



Nsmart '









wave





Thtree



**Investor Relations** 

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Introduction of Digital Media Rep

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Nasmedia, No1.Digital Media Rep

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Appendix



# 1. Introduction

more than expected!

01 Role of Media Rep Company

02 Growth of New Media Ads Industry

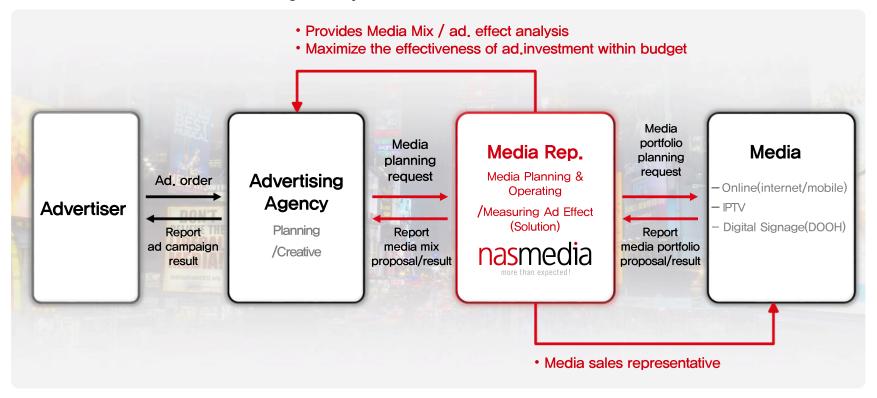
03 Growth of Online Ad Market



### Role of Media Rep Company

### The core player to meet the needs of advertising agencies and the media

Value chain of new media advertising industry

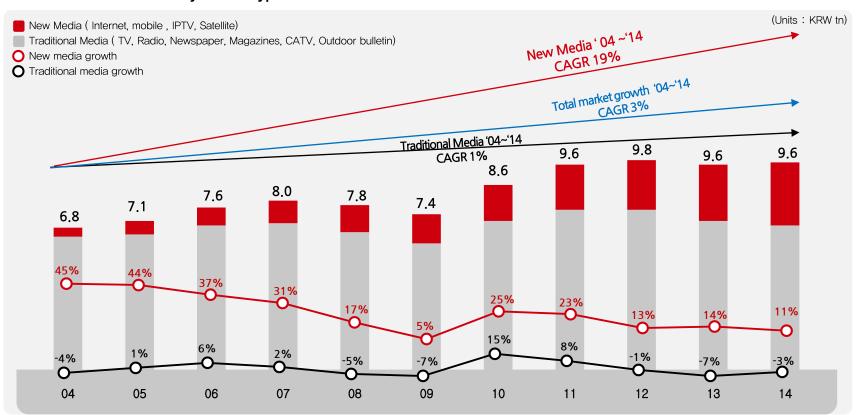




### Growth of New Media Ads Industry

### Ad demand shift to new media from traditional media to accelerate

### Growth of ad market by media type in Korea

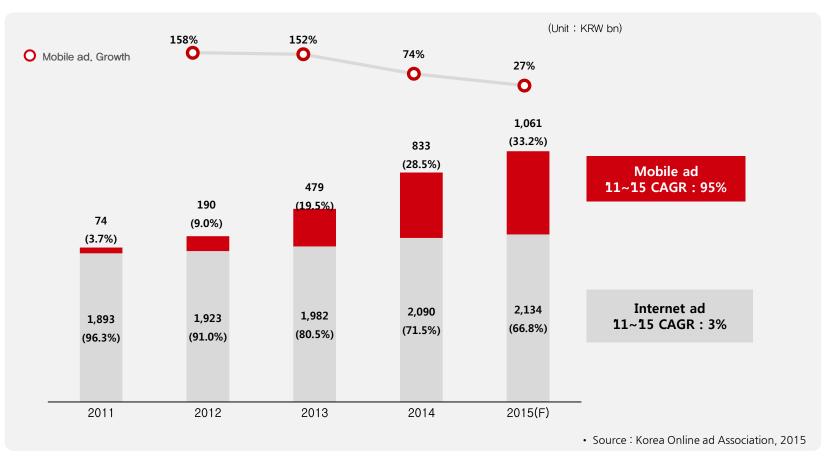


\* Source: Cheil WW, 2014

# O3 Growth of Online Ad Market

### Online ads to grow rapidly due to the change in media consumption patterns

Online(Internet+Mobile) ad market in Korea





2.
nasmedia,
No.1 Digital Media Rep

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- 01 Business Models
- 02 Core Competences
- 03 Business Performance

# O 1 Investor Relations Business Models

IPTV Ads Online Ads IPTV Ads (2008~) S는 희망이다! - Main Media Rep of #1 IPTV provider, olleh TV Internet Ads(2000~) - Widest media coverage including local portal sites **IPTV** 14% 2015 Sales Online 71% KRW 45.5bn Digital Signage Ads Digital Mobile Ads  $(2011 \sim)$ - Biggest local ad network including major players Digital Signage Ads(2009~) - Roadside Bus Shelter OOH / Subway line OOH

Suwon kt wiz park(2015)



# Investor Relations

### Core Competencies (Media / Agency Network)

### Largest network through differentiated competitiveness and long track record







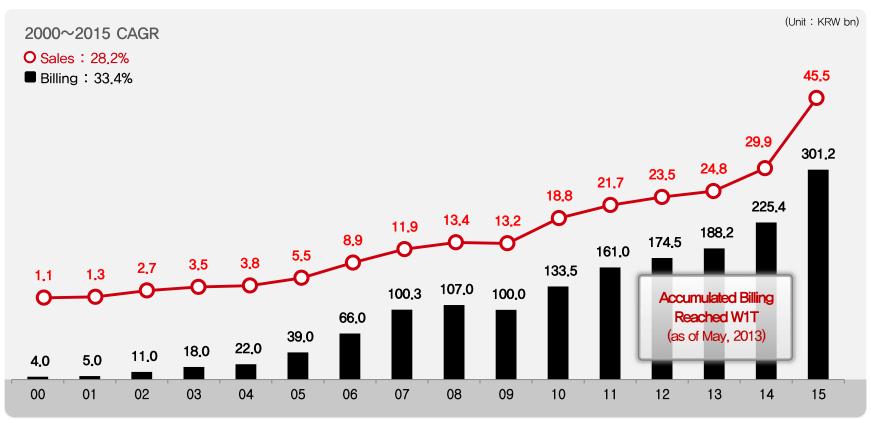




# O3 | Investor Relations Business Performance

### Benefitting from structural changes in the advertising market

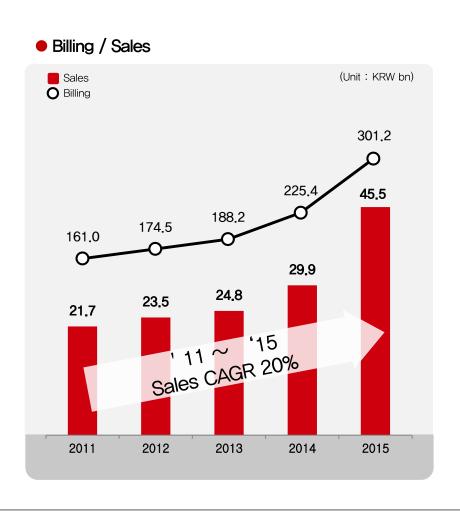
### Billing & Sales trend

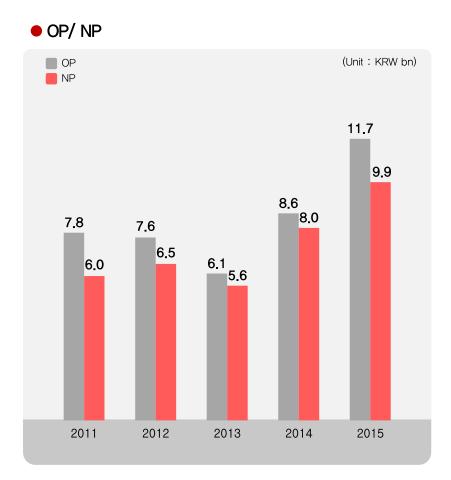




# O4 Investor Relations Financial Highlights

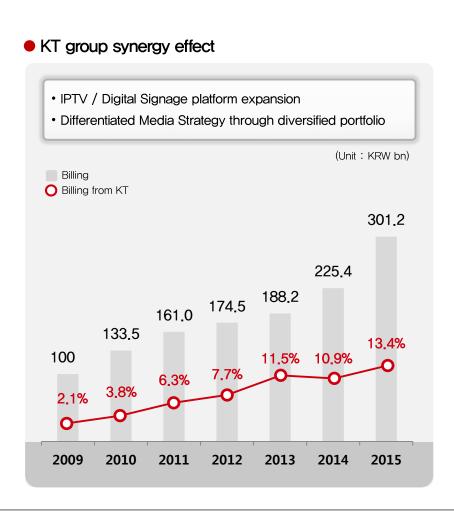
### Record earnings in 2015 backed by continued growth in billing of new media

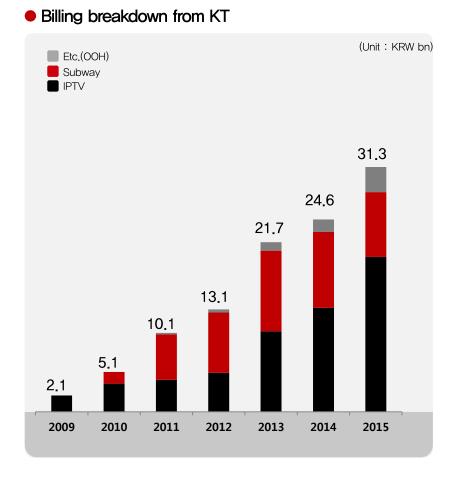




# Novestor Relations KT group synergy

### IPTV and outdoor ads to secure stable sales revenue from KT







## **Appendix**

more than expected!

01 Shareholder structure

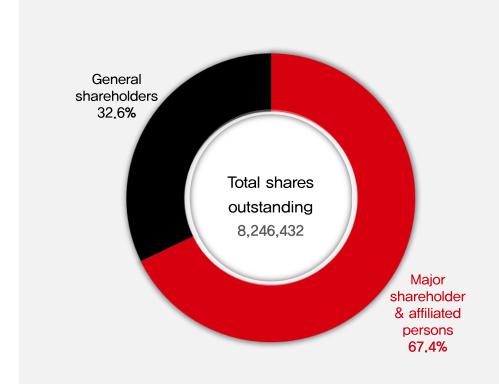
02 Company Overview

**03 Historical Events** 

**04 Financial Statements** 

# O 1 | Investor Relations | Shareholder Structure

### Shareholder Structure



### · Major shareholder & affiliated persons

Shareholder	Number of shares	Share (%)
KT	3,742,406	45.4
Kenny Chung (CEO)	1,716,236	20.8
PK Park (Senior VP)	38,000	0.5
NK Kang (Managing Director)	30,000	0.4
Employee stk ownership association	31,269	0.4
Total	5,557,911	67.4

\* as of December 2015



# O2 Investor Relations Company Overview

### Company Overview

Company Name	Nasmedia	
CEO	Kenny Chung	
Founded	2000/3/13	
Capital	4.3 bn KRW (as of Dec. 2014)	
Business	Media Rep.	
Location	Gangnam-Gu, Seoul	
Homepage	www.nasmedia.co.kr	
Total employees	232 (as of December 2015)	

# Education ' 79~' 83 Yonsei Univ. / Business management ' 83~' 85 MSU MBA / Marketing Work Experience ' 86~' 91 Hyundai Mtotors ' 91~' 94 Dongyang Confect, Marketing manager ' 95~' 00 Kinopia, CEO ' 00~' 02 Double Click Korea, CEO ' 02~ Nasmdida CEO CEO Kenny Chung

"more than expected! nasmedia"

NASMEDIA will lead the digital advertisement industry with differentiated technology and creativity.

# O3 Investor Relations Historical Events

Building digital media rep foundation	Business diversification through merger with KT group	Strengthening cross media ad capability		
2000~2007	2008~2010	2011~ KCC(Korea Communications Commissions) award		
<ul> <li>2000 · Established Double Click Korea (100% foreign invested)</li> <li>2002 · Changed company name to 'Nasmedia' (MBO by Kenny Chung)</li> <li>2003 · Developed ad server solution (SMART)</li> <li>2004 · Media Rep contract w/NAVER</li> <li>2006 · Launched SMART 2,0</li> <li>2007 · Media Rep contract w/DAUM</li> </ul>	2008 · KT buyout (50%, Included in KT group) · Set up New business division (IPTV, new media digital ads) · Started olleh tv(IPTV service of KT) ad sales · Yearly Gross Billing exceeded 100bn KRW  2009 · Started I—frame sales, KT OOH media · Held 1st Nasmedia conference  2010 · Official launching of ad server, 'Nsmart' · Ad sales of Seoul Metro line 5~8 · Launched subway ad solution, 'Wave' · 'New media ad company of the year' (awarded by 'Advertisement PR association')	<ul> <li>XCC(Korea Communications Commissions) award winner of 5th Korea Internet Award</li> <li>Started iPad ad sales</li> <li>Launched mobile ad server, 'Smart Air'</li> <li>Started integrated ad sales for 3 major IPTVs</li> <li>Launched ad—network service, 'Ntree'</li> <li>Released ad effect analysis solution 'CATS Index'</li> <li>Patent for ways to provide data for internet ad audience</li> <li>Winning bidder of 'Kangnam station underground shopping center' ad sales</li> <li>Partnered with Google display ads</li> <li>Launched mobile ad effect analysis solution, 'MAS'</li> <li>Appointed as one of the official rep. of KakaoTalk'</li> <li>Accumulated Gross Billing of 1,000bn KRW</li> <li>Listed in KOSDAQ</li> <li>Start of kt wizpark ad sales</li> <li>Launched 'nthology', an integrated IPTV ad solution</li> <li>MOU for Nielsen Korea estimates and Smart Media advertising partnership</li> <li>Launched OASIS Bus Shelter Ads proposed solutions</li> </ul>		

# 1 Investor Relations Financial Statement

### Balance Sheets

(Unit: KRW bn)

	2012	2013	2014	2015 3Q
Current Assets	83.9	90.4	90.2	107.1
Cash & cash equivalent	6.7	1.3	3.8	6.5
Account receivable	53.3	57.5	59.2	77.5
Other current financial assets	23.7	31.0	27.0	21.4
Etc	0.2	0.6	0.2	1.7
Non Current Assets	6,8	6.8	7.3	18.3
Other non-current receivable	3.6	3.8	4.0	4.0
Tangible/Intangible	1.5	1.9	1.4	11.1
Deferred tax assets	0.9	0.9	1,1	1,1
Etc	0.9	0.7	8,0	2.1
Total Assets	90.7	97.1	97.5	125.5
Current Liabilities	46.1	39.9	33.4	57.0
Account payable	44.1	38.1	31.2	55.0
Defered tax liabilities	0.7	0.8	1.6	0.8
Etc	1.3	1.0	0.6	1.2
Non Current Liabilities	1,0	1.0	1,5	1,6
Post-employment benefit obligations	0.9	0.9	1.5	1.5
Provisions	0.06	0.07	0.07	0.1
Total Liabilities	47.1	40.9	34.9	58.6
Capital stock	3.8	4.3	4.3	4.3
Additional paid-in capital	14.0	21.8	21.8	21.8
Retained earnings	25.8	30.1	36.5	40.8
Total stockholders' equity	43,6	56.2	62.6	66,9

<sup>\*</sup> K-IFRS standalone



# O5 Financial Statement

### Income Statements

(Unit: KRW bn)

	2012	2013	2014	2015 3Q
Revenue(Sales)	23.5	24.8	29.9	32.4
Online(Pc+Mobile)	19.0	16.7	21.1	21.6
Digital broadcast	2.1	3.2	3.6	4.9
Digital Signage(OOH)	2.4	4.9	5.2	5.9
Operating Expense	15.9	18.7	21.3	24.6
Operating Profit	7.6	6.1	8.6	7.8
Non-operating income	1.3	1.3	1.9	1.0
Non-operating expense	0.05	0.05	0.2	0.05
Profit before tax	8.5	7.3	10.3	8.8
Income tax expense	2.0	1.7	2.3	2.0
Net Profit	6.5	5.6	8.0	6.8

<sup>\*</sup> K-IFRS standalone