



INVESTOR RELATIONS

2Q 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.

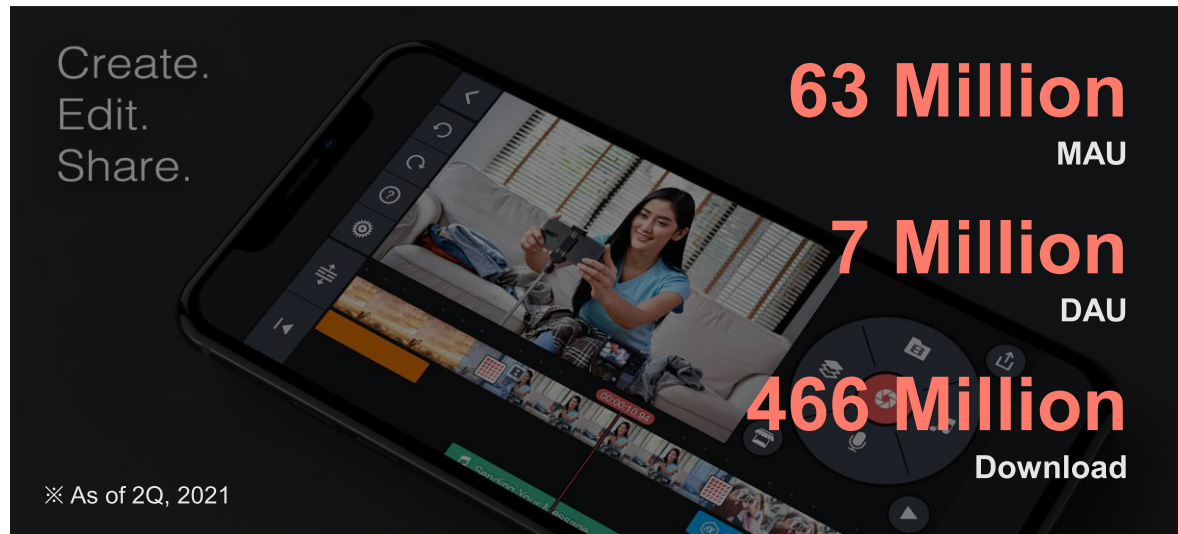


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Business | KineMaster; The Most Powerful Video Editing App on Mobile

- > An intuitive user interface and experience-based mobile video editing app
- > Subscription model ; remove watermark and ads
- > 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

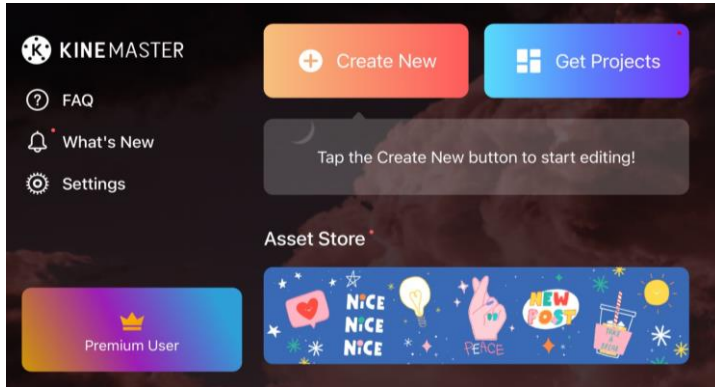
languages
Support for more than
18 languages and CS

OS
iOS & Android

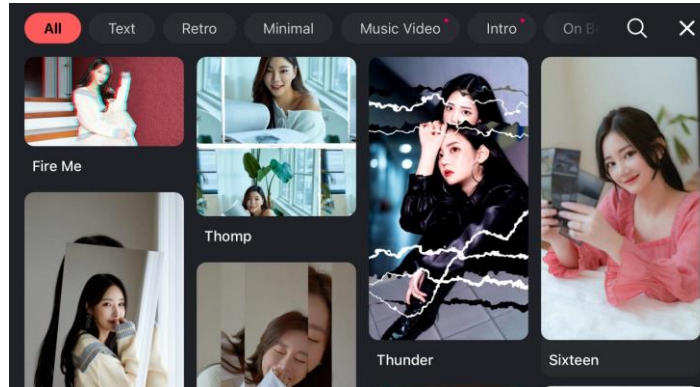
Country
Global services to
more than 155
countries



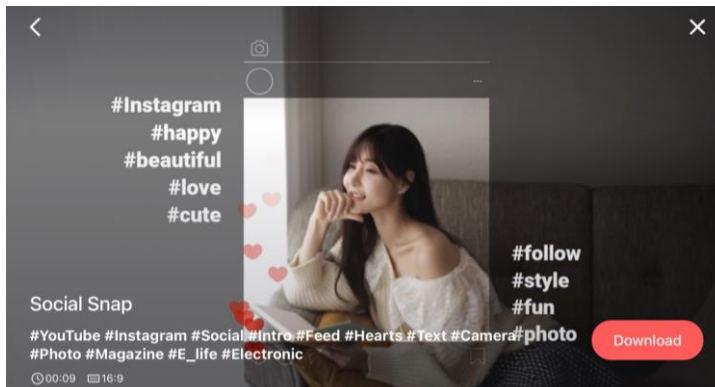
Business | Project Delivery Service, easy to re-editing video



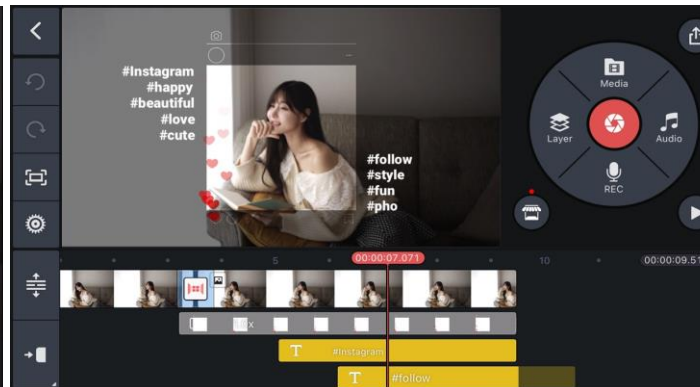
<① KineMaster App main screen>



<② Tap to 'Get Projects'>



<③ Preview selected 'Project'>



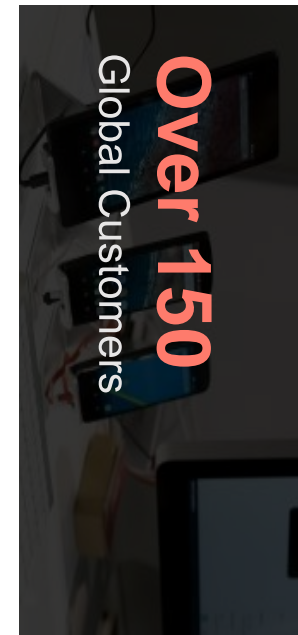
<④ Edit to downloaded 'Project'>

- > Download 'Project' in various categories through 'Get Projects' and use them for video editing
- > Continue to upload trendy new 'Projects'
- > 'Export Project (.kine file)' allows users to save and share project edited by themselves. And users can re-edit it from another devices.
- > KineMaster will be expended to create a global editing community by updating portal functions that allow users to share their own projects directly within the app



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

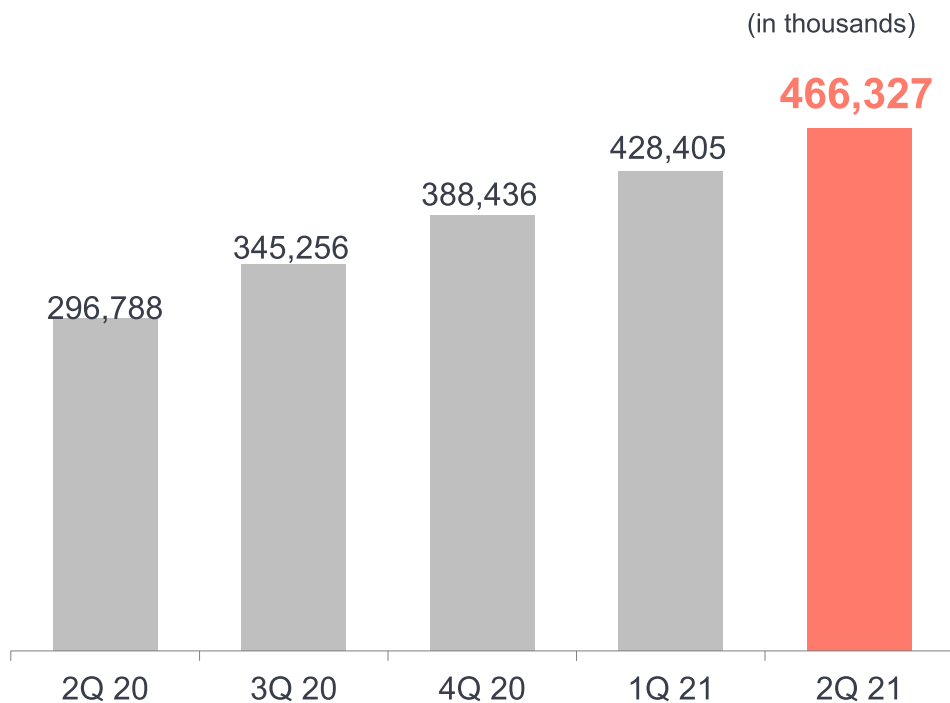




2Q 2021 | KineMaster Download

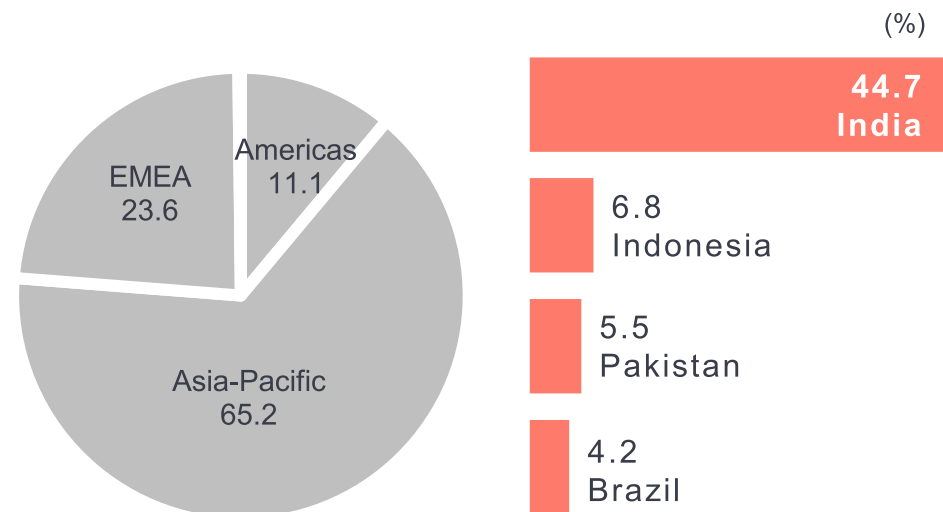
> Cumulative Downloads

Accumulated downloads YoY +57% / QoQ +9% in 2Q21



> 2Q Downloads by Country

India and Indonesia account for about 51.5% of Asia-Pacific



※ The figure above is a download by country that occurred in Q2.

※ Iraq 4.1%, Egypt 3.3%, Bangladesh 2.8%, United States 2.5%, Philippines 2.3%, China 1.7% are included in the top ranks.

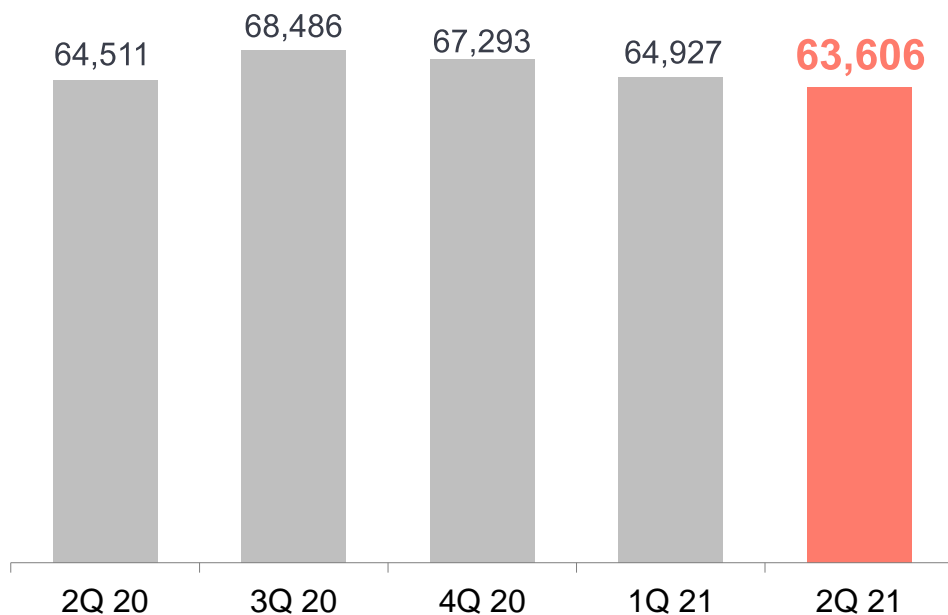


2Q 2021 | KineMaster MAU

> KineMaster MAU

MAU YoY -1% / QoQ -2% in 2Q21

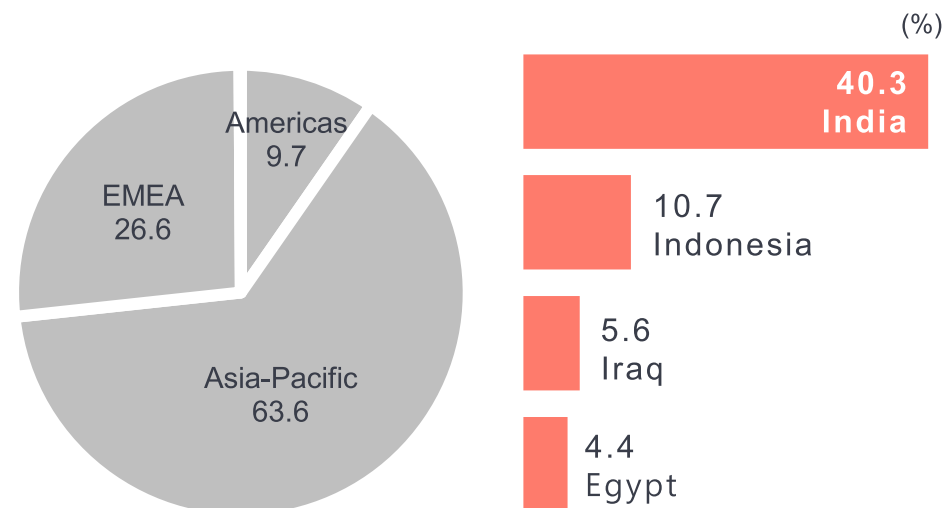
(in thousands)



※ Average of monthly MAU.

> MAU by Country

India and Indonesia account for about 51.0% of Asia-Pacific



※ Android + iOS MAU based on Android, and iOS in 2Q21.

※ Pakistan 4.1%, Brazil 3.6%, Philippines 2.6%, United States 2.5%, China 2.4%, Bangladesh 2.1% are included in the top ranks.



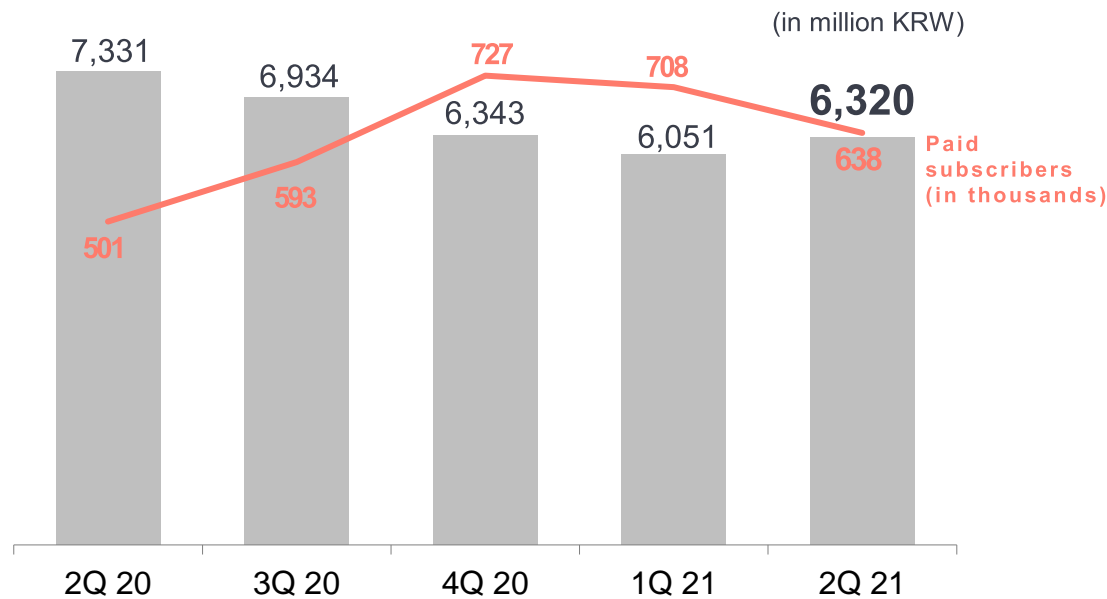
2Q 2021 | KineMaster Revenue

> KineMaster Revenue

Revenue YoY -14% / QoQ +4% in 2Q 2021

Subscribers YoY +27% / QoQ -10% in 2Q 2021

Increase in annual subscribers

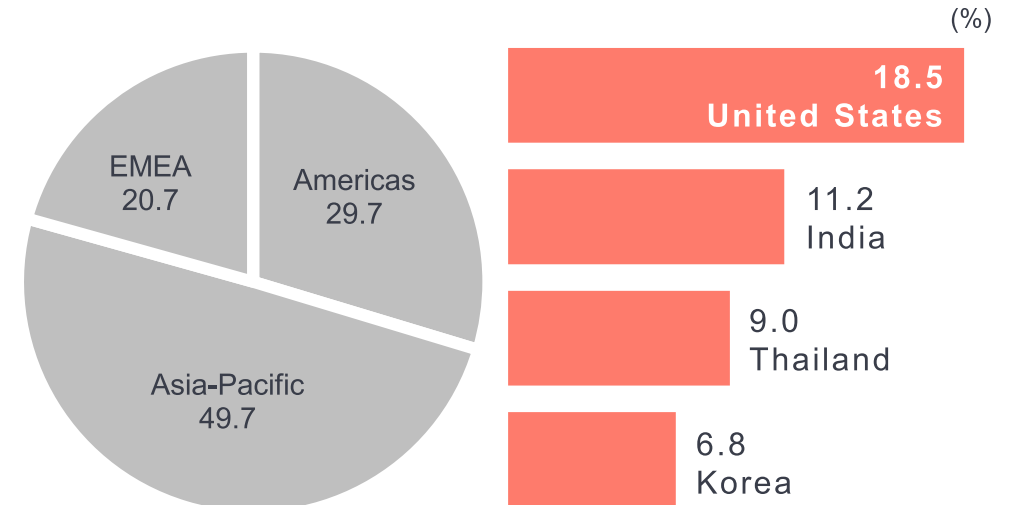


※ The total revenue includes subscriptions, Ads, and Premium IP Asset with the highest percentage of subscription revenue.

※ 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 18.5% of Americas



※ Cumulative revenue based on Android, and iOS in 2Q21.

※ Indonesia 6.3%, Brazil 6.0%, China 3.8%, Philippines 3.0%, Saudi Arabia 2.9%, United Kingdom 2.9% are included in the top ranks.

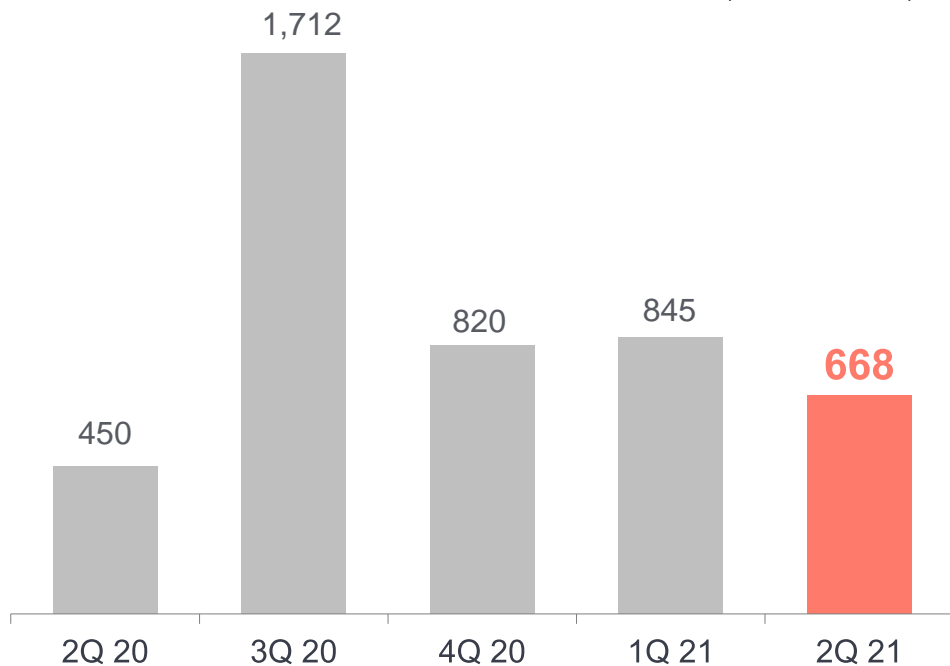


2Q 2021 | PlayerSDK Revenue

> PlayerSDK Revenue

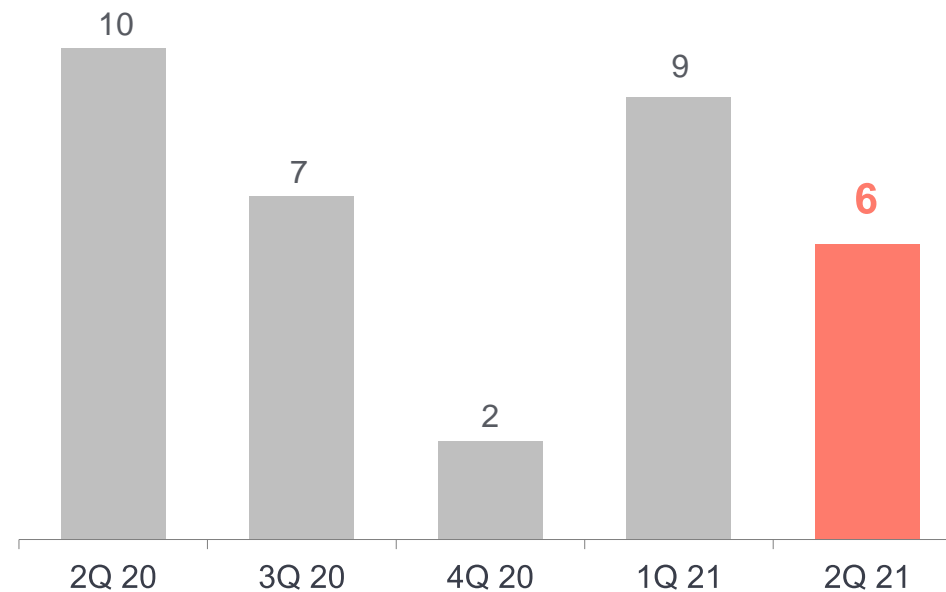
Revenue YoY +48% / QoQ -21% in 2Q 2021.

(in million KRW)



> PlayerSDK Customers

Customers YoY -40% / QoQ -33% in 2Q 2021.





2Q 2021 | Earnings Summary

(in million KRW)

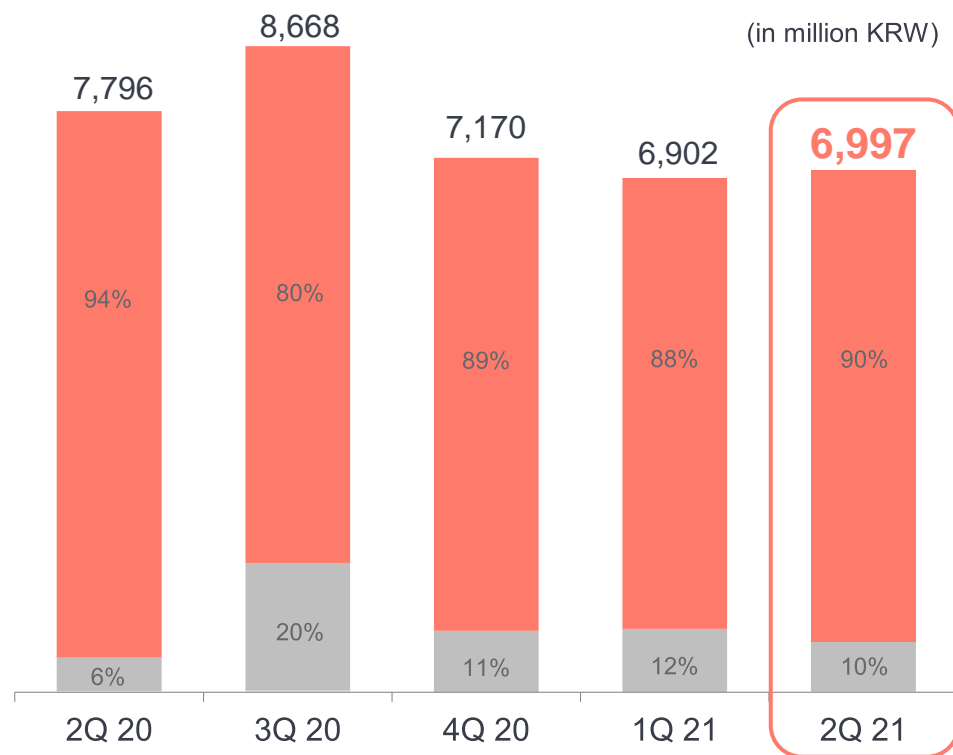
	2Q 20	3Q 20	4Q 20	1Q 21	2Q 21	QoQ	YoY
Total Revenue	7,796	8,668	7,170	6,902	6,997	1.36%	(10.25%)
KineMaster	7,331	6,934	6,343	6,051	6,320	4.45%	(13.78%)
PlayerSDK	450	1,712	820	845	668	(21.03%)	48.45%
Others	15	22	6	6	9	39.43%	(43.68%)
Operating Expenses	6,426	6,707	6,891	6,544	7,622	16.48%	18.61%
App commission fee	1,872	1,725	1,428	1,358	1,367	0.71%	(26.97%)
Operating Profit	1,369	1,961	278	359	(626)	-	-
% Margin	17.56%	22.62%	3.88%	5.20%	(8.94%)	-	-
Net Profit	1,082	1,439	(568)	537	(715)	-	-
% Margin	13.87%	16.60%	(7.92%)	7.79%	(10.22%)	-	-



2Q 2021 | Earnings Summary

> Total Revenue

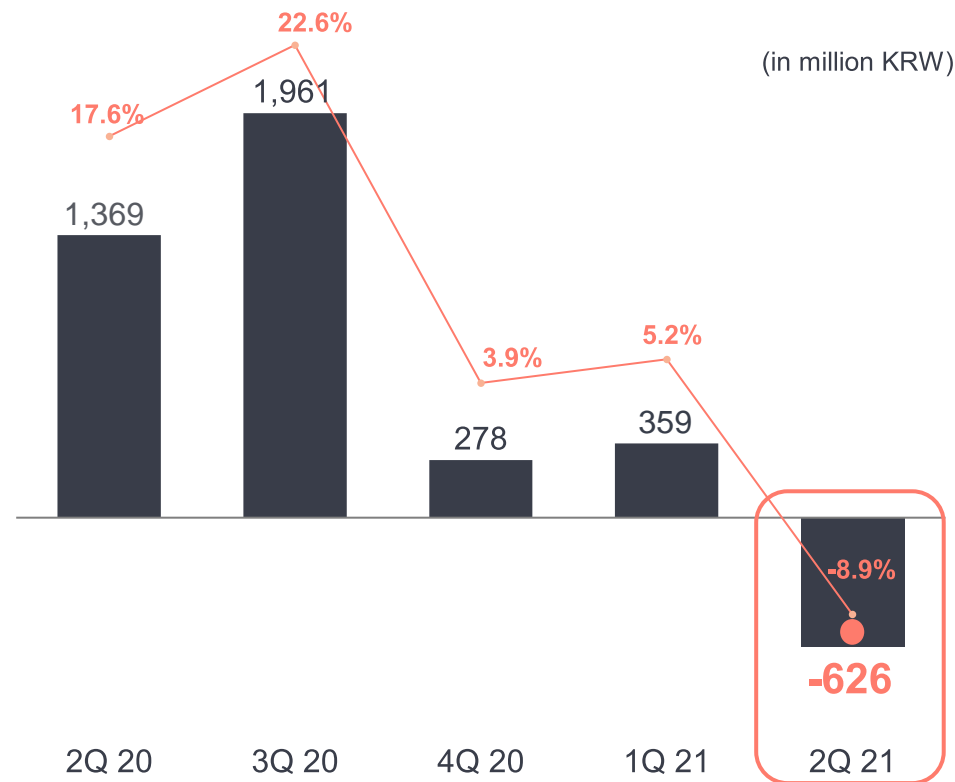
- KineMaster 90% of total revenue
- PlayerSDK 10% of total revenue



> Operating Profit

Operating profit/margin: -626mn/ -8.9% in 2Q 2021

One-off expense: compensation expense for executives retirement 769mn





2Q 2021 | Earnings Summary

> **Introducing 'Project Delivery Service' and continuously adding a variety of functions to expand users**

- KineMaster 5.0 version

Provide 'Projects' in various categories

Import and export of project files

Add the handwriting in/out animation options for iOS

Provide premium assets for free

- GooglePlay promotion

15% off subscription fees during the month of June for GooglePlay users in Korea

> **2Q Earnings Summary**

- KineMaster app revenue

App revenue is 6,320mn in Q2 (YoY -13.78%/ QoQ +4.45%)

Increase in annual subscribers

- One-off expense

compensation expense for executives retirement 769mn

> **Expand investment source**

- Sale of treasury shares (July 2, 2021/ will be reflected in 3Q earnings)

487,515 shares, 10,976mn



2Q 2021 | Earnings Summary

(in million KRW)

Statement of Financial Position	2Q 20	3Q 20	4Q 20	1Q 21	2Q 21
Current assets	15,175	16,756	14,140	14,769	14,499
Non-current assets	958	772	2,399	2,255	1,865
Total assets	16,133	17,528	16,539	17,024	16,364
Current liabilities	1,067	1,163	1,372	1,333	1,193
Non-Current liabilities	775	730	891	940	1,072
Total liabilities	1,842	1,894	2,263	2,273	2,264
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	63	70	-59	-112	-39
Retained earnings	8,555	9,892	8,663	9,191	8,466
Total equity	14,291	15,634	14,276	14,751	14,100
Total equity and liabilities	16,133	17,528	16,539	17,024	16,364

(in million KRW)

Income Statement	2Q 20	3Q 20	4Q 20	1Q 21	2Q 21
Revenue	7,796	8,668	7,170	6,903	6,997
Operating expenses	6,426	6,707	6,891	6,544	7,622
Operating profit	1,369	1,961	278	359	-626
<i>Margin (%)</i>	<i>17.6</i>	<i>22.6</i>	<i>3.9</i>	<i>5.2</i>	<i>-8.94</i>
Non-operating profit	79	15	-164	320	17
Non-operating expenses	218	213	549	82	54
Net profit before tax	1,230	1,764	-435	596	-663
Income tax expense	148	325	133	59	52
Net profit	1,082	1,439	-568	537	-715
Total comprehensive income	1,066	1,441	-1,358	475	-651
EPS(won)	83	110	-43	41	-55



Market Trend I

Video Editing App Market – Source: *App Annie*

Ranking (2Q 21)	App	Revenue 4Q 20	Revenue 1Q 21	Revenue 2Q 21	QoQ	YoY	% of Total	19 FY	20 FY
1	-	\$9,267,920	\$9,946,103	\$11,769,749	18.34%	50.40%	16.26%	\$4,545,134	\$29,357,343
2	-	\$7,097,383	\$7,101,386	\$7,017,756	-1.18%	-5.77%	9.70%	\$17,637,927	\$26,957,629
3	-	\$4,554,444	\$5,188,703	\$6,155,729	18.64%	30.66%	8.50%	\$13,883,342	\$17,636,503
4	-	\$3,569,152	\$4,539,125	\$5,399,528	18.96%	45.45%	7.46%	\$5,695,871	\$13,411,584
5	-	\$3,940,031	\$4,509,934	\$4,914,517	8.97%	25.27%	6.79%	\$6,589,322	\$13,784,682
6	-	\$3,538,091	\$3,921,936	\$4,190,136	6.84%	6.61%	5.79%	\$14,665,785	\$13,749,567
7	KineMaster	\$3,203,238	\$2,994,769	\$3,418,554	14.15%	-13.42%	4.72%	\$7,960,744	\$13,326,668
8	-	\$2,661,321	\$2,647,424	\$2,759,359	4.23%	2.75%	3.81%	\$17,500,099	\$10,596,268
9	-	\$3,153,770	\$2,824,020	\$2,589,950	-8.29%	-24.39%	3.58%	\$18,963,206	\$13,313,262
10	-	\$3,163,041	\$2,872,337	\$2,655,066	-7.56%	-22.56%	3.67%	\$10,488,110	\$12,391,623
11	-	\$1,424,100	\$2,115,797	\$2,307,406	9.06%	21978.33%	3.19%	\$0	\$2,359,914
12	-	\$1,579,895	\$1,660,478	\$2,040,459	22.88%	34.01%	2.82%	\$5,674,966	\$6,175,638
13-41	-	\$17,432,255	\$17,422,770	\$17,164,903	-1.48%	-0.24%	23.71%	\$40,565,801	\$64,771,091
Total		\$64,584,641	\$67,744,782	\$72,383,112	6.85%	13.50%	100%	\$164,170,307	\$237,831,772

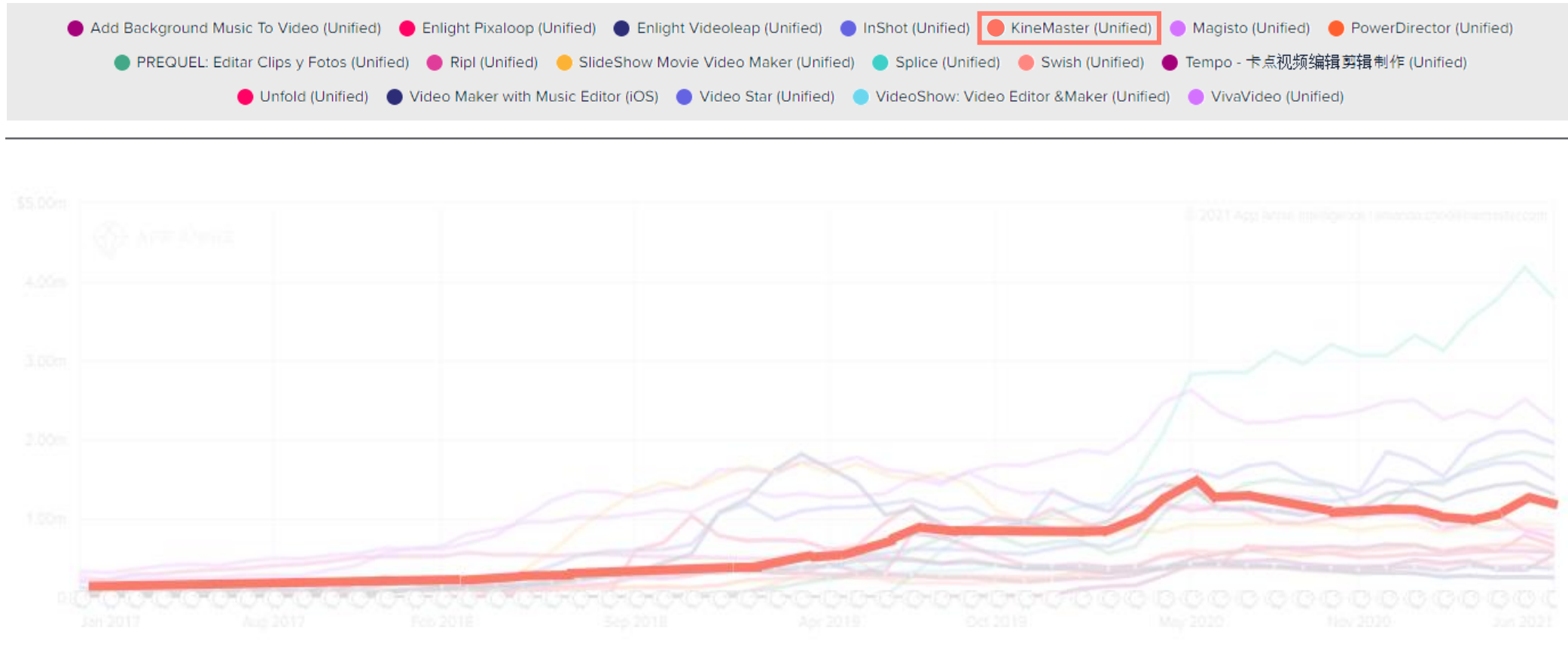
※ This information is estimated revenue from App annie; it does not include 30% store platform commission, Ads or Android revenue from China.

※ 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 ~ 2Q'21)



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※ 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*

Ranking (2Q 21)	App	MAU 4Q 20	MAU 1Q 21	MAU 2Q 21	QoQ	YoY	% of Total
1	-	64,598,332	66,624,906	68,915,505	3.44%	15.15%	22.20%
2	-	24,276,640	41,530,436	56,261,887	41.52%	3217.88%	18.94%
3	KineMaster	49,471,565	53,472,432	54,305,195	-3.14%	13.24%	16.69%
4	-	23,747,397	21,459,964	19,713,898	-8.14%	-37.84%	6.35%
5	-	14,650,575	15,347,899	16,082,666	4.79%	24.69%	5.18%
6	-	7,219,529	8,746,282	12,089,483	38.22%	492.97%	3.90%
7	-	10,820,363	11,242,611	10,150,085	-9.72%	-20.57%	3.27%
8	-	7,099,882	10,049,576	9,440,784	-6.06%	543.79%	3.04%
10	-	3,607,111	4,014,042	7,633,258	90.16%	185.64%	2.46%
9	-	9,213,727	8,928,651	7,620,503	-14.65%	-21.28%	2.46%
11	-	7,561,450	7,888,135	6,147,734	-22.06%	-37.84%	1.98%
12	-	4,435,172	5,842,056	5,883,611	0.71%	54.44%	1.90%
13-45	-	41,265,646	40,562,293	36,132,609	-10.92%	-21.27%	11.64%
Total		267,967,390	295,709,283	310,377,216	4.96%	29.19%	100.00%

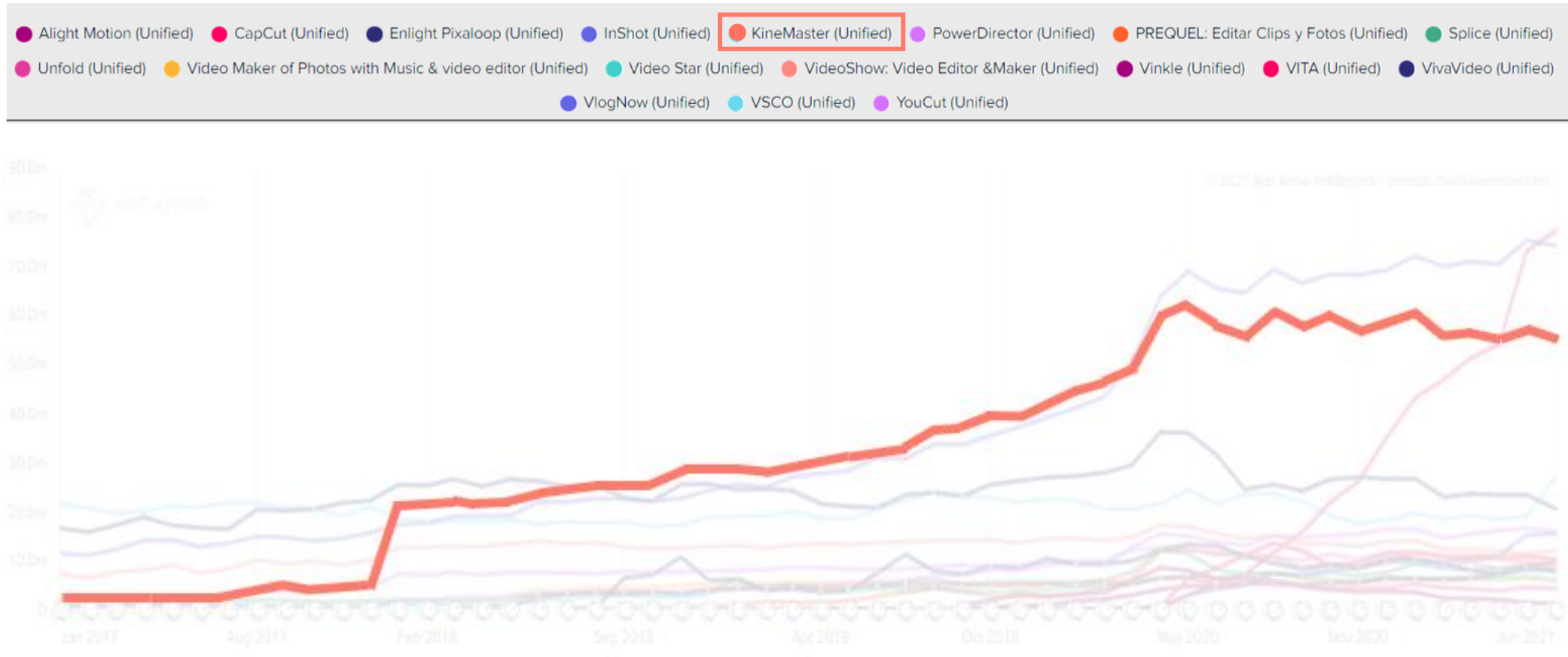
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Market Trend I Video Editing App Market – Source: *App Annie*

> Android & iOS Estimated MAU (1Q'17 ~ 2Q'21)



※ This information is estimated MAU from App annie.

※ 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 User attention (2Q'20 ~ 2Q'21)



> Android & iOS Growth (2Q'20 ~ 2Q'21)



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

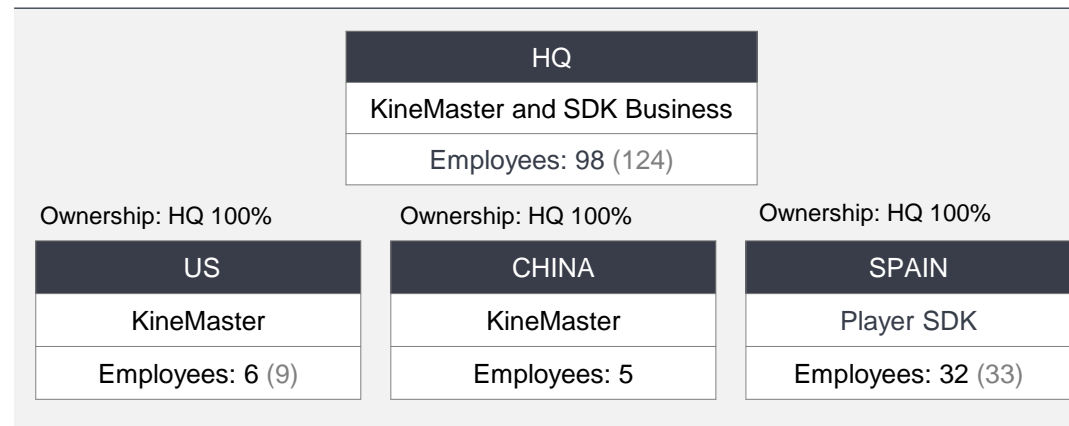


Appendix I History / Governance

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 466M total downloads /68M 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%	Founder · CEO
SOLBORN, Inc and parties concerned	4,543,251	33.54%	Investors
Etc	7,428,649	54.84%	-
Total	13,546,373	100.00%	-



2nd Quarter 2021 Results | KineMaster Corporation

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