



INVESTOR RELATIONS

1Q 2021 | KineMaster Corporation



Disclaimer

The financial information contained in this document is based on consolidated K-IFRS and has not been reviewed by an independent auditor.

Therefore, the information and financial data contained in this document are subject to change upon an independent auditor's review.

KineMaster Corporation is not liable for providing future updates on all figures included in this document. Investors should consider this document as only a single factor in making their investment decision.



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Business | KineMaster; The Most Powerful Video Editing App on Mobile

- > An intuitive user interface and experience-based mobile video editing app
- > Subscription model ; remove watermark and ads, full access to premium assets added every week
- > Asset store provides professional assets, such as music, sound effects, visual effects and transitions, stickers, animated overlays, and fonts
- > The editing app to create professional video content without a computer with Multi-layered, Chroma Key, Speed Adjust, Transition, Subtitles, Reverse, Color Filters, and Advanced Audio Editing Feature



**Subscription
& Ads**
\$3.99/month, \$22.99/year
Ads for free users

languages
Support for more than
18 languages and CS

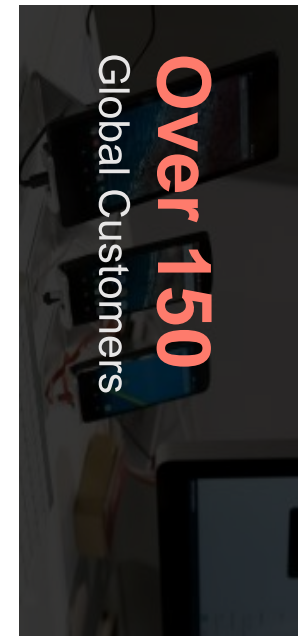
OS
iOS & Android

Country
Global services to
more than 155
countries



Business | Player SDK; Multiscreen Player SDK for video apps

- > Provide highest video quality for OTT service providers
- > Smartphones & Tablets, Smart TVs, STBs, Web Browsers
- > Excellent and timely customer support

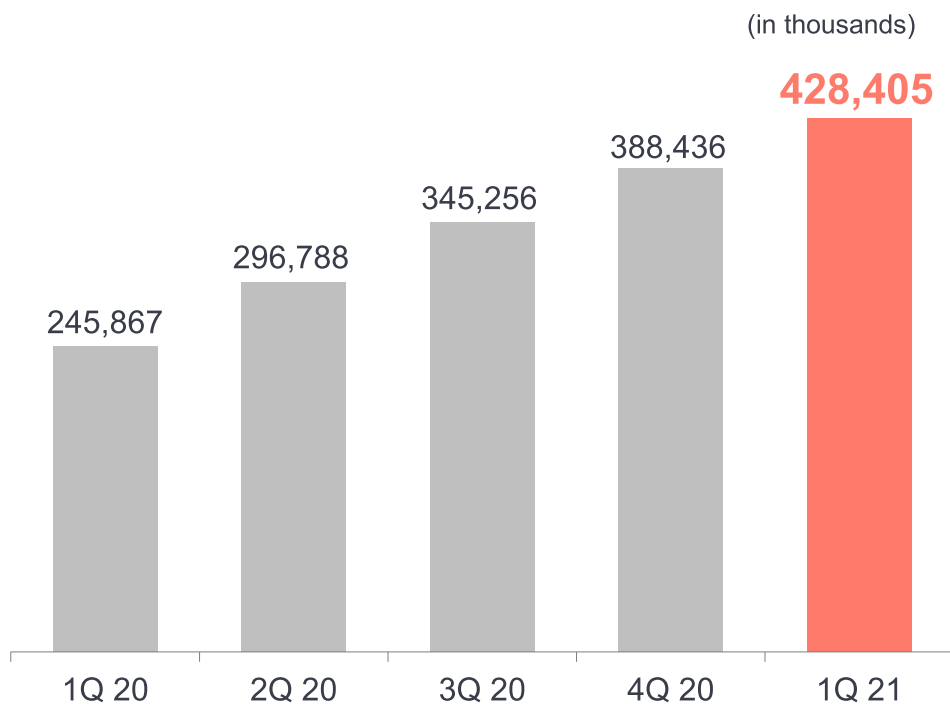




1Q 2021 | KineMaster Download

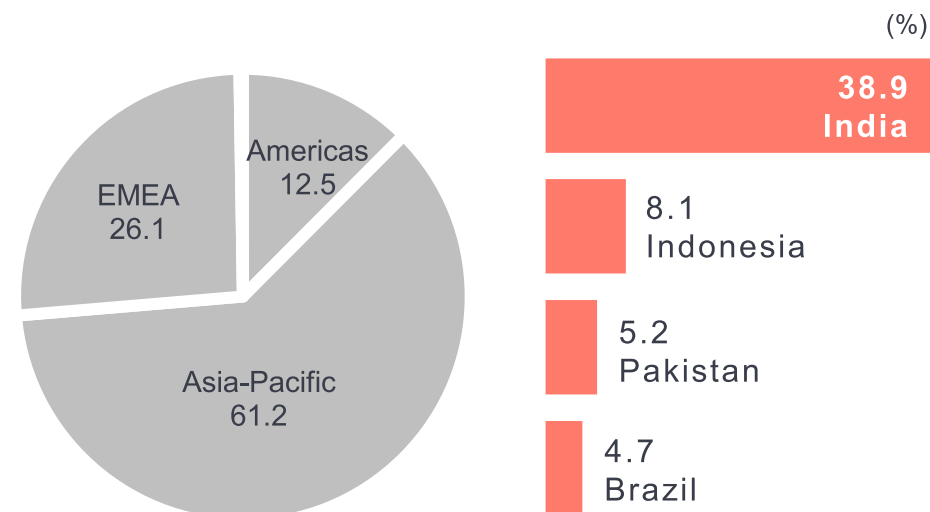
> Cumulative Downloads

Accumulated downloads YoY +74% / QoQ +10% in 1Q21



> 1Q Downloads by Country

India and Indonesia account for about 47.0% of Asia-Pacific



※ The figure above is a download by country that occurred in Q4.

※ Iraq 4.3%, Egypt 3.7%, United States 3.1%, Philippines 2.8%, Bangladesh 2.4%, China 2.1% are included in the top ranks.

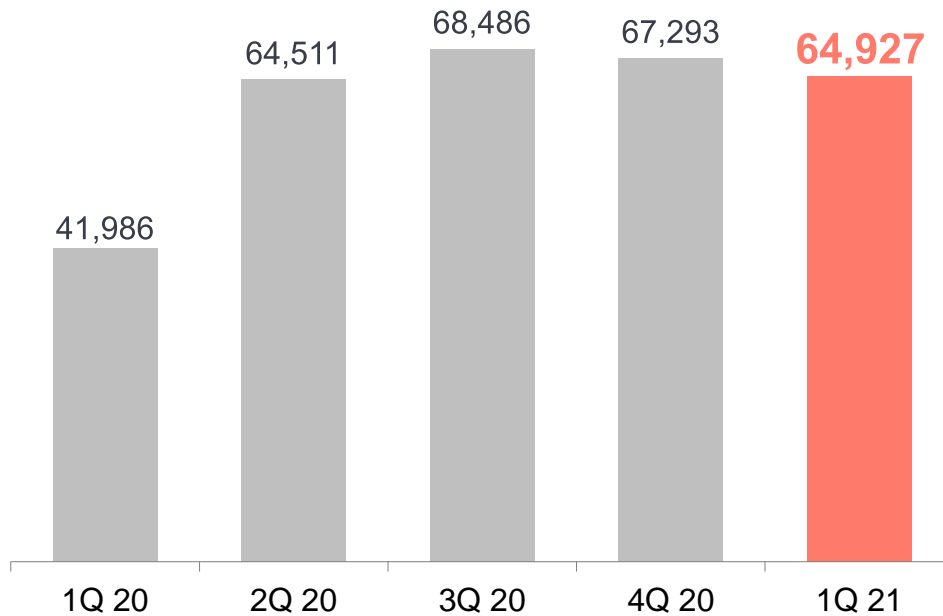


1Q 2021 | KineMaster MAU

> KineMaster MAU

MAU YoY +55% / QoQ -3.5% in 1Q21

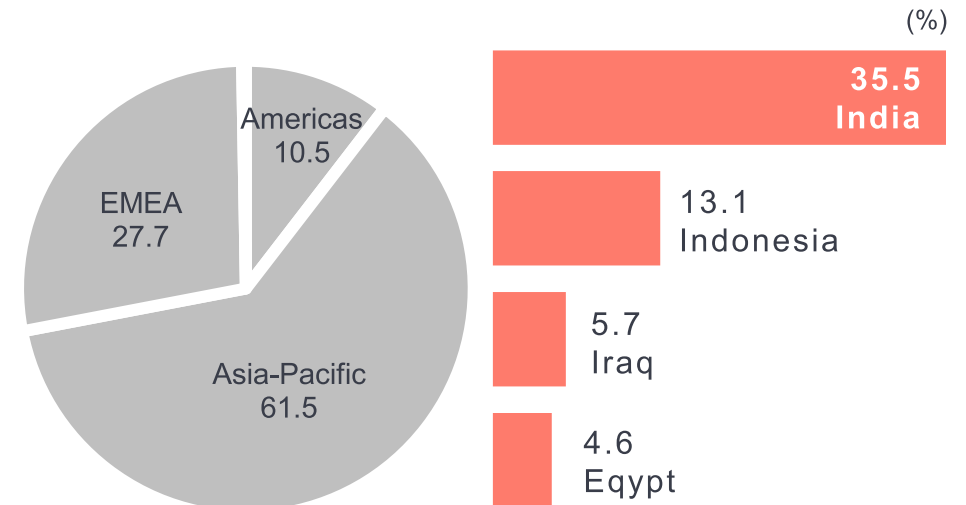
(in thousands)



※ Average of monthly MAU.

> MAU by Country

India and Indonesia account for about 48.6% of Asia-Pacific



※ Android + iOS MAU based on Android, and iOS in 4Q20.

※ Brazil 3.8%, Pakistan 3.7%, Philippines 3.0%, United States 2.7%, China 2.3%, Bangladesh 1.9% are included in the top ranks.

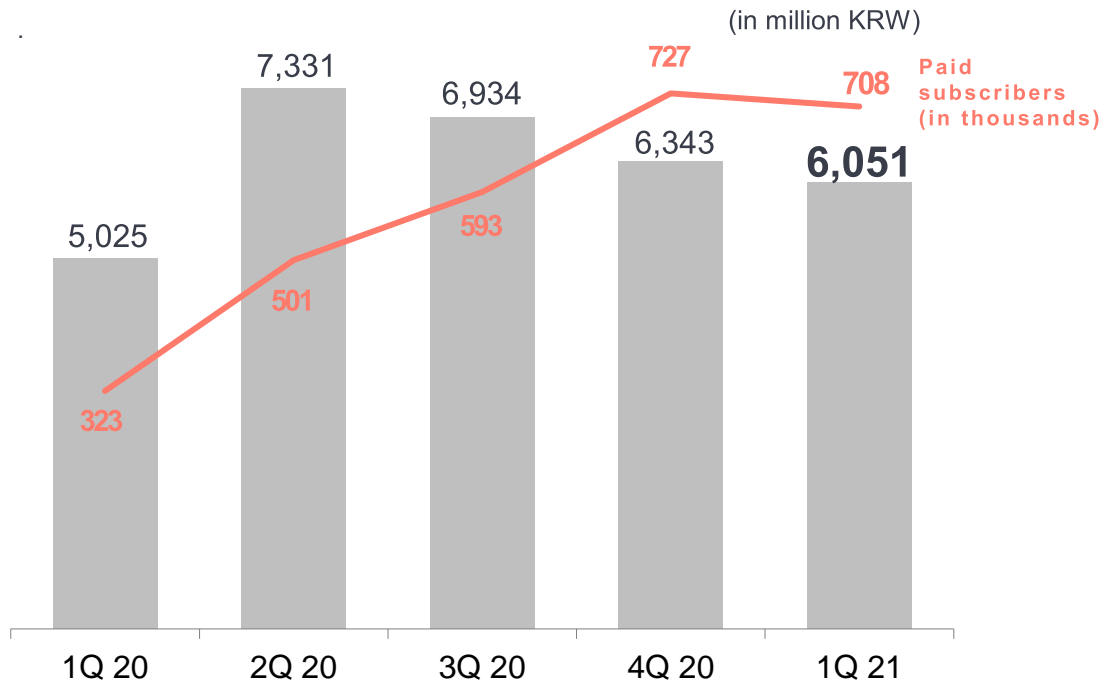


1Q 2021 | KineMaster Revenue

> KineMaster Revenue

Revenue YoY +20% / QoQ -5% in 1Q 2021

Subscribers YoY +119% / QoQ -2% in 1Q 2021

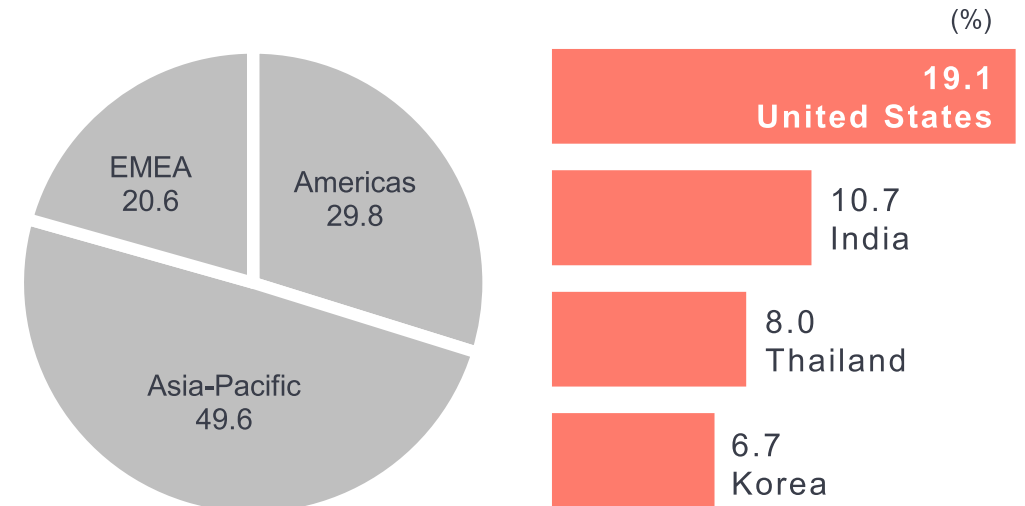


※ The total revenue includes subscriptions, Ads, and Premium IP Asset with the highest percentage of subscription revenue.

※ The number of subscribers is the average for each quarter, and Android includes users during the free trial period.

> Revenue by Country

United States account for about 19.1% of Americas



※ Cumulative revenue based on Android, and iOS in 1Q21.

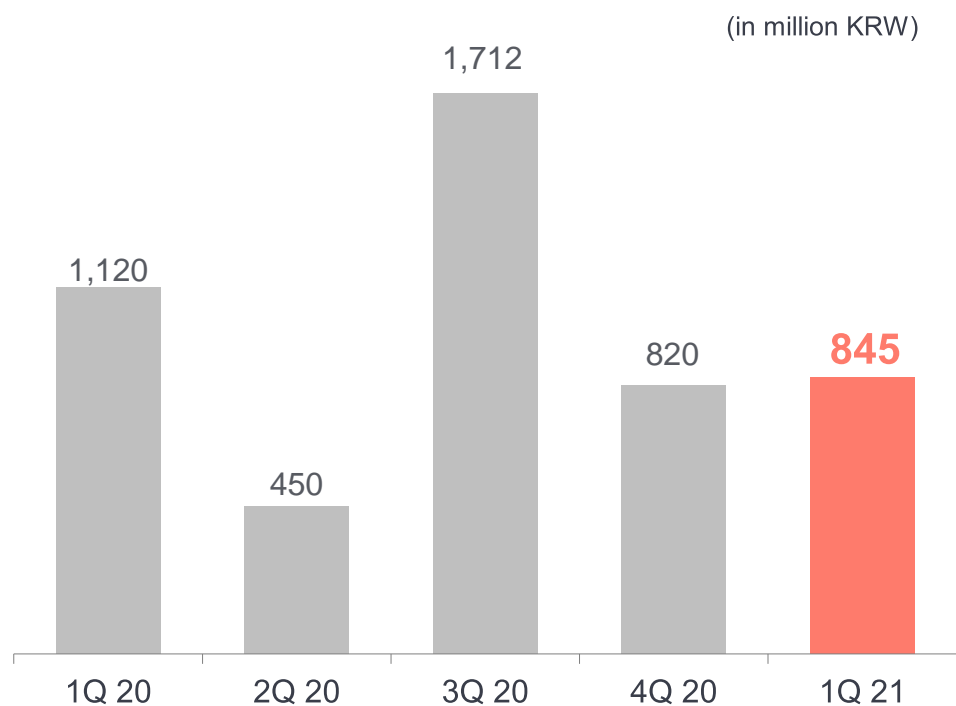
※ Indonesia 6.7%, Brazil 5.6%, China 4.8%, Philippines 3.3%, Saudi Arabia 3.1%, United Kingdom 2.8% are included in the top ranks.



1Q 2021 | PlayerSDK Revenue

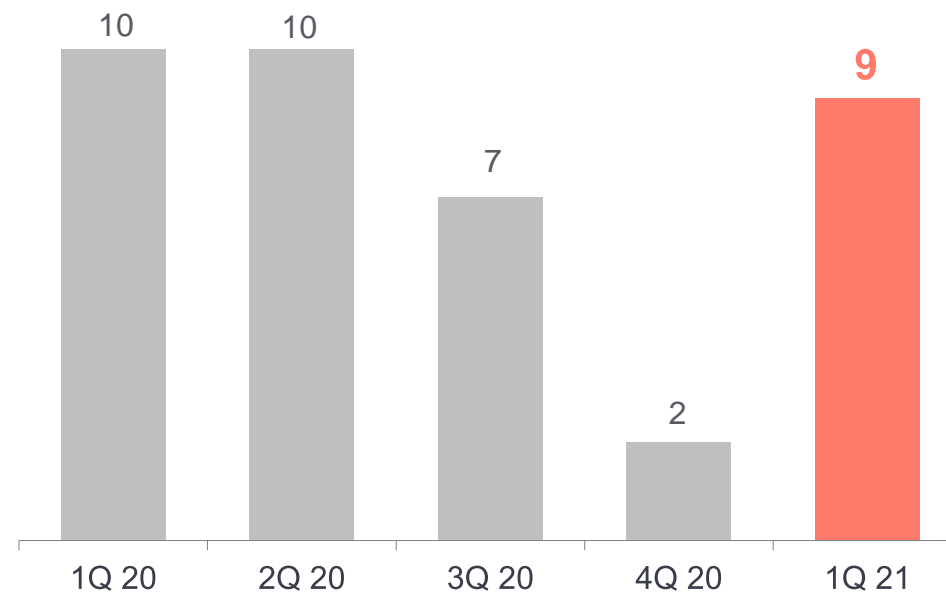
> PlayerSDK Revenue

Revenue YoY -3% / QoQ -25% in 1Q 2021.



> PlayerSDK Customers

Customers YoY -10% / QoQ 350% in 1Q 2021.





1Q 2021 | Earnings Summary

(in million KRW)

	1Q 20	2Q 20	3Q 20	4Q 20	1Q 21	QoQ	YoY
Total Revenue	6,172	7,796	8,668	7,170	6,902	-3.72%	11.84%
KineMaster	5,025	7,331	6,934	6,343	6,051	-4.60%	20.43%
PlayerSDK	1,120	450	1,712	820	845	3.08%	-24.53%
Others	27	15	22	6	6	-1.59%	-77.18%
Operating Expenses	5,677	6,426	6,707	6,891	6,544	-5.04%	15.26%
App commission fee	1,260	1,872	1,725	1,428	1,358	-4.90%	7.78%
Operating Profit	495	1,369	1,961	278	359	28.94%	-27.43%
% Margin	8.02%	17.56%	22.62%	3.88%	5.20%	-	-
Net Profit	505	1,082	1,439	(568)	537	Turnaround	6.37%
% Margin	8.19%	13.87%	16.60%	(7.92%)	7.79%	-	-

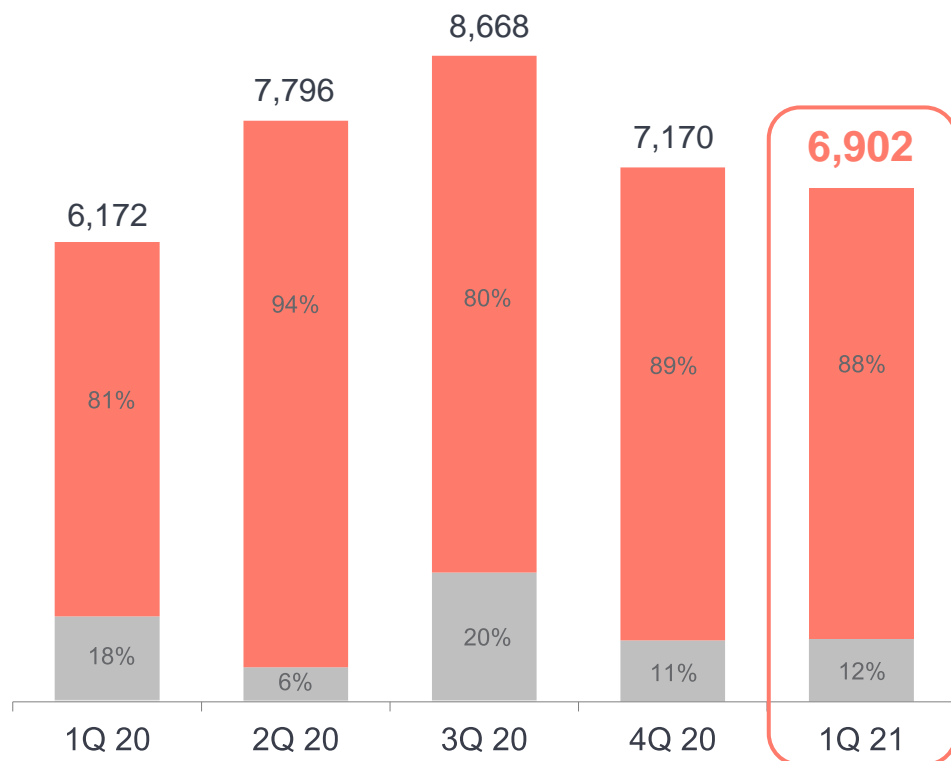


1Q 2021 | Earnings Summary

> Total Revenue

- KineMaster 88% of total revenue
- PlayerSDK 12% of total revenue
- Others 0% of total revenue

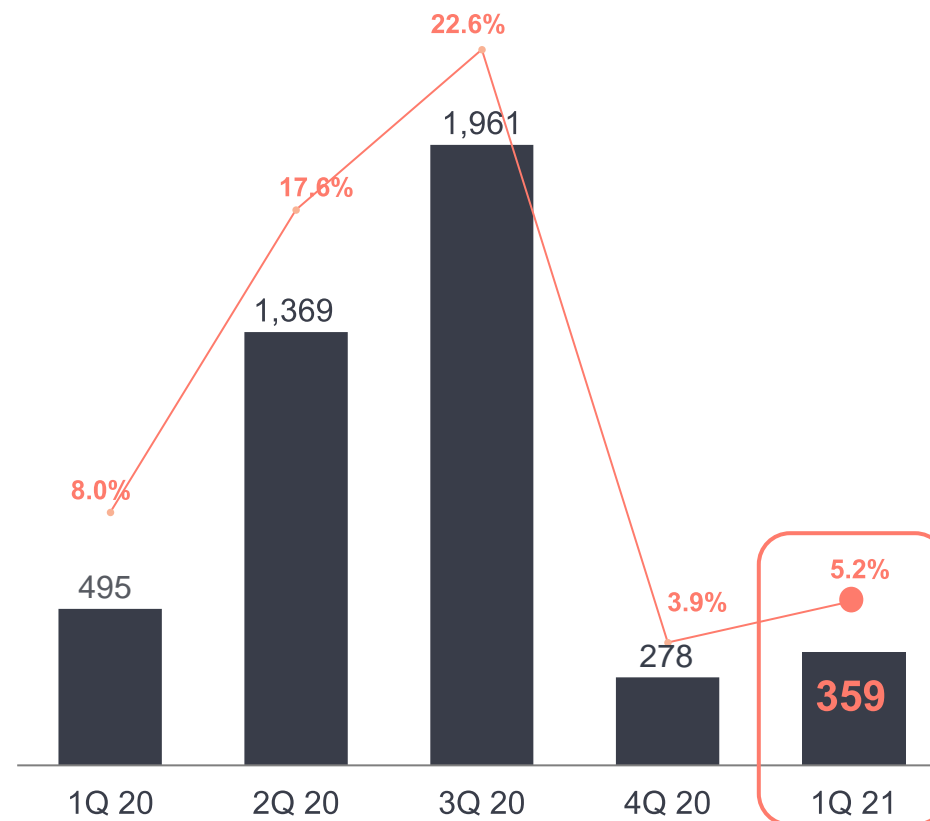
(in million KRW)



> Operating Profit

Operating profit 359mn in 1Q 2021
Operating margin 5.20% in 1Q 2021

(in million KRW)





1Q 2021 | Earnings Summary

> **Continuously adding a variety of new functions to improve user satisfaction**

- KineMaster 5.0 version (April 3rd)
Project download and replace media files in the timeline
Import and export of project files
Add the handwriting in/out animation options for iOS
- Premium assets for subscribers
A bunch of BGM, music, clip Graphics, transition and video assets are added
- Promotion
Promotion for GooglePlay users during the end of the year and the new year
50% discount on first payment
Period: December 22nd, 2020 to January 3rd, 2021

> **Expanding strategic On/off-line marketing activities with App positioning and Communication**

Official YouTube channel with 1.6M subscribers: increasing collaborative opportunities with Global YouTube Influencer and Global Contents Partner



1Q 2021 | Earnings Summary

(in million KRW)

Statement of Financial Position	1Q 20	2Q 20	3Q 20	4Q 20	1Q 21
Current assets	13,902	15,175	16,756	14,140	14,769
Non-current assets	926	958	772	2,399	2,255
Total assets	14,829	16,133	17,528	16,539	17,024
Current liabilities	952	1,067	1,163	1,372	1,333
Non-Current liabilities	750	775	730	891	940
Total liabilities	1,701	1,842	1,894	2,263	2,273
Capital Stock	6,773	6,773	6,773	6,773	6,773
Additional Paid-in and Other Capital	1,327	1,327	1,327	1,327	1,327
Elements of other stockholder's equity	-2,428	-2,428	-2,428	-2,428	-2,428
Accumulated other comprehensive income	73	63	70	-59	-112
Retained earnings	7,382	8,555	9,892	8,663	9,191
Total equity	13,127	14,291	15,634	14,276	14,751
Total equity and liabilities	14,829	16,133	17,528	16,539	17,024

(in million KRW)

Income Statement	1Q 20	2Q 20	3Q 20	4Q 20	1Q 21
Revenue	6,172	7,796	8,668	7,170	6,903
Operating expenses	5,677	6,426	6,707	6,891	6,544
Operating profit	495	1,369	1,961	278	359
<i>Margin (%)</i>	<i>8.0</i>	<i>17.6</i>	<i>22.6</i>	<i>3.9</i>	<i>5.2</i>
Non-operating profit	228	79	15	-164	320
Non-operating expenses	42	218	213	549	82
Net profit before tax	681	1,230	1,764	-435	596
Income tax expense	175	148	325	133	59
Net profit	505	1,082	1,439	-568	537
Total comprehensive income	596	1,066	1,441	-1,358	475
EPS(won)	39	83	110	-43	41



Market Trend I

Video Editing App Market – Source: *App Annie*

Ranking (1Q 21)	App	Revenue 3Q 20	Revenue 4Q 20	Revenue 1Q 21	QoQ	YoY	% of Total	19 FY	20 FY
1	-	8,399,430	9,267,920	9,946,103	7.32%	157.37%	14.68%	4,545,134	29,357,343
2	-	6,701,400	7,097,383	7,101,386	0.06%	24.33%	10.48%	17,637,927	26,957,629
3	-	4,661,477	4,554,444	5,188,703	13.93%	39.88%	7.66%	13,883,342	17,636,503
4	-	4,204,782	3,569,152	4,539,125	27.18%	135.75%	6.70%	5,695,871	13,411,584
5	-	3,809,508	3,940,031	4,509,934	14.46%	113.55%	6.66%	6,589,322	13,784,682
6	-	3,181,821	3,538,091	3,921,936	10.85%	26.55%	5.79%	14,665,785	13,749,567
7	KineMaster	3,635,710	3,203,238	2,994,769	-6.51%	17.93%	4.42%	7,960,744	13,326,668
8	-	2,987,584	3,163,041	2,872,337	-9.19%	2.13%	4.24%	10,488,110	12,391,623
9	-	3,297,008	3,153,770	2,824,020	-10.46%	-17.83%	4.17%	18,963,206	13,313,262
10	-	2,656,767	2,661,321	2,647,424	-0.52%	2.11%	3.91%	17,500,099	10,596,268
11	-	925,363	1,424,100	2,115,797	48.57%	#DIV/0!	3.12%	-	2,359,914
12	-	1,704,306	1,766,950	1,885,875	6.73%	84.70%	2.78%	3,042,584	6,199,810
13-41	-	18,402,960	17,245,200	17,197,373	-0.28%	42.25%	25.39%	43,198,183	65,205,202
Total		64,575,762	64,584,641	67,744,782	4.89%	50.83%	100.00%	164,170,307	238,290,055

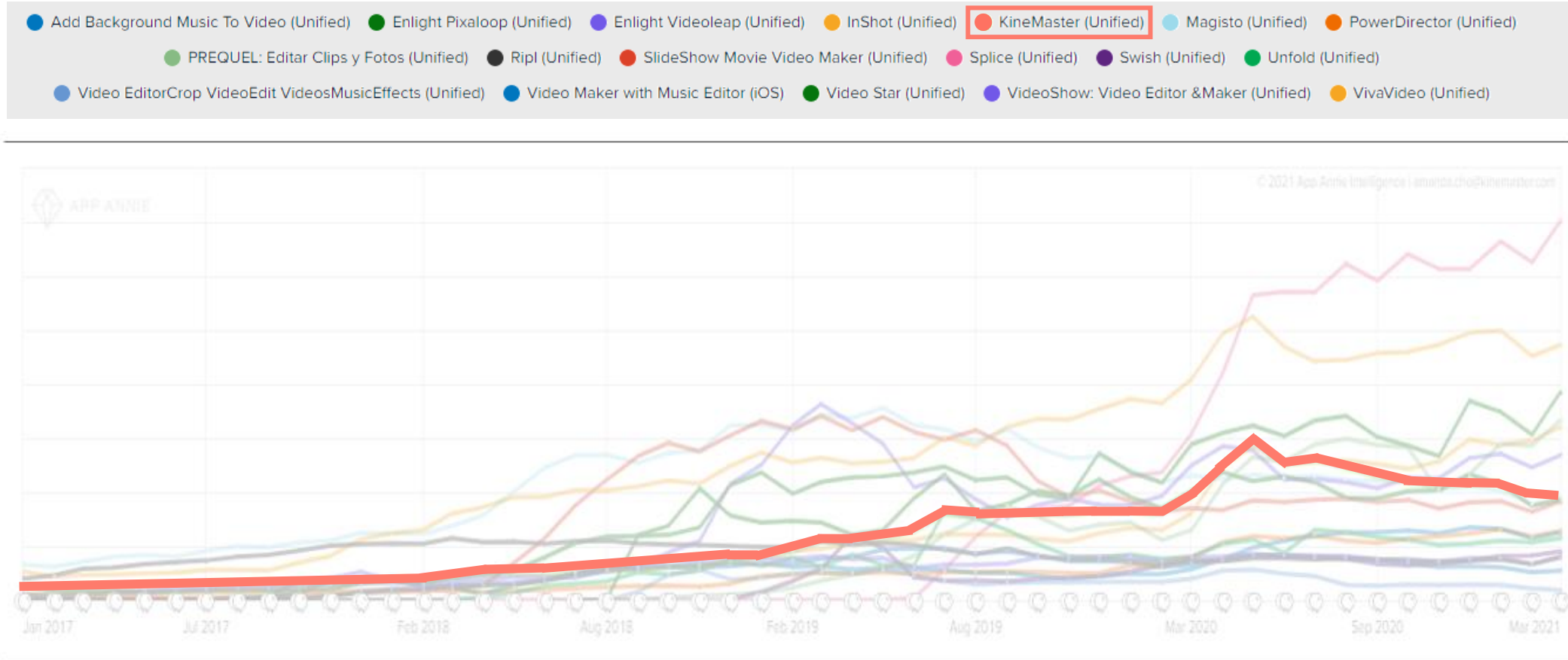
※ This information is estimated revenue from App annie; it does not include 30% store platform commission, Ads or Android revenue from China.

※ The ranking is based on rewritten by company which includes only the video editing app market, except for the photo editing app market



Market Trend I Video Editing App Market – Source: *App Annie*

> Android & iOS Estimated Revenue (1Q'17 ~ 1Q'21)



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Market Trend I

Video Editing App Market – Source: *App Annie*

Ranking (1Q 21)	App	MAU 3Q 20	MAU 4Q 20	MAU 1Q 21	QoQ	YoY	% of Total
1	-	60,765,527	64,598,332	66,624,906	3.14%	66.47%	22.53%
2	KineMaster	43,988,992	49,471,565	53,472,432	8.09%	58.10%	18.08%
4	-	9,246,656	24,276,640	41,530,436	71.07%	#DIV/0!	14.04%
3	-	21,970,911	23,747,397	21,459,964	-9.63%	-17.28%	7.26%
5	-	12,331,824	14,650,575	15,347,899	4.76%	79.89%	5.19%
6	-	10,561,629	10,820,363	11,242,611	3.90%	2.74%	3.80%
7	-	5,641,361	7,099,882	10,049,576	41.55%	41810.49%	3.40%
8	-	7,921,264	9,213,727	8,928,651	-3.09%	7.91%	3.02%
10	-	5,238,497	7,219,529	8,746,282	21.15%	43856.32%	2.96%
9	-	7,993,463	7,561,450	7,888,135	4.32%	2.30%	2.67%
11	-	6,198,706	5,701,200	5,915,901	3.77%	359.23%	2.00%
12	-	4,026,846	4,435,172	5,842,056	31.72%	84.63%	1.98%
13-45	-	42,610,570	39,171,557	38,660,434	-1.30%	52.50%	13.07%
Total		238,496,246	267,967,390	295,709,283	10.35%	79.12%	100.00%

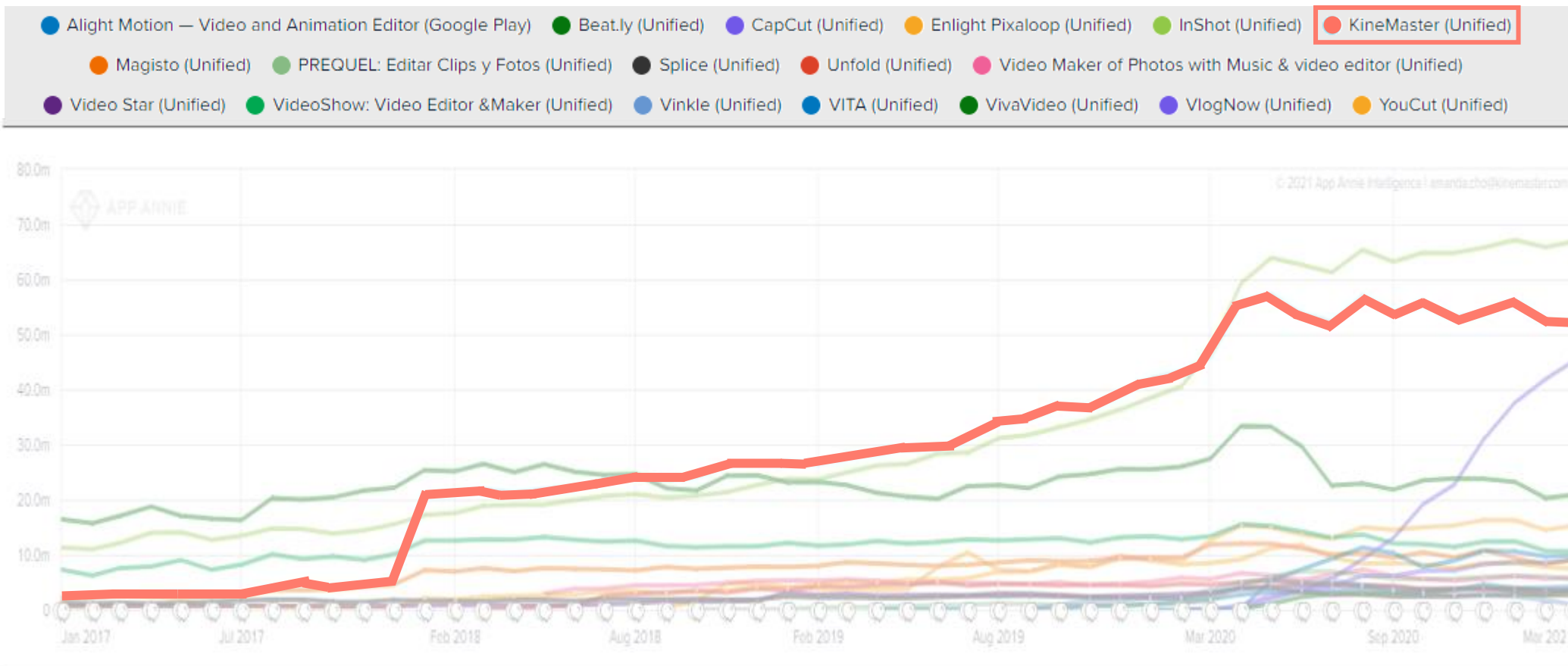
※ This information is estimated MAU from App annie; it does not include the data from China.

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Market Trend I Video Editing App Market – Source: *App Annie*

> Android & iOS Estimated MAU (1Q'17 ~ 1Q'21)



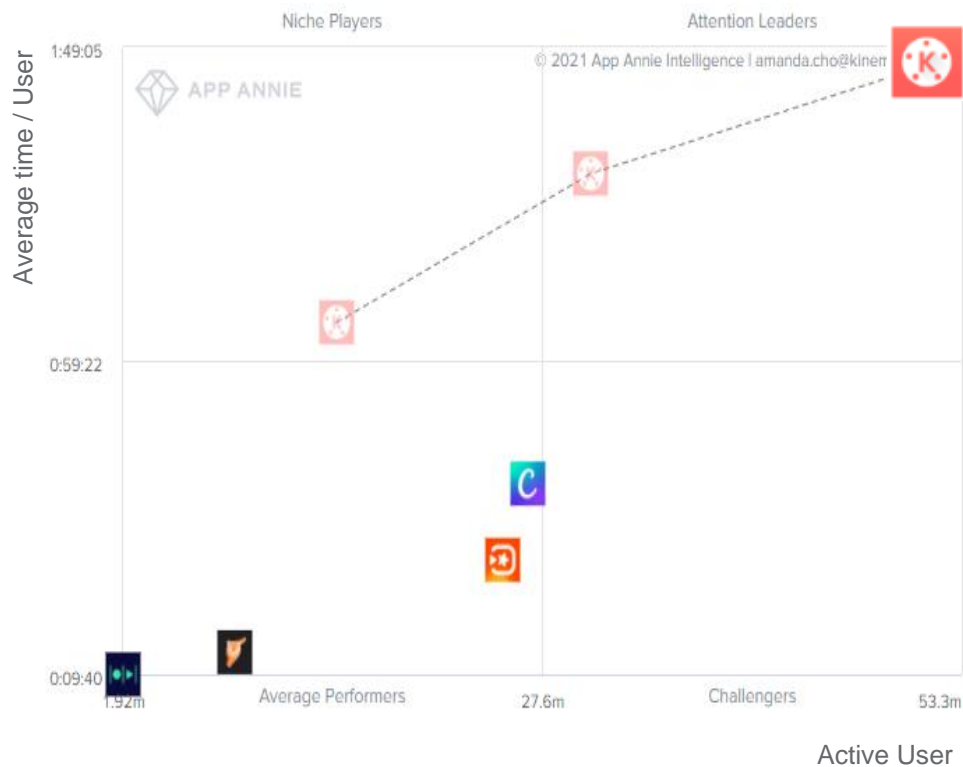
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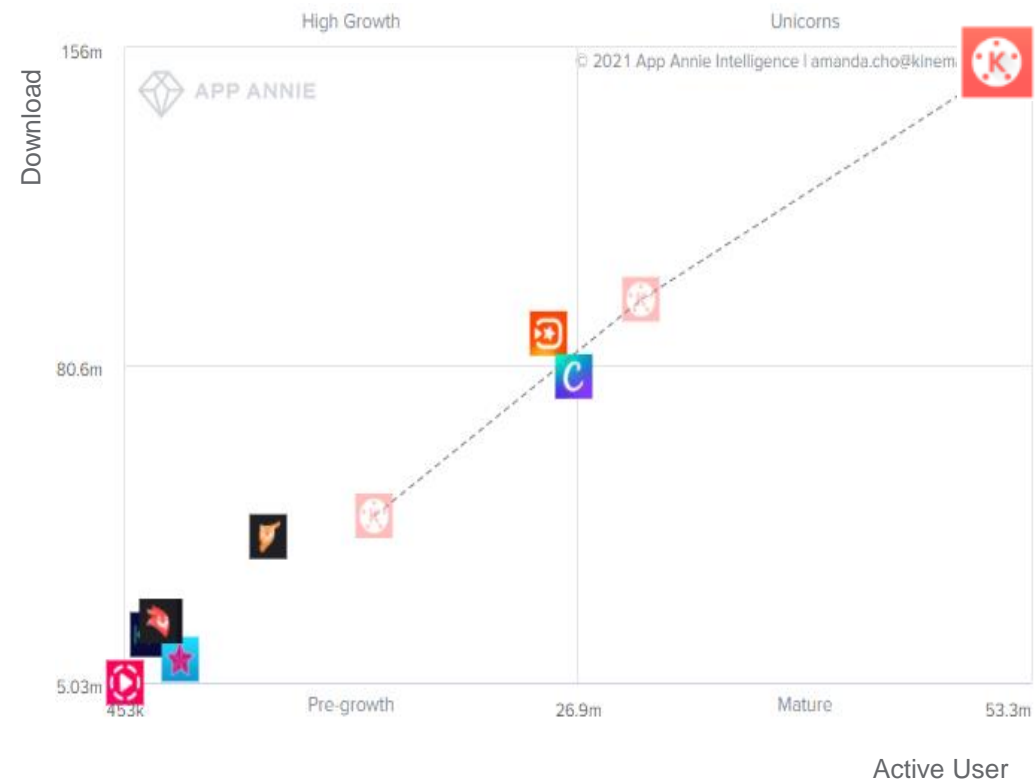


Market Trend I Video Editing App Market – Source: *App Annie*

> Android & iOS User attention (1Q'20 ~ 1Q'21)



> Android & iOS Growth (1Q'20 ~ 1Q'21)



※ The information is estimated data provided by App Annie does not match the actual performance.

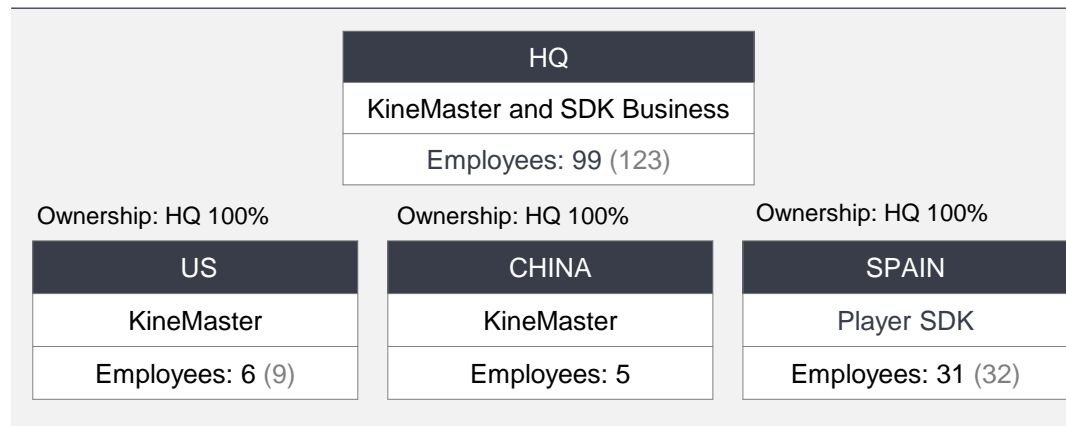


Appendix I History / Governance

History

- 2002 Company founded
- 2005 Provided streaming player to Samsung Electronics
- 2010 Provided streaming player to LG Electronics
- 2011 Listed on KOSDAQ
- 2011 Provided Android player SDK to HBO
- 2012 Started KineMaster app development
- 2013 Provided Player SDK to Time Warner Cable
- 2013 KineMaster Android version
- 2013 SingPlay Android version
- 2015 Provided video editing solution to XiaoMi
- 2017 KineMaster iOS version
- 2018 KineMaster exceeded 80M total downloads
- 2019 KineMaster exceeded 120M total downloads /25M MAU
- 2019 Changed the company name to KineMaster Corporation
- 2019 KineMaster exceeded 210M total downloads /37M MAU
- 2019 BeatSync Android version
- 2020 Capital increase without compensation
- 2020 KineMaster exceeded 240M total downloads /47M MAU
- 2020 KineMaster exceeded 297M total downloads /64M MAU
- 2021 KineMaster exceeded 428M total downloads /67M MAU

Subsidiary



※ () are based on total operating employees including key freelancers and outsourced staffs.

List of shareholders

Il-taek Lim	1,574,407	11.62%	Cofounder · CEO
Jae-won Chung	1,076,286	7.95%	Cofounder · COO
Treasury Stock	487,515	3.60%	-
SOLBORN, Inc and parties concerned	4,543,251	33.54%	Investors
Etc	5,864,848	43.29%	-
Total	13,546,373	100.00%	-



1st Quarter 2021 Results | KineMaster Corporation

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