COMPANY UPDATE

2025. 11. 13

Industrial Team

Jaeseung Baek
Senior Analyst
jaeseung.baek@samsung.com

Scan to go to
Research Center report database

SK Networks (001740)

Needs to boost revenue from new products

- SK Networks reported 3Q consolidated operating profit of KRW22.4b, which met the lowered consensus.
- The in-line results reflected the deferred marketing cost at the information communication operation and SK Intellix's cost related to the launch of a new product in end-October.
- The company's near-term earnings should hinge on sales of SK Intellix's new product.

▶ AT A GLANCE

BUY

Target price	KRW5,700	22.7%
Current price	**KRW4,645**	
Market cap	KRW1.0t/USD0.7b	
Shares (float)	221,277,902 (42.9%)	
52-week high/low	KRW4,880/KRW3,855	
Avg daily trading value (60-day)	KRW1.5b/ USD1.0m	

▶ ONE-YEAR PERFORMANCE

	1M	6M	12M
SK Networks (%)	-0.4	11.0	2.1
Vs Kospi (%pts)	-13.4	-30.3	-38.9

▶ KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	5,700	5,400	5.6%
2025E EPS	256	230	11.3%
2026E EPS	267	286	-6.6%

▶ SAMSUNG vs THE STREET

No of estimates	5
Target price	6,220
Recommendation	4.0

※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL

WHAT'S THE STORY?

3Q review: SK Networks reported 3Q consolidated sales of KRW2t (up 30.1% q-q) and operating profit of KRW22.4b (down 47.9% q-q; meeting the lowered consensus). Operating results at the information communication operation slowed q-q on recognition of the market expenses, which had slumped in 2Q. SK Intellix also saw q-q decline in earnings mainly due to the costs related to the launch of a new product in end-October.

(Continued on the next page)

SK Networks 3Q25 review

(KRWb)	3Q25	2Q25	Chg (% q-q)	3Q24	Chg (% y-y)	Consensus	Diff (%)	Samsung	Diff (%)
Sales	1,972.6	1,516.3	30.1	2,042.8	-3.4	1,902.5	3.7	1,854.7	6.4
Operating profit	22.4	43.0	-47.9	28.6	-21.8	21.7	3.2	38.7	-42.1
Pre-tax profit	24.5	25.3	-3.0	37.9	-35.4	8.9	176.8	24.9	-1.6
Net profit	19.1	25.3	-24.5	66.4	-71.2	7.1	169.0	18.1	5.8
Margins (%)									
Operating profit	1.1	2.8		1.4		1.1		2.1	
Pre-tax profit	1.2	1.7		1.9		0.5		1.3	
Net profit	1.0	1.7		3.3		0.4		1.0	

Source: Company data, Samsung Securities estimates

Valuation

(KRWb)	Sales	Operating profit	Pre-tax profit	Net profit	EPS (KRW)	EPS growth (% y-y)	P/E (x)	Net debt	EV/EBITDA (x)	P/B (x)	ROE (%)
2023	9,134	237	71	5	266	-41.4	21.6	4,241	6.3	0.6	3.0
2024	7,657	114	29	46	214	-19.4	19.4	1,101	3.0	0.4	0.1
2025E	6,889	117	73	56	256	19.5	18.5	1,255	8.1	0.5	2.9
2026E	6,932	139	91	66	267	4.2	17.7	1,270	7.3	0.5	3.2
2027E	7,046	148	103	75	306	14.8	15.4	1,239	7.0	0.5	3.2

Source: Company data, Samsung Securities estimates

Maintaining BUY: It is unclear whether Incross (acquired last month) will create synergies with SK Networks' established operations, but stable performance of the country's leading media rep firm should have some positive impact on the parent's earnings. Meantime, a key factor to monitor for near-term earnings should be SK Intellix's new product (Namu X) effect. While SK Networks' short-term earnings momentum remains subdued, shareholders' value could improve depending on how the company utilizes its 12.4% treasury shares. We maintain BUY rating and increase our SOTP-based target price by 6% to KRW5,700, reflecting a shift in valuation period (to 2026) and a rise in its industry peers' valuation.

Income statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Sales	**9,134**	**7,657**	**6,889**	**6,932**	**7,046**
Cost of goods sold	7,902	6,797	6,022	6,037	6,120
Gross profit	**1,232**	**860**	**868**	**896**	**926**
Gross margin (%)	13.5	11.2	12.6	12.9	13.1
SG&A expenses	995	746	751	757	778
Operating profit	**237**	**114**	**117**	**139**	**148**
Operating margin (%)	2.6	1.5	1.7	2.0	2.1
Non-operating gains (losses)	**-167**	**-85**	**-44**	**-48**	**-45**
Financial profit	137	132	55	13	14
Financial costs	197	193	114	58	56
Equity-method gains (losses)	-9	-15	-5	0	0
Other	-6	30	20	-4	-4
Pre-tax profit	**71**	**29**	**73**	**91**	**103**
Taxes	-7	8	13	25	28
Effective tax rate (%)	-529.3	11.9	17.7	27.5	27.5
Profit from continuing operations	13	21	60	66	75
Profit from discontinued operations	-8	25	-4	0	0
Net profit	**5**	**46**	**56**	**66**	**75**
Net margin (%)	0.1	0.6	0.8	1.0	1.1
Net profit (controlling interests)	-1	48	54	60	68
Net profit (non-controlling interests)	6	-2	1	6	6
EBITDA	1,055	666	280	301	311
EBITDA margin (%)	11.6	8.7	4.1	4.3	4.4
EPS (parent-based) (KRW)	266	214	256	267	306
EPS (consolidated) (KRW)	23	207	250	295	335
Adjusted EPS (KRW)*	266	214	256	267	306

Balance sheet

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Current assets	**2,371**	**2,007**	**1,957**	**1,995**	**2,083**
Cash & equivalents	337	444	393	377	408
Accounts receivable	552	506	430	447	464
Inventories	586	388	489	507	531
Other current assets	896	668	645	664	680
Fixed assets	**6,739**	**3,150**	**3,180**	**3,254**	**3,329**
Investment assets	469	406	1,099	1,115	1,132
Tangible assets	3,797	1,181	1,236	1,294	1,351
Intangible assets	870	625	594	594	594
Other long-term assets	1,603	938	252	252	252
Total assets	**9,110**	**5,157**	**5,137**	**5,250**	**5,412**
Current liabilities	**3,908**	**1,965**	**1,948**	**2,033**	**2,157**
Accounts payable	891	579	734	772	836
Short-term debt	747	444	444	444	444
Other current liabilities	2,271	942	770	817	877
Long-term liabilities	**3,046**	**1,139**	**1,150**	**1,161**	**1,174**
Bonds & long-term debt	2,253	881	1,009	1,009	1,009
Other long-term liabilities	794	259	141	152	165
Total liabilities	**6,955**	**3,104**	**3,098**	**3,194**	**3,331**
Owners of parent equity	**2,128**	**2,054**	**2,039**	**2,056**	**2,082**
Capital stock	649	649	649	649	649
Capital surplus	776	776	776	776	776
Retained earnings	858	759	757	774	799
Other	-155	-130	-142	-142	-142
Non-controlling interests' equity	**28**	**-1**	**-1**	**-1**	**-1**
Total equity	**2,156**	**2,053**	**2,039**	**2,055**	**2,081**
Net debt	4,241	1,098	1,255	1,270	1,239

Cash flow statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Cash flow from operations	**115**	**276**	**135**	**271**	**312**
Net profit	5	46	56	66	75
Non-cash profit and expenses	1,090	732	428	418	428
Depreciation	781	520	165	176	176
Amortization	37	31	20	20	20
Other	272	181	243	221	231
Changes in A/L from operating activities	-794	-369	-349	-213	-190
Cash flow from investments	**-113**	**546**	**223**	**-86**	**-81**
Change in tangible assets	-70	-55	-69	-75	-75
Change in financial assets	92	83	303	0	0
Other	-134	518	-11	-11	-6
Cash flow from financing	**-33**	**-738**	**-409**	**-200**	**-200**
Change in debt	102	-3,119	-200	0	0
Change in equity	40	-0	0	0	0
Dividends	-28	-60	0	0	0
Other	-147	2,442	-209	-200	-200
Change in cash	-19	107	-51	-15	31
Cash at beginning of year	356	337	444	393	377
Cash at end of year	337	444	393	377	408
Gross cash flow	**1,095**	**779**	**484**	**484**	**503**
Free cash flow	**13**	**147**	**66**	**196**	**237**

Financial ratios

Year-end Dec 31	2023	2024	2025E	2026E	2027E
Growth (%)					
Sales	-20.9	2.7	-10.0	0.6	1.6
Operating profit	-54.6	41.4	2.5	19.1	6.6
Net profit	-94.0	748.0	20.6	18.2	13.4
Adjusted EPS**	-41.4	-19.6	19.8	4.2	14.8
Per-share data (KRW)					
EPS (parent-based)	266	214	256	267	306
EPS (consolidated)	23	207	250	295	335
Adjusted EPS**	266	214	256	267	306
BVPS	9,634	10,588	9,141	9,146	9,241
DPS (common)	200	300	250	250	250
Valuations (x)					
P/E***	21.6	19.4	18.1	17.4	15.2
P/B***	0.6	0.4	0.5	0.5	0.5
EV/EBITDA	6.3	3.0	7.6	6.9	6.6
Ratios (%)					
ROE	3.0	2.3	2.9	3.2	3.6
ROA	0.1	0.6	1.1	1.3	1.4
ROIC	2.6	1.9	4.0	4.9	5.3
Payout ratio	-5,694.2	121.6	89.2	81.4	70.9
Dividend yield (common)	3.5	7.2	5.4	5.4	5.4
Net debt to equity	196.7	53.5	61.5	61.8	59.5
Interest coverage (x)	0.9	1.2	1.9	2.4	2.6

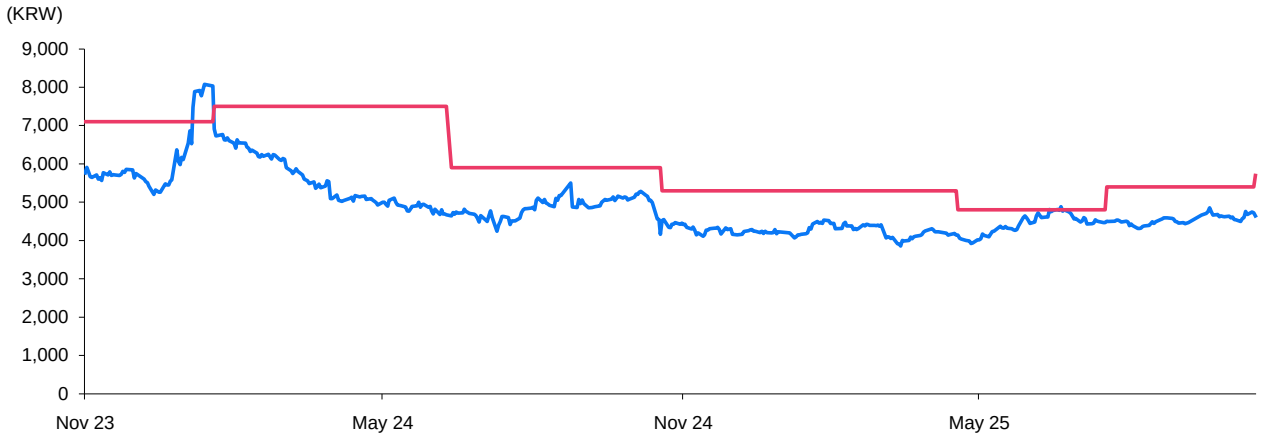
Note: *Excluding one-off items
**Fully diluted, excluding one-off items
***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

Compliance notice

- As of 11/12 2025, the covering analyst(s) did not own any shares, or debt instruments convertible into shares, of any company covered in this report.
- As of 11/12 2025, Samsung Securities' holdings of shares and debt instruments convertible into shares of each company covered in this report would not, if such debt instruments were converted, exceed 1% of each company's outstanding shares.
- This report has been prepared without any undue external influence or interference, and accurately reflects the views of the analyst(s) covering the company or companies herein.
- All material presented in this report, unless specifically indicated otherwise, is under copyright to Samsung Securities.
- Neither the material nor its content (including copies) may be altered in any form, or by any means transmitted, copied, or distributed to another party, without prior express written permission from Samsung Securities.
- This memorandum is based upon information available to the public. While we have taken all reasonable care to ensure its reliability, we do not guarantee its accuracy or completeness. This memorandum is not intended to be an offer, or a solicitation of any offer, to buy or sell the securities mentioned herein. Samsung Securities shall not be liable whatsoever for any loss, direct or consequential, arising from the use of this memorandum or its contents. Statements made regarding affiliates of Samsung Securities are also based upon publicly available information and do not necessarily represent the views of management at such affiliates.
- This material has not been distributed to institutional investors or other third parties prior to its publication.

Target price changes in past two years



Rating changes over past two years (adjusted share prices)

Date	2023/11/9	2024/2/14	7/8	11/14	2025/5/14	8/13	11/12
Recommendation	BUY	HOLD	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	7100	7500	5900	5300	4800	5400	5700
Gap* (average)	-15.94	-26.36	-17.53	-19.55	-7.64	-15.84	
(max or min)**	13.80	-9.73	-6.78	-14.25	1.67	-10.19	

Note: * [(average, maximum, or minimum share price over duration of target price minus target price) / target price] x 100%
** Maximum/minimum share price if new target is higher/lower than market close on the business day prior to target price change

Samsung Securities uses the following investment ratings*

Company

BUY	Expected to increase in value by 15% or more within 12 months and is highly attractive within sector
HOLD	Expected to increase/decrease in value by less than 15% within 12 months
SELL	Expected to decrease in value by 15% or more within 12 months

Industry

OVERWEIGHT	Expected to outperform market by 5% or more within 12 months
NEUTRAL	Expected to outperform/underperform market by less than 5% within 12 months
UNDERWEIGHT	Expected to underperform market by 5% or more within 12 months

* Note: Effective Jul 27, 2023, BUY, HOLD, and SELL criteria are based on expectations of share-price moves of 15% or more within 12 months

Percentage of ratings in 12 months prior to 2025.09.30

BUY(83.5%)·HOLD(16.5%)·SELL(0%)

Global Disclosures & Disclaimers

General

This research report is for information purposes only. It is not and should not be construed as an offer or solicitation of an offer to purchase or sell any securities or other financial instruments or to participate in any trading strategy. This report does not provide individually tailored investment advice. This report does not take into account individual client circumstances, objectives, or needs and is not intended as recommendations of particular securities, financial instruments or strategies to any particular client. The securities and other financial instruments discussed in this report may not be suitable for all investors. The recipient of this report must make its own independent decisions regarding any securities or financial instruments mentioned herein and investors should seek the advice of a financial adviser.

This report may not be altered, reproduced, distributed, transmitted or published in whole or in part for any purpose. References to "Samsung Securities" are references to any company in the Samsung Securities, Co., Ltd. group of companies.

Samsung Securities and/or other affiliated companies, its and their directors, officers, representatives, or employees may have long or short positions in any of the securities or other financial instruments mentioned in this report or of issuers described herein and may purchase and/or sell, or offer to purchase and/or sell, at any time, such securities or other financial instruments in the open market or otherwise, as either a principal or agent. Any pricing of securities or other financial instrument contained herein is as of the close of market for such day, unless otherwise stated. Opinions and estimates contained herein constitute our judgment as of the date of this report and are subject to change without notice.

The information provided in this report is provided "AS IS". Although the information contained herein has been obtained from sources believed to be reliable, no representation or warranty, either expressed or implied, is provided by Samsung Securities in relation to the accuracy, completeness or reliability of such information or that such information was provided for any particular purpose and Samsung Securities expressly disclaims any warranties of merchantability or fitness for a particular purpose. Furthermore, this report is not intended to be a complete statement or summary of the securities, markets or developments referred to herein.

Samsung Securities does not undertake that investors will obtain any profits, nor will it share with investors any investment profits. Samsung Securities, its affiliates, or any of its and their affiliates, directors, officers, employees or agents disclaim any and all responsibility or liability whatsoever for any loss (direct or consequential) or damage arising out of the use of all or any part of this report or its contents or otherwise arising in connection therewith. Information and opinions contained herein are subject to change without notice. Past performance is not indicative of future results. Foreign currency rates of exchange may adversely affect the value, price or income of any security or financial instrument mentioned in this report. For investment advice, trade execution or other enquiries, clients should contact their local sales representative. Any opinions expressed in this report are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or groups of Samsung Securities. Any analysis contained herein is based on numerous assumptions. Different assumptions may result in materially different results. Samsung Securities is under no obligation to update or keep current the information contained herein. Samsung Securities relies on information barriers to control the flow of information contained in one or more areas or groups within Samsung Securities into other areas or groups of Samsung Securities. Any prices stated in this report are for information purposes only and do not represent valuations for individual securities or other financial instruments. Samsung Securities makes no representation that any transaction can or could have been effected at those prices and any prices contained herein may not reflect Samsung Securities' internal books and records or theoretical model-based valuations and may be based on certain assumptions. Different assumptions by Samsung Securities or any other source may yield substantially different results. Additional information is available upon request.

For reports to be distributed to US:

Securities research is prepared, issued and exclusively distributed by Samsung Securities Co., Ltd., an organization licensed with the Financial Supervisory Service of South Korea. This research may be distributed in the United States only to major institutional investors as defined in Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended, and may not be circulated to any other person otherwise. All transactions by U.S. investors involving securities discussed in this report must be effected through Samsung Securities (America) Inc., a broker-dealer registered with the U.S. Securities & Exchange Commission and a member of the Financial Industry Regulatory Authority/SIPC, and not through any non-U.S. affiliate thereof. The analysts listed [on the front of this report] are employees of Samsung Securities Co., Ltd., or a non-U.S. affiliate thereof, and are not registered/qualified as research analysts under applicable U.S. rules and regulations and may not be subject to U.S. restrictions on communications with covered companies, public appearances, and trading securities held by a research analyst account.

For reports to be distributed to UK:

This report is not an invitation nor is it intended to be an inducement to engage in investment activity for the purpose of section 21 of the Financial Services and Markets Act 2000 of the United Kingdom ("FSMA"). To the extent that this report does constitute such an invitation or inducement, it is directed only at (i) persons who are investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001 (as amended) of the United Kingdom (the "Financial Promotion Order"); (ii) persons who fall within Articles 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order; and (iii) any other persons to whom this report can, for the purposes of section 21 of FSMA, otherwise lawfully be made (all such persons together being referred to as "relevant persons").

Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons. Persons who are not relevant persons must not act or rely on this report.

For reports to be distributed to Korea:

This report is for private circulation only, not for sale, and is issued and distributed only to persons permitted under the laws and regulations of Korea.

For reports to be distributed to Singapore:

This report is provided pursuant to the financial advisory licensing exemption under Regulation 27(1)(e) of the Financial Advisers Regulation of Singapore and accordingly may only be provided to persons in Singapore who are "institutional investors" as defined in Section 4A of the Securities and Futures Act, Chapter 289 of Singapore. This report is intended only for the person to whom Samsung Securities has provided this report and such person may not send, forward or transmit in any way this report or any copy of this report to any other person.

Analyst certification

The views expressed in this research report accurately reflect the personal views of the analyst(s) about the subject securities or issuers and no part of the compensation of such analyst(s) was, is, or will be directly or indirectly related to the inclusion of specific recommendations or views in this research report. The analyst(s) principally responsible for the preparation of this research report receives compensation based on determination by research management and senior management (not including investment banking), based on the overall revenues, including investment banking revenues of Samsung Securities Co., Ltd. and its related entities and has taken reasonable care to achieve and maintain independence and objectivity in making any recommendations.

Copyright © 2010 Samsung Securities Co., Ltd.. All rights reserved. This report or any portion hereof may not be reprinted, sold or redistributed without the prior written consent of Samsung Securities America Inc

Samsung Securities

SAMSUNG SECURITIES

Samsung Electronics Bldg., 11, 74-gil,
Seochodae-ro, Seocho-gu, Seoul, Korea 06620
Tel: 02 2020 8000 / www.samsungpop.com

Family Center: 1588 2323

Voice Of Customer: 080 911 0900

**For more information,
please call our sales representatives:**

LONDON

Samsung Securities Europe Limited
1st Floor, 30 Gresham Street, London EC2V 7PG UK
Tel. 44-207-776-4311
Fax. 44-203-837-9219

NEW YORK

Samsung Securities America Limited
1330 Avenue of the Americas. 10th Floor. New York,
NY 10019
Tel: 1-212-972-2454
Fax: 1-212-972-2704

HONG KONG

Samsung Securities (Asia) Limited
Suite 4511, Two International Finance Center,
8 Finance Street, Central, Hong Kong
Tel: 852-3411-3608
Fax: 852-2114-0290

BEIJING

Samsung Securities Beijing Representative Office
Rm. 910, The Exchange Building No 118 JianGuo Lu, Chao
Yang District, Beijing, China
Tel: 86-10-6522-1855 (extension 7891)
Fax: 86-10-6522-1855 (extension 7889)

TOKYO

Samsung Securities Tokyo Representative Office
#106-8532 19F, Roppongi T-Cube 3-1-1,
Roppongi Minato-ku Tokyo, Japan
Tel: 81-3-6333-2952
Fax: 81-3-6333-2953

Member of
Dow Jones
Sustainability Indices
Powered by the S&P Global CSA