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Global No.1 Pioneer of the Premium Beauty Lifestyle

2026.2Q Results

INVESTOR RELATIONS

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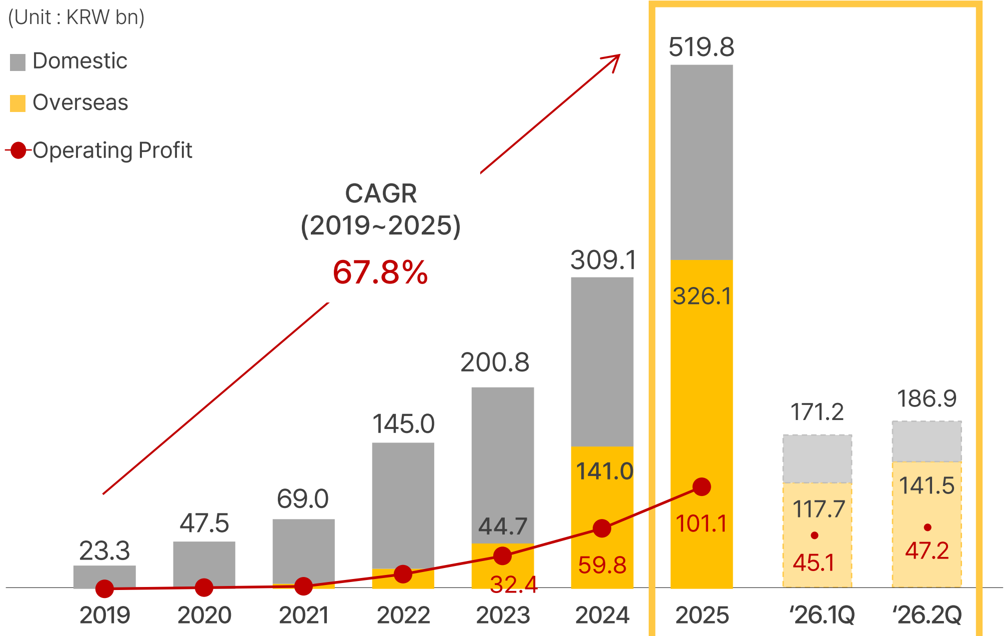
1 Key Highlight

'26.2Q revenue reached KRW 186.9 billion, representing a 46% YoY increase, while operating profit rose 62% YoY to KRW 47.2 billion. As of the second quarter of 2026, overseas revenue increased 74% YoY, accounting for 76% of total company revenue.

Annual Revenue & OP trends since establishment



	2019	2020	2021	2022	2023	2024	2025	'26.1Q	'26.2Q
OPM		2.3%	3.5%	10.1%	16.2%	19.4%	19.4%	26.3%	25.3%
Oversea %		4.0%	7.0%	13.2%	22.2%	45.6%	62.7%	68.7%	75.7%

- **186.9 bn** — Record-High Quarterly Revenue
- **47.2 bn** — Record-High Quarterly Operating Profit
- **76%** — Record-High Quarterly Overseas Sales Contribution
- **38Q** — 38 Consecutive Quarters of YoY Sales Growth

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2 '26.2Q Income Statements

In '26.2Q, the COGS ratio increased by 0.7%p YoY to 23.2%, and the SG&A ratio declined by 3.2%p YoY to 51.5%.The operating profit margin increased by 2.5%p YoY, reaching 25.3%.

(Unit : KRW bn)

Items	'25.2Q		'26.1Q		'26.2Q				Memo
		Sales %		Sales %		Sales %	QoQ	YoY	
Revenue	**128.4**	**100%**	**171.2**	**100%**	**186.9**	**100%**	**9%**	**46%**	
COGS	28.9	22%	39.7	23%	43.4	23%	9%	50%	
Gross Profit	99.5	78%	131.5	77%	143.5	77%	9%	44%	
SG&A	70.3	55%	86.4	50%	96.2	52%	11%	37%	
Salaries and Wages	2.9	2%	4.1	2%	5.0	3%	22%	71%	'26.1Q No. of Employees : 250 (YoY + 76)
Freight Charges	13.7	11%	20.1	12%	22.8	12%	13%	66%	Deduction of U.S. tariff refund (approx. KRW 2bn)
Sales Commissions	17.8	14%	24.7	14%	26.0	14%	5%	46%	
Marketing Expenses	27.8	22%	28.6	17%	32.9	18%	15%	18%	Marketing efficiency enhancement with scale economy YoY -4%p
Others	8.0	6%	8.9	5%	9.6	5%	7%	20%	
Operating Profit	**29.2**	**23%**	**45.1**	**26%**	**47.2**	**25%**	**5%**	**62%**	
Net Profit	19.8	15%	36.3	21%	38.1	20%	5%	92%	

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3 '26.2Q Key Growth Drivers

26.2Q overseas B2C revenue grew 82% YoY while B2B revenue grew 62% YoY, driven by rank-in of multiple SKUs for Amazon's top charts and accelerating TikTok Shop growth.

Accelerated Growth in Overseas Online Channels

(Unit : KRW 100 mn)	FY2025 Rank	FY2025 Monthly Sales	'26.2Q Rank	'26.2Q Monthly Sales
amazon.com	<Top 100	36	<Top 100	60
Qoo10	1st	34	1st	32
amazon.es	1st	8	1st	48
Shopee VN	1st	10	1st	24
OZON	2nd	9	1st	9
天猫	49th	3	28th	6

- **'26.2Q Overseas B2C Channels Revenue: 82% YoY Growth**
  - North America : AMZ U.S. grew 96% YoY, AMZ Canada 252% YoY
  - Japan : Maintaining '26 1Q level rankings and revenue
  - Europe : AMZ 139% YoY, UK/GE Tiktok Shop grew 423% QoQ
  - ASEAN : Shopee grew 103% YoY, Tiktok Shop grew 568% YoY
  - Russia : Online YoY 26% decline on last year's high campaign base
  - Pan-China : YoY 101% growth

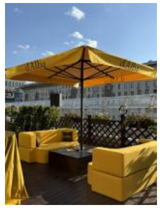
Expansion of Offline Channels

(Unit : Stores)	'25.2H	'26.1Q	'26.2Q
Japan	3,770	4,561	5,040
North America	1,696	1,814	1,889
ASEAN	400	682	726
China	91	518	883
Russia	51	274	434
Europe	60	212	635

- **'26.2Q Overseas Offline Store Counts : about 9,000 stores**
  - Japan : Expanded Matsumoto Kiyoshi, Aeon mall (+614 stores)
  - China : Entry into KKV, SANFU, Colorist in '26.2Q (+503 stores)
  - North America : Expanded Costco (+75 stores)
  - Russia : Expanded L'Etoile/Rive Gauche/Ile de beaute (+180 stores)

"Glocalized" Brand Campaigns

'26.2Q




- **Global Brand Marketing Initiatives**
  - Brand showcase for new 8 SKUs with key Japanese influencers
  - Sun campaign with 6 ASEAN countries' KOLs in Cebu with TikTok
  - Brand campaign in the Moscow Lotte Hotel

Note1) OZON: Serum category ranking; Qoo10: Megawari Mist sales ranking ; Amazon (US/Spain): B&P (mist) ranking; Shopee (Vietnam): Skincare ranking; Tmall: Toner ranking.

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4 Regional Sales Breakdown

'26.2Q overseas revenue grew 74% YoY, with North America, Europe, and ASEAN generating relatively higher growth rates.

'26.2Q Regional Sales Breakdown

(Unit : KRW bn)

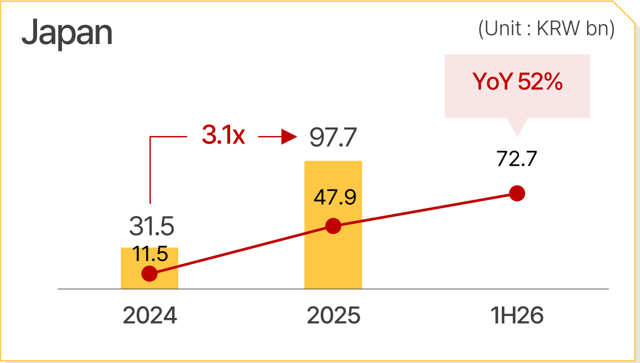
	'25.2Q		FY2025		'26.1Q		'26.2Q			
		Sales %		Sales %		Sales %		Sales %	QoQ	YoY
Revenue	**128.4**	**100%**	**519.7**	**100%**	**171.2**	**100%**	**186.9**	**100%**	**9%**	**46%**
Domestic	47.1	44%	193.7	37%	53.6	31%	45.3	24%	-15%	-4%
Overseas	**81.2**	**56%**	**326.0**	**63%**	**117.7**	**69%**	**141.5**	**76%**	**20%**	**74%**
Japan	25.8	19%	97.7	19%	36.7	21%	36.0	19%	-2%	39%
Russia	18.7	9%	53.6	10%	10.7	6%	12.3	7%	15%	-34%
N. America	12.7	7%	64.8	12%	24.3	14%	34.8	19%	43%	174%
Europe	6.0	4%	26.5	5%	13.8	8%	20.5	11%	49%	242%
ASEAN	11.2	11%	55.7	11%	18.2	11%	22.2	12%	22%	99%
Pan-China	5.8	4%	20.0	4%	9.7	6%	9.8	5%	1%	71%
Others	1.1	1%	7.6	1%	4.2	2%	5.9	3%	39%	`434%

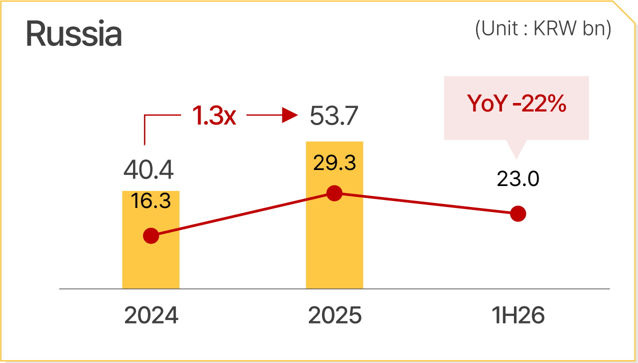
'26. 2Q Highlights

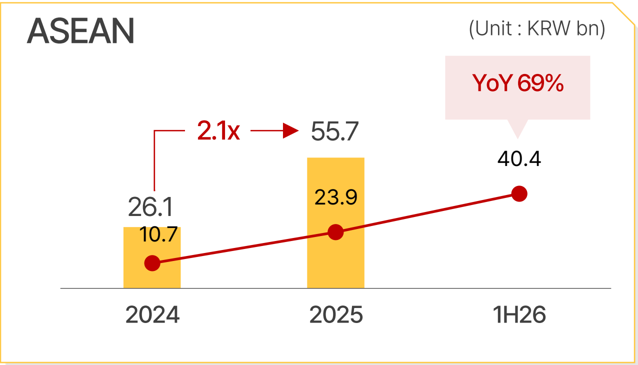
5 Global Performance – Summary of Key Countries

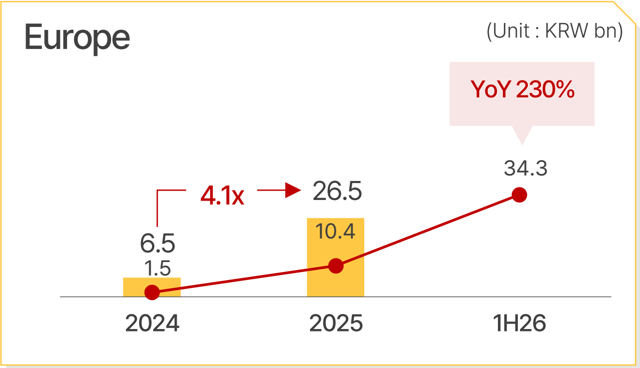
Online/offline channels grew simultaneously, in particular across Europe, North America, and Pan-China with sustainable business structure on the back of strong global retailers' sales momentum.

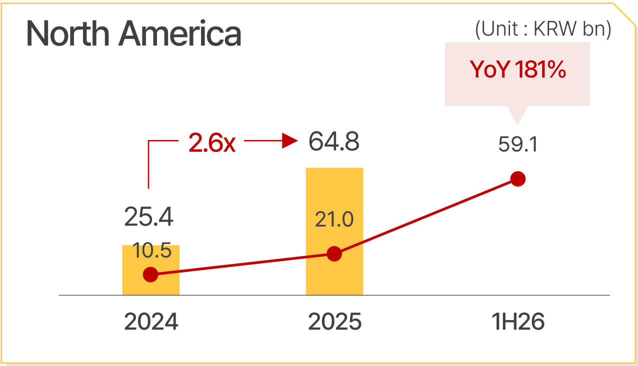
1H26 Sales Annual Sales

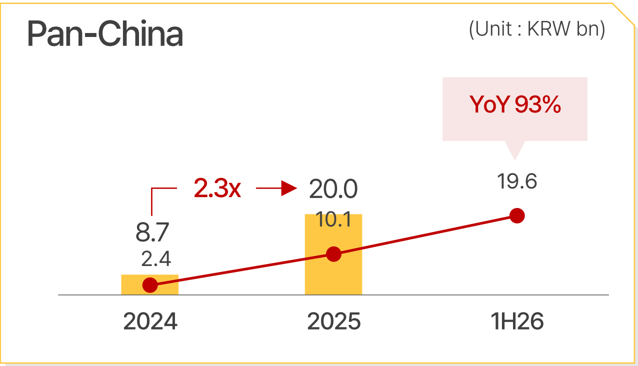










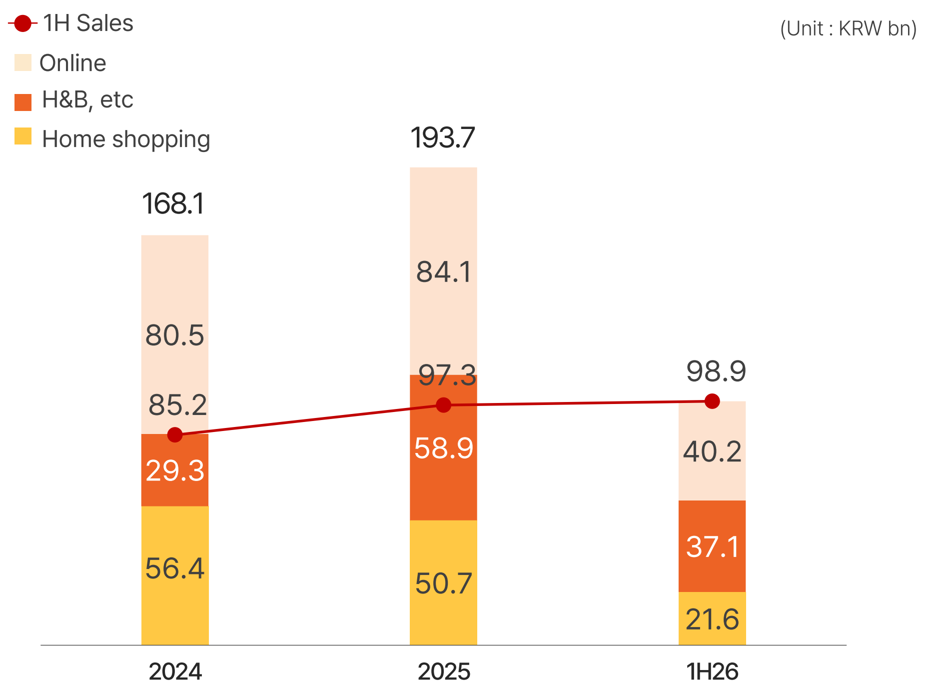


Note 1) Sales by country are unaudited figures as they are indicators derived from management accounting.

6-1 Business Performance by Region – Korea

Domestic revenue declined -3.8% YoY in '26.2Q. This was affected by temporary factors including reduced broadcast frequency for home shopping channel efficiency, a temporary PP sunscreen tube supply constraint, and a 1.5-month revenue gap at Olive Young from the First Spray Serum renewal.

Domestic Sales



'26.2Q

Online

Temporary Sales Constraint due to Inventory

- '26.2Q Online sales down by -16% YoY
- Temporary PP container supply constraint led to a sunscreen inventory shortage, which has been normalized from 3Q

Chicor shop-in-shop

H&B, etc

Expanded Premium Lineups for Duty-Free

- '26.2Q Offline sales up by 44% YoY
- OY, CHICOR, and DF grew YoY 33%, 655%, and 83%
- A temporary revenue gap at OY (Olive Young) driven by clearing out old-version inventory during the First Spray Serum renewal
- Vita SKU expansion at Lotte DF; Shilla DF planned for 2H
- New entering at 4 pharmacy stores, with discussions underway to enter into a major retail pharmacy chain


Pharmacy listing

Home Shopping

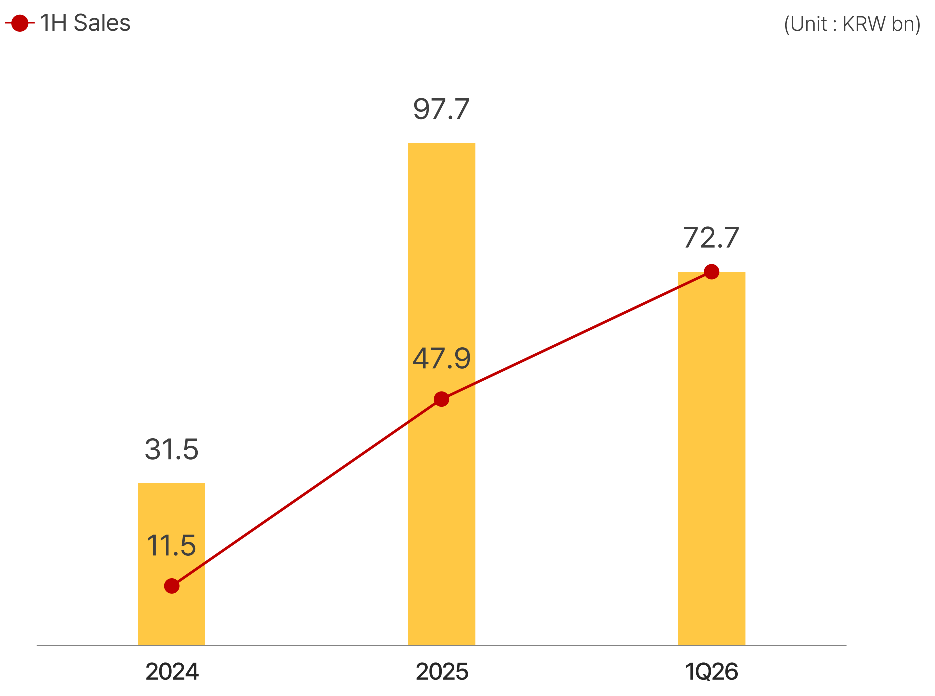
Program allocation optimization for improved marketing efficiency

- '26.2Q sales YoY -31%, QoQ -34%

6-2 Business Performance by Region – Japan

Japan revenue grew 39% YoY in '26.2Q. Continued top rank positionings across key online channels associated with offline store number & SKU expansion led the growth

Japan's Sales



'26.2Q

Online

Continued top rankings across key online channels.

- '26.2Q Qoo10/Rakuten/AMZ average YoY 4%
- Rank #3 in brand sales of Megawari · #1 in Sunscreen · #1 in Mist · #1 in Make-up base category
- #1 in Mist category of AMZ MDE · #1 in Make-up base · 4 SKUs ranked in the Top 5 of the Mist category
- #1 overall ranking for the collab set in Rakuten Super Sale · #1 in AMZ Shinseikatsu Mist category


AMZ Mist Category

Offline

Expansion of store number and SKUs

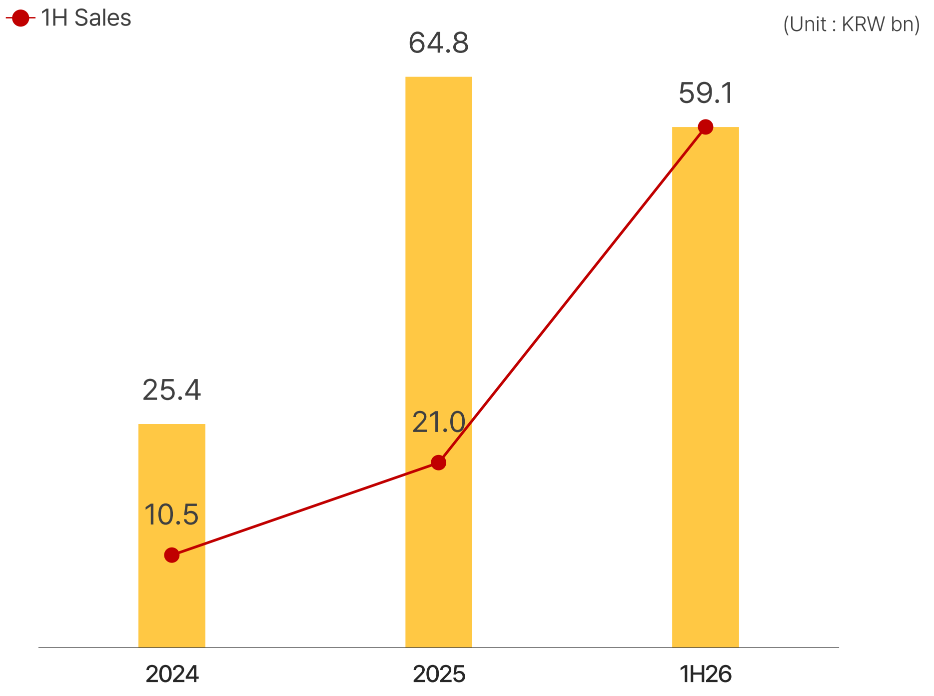
- '26.2Q offline sales grew YoY 88%
- '26.2Q Matsumoto Kiyoshi stores 2,052 → 2,501
- '26.2Q AEON Mall stores 315 → 480
- Don Quijote SKUs to expand from 20 to 35


Aeon Mall dedicated shelf

6-3 Business Performance by Region – North America

North America sales grew 174% YoY in '26.2Q. Multiple SKUs ranked in Amazon top charts amid continued marketing efficiency improvement while offline expansion led to larger per-store order volume.

North America's Sales



'26.2Q

Online

Strong growth from AMZ and TikTok Shop

- '26.2Q U.S. AMZ YoY 96% · TikTok Shop YoY 285%
- '26.2Q Canada AMZ YoY 252%
- U.S. AMZ Prime Day #63 in B&P(mist) · #3 in Eye Balm(multi balm) · #4 in Night Cream(Grinding Cream) · #14 in Sunscreen(Tone-up)
- Canada AMZ Prime Day #1 in B&P(mist) · #7 in B&P(multi balm)

Offline

Increasing order volume with store & SKU expansions

- '26.2Q offline sales grew YoY 464%
- '26.2Q Ulta selling in 1,450 stores (shelf expansion under discussion) · U.S. Costco selling in 225 stores (full 625 store expansion by year-end)
- Canada Costco selling in 50 stores (full 120 store expansion by year-end) · New entering into Canda Sephora in the 3Q

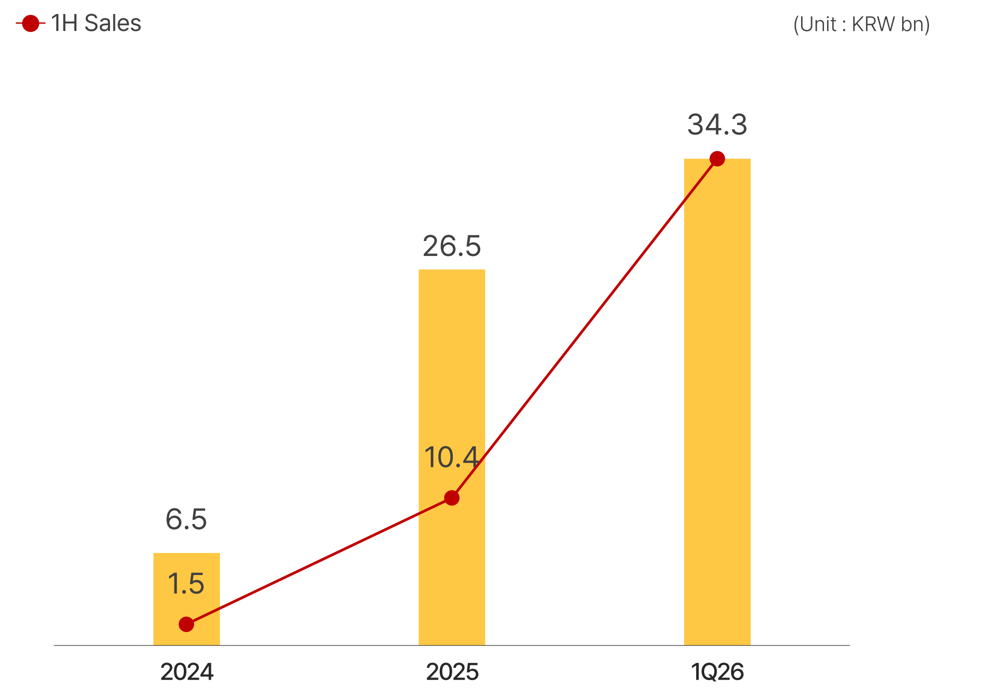
TikTok SHOP top Sellers

Ulta shelf listing status

6-4 Business Performance by Region – Europe

Europe sales grew 242% YoY in '26.2Q. Expanding number of products continued to rank in Amazon top charts while TikTok Shop kept up its rapid growth momentum. Also, new offline channel entering discussions are underway with major retail channels across European countries.

Europe's Sales



'26.2Q

Online

Multiple SKUs in Top Charts · TikTok Growth Continues

- '26.2Q Europe AMZ YoY 139% · UK TikTok Shop QoQ 352%
- '26.2Q Top sales ranks maintained across EU AMZ during Prime day
  - → SP AMZ B&P #1 (Multi-balm) · #2 (Mist) · #11 (Tone-up) · #65 (Double cream)
  - → GE AMZ B&P #3 (Mist) · #10 (Multi-balm) · #78 (Tone-up)
  - → UK AMZ B&P #48 (Mist) · Eye Balms #1 (Multi-balm)
  - → FR AMZ B&P #59 (Mist)

Offline

Order growth driven by new offline channel enterings and SKU expansion

- SP/FR Costco - 3 SKUs listed (Mist, Tone-up, Multi-balm)
- UK/ICE/SW Costco 3Q reorder
- SP Druni Offline 100 stores new entering and sales launched in June
- '26.2H UK Boots, GE/CZ Rossman, and IT Shaka/OVS Listing planned


SP AMZ Prime Day


GE Tiktok #1


Spain Druni listing

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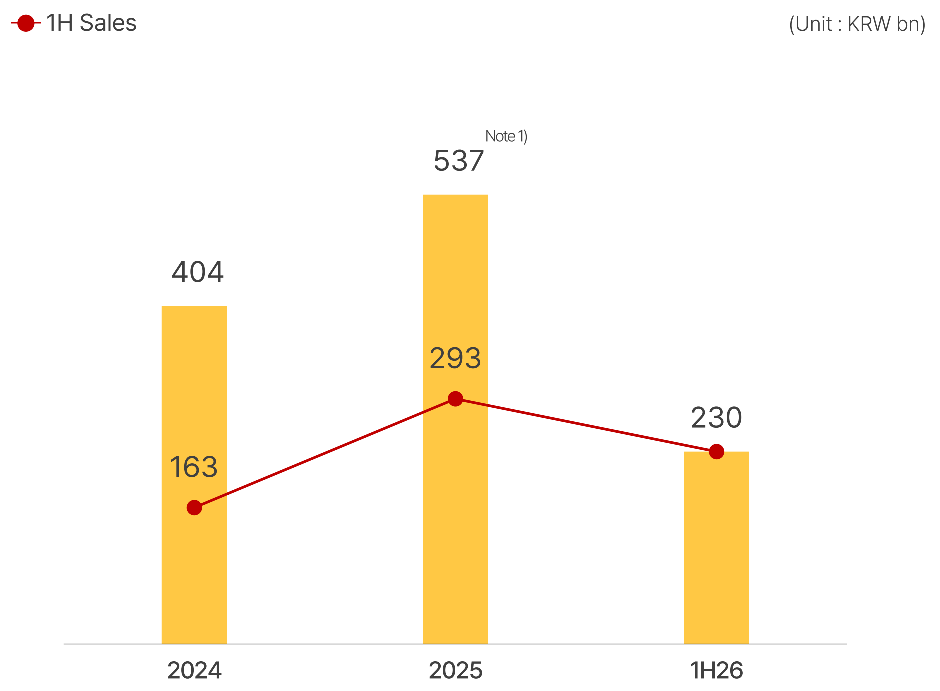
6-5 Business Performance by Region – Russia

Russia sales declined 34% YoY in '26.2Q, which was impacted by sunscreen inventory shortages, delayed shipments, and warehouse issues. However, meaningful progress was made for new channel development such as Rive Gauche/Ile de Beaute/L'Etoile providing optimistic view regarding strong rebound for upcoming quarters.

Russia's Sales



'26.2Q

Online

QoQ growth declined due to a sunscreen inventory shortage and a Wildberries warehouse issue

- '26.2Q WB/Ozon/Lamoda/Yandex market -26% YoY
- '26.2Q Sustained top SKU rankings across key online channels
  → L'Etoile #1 in Sunscreen · #1 in Eye-patch · #1 in Serum
  → Lamoda #1 in Eye-patch

Offline

Offline sell-out continued to grow with store number expansion and new channel expansions

- '26.2Q Channel expansions
  → Ile de Beaute 58 stores (new)
  → Rive Gauche +23 stores · L'Etoile +100 stores

Standalone store at Gold Apple

Brand pop-up in Moscow

Note 1) Reflecting changes in revenue recognition and accounting treatment for Russian online sales incentives, revised '25.3Q Russia revenue (from KRW 14.7bn to KRW 11.6bn) has been incorporated into FY2025 Russia revenue.

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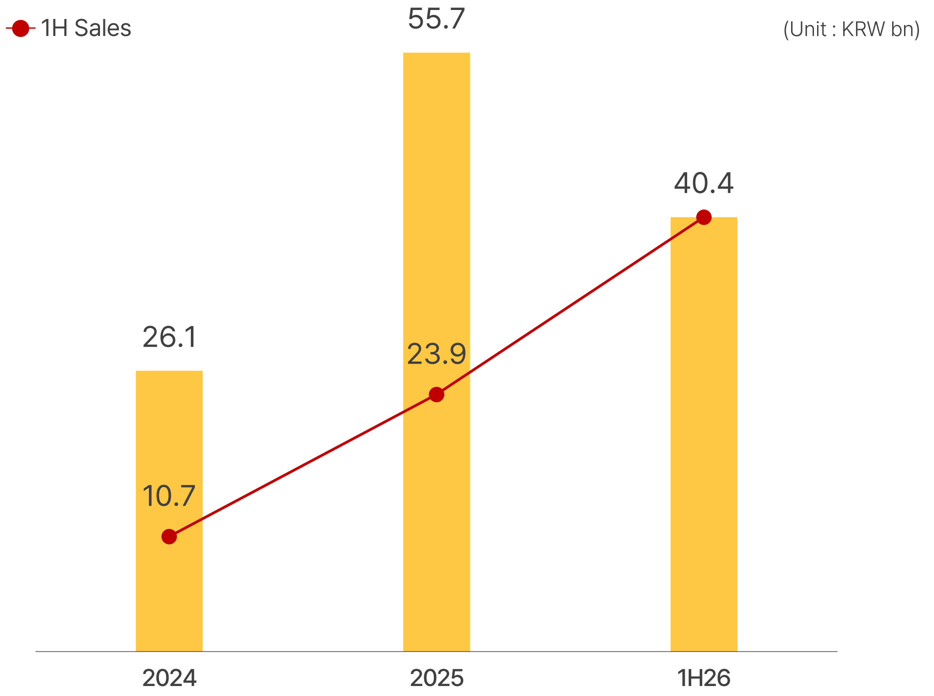
6-6 Business Performance by Region – ASEAN

ASEAN sales grew YoY 99% in '26.2Q. Led by Vietnam, in which Tone-up Sunscreen has emerged as a hero SKU, online channel growth continued through Shopee and TikTok Shop, while offline revenue ~~is~~ growing with SKU and store number expansion.

ASESAN's Sales



'26.2Q

Online

Continued Growth Led by Shopee · TikTok Shop

- '26.2Q ASEAN Online YoY 128%
- '26.2Q Shopee YoY growth : VN 169% · MY 51% · TH 48%
- '26.2Q Shopee VN #1 in Skincare(Mist) · #3 in Total beaty category
- '26.2Q TikTok Shop YoY 568%

Offline

Offline Channel Expansion across the ASEAN Region

- '26 2Q Offline Sales grew YoY 65%
- ASEAN offline store count exceeded 726 as of '26.2Q
- '26.2Q VN Hasaki 310 → 334 stores
- '26.2H Entry into MY Watsons +200 stores

Elle Beauty Awards 2026

Sun event with KOLs from 6 ASEAN countries

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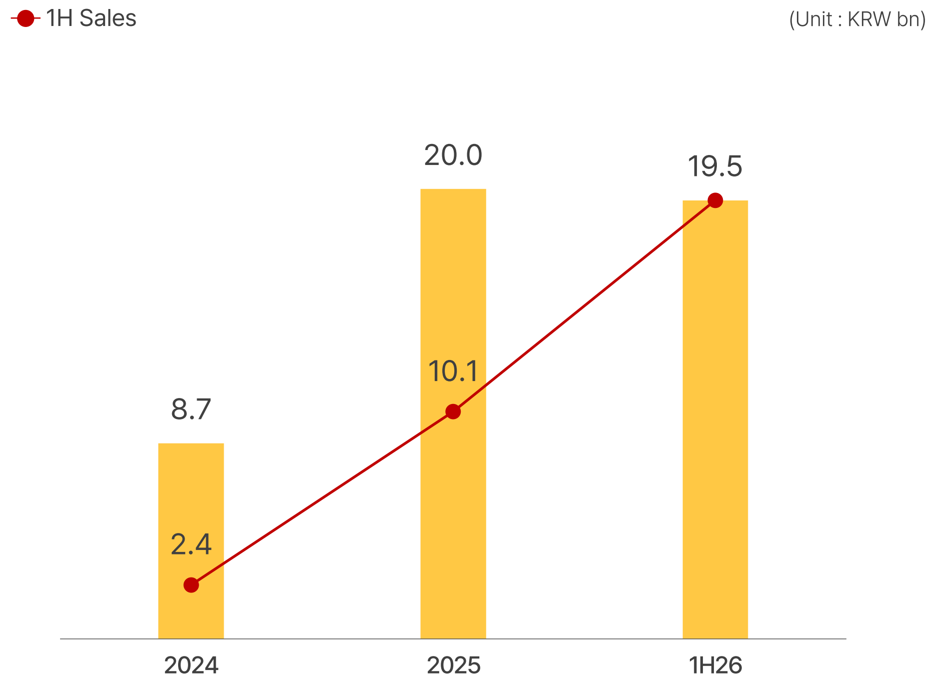
6-7 Business Performance by Region – Pan-China (PRC · Taiwan · Hong Kong)

Pan-China revenue grew 71% YoY in '26.2Q. Key online channels sustained rapid YoY growth, while new offline channel enterings further strengthened the revenue structure.

Pan-China's Sales



'26.2Q

Online

Strong Sales across 4 Key Online Channels

- '26.2Q Online Sales up YoY 101%
- Tmall YoY 90% · Douyin YoY 156%
- '26.2Q #32 in Tmall Sunscreen · #80 in Mist category

컬러리스트 입점 현황

Offline

Offline Store Expansion Focused on H&B Channels

- '26.2Q Number of offline stores selling out: #883
- '26.2Q Entry into KKV 300 stores · Colorist 53 stores · SANFU 150 stores, Store # expansion to continue in 2H
- '26. 2Q Completed establishment of a local subsidiary in China , with plans to scale up local online/offline operations going forward, including Tmall local

KKV 달바 매대

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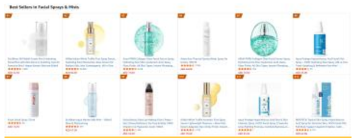
7 3 Key Growth Strategies Review

With stable growth across global regions, the company is building a sustainable growth structure through emerging markets(India · Middle East) expansion, multi-brand diversification, and high value SKU growth

Emerging Markets Expansion

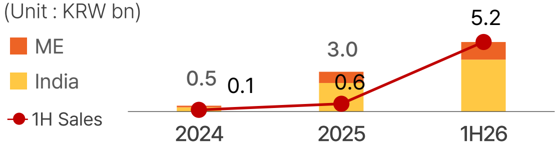
TIRA, India



Mist category ranking on AMZ UAE

Solid Growth from Emerging Markets

- India
  - '26.2Q - 1,226% YoY, 28% QoQ revenue growth
  - Entered in major beauty online and offline channels such as Tira India in August '26
- Middle East
  - '26.2Q achieved 183% QoQ revenue growth
  - '26.2Q UAE AMZ #2, #10 in mist category
  - '26.2Q Saudi Arabia AMZ #5 in mist category

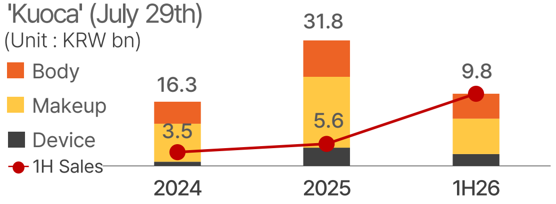


Expansion into Adjacent Business

Kakao Gift — Key 'Kuoca' products

Enhancing category expertise through spin-off brand launches and equity investments

- d'Alba Professional: Hair and scalp specialist brand
  - '26.2Q Hair/Body grew YoY 46%
- d'Alba Signature: Advanced and premium-priced skincare
  - '26.2Q Device recorded YoY -19%
- d'Alba Piedmont: Premium Vegan Beauty
  - '26.2Q Make-up sku (lip, cushion) recorded YoY -32%
- Strategic equity investment in premium fragrance brand 'Kuoca' (July 29th)



Developing New Value-added Products

Vita exclusive launch at Lotte DF

shop-in-shop at Chicor

Strong sales of Signature and Vita Toning

- d'Alba Signature — Offline & Oversea expansion
  - New entering into Gangnam Chicor (shop-in-shop)
  - Strong skincare sales momentum in Vietnam accounting for over 5% of Vietnam country revenue
- Vita Toning line — strong global sales momentum
  - Vita Toning set ranked #1 in "others" on Rakuten
  - Vita Toner set ranked in #3 in Toner CAT on VN

Signature launch in Vietnam

Vita Toning line in Vietnam

Equity Investment in Kuoca Skin Co.,Ltd.

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kuoca

Strategic equity investment in accordance with d'Alba's Mission : "Global No.1 Pioneer of the Premium Beauty Lifestyle"

Investment Rationale

- New exposure to the high-growth K-Fragrance category
- Distinctive brand equity, premium positioning, and global potential

Key Terms

- Contract date: July 29, 2026
- Kuoca Skin total shares outstanding: 10,553,845 shares
- Shares acquired by d'Alba Global: 3,547,176 shares
- KRW 9.6bn RCPS investment
- Ownership after acquisition: 33.61%
- Details of the investment
  → Acquired a 33.61% stake in Kuoca Skin
  → d'Alba can exercise a call option on the remaining stakes held by existing shareholders, founders, and co-investing FI – this call option is exercisable in 3 years after the RCPS issuance date

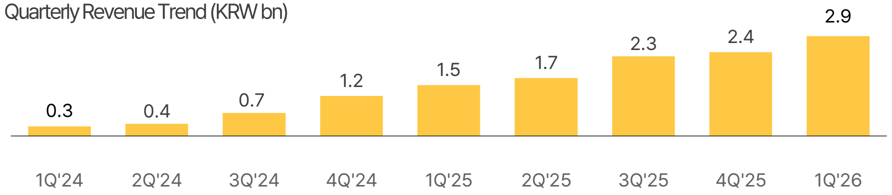
Kuoca Skin Company Overview

Profile

- Kuoca — a brand name inspired by the Italian word "Cuoca", meaning "chef"
- Founded in January 2019, Kouca is a leading premium K-Fragrance brand
- Signature scents inspired by gastronomy and culinary ingredients
- Premium select shops in Japan, Hong Kong, Taiwan; North America entry via Luckyscent confirmed

Revenue Trend

Quarterly Revenue Trend (KRW bn)



- 10x growth in quarterly revenue over two years, with no external funding
- Revenue: KRW 1.0bn (FY23), 2.3bn (FY24), 6.5bn (FY25), 10.0bn+ (FY26 target)

Key Products


Wild Peach Hand Cream


Wild Peach Eau de Parfum


Matcha Latte Eau de Parfum

Note) Qurateriy revenue figures are unaudited as they are derived from management accounting

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Product Sales Mix

Mist revenue % has decreased by 1.9%p to become 41% and Sunscreen revenue % has increased by 2.0%p to become 26.3% in '26.2Q, making product portfolio more diversified.

(Unit: KRW mn)

Business	Items		'26.2Q		'26.1Q		FY2025		'25.4Q		'25.3Q [주2]		'25.2Q		'25.1Q	
			Sales	Sales %	Sales	Sales %	Sales	Sales %	Sales	Sales %	Sales	Sales %	Sales	Sales %	Sales	Sales %
Cosmetics	Mists	Domestic	18,857	10.1%	28,139	16.4%	101,016	19.4%	29,526	18.1%	19,219	16.8%	22,891	17.8%	29,409	25.9%
		Export	58,440	31.3%	45,996	26.9%	138,175	26.6%	48,744	29.8%	30,065	26.3%	31,211	24.3%	28,122	24.7%
		Sub-total	**77,297**	**41.4%**	**74,135**	**43.3%**	**239,192**	**46.0%**	**78,271**	**47.9%**	**49,284**	**43.2%**	**54,102**	**42.1%**	**57,530**	**50.6%**
	Sunscreens	Domestic	16,208	8.7%	12,330	7.2%	43,692	8.4%	10,770	6.6%	10,257	9.0%	13,652	10.6%	9,014	7.9%
		Export	32,948	17.6%	29,250	17.1%	72,004	13.9%	20,670	12.6%	16,433	14.4%	20,630	16.1%	14,271	12.5%
		Sub-total	**49,156**	**26.3%**	**41,581**	**24.3%**	**115,696**	**22.3%**	**31,441**	**19.2%**	**26,691**	**23.4%**	**34,282**	**26.7%**	**23,285**	**20.5%**
	Creams	Domestic	2,953	1.6%	4,955	2.9%	17,433	3.4%	6,794	4.2%	2,823	2.5%	2,964	2.3%	4,852	4.3%
		Export	13,466	7.2%	12,396	7.2%	33,758	6.5%	11,787	7.2%	7,954	7.0%	7,809	6.1%	6,208	5.5%
		Sub-total	16,419	8.8%	17,350	10.1%	51,191	9.8%	18,581	11.4%	10,777	9.4%	10,773	8.4%	11,061	9.7%
	Masks	Domestic	1,071	0.6%	839	0.5%	3,665	0.7%	1,032	0.6%	1,254	1.1%	726	0.6%	653	0.6%
		Export	7,184	3.8%	5,886	3.4%	23,373	4.5%	6,354	3.9%	6,162	5.4%	5,490	4.3%	5,367	4.7%
		Sub-total	8,255	4.4%	6,725	3.9%	27,038	5.2%	7,386	4.5%	7,416	6.5%	6,216	4.8%	6,020	5.3%
	Ampoule/ Serums	Domestic	1,624	0.9%	1,358	0.8%	6,168	1.2%	1,774	1.1%	1,470	1.3%	1,638	1.3%	1,286	1.1%
		Export	5,044	2.7%	4,748	2.8%	14,467	2.8%	4,975	3.0%	3,677	3.2%	3,547	2.8%	2,268	2.0%
		Sub-total	6,668	3.6%	6,107	3.6%	20,635	4.0%	6,749	4.1%	5,147	4.5%	5,185	4.0%	3,554	3.1%
Inner Beauty	Veganary	Domestic	340	0.2%	383	0.2%	1,490	0.3%	474	0.3%	341	0.3%	389	0.3%	286	0.3%
		Export	209	0.1%	201	0.1%	729	0.1%	321	0.2%	175	0.2%	128	0.1%	107	0.1%
		Sub-total	549	0.3%	584	0.3%	2,219	0.4%	794	0.5%	516	0.5%	517	0.4%	393	0.3%
Beauty Devices and others		Domestic	4,285	2.3%	5,560	3.2%	20,275	3.9%	5,347	3.3%	5,337	4.7%	4,900	3.8%	4,694	4.1%
		Export	24,232	13.0%	19,200	11.2%	43,578	8.4%	14,958	9.1%	8,998	7.9%	12,398	9.7%	7,224	6.4%
		Sub-total	**28,517**	**15.3%**	**24,761**	**14.5%**	**63,853**	**12.3%**	**20,304**	**12.4%**	**14,335**	**12.6%**	**17,298**	**13.5%**	**11,918**	**10.5%**
Total		Domestic	45,338	24.3%	53,564	31.3%	193,739	37.3%	55,717	34.1%	40,701	35.7%	47,160	36.7%	50,195	44.1%
		Export	141,523	75.7%	117,678	68.7%	326,084	62.7%	107,809	65.9%	73,464	64.3%	81,213	63.3%	63,565	55.9%
		Total	**186,861**	**100.0%**	**171,242**	**100.0%**	**519,824**	**100.0%**	**163,526**	**100.0%**	**114,166**	**100.0%**	**128,373**	**100.0%**	**113,760**	**100.0%**

Note 1) Sales by product category are based on internal management accounting figures and have not been subject to external audit.
Note 2) With respect to certain transactions related to specific Russian online channels, items previously classified as SG&A were reclassified to be presented on a net basis, directly deducted from revenue. This reclassification had no impact on operating profit or net income.
For further details, please refer to the amended 3Q Report dated February 19, 2026.

Consolidated Financial Statements

Balance Sheet (Consolidated Basis)

(Unit: KRW mn)

Category	2023	2024	2025	'26.2Q
Current assets	73,535	128,309	239,110	320,203
Non-current assets	4,469	7,800	16,225	19,741
Total assets	78,004	136,108	255,335	339,944
Current liabilities	56,038	31,320	53,587	81,602
Non-current liabilities	6,452	2,719	3,192	6,530
Total debt	62,490	34,039	56,780	88,132
Capital	890	1,147	1,239	1,249
Capital surplus	99	73,806	91,116	74,042
Other capital items	1,438	2,235	6,097	(11,466)
Accumulated other comprehensive income	30	(920)	(1,328)	(1,749)
Retained earnings	13,057	25,802	101,430	189,737
Total capital	15,514	102,069	198,555	251,813

Note) Based on K-IFRS

Income Statement (Consolidated Basis)

(Unit: KRW mn)

Category	2023	2024	2025	'26.1H
Sales	200,802	309,063	519,825	358,103
Cost of sales	53,939	74,686	125,324	83,099
SG&A	114,418	174,532	293,403	182,673
Operating profit	32,446	59,845	101,098	92,331
Non-operating Income	1,402	6,057	8,301	9,450
Non-operating expenses	18,527	36,837	6,500	3,529
Pre-tax income	15,321	29,065	102,899	98,252
Corporate tax expense	1,716	13,656	23,863	23,856
Net income	13,605	15,409	79,036	74,397

Note1) Based on K-IFRS
Note2) With respect to certain transactions related to specific Russian online channels, items previously classified as SG&A were reclassified to be presented on a net basis, directly deducted from revenue. This reclassification had no impact on operating profit or net income.
For further details, please refer to the amended 3Q Report dated February 19, 2026.