



INVESTOR RELATIONS

3Q 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.



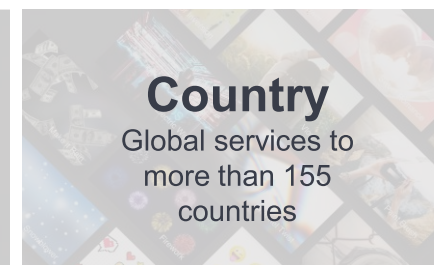
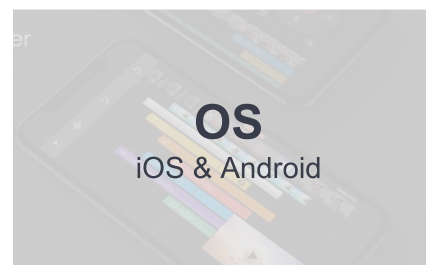
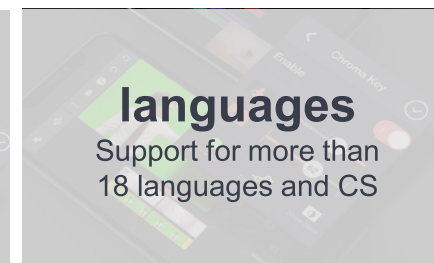
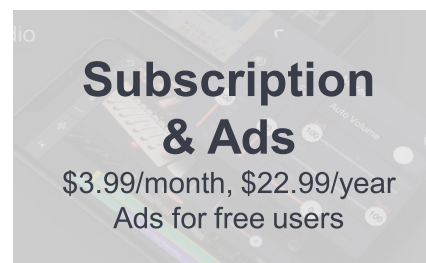
Contents

01. Business KineMaster / PlayerSDK	4
02. 3Q 2021 KineMaster / PlayerSDK Performance	7
03. 3Q 2021 Earnings Summary	12
04. Market Trend Video Editing App Market	16
05. Appendix History / Governance	21

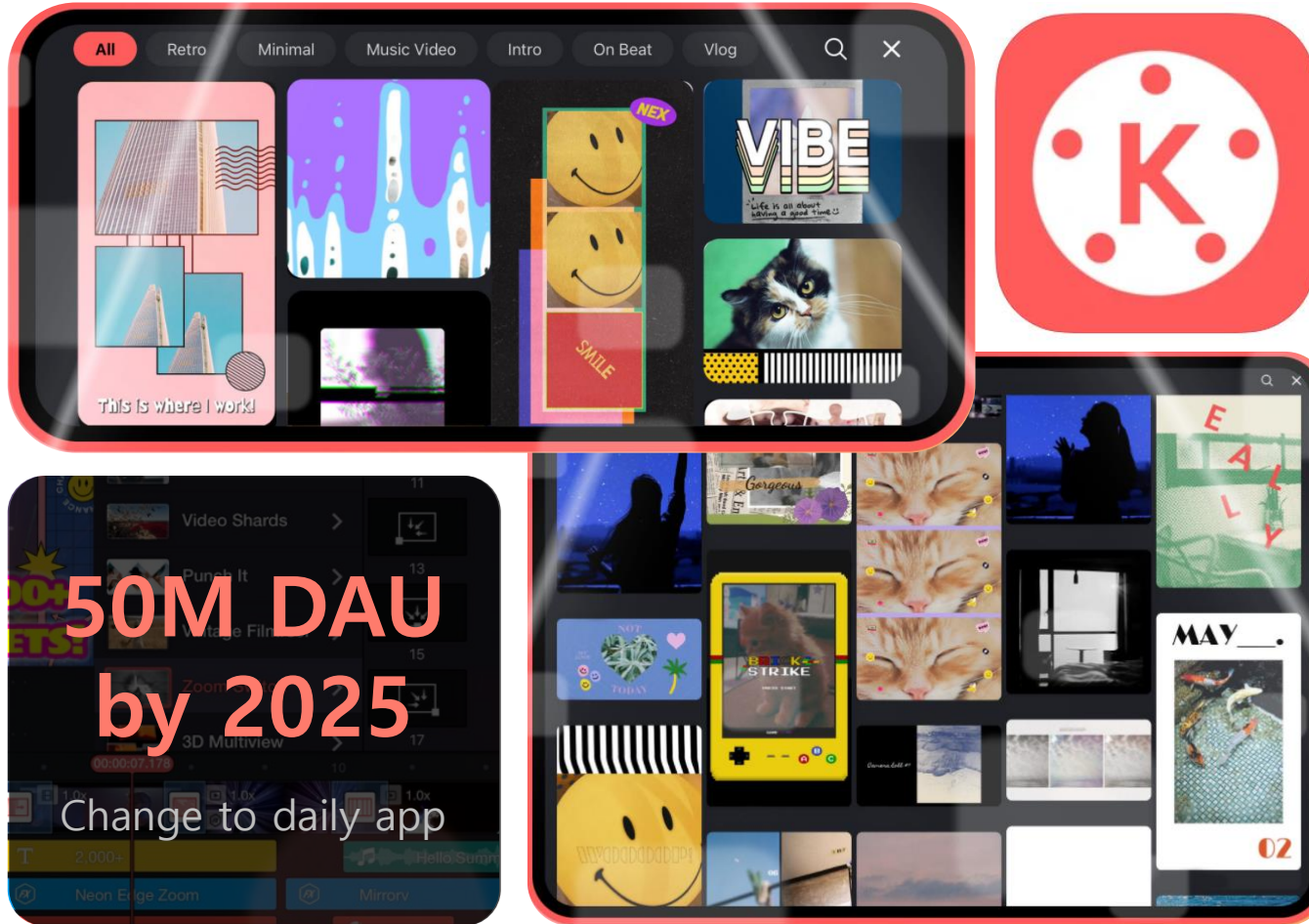


Business | KineMaster; 1. The Most Powerful Video Editing App on Mobile

- > 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



Business | KineMaster; 2. Project sharing platform that everyone can enjoy

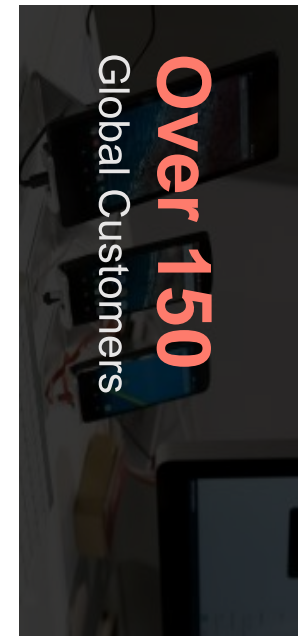


- > KineMaster will be Project sharing platform that everyone can enjoy by updating portal functions that allow users to share their own projects directly within the app, and aims to achieve 50M DAU by 2025.
- > Download 'Project' in various categories through 'Get Projects' and use them for video editing
- > 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.



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



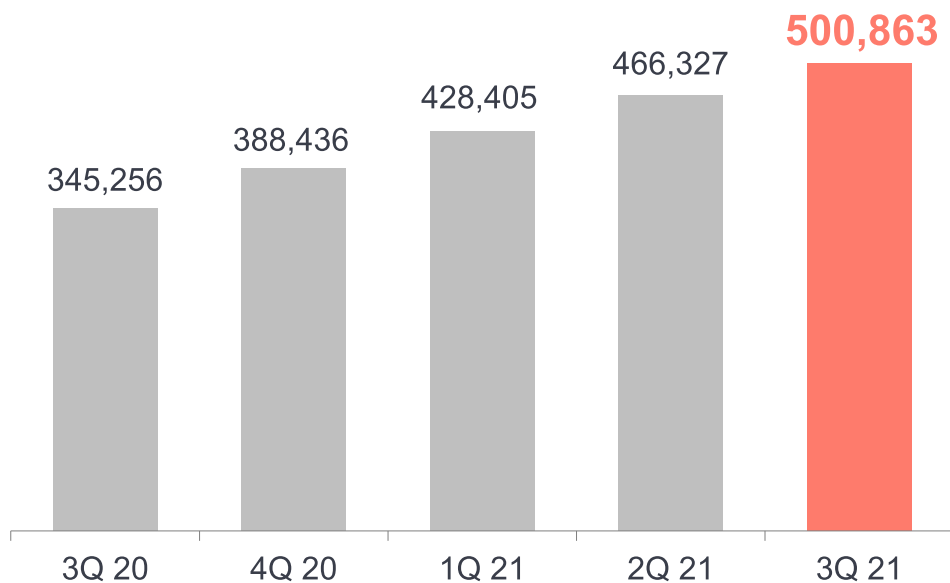


3Q 2021 | KineMaster Download

> Cumulative Downloads

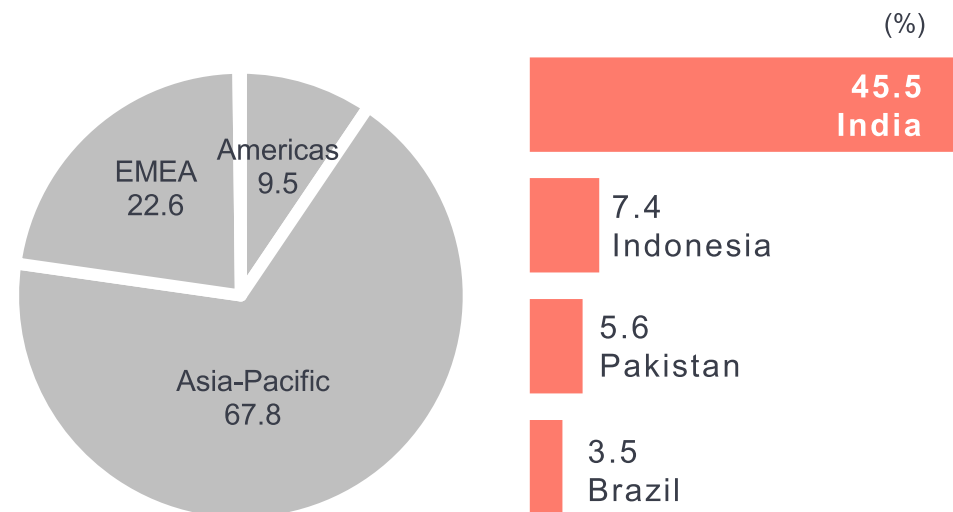
Accumulated downloads YoY +45% / QoQ +7% in 3Q21

(in thousands)



> 3Q Downloads by Country

India and Indonesia account for about 52.9% of Asia-Pacific



※ The figure above is a download by country that occurred in Q3.

※ Iraq 3.4%, Bangladesh 3.4%, Egypt 3.2%, United States 2.4%, Philippines 2.1%, China 1.7% are included in the top ranks.

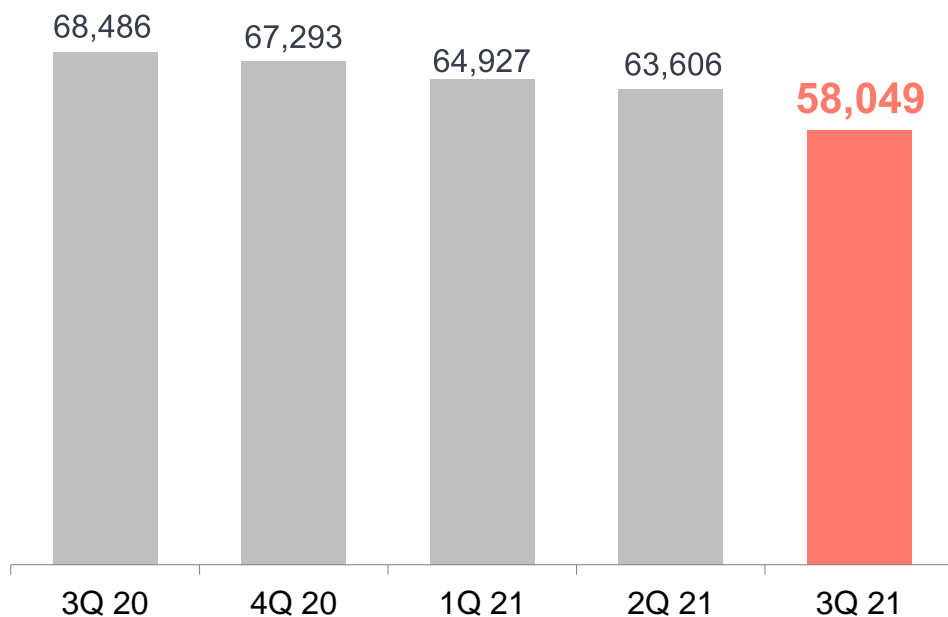


3Q 2021 | KineMaster MAU

> KineMaster MAU

MAU YoY -15% / QoQ -9% in 3Q21

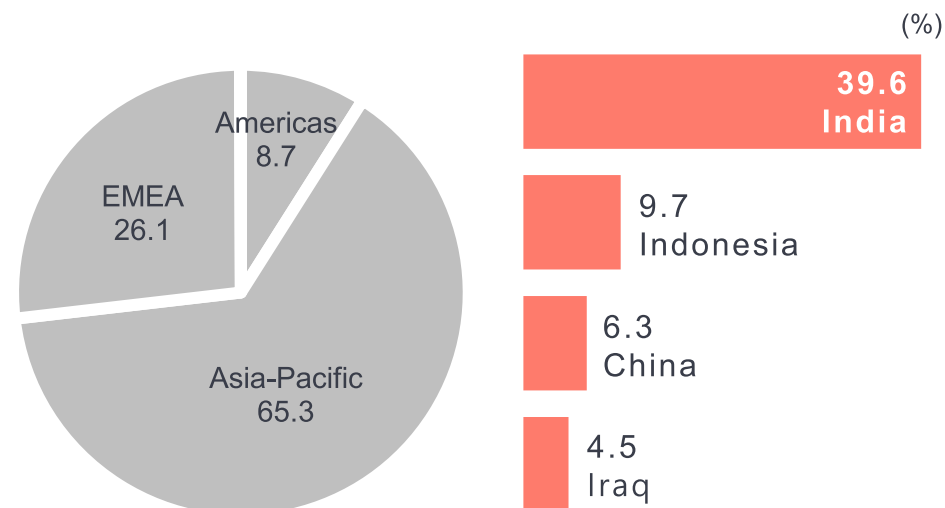
(in thousands)



※ The quarterly average of MAU.

> MAU by Country

India and Indonesia account for about 49.3% of Asia-Pacific



※ Android + iOS MAU based on Android, and iOS in 3Q21.

※ Pakistan 4.2, Egypt 3.8%, Brazil 3.1%, United States 2.6%, Bangladesh 2.4%, Philippine 2.1% are included in the top ranks.

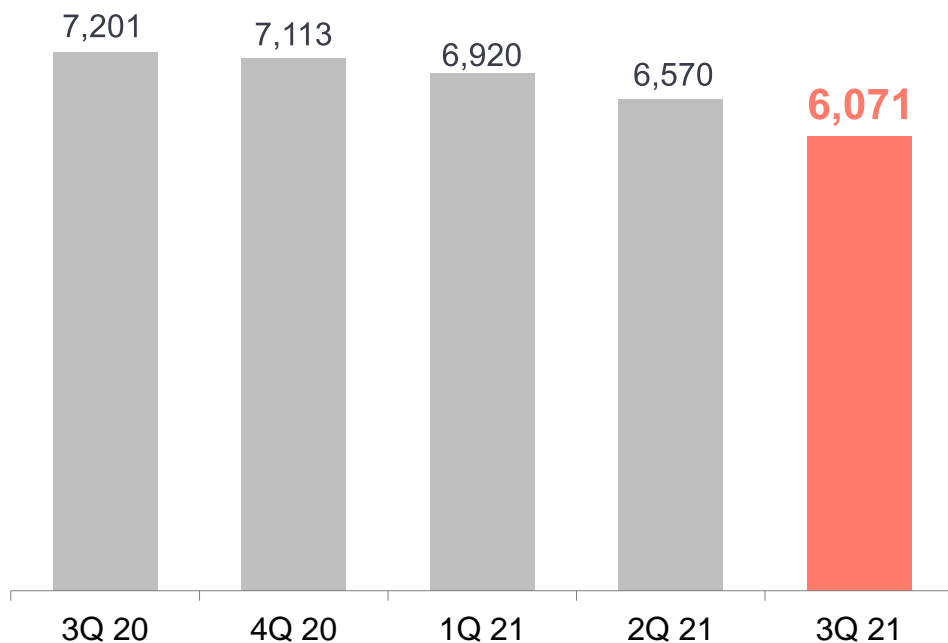


3Q 2021 | KineMaster DAU

> KineMaster DAU

DAU YoY -16% / QoQ -8% in 3Q21

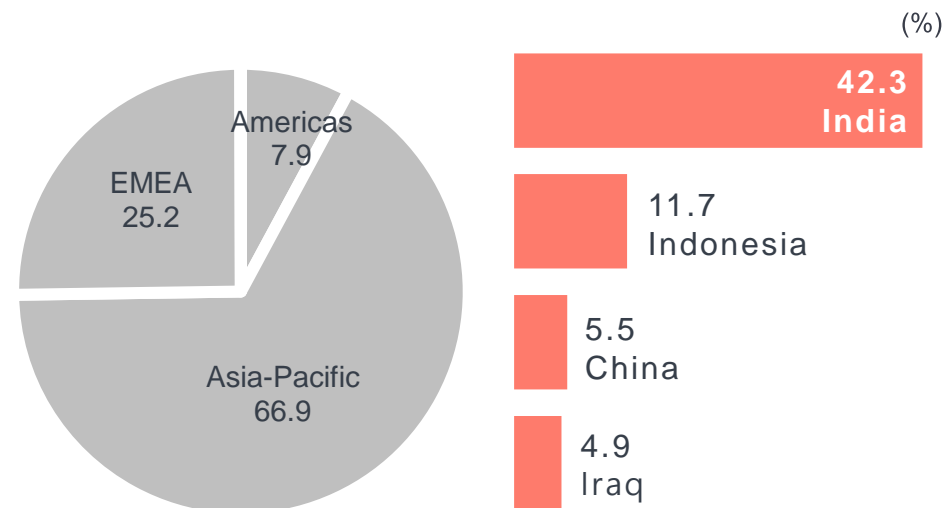
(in thousands)



※ The quarterly average of DAU.

> DAU by Country

India and Indonesia account for about 54.0% of Asia-Pacific



※ Android + iOS DAU based on Android, and iOS in 3Q21.

※ Egypt 4.3%, Pakistan 4.1%, Brazil 2.6%, United State 2.4%, Bangladesh 2.0%, Philippines 1.6% are included in the top ranks.

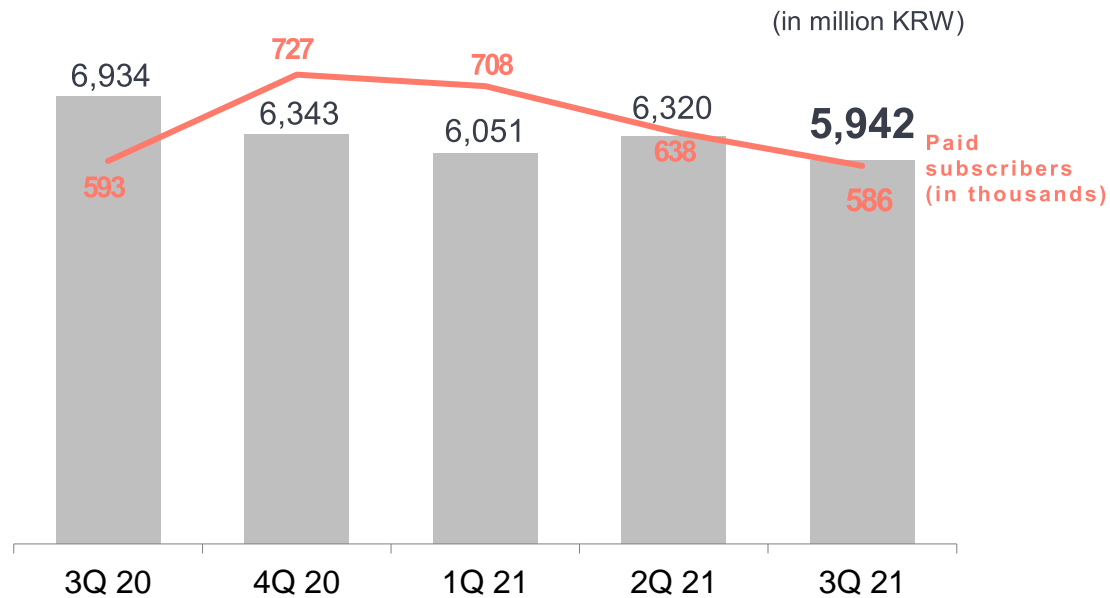


3Q 2021 | KineMaster Revenue

> KineMaster Revenue

Revenue YoY -14% / QoQ -6% in 3Q 2021

Subscribers YoY -1% / QoQ -8% in 3Q 2021

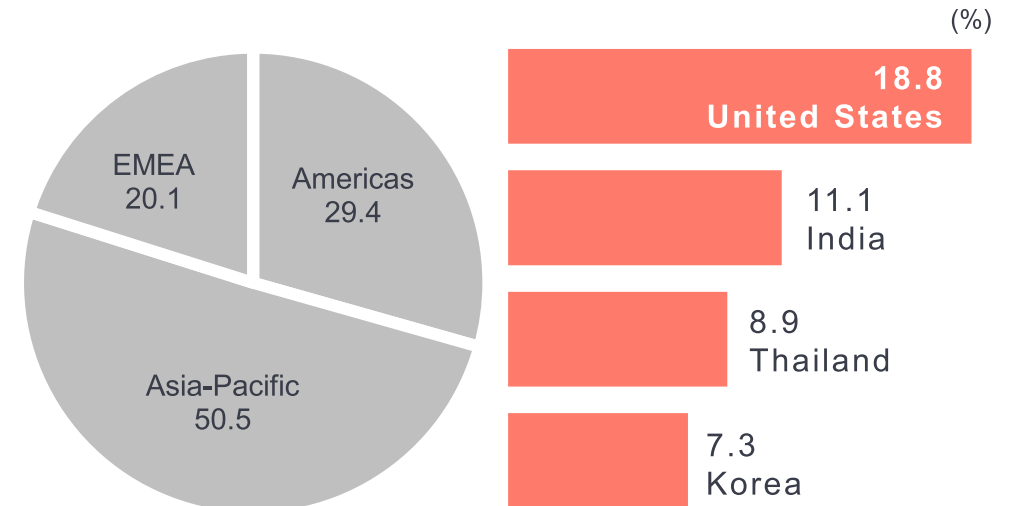


※ The total revenue includes subscriptions, Ads, and Premium IP Asset with the highest percentage of subscription revenue.

※ 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 18.8% of Americas



※ Cumulative revenue based on Android, and iOS in 3Q21.

※ Indonesia 7.2%, Brazil 5.6%, China 3.2%, Saudi Arabia 3.1%, United Kingdom 3.0%, Philippines 2.8% are included in the top ranks.

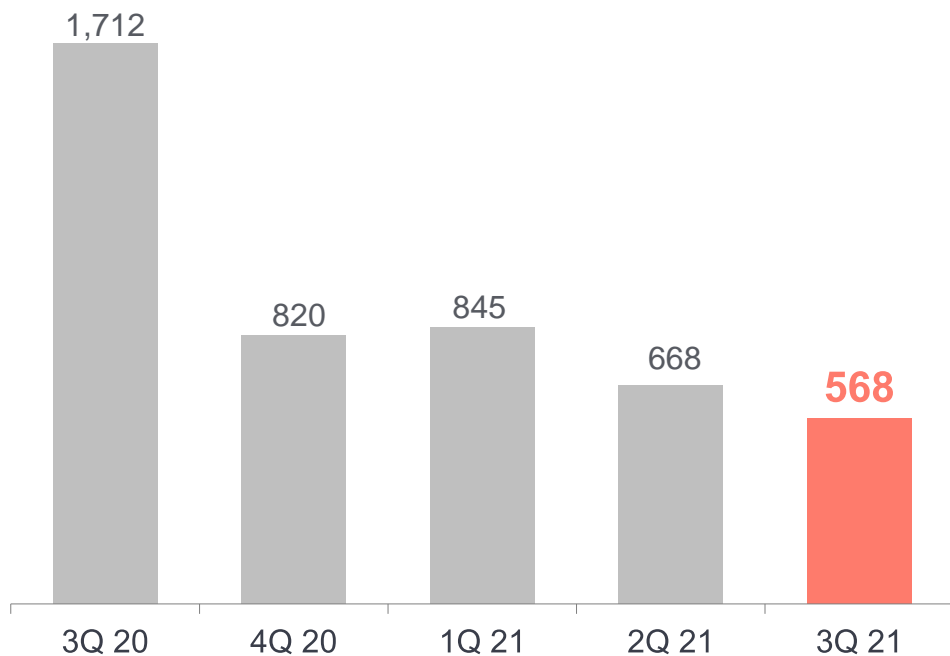


3Q 2021 | PlayerSDK Revenue

> PlayerSDK Revenue

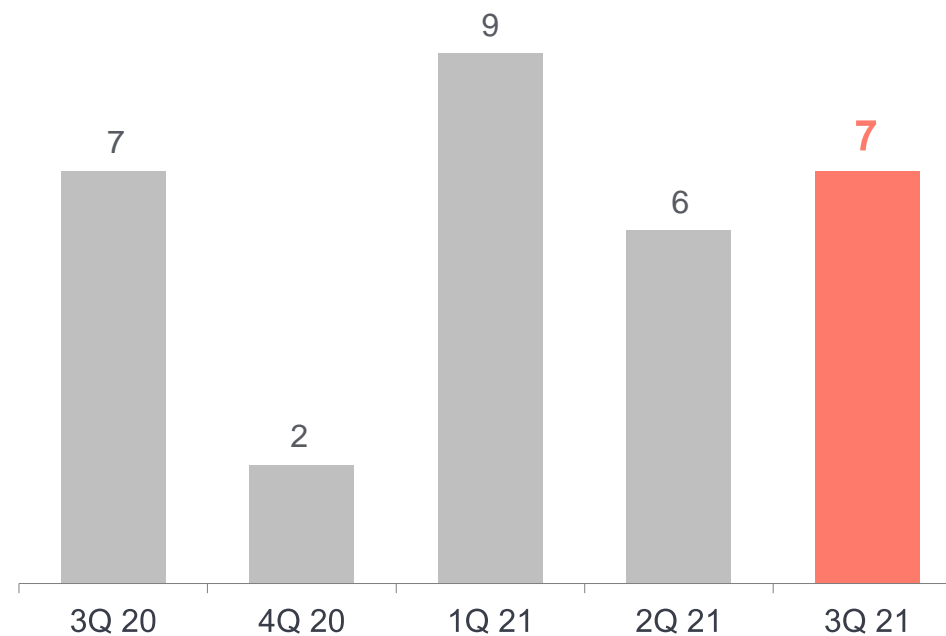
Revenue YoY -67% / QoQ -15% in 3Q 2021.

(in million KRW)



> PlayerSDK Customers

Customers QoQ +16% in 3Q 2021.





3Q 2021 | Earnings Summary

(in million KRW)

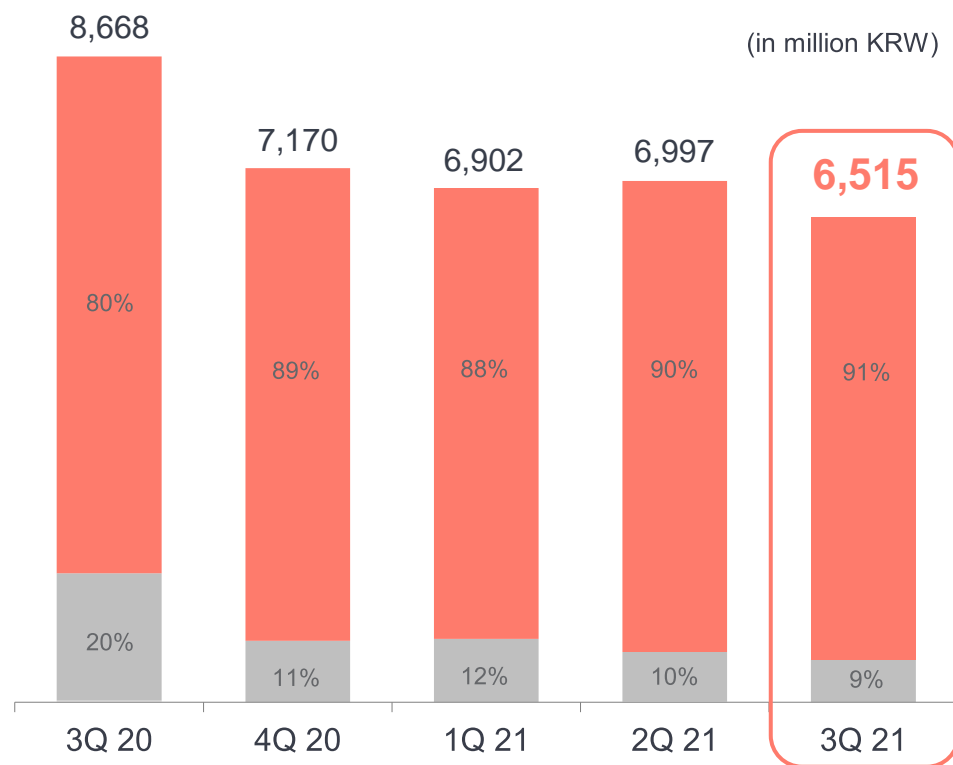
	3Q 20	4Q 20	1Q 21	2Q 21	3Q 21	QoQ	YoY
Total Revenue	8,668	7,170	6,902	6,997	6,515	-6.88%	-24.84%
KineMaster	6,934	6,343	6,051	6,320	5,942	-5.99%	-14.30%
PlayerSDK	1,712	820	845	668	568	-14.89%	-66.82%
Others	22	6	6	9	5	-39.42%	-76.66%
Operating Expenses	6,707	6,891	6,544	7,622	6,941	-8.94%	3.49%
App commission fee	1,725	1,428	1,358	1,367	1,189	-13.06%	-31.06%
Operating Profit	1,961	278	359	(626)	(425)	-	-
% Margin	22.62%	3.88%	5.20%	(8.94%)	(6.53%)	-	-
Net Profit	1,439	(568)	537	(715)	(36)	-	-
% Margin	16.60%	(7.92%)	7.79%	(10.22%)	(0.56%)	-	-



3Q 2021 | Earnings Summary

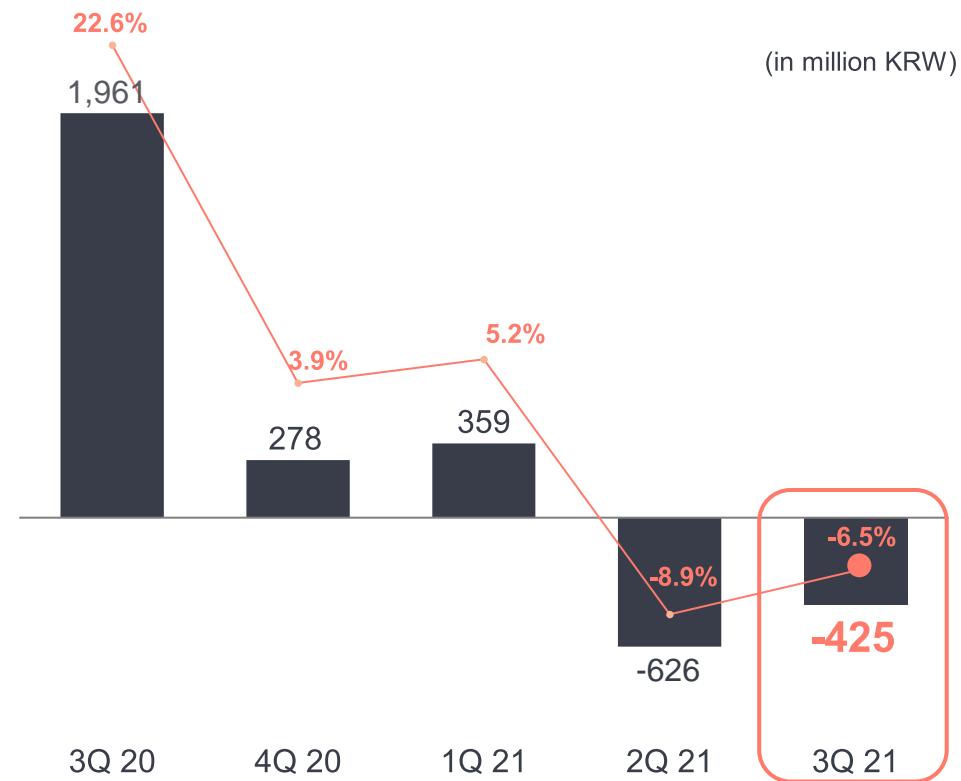
> Total Revenue

- KineMaster 91% of total revenue
- PlayerSDK 9% of total revenue



> Operating Profit

Operating profit/margin: -425mn/ -6.53% in 3Q 2021





3Q 2021 | Earnings Summary

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

- KineMaster 5.1.4 version

Adds the Slip tool to adjust a video's start and end positions within a fixed video duration

Adds support to save as animated GIF, in addition to MP4

Supports snapping of layers to guidelines and square cropping

Supports replacement of layer assets

Supports text sticker assets UX/UI Changes

- GooglePlay promotion

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

> **3Q Earnings Summary**

- KineMaster app revenue

App revenue is 5,942mn in Q3 (YoY -14%/ QoQ -6%)

- Increase in non-operating income: 445mn

Financial assets for foreign exchange revaluation increase due to exchange rate fluctuations: 428mn

> **Expand investment source**

- Sale of treasury shares (July 2, 2021)

487,515 shares, 10,976mn



3Q 2021 | Earnings Summary

(in million KRW)

Statement of Financial Position	3Q 20	4Q 20	1Q 21	2Q 21	3Q 21
Current assets	16,756	14,140	14,769	14,499	25,088
Non-current assets	772	2,399	2,255	1,865	2,233
Total assets	17,528	16,539	17,024	16,364	27,321
Current liabilities	1,163	1,372	1,333	1,193	992
Non-Current liabilities	730	891	940	1,072	1,202
Total liabilities	1,894	2,263	2,273	2,264	2,194
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	9,631
Elements of other stockholder's equity	-2,428	-2,428	-2,428	-2,428	245
Accumulated other comprehensive income	70	-59	-112	-39	60
Retained earnings	9,892	8,663	9,191	8,466	8,418
Total equity	15,634	14,276	14,751	14,100	25,127
Total equity and liabilities	17,528	16,539	17,024	16,364	27,321

(in million KRW)

Income Statement	3Q 20	4Q 20	1Q 21	2Q 21	3Q 21
Revenue	8,668	7,170	6,903	6,997	6,515
Operating expenses	6,707	6,891	6,544	7,622	6,941
Operating profit	1,961	278	359	-626	-425
<i>Margin (%)</i>	22.6	3.9	5.2	-8.94	-6.53
Non-operating profit	15	-164	320	17	473
Non-operating expenses	213	549	82	54	7
Net profit before tax	1,764	-435	596	-663	40
Income tax expense	325	133	59	52	76
Net profit	1,439	-568	537	-715	-36
Total comprehensive income	1,441	-1,358	475	-651	51
EPS(won)	8,668	-42	40	-53	-3

※ EPS were recalculated after the disposal of treasury stocks on July 2, 2021.



Market Trend I

Video Editing App Market – Source: *App Annie*

Ranking (3Q 21)	App	Revenue 1Q 21	Revenue 2Q 21	Revenue 3Q 21	QoQ	YoY	% of Total	19 FY	20 FY
1	-	\$9,946,103	\$11,769,749	\$10,478,820	-10.97%	24.76%	16.07%	\$4,545,134	\$29,357,343
2	-	\$7,101,386	\$7,017,756	\$5,820,028	-17.07%	-13.15%	8.93%	\$17,637,927	\$26,957,629
3	-	\$5,188,703	\$6,155,729	\$5,818,654	-5.48%	24.82%	8.92%	\$13,883,342	\$17,636,503
4	-	\$4,539,125	\$5,399,528	\$4,640,005	-14.07%	10.35%	7.12%	\$5,695,871	\$13,411,584
5	-	\$4,509,934	\$4,914,517	\$4,460,516	-9.24%	17.09%	6.84%	\$6,589,322	\$13,784,682
6	-	\$3,921,936	\$4,190,136	\$3,886,447	-7.25%	22.15%	5.96%	\$14,665,785	\$13,749,567
7	KineMaster	\$2,994,769	\$3,418,554	\$3,133,857	-8.33%	-13.80%	4.81%	\$7,960,744	\$13,326,668
8	-	\$2,647,424	\$2,759,359	\$2,503,086	-9.29%	-5.78%	3.84%	\$17,500,099	\$10,596,268
9	-	\$2,115,797	\$2,307,406	\$2,266,839	-1.76%	144.97%	3.48%		\$2,359,914
10	-	\$2,824,020	\$2,589,950	\$2,189,249	-15.47%	-33.60%	3.36%	\$18,963,206	\$13,313,262
11	-	\$2,872,337	\$2,655,066	\$2,132,669	-19.68%	-28.62%	3.27%	\$10,488,110	\$12,391,623
12	-	\$1,660,478	\$2,040,459	\$1,974,185	-3.25%	5.87%	3.03%	\$5,674,966	\$6,175,638
13-41	-	\$17,422,770	\$17,164,903	\$15,890,786	-7.42%	-12.89%	24.37%	\$40,565,801	\$65,229,374
Total		\$67,744,782	\$72,383,112	\$65,195,141	-9.93%	0.97%	100%	\$164,170,307	\$238,290,055

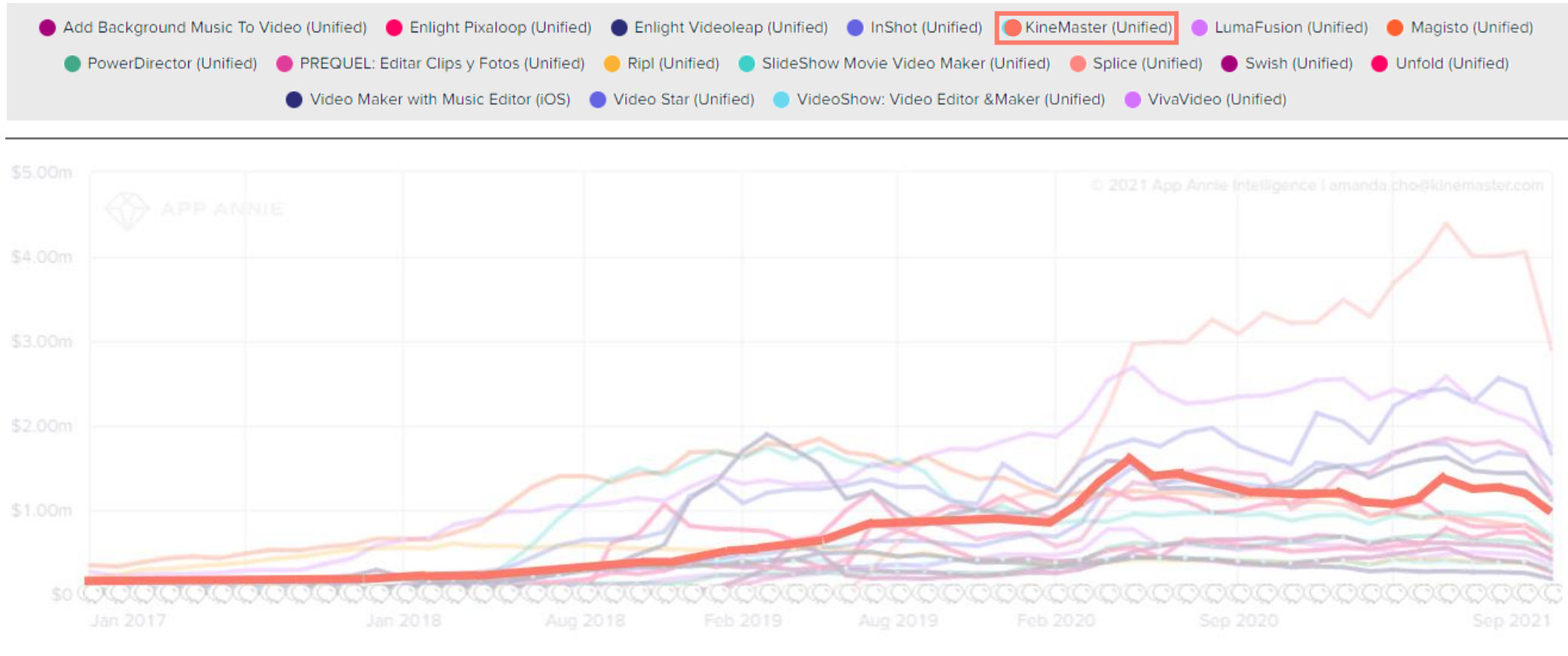
※ This information is estimated revenue from App annie; it does not include 30% store platform commission, Ads or Android revenue from China.

※ 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 ~ 3Q'21)



※ 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*

Ranking (3Q 21)	App	MAU 1Q 21	MAU 2Q 21	MAU 3Q 21	QoQ	YoY	% of Total
1	-	41,530,436	58,772,812	81,728,524	39.06%	783.87%	20.83%
2	-	66,624,906	68,915,505	79,143,913	14.84%	30.24%	20.17%
3	KineMaster	53,472,432	51,794,270	54,867,139	5.93%	24.73%	13.98%
4	-	21,459,964	19,713,898	22,892,171	16.12%	4.19%	5.83%
5	-	8,746,282	12,089,483	17,852,667	47.67%	240.80%	4.55%
6	-	15,347,899	16,082,666	16,491,919	2.54%	33.73%	4.20%
7	-	4,014,042	7,633,258	11,409,793	49.47%	269.18%	2.91%
8	-	11,242,611	10,150,085	10,865,407	7.05%	2.88%	2.77%
10	-	10,049,576	9,440,784	10,053,782	6.49%	78.22%	2.56%
9	-	8,928,651	7,620,503	8,071,636	5.92%	1.90%	2.06%
11	-	5,915,901	5,027,182	7,915,185	57.45%	27.69%	2.02%
12	-	2,668,182	2,556,670	7,047,766	175.66%	165.45%	1.80%
13-45	-	45,708,401	40,580,101	64,008,232	57.73%	30.94%	16.31%
Total		295,709,283	310,377,216	392,348,134	26.41%	64.51%	100.00%

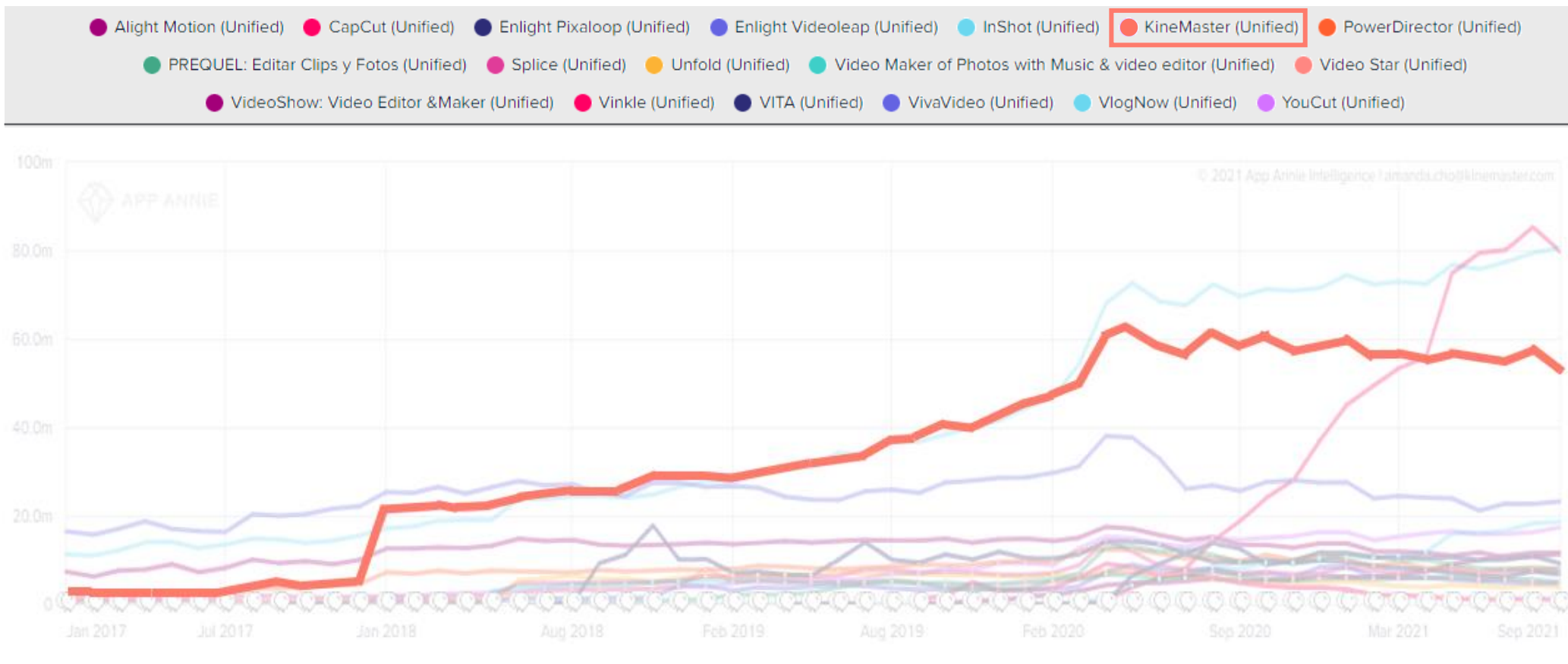
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Market Trend I Video Editing App Market – Source: *App Annie*

> Android & iOS Estimated MAU (1Q'17 ~ 3Q'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.

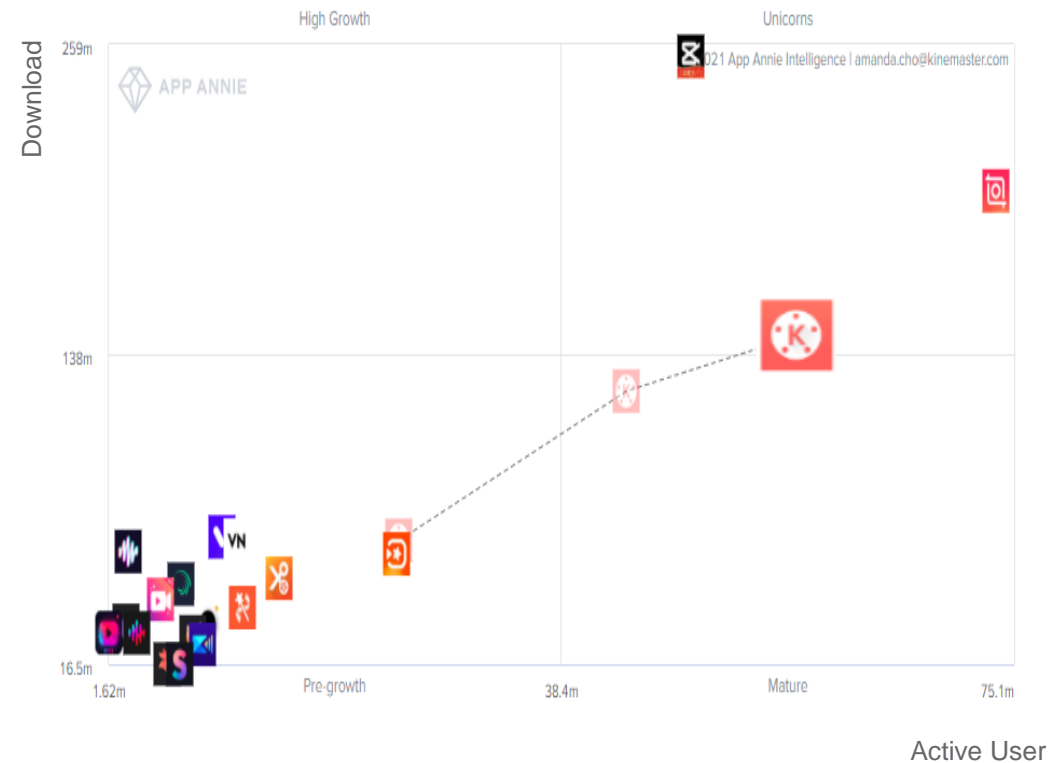


Market Trend I Video Editing App Market – Source: *App Annie*

> Android & iOS User attention (3Q'20 ~ 3Q'21)



> Android & iOS Growth (3Q'20 ~ 3Q'21)



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

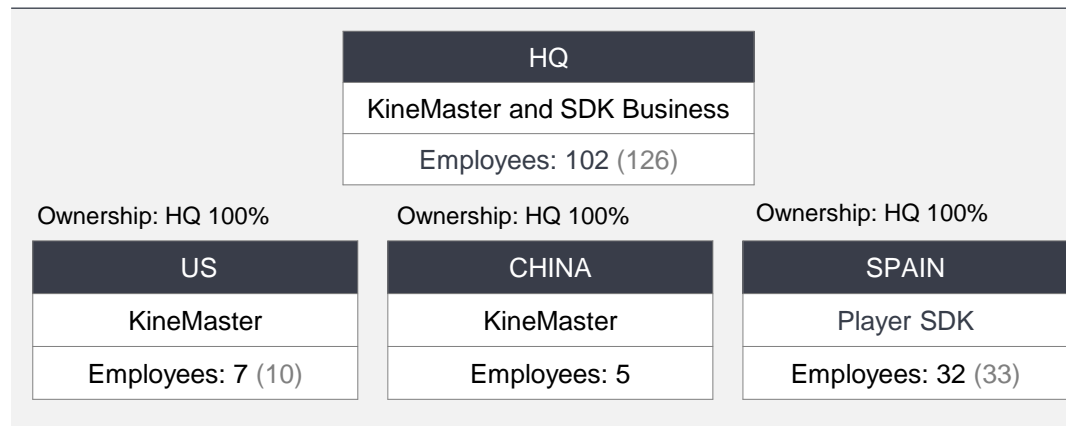


Appendix I History / Governance

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 500M total downloads /58M 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%	-



3rd Quarter 2021 Results | KineMaster Corporation

Business Planning Team | **ir@kinemaster.com**

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