Balance Sheets (in million KRW)

	1Q20	2Q20	3Q20	2020	1Q21
Current assets	61,074	54,315	62,196	68,221	59,128
Non-current assets	87,522	90,859	94,400	102,840	124,828
Total assets	148,596	145,174	156,596	171,061	183,956
Current liabilities	35,320	32,339	38,883	44,777	44,258
Non-current liabilities	1,790	1,878	3,679	7,762	21,302
Total liabilities	37,110	34,217	42,562	52,539	65,560
Capital stock	4,715	4,715	4,715	4,715	9,417
Capital surplus	94,343	94,343	94,343	94,343	89,640
Capital adjustments	-	-	(149)	(1,434)	(1,434)
Accumulated other comprehensive income	-	-	-	-	-
Retained earnings	12,428	11,899	15,125	20,898	20,773
Total equity	111,486	110,957	114,034	118,522	118,396

Income Statements (in million KRW)

	1Q20	2Q20	3Q20	4Q20	2020	1Q21
Revenue	37,209	43,002	43,723	48,484	172,419	45,054
Operating expenses	37,974	39,577	41,353	44,756	163,661	45,199
Operating profit	(765)	3,425	2,370	3,728	8,758	(145)
Other income	283	179	104	(27)	539	167
Other expenses	104	92	84	401	681	148
Pre-tax Net income	(586)	3,512	2,390	3,300	8,616	(126)
Net income	(529)	3,226	2,103	3,671	8,470	(126)



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