

nasmedia
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Nsmart

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Investor Relations 2016

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1.

Introduction

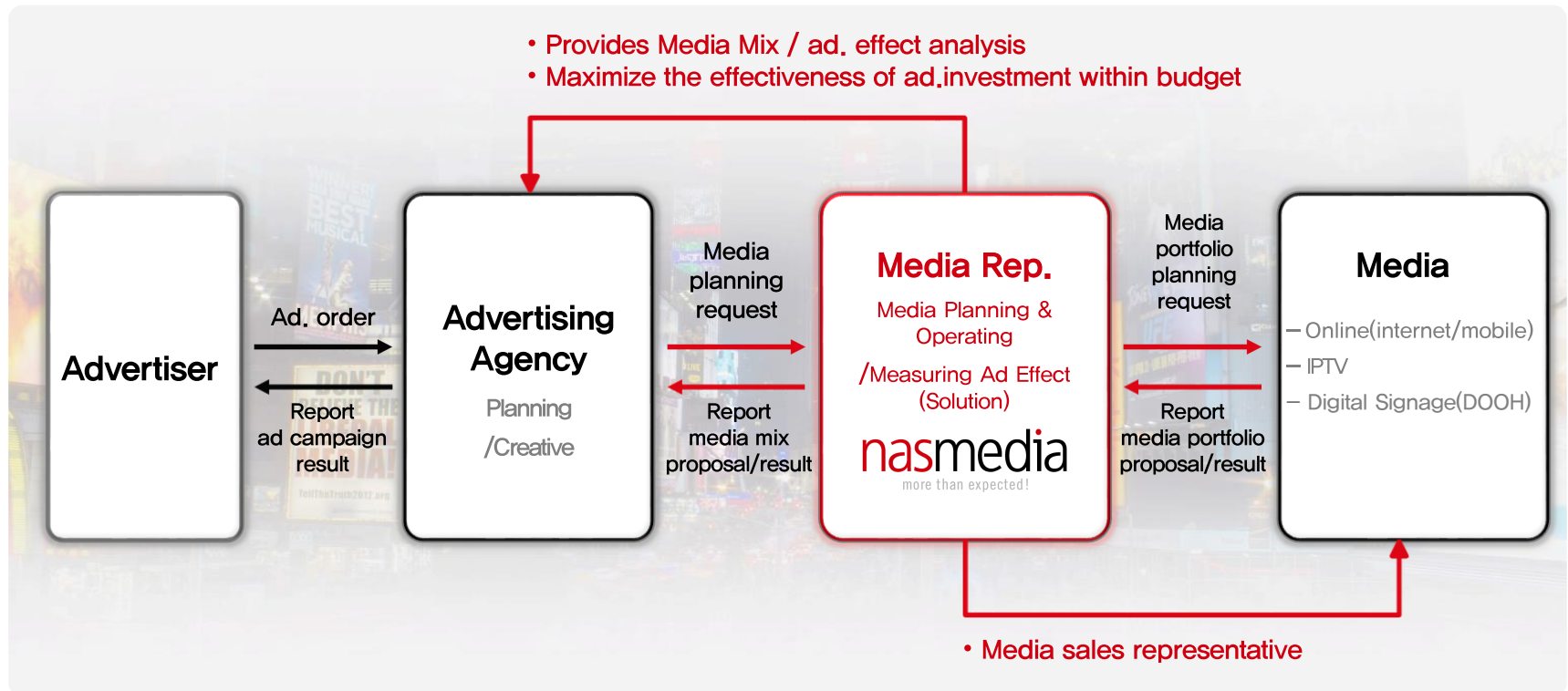
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- 01 Role of Media Rep Company
- 02 Growth of New Media Ads Industry
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Role of Media Rep Company

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

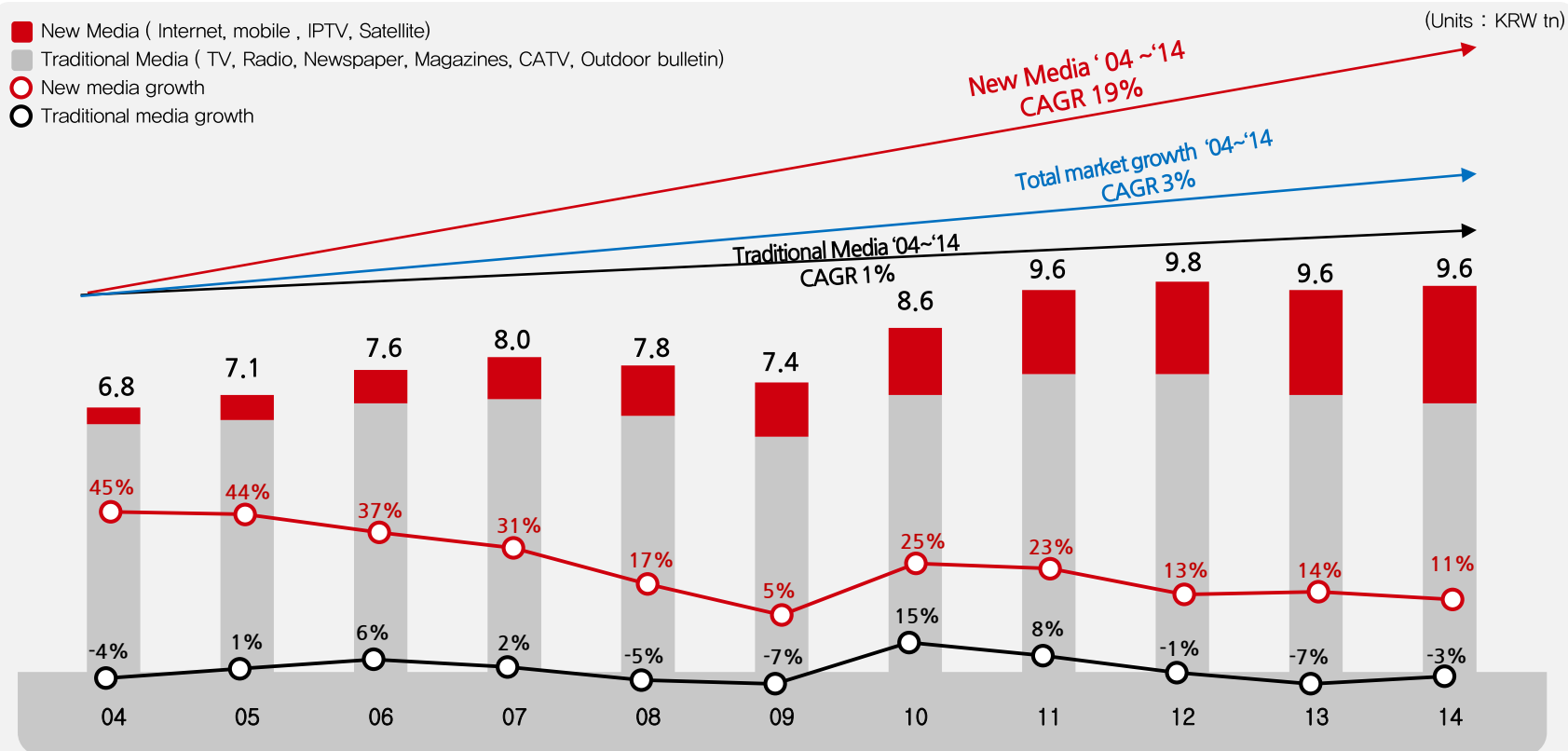
● Value chain of new media advertising industry



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

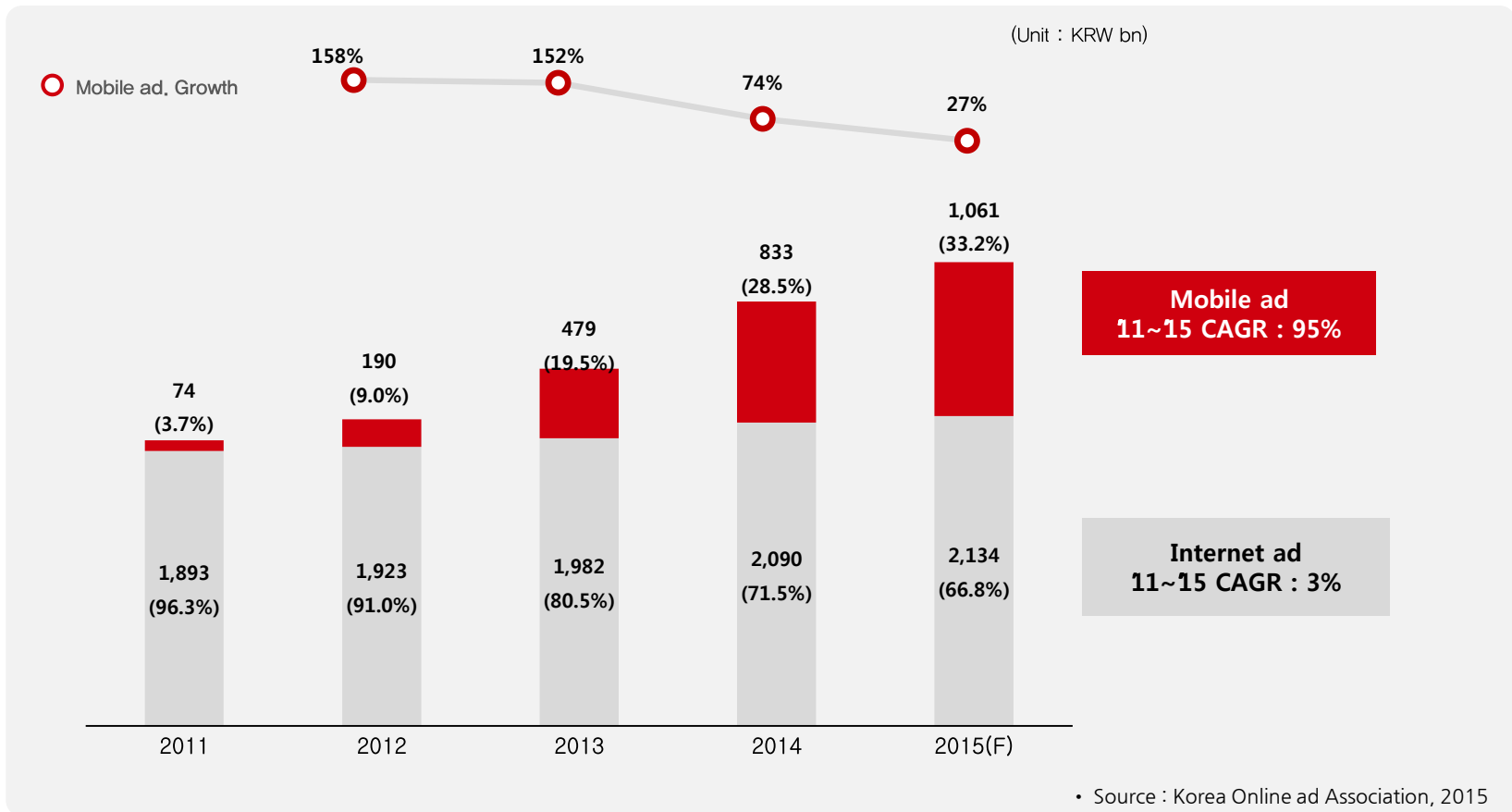


* Source : Cheil WW, 2014

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

● Online Ads

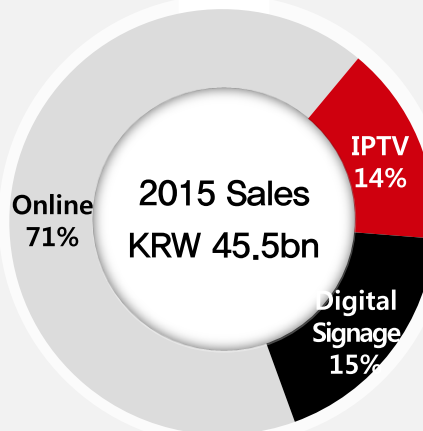


Internet Ads(2000~)

- Widest media coverage including local portal sites

Mobile Ads
(2011~)

- Biggest local ad network including major players



● IPTV Ads

IPTV Ads (2008~)

- Main Media Rep of #1 IPTV provider, olleh TV



● Digital Signage Ads

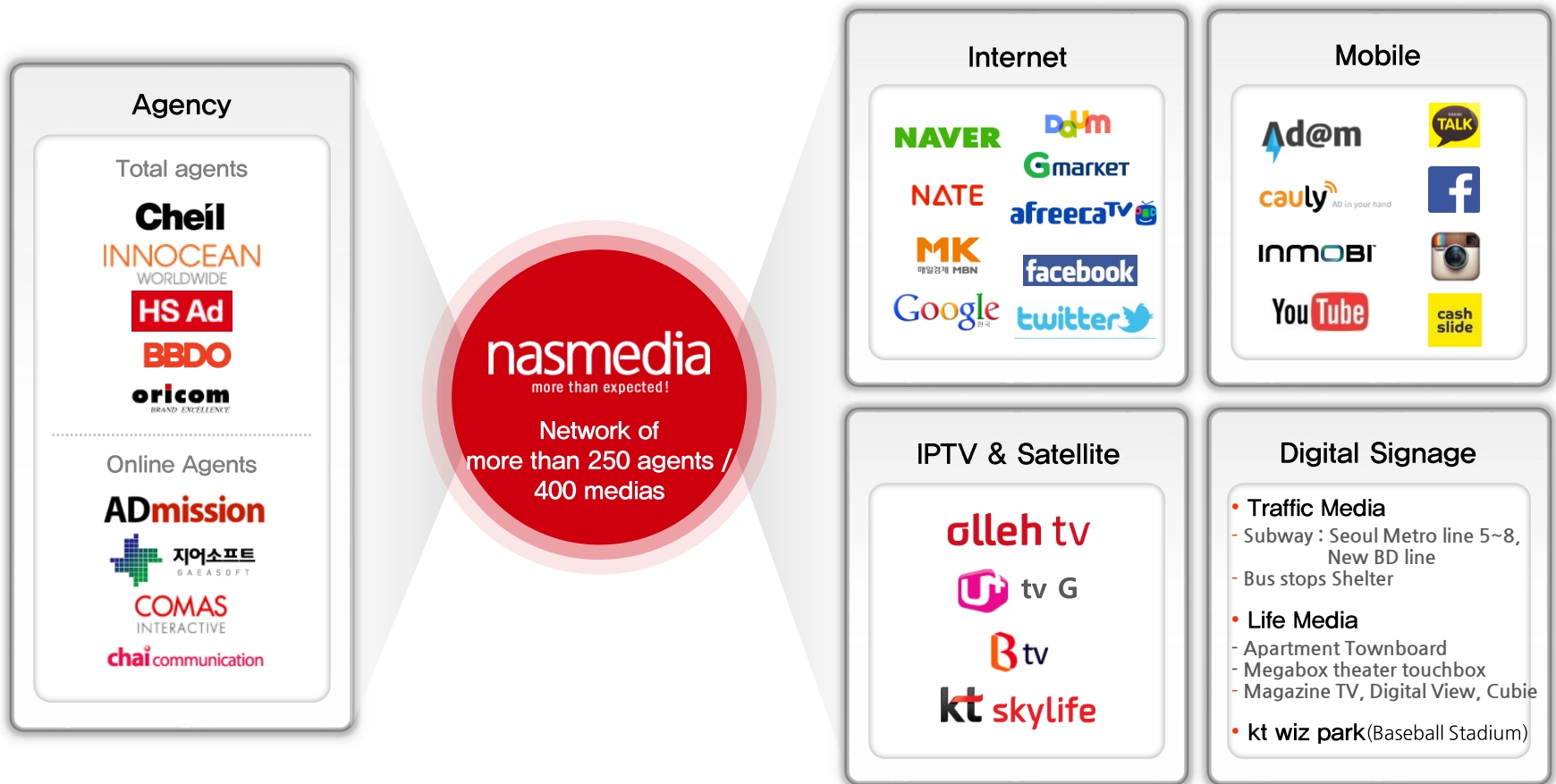


Digital Signage Ads(2009~)

- Roadside Bus Shelter OOH / Subway line OOH
- Suwon kt wiz park(2015)

Core Competencies(Media / Agency Network)

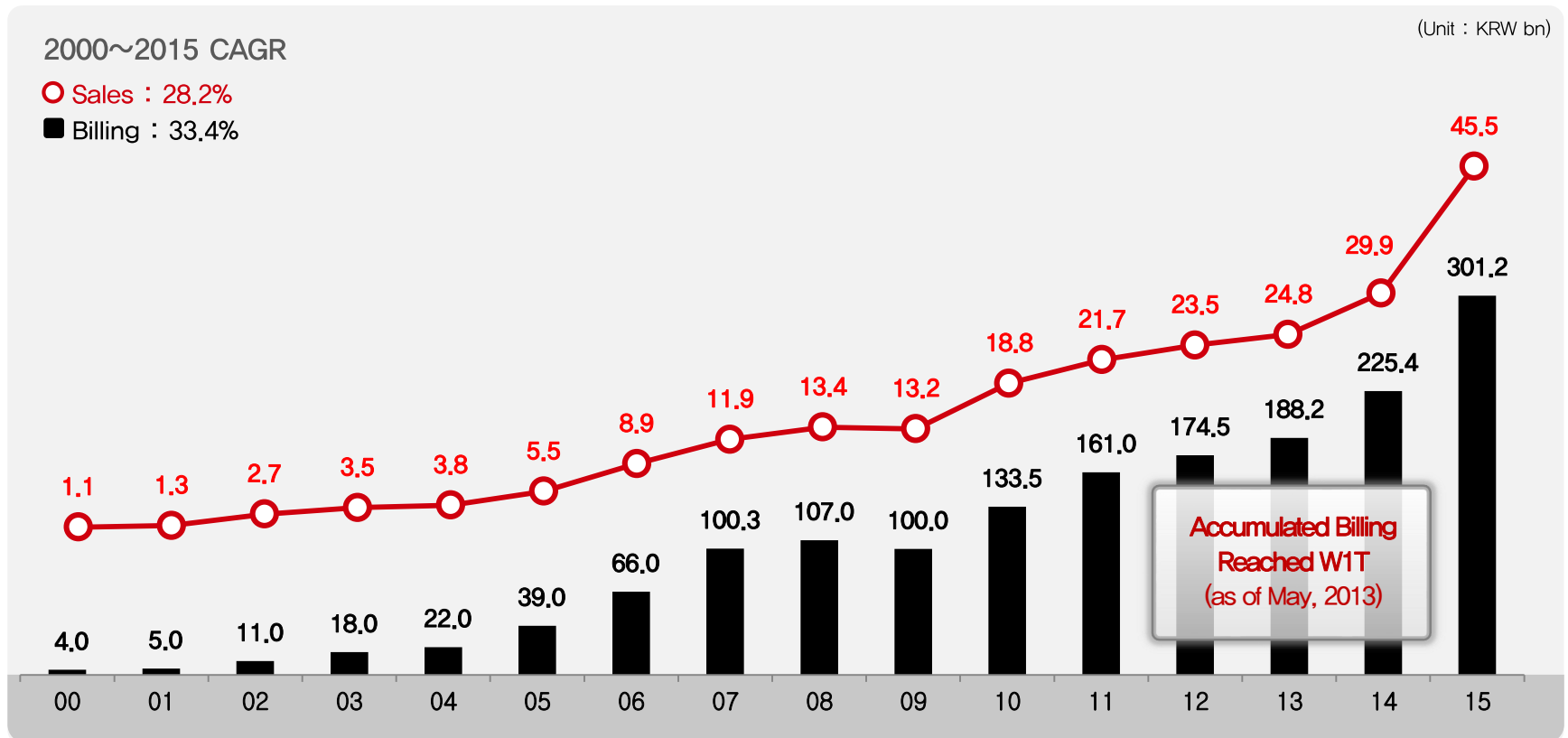
Largest network through differentiated competitiveness and long track record



Business Performance

Benefitting from structural changes in the advertising market

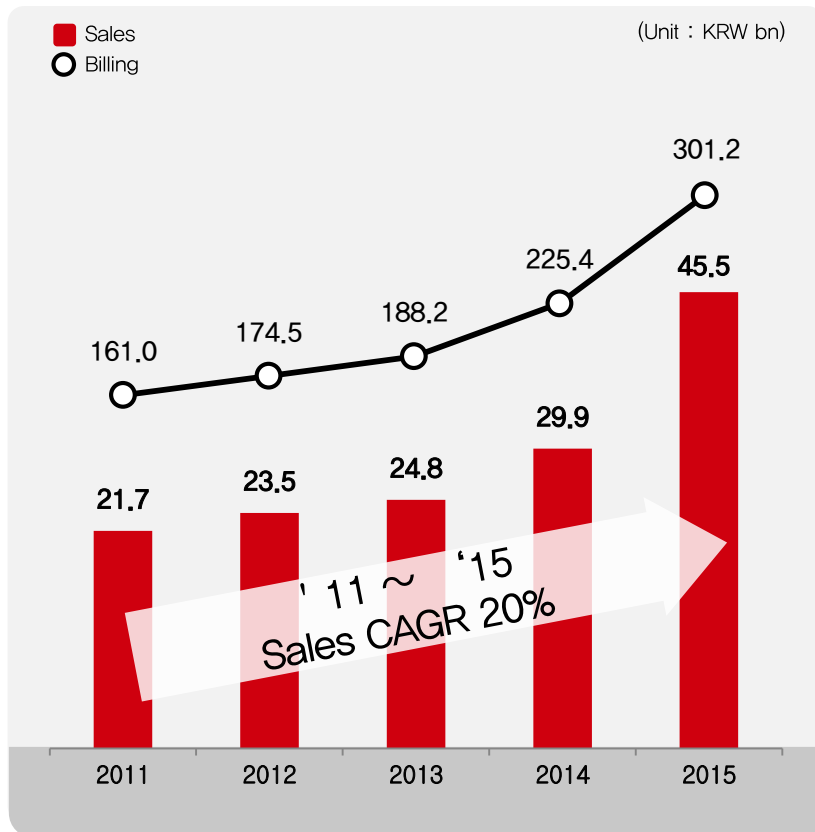
● Billing & Sales trend



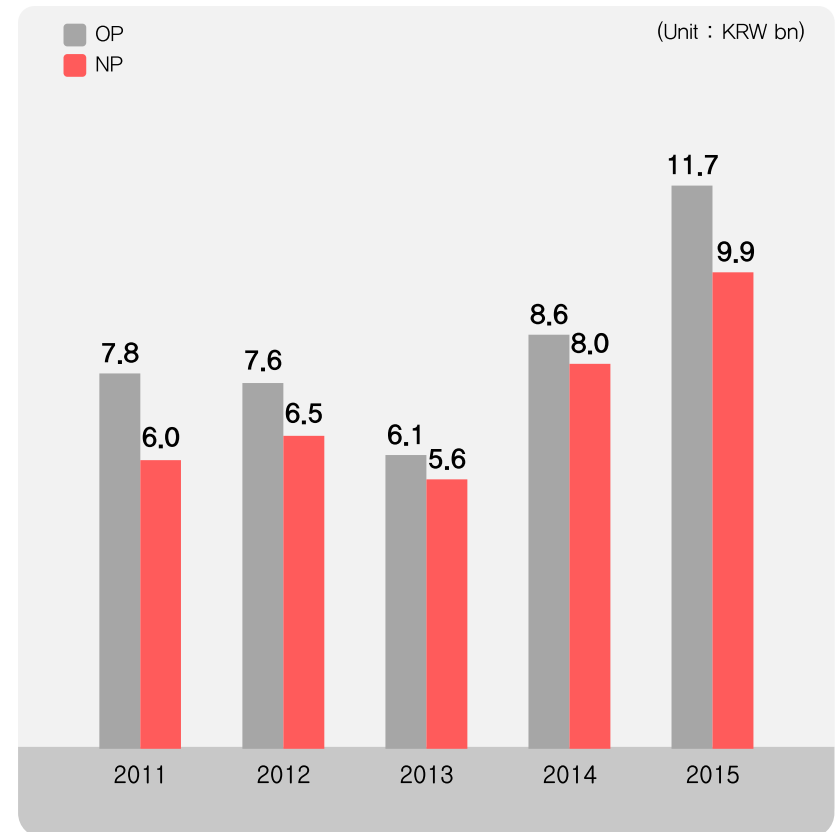
Financial Highlights

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

● Billing / Sales



● OP/ NP



KT group synergy

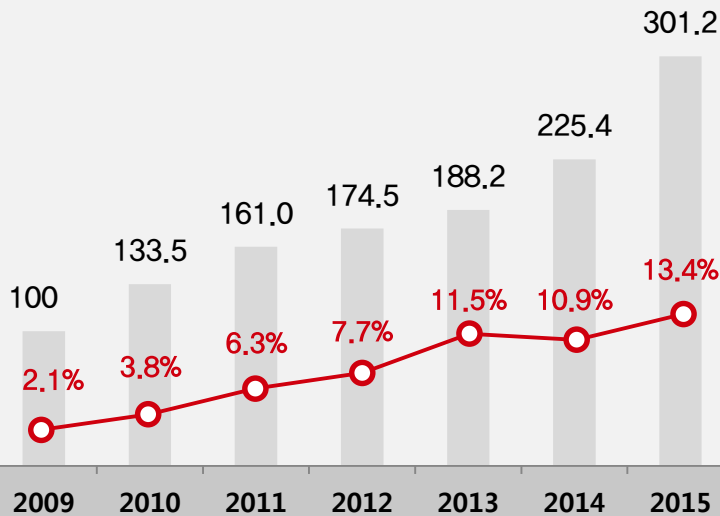
IPTV and outdoor ads to secure stable sales revenue from KT

● KT group synergy effect

- IPTV / Digital Signage platform expansion
- Differentiated Media Strategy through diversified portfolio

(Unit : KRW bn)

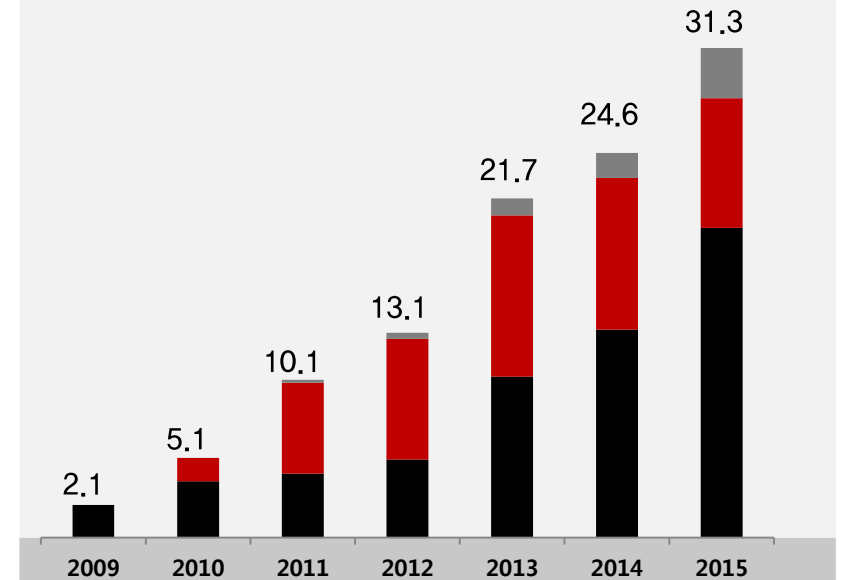
■ Billing
○ Billing from KT



● Billing breakdown from KT

(Unit : KRW bn)

■ Etc.(OOH)
■ Subway
■ IPTV



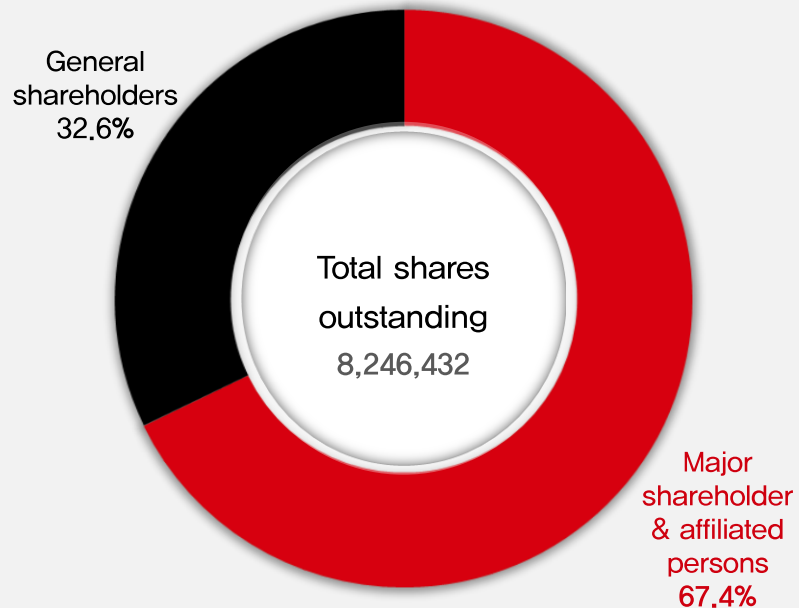
Appendix

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- 01 Shareholder structure
- 02 Company Overview
- 03 Historical Events
- 04 Financial Statements

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

● 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)

● CEO introduction

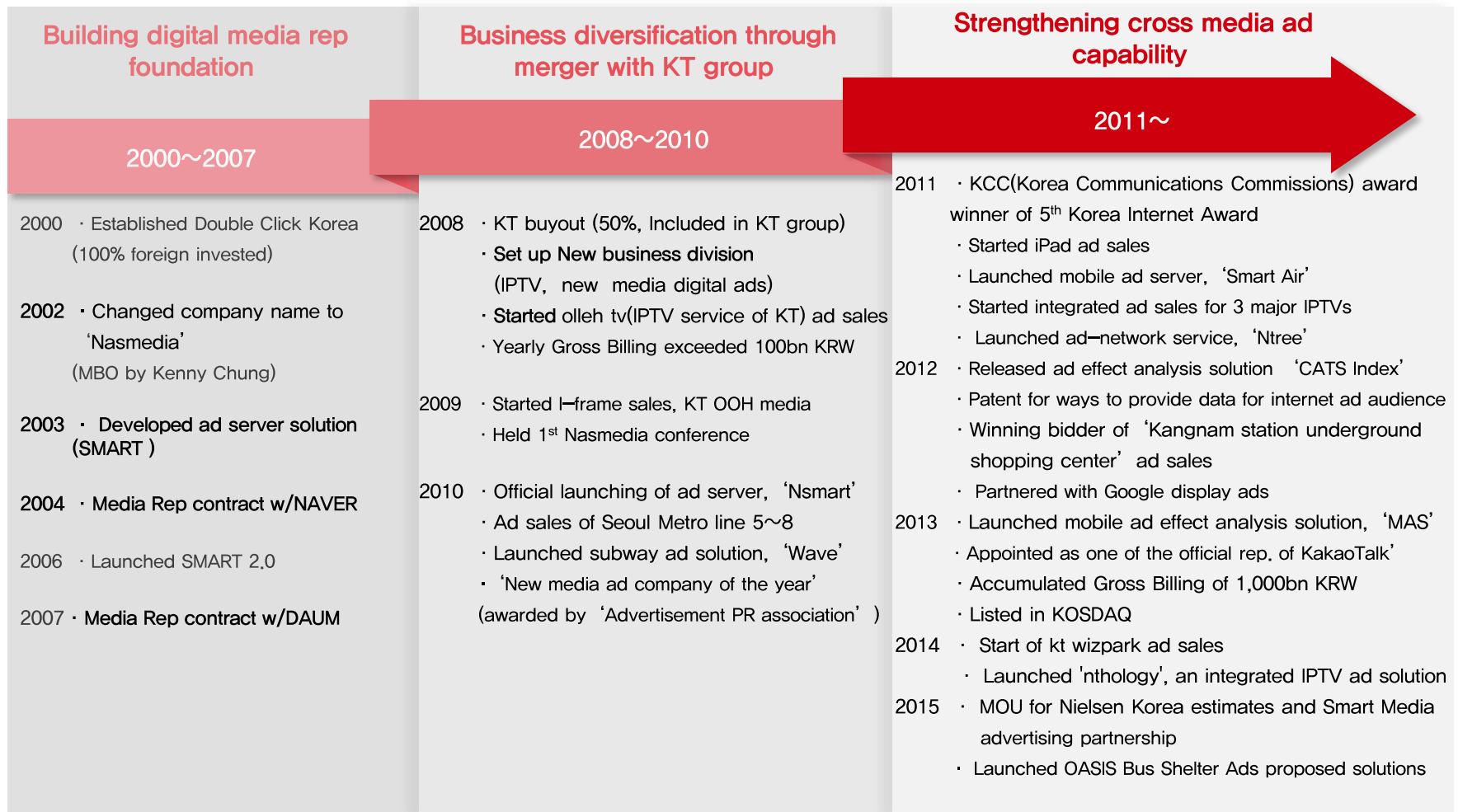


CEO
Kenny Chung

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

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



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	0.8	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
Deferred 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

* K-IFRS standalone

● 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

* K-IFRS standalone