COMPANY UPDATE

2026. 3. 27

Tech Team

Minha Choi
Senior Analyst
minha22.choi@samsung.com

Scan to go to
Research Center report database

Cheil Worldwide (030000)

Strengthening capabilities in high-growth areas

- We believe Cheil Worldwide's 1Q operating profit will come in at KRW45.7b (down 21.9% y-y) due to weaker-than-anticipated top-line growth and one-off labor costs from the restructuring of its overseas operations.
- The agency should beef up its capabilities in high-growth segments and achieve earnings improvement. We maintain BUY rating.

WHAT'S THE STORY?

1Q results to miss consensus: We expect Cheil Worldwide to report a 1Q26 gross profit of KRW447.1b (up 3.1% y-y) and an operating profit of KRW45.7b (down 21.9% y-y; short of consensus of KRW58.8b). The miss reflects weaker-than-anticipated sales growth and increased costs. Gross profit growth will likely remain modest at around 3%, as major clients continued to prioritize marketing efficiency and 2026 Winter Olympics-related campaigns in February failed to meet expectations. Furthermore, one-off labor expenses of approximately KRW10b related to the restructuring of European subsidiaries, along with investments in promising areas (eg, AI and data science initiatives), likely weigh on the bottom line. That said, net profit will likely rise y-y on a low base from a KRW20b valuation loss on convertible bonds recognized in 4Q24.

Expanding service coverage to capture growth opportunities: Amid industry-wide transformation fueled by AI innovation and evolving global economic conditions, Cheil Worldwide has been strategically broadening its service offerings to align with areas where advertisers are increasing their spending. The agency has been expanding support for existing clients across geographies and digital platforms, while strengthening its performance marketing capabilities. Meanwhile, ongoing efforts to integrate functions and realign operations across global hubs should improve overall operational efficiency.

(Continued on the next page)

SUMMARY FINANCIAL DATA

	2025	2026E	2027E	2028E
Revenue (KRWb)	4,547	4,769	5,050	5,334
Operating profit (KRWb)	337	343	374	409
Net profit (adj) (KRWb)	209	234	250	273
EPS (adj) (KRW)	1,804	1,982	2,110	2,301
EPS (adj) growth (% y-y)	0.0	9.9	6.4	9.0
EBITDA margin (%)	9.3	8.9	9.1	9.2
ROE (%)	13.7	13.9	13.9	14.2
P/E (adj) (x)	11.6	10.0	9.4	8.6
P/B (x)	1.4	1.2	1.1	1.0
EV/EBITDA (x)	4.4	3.9	3.7	3.4
Dividend yield (%)	5.9	6.8	7.3	7.9

Source: Company data, Samsung Securities estimates

AT A GLANCE

BUY

Target price	KRW25,000	26.1%
Current price	KRW19,830	
Market cap	KRW2.3t/USD1.5b	
Shares (float)	115,041,225 (59.6%)	
52-week high/low	KRW23,150/KRW17,120	
Avg daily trading value (60-day)	KRW9.4b/ USD6.2m	

ONE-YEAR PERFORMANCE

	1M	6M	12M
Cheil Worldwide (%)	-10.1	-2.8	10.7
Vs Kospi (%pts)	3.9	-39.7	-46.4

KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	25,000	25,000	0.0%
2026E EPS	1,982	2,068	-4.2%
2027E EPS	2,110	2,157	-2.2%

SAMSUNG vs THE STREET

No of estimates	12
Target price	26,000
Recommendation	4.0

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

Maintaining Buy: With the implementation of revised Commercial Act, the company will likely cancel its treasury shares (representing 12% of total shares outstanding) and qualify for separate taxation of dividend income in 2026. Given its agile response to market shifts and client needs, the agency remains well-positioned to outperform the market. We reiterate BUY rating.

Table 1. Forecasts and consensus

(KRWb)	1Q25	4Q25	1Q26E	Chg (% q-q)	Chg (% y-y)	Consensus	Diff (%)
Sales	1,039.4	1,199.7	1,074.0	-10.5	3.3	1,092.9	-1.7
Gross profit	433.5	485.3	447.1	-7.9	3.1	455.4	-1.8
Operating profit	58.5	90.4	45.7	-49.4	-21.9	58.8	-22.2
Operating margin (%)	*13.5*	*18.6*	*10.2*	*-8.4*	*-3.3*	*12.9*	*-2.7*
Pre-tax profit	41.9	89.4	49.0	-45.3	16.7	55.1	-11.1
Net profit (controlling)	28.3	63.7	31.9	-49.9	12.7	36.4	-12.4

Source: Company data, Samsung Securities

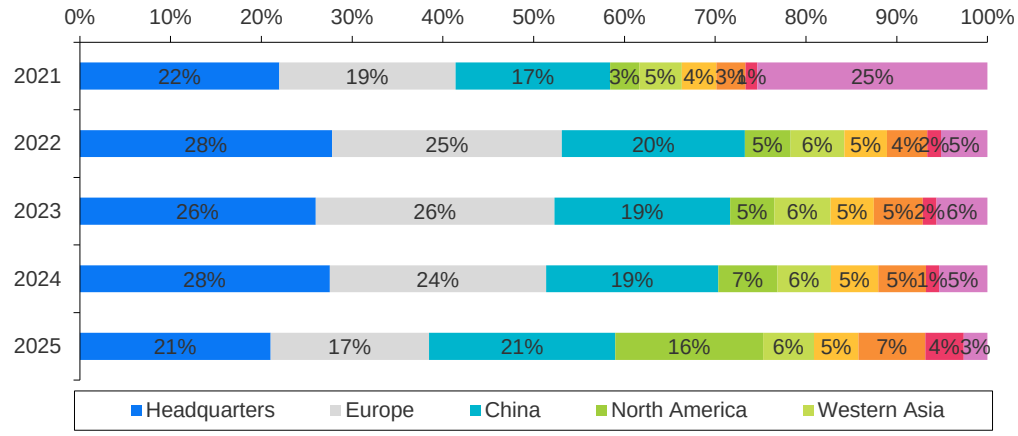
Table 2. Results and forecasts

(KRWb)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26E	2Q26E	3Q26E	4Q26E	2024	2025	2026E	2027E
Sales	**1,018.0**	**1,089.4**	**1,072.5**	**1,164.3**	**1,039.4**	**1,118.8**	**1,188.9**	**1,199.7**	**1,074.0**	**1,196.3**	**1,209.5**	**1,289.1**	**4,344.3**	**4,546.9**	**4,768.9**	**5,049.7**
Parent	300.7	363.2	351.9	372.1	303.4	361.4	354.8	396.1	300.9	396.8	376.9	390.4	1,387.9	1,415.6	1,464.9	1,520.2
Four major media outlets	7.3	10.3	12.0	15.1	8.0	9.8	10.7	15.6	8.4	11.7	10.8	14.1	44.7	44.0	44.9	45.3
Cable TV/internet	9.2	13.4	16.0	20.1	11.4	15.0	15.2	18.6	12.4	18.3	16.9	19.0	58.7	60.1	66.6	72.0
Production/promotions	284.2	339.5	323.9	336.9	284.1	336.6	328.9	361.8	280.2	366.8	349.2	357.3	1,284.5	1,311.4	1,353.4	1,402.9
Consolidated subsidiaries	717.3	726.3	720.6	792.1	736.0	757.4	834.1	803.7	773.1	799.6	832.6	898.7	2,956.3	3,131.3	3,304.0	3,529.4
Gross profit	**390.7**	**453.4**	**428.5**	**454.8**	**433.5**	**483.8**	**457.4**	**485.3**	**447.1**	**504.1**	**486.0**	**512.0**	**1,727.5**	**1,859.9**	**1,949.1**	**2,064.8**
Parent	75.7	105.8	96.8	95.2	85.9	106.8	101.0	97.1	82.9	104.2	97.9	111.8	373.5	390.8	396.8	413.1
Four major media outlets	7.3	10.3	12.0	15.1	8.0	9.8	10.7	15.6	8.4	11.7	10.8	14.1	44.7	44.0	44.9	45.3
Cable TV/internet	9.2	13.4	16.0	20.1	11.4	15.0	15.2	18.6	12.4	18.3	16.9	19.0	58.7	60.1	66.6	72.0
Production/promotions	59.2	82.1	68.7	60.0	66.5	82.0	75.2	62.9	62.2	74.2	70.2	78.7	270.1	286.6	285.3	295.8
Consolidated subsidiaries	315.0	347.6	331.7	359.6	347.6	377.0	356.4	388.1	364.2	399.9	388.1	400.2	1,354.0	1,469.1	1,552.4	1,651.7
SG&A costs	336.2	365.2	332.9	372.4	375.0	391.7	361.5	394.9	401.4	408.3	378.9	417.3	1,406.7	1,523.0	1,605.9	1,690.4
SG&A costs-to-sales ratio	33.0	33.5	31.0	32.0	36.1	35.0	30.4	32.9	37.4	34.1	31.3	32.4	32.4	33.5	33.7	33.5
Operating profit	**54.5**	**88.2**	**95.6**	**82.4**	**58.5**	**92.1**	**95.9**	**90.4**	**45.7**	**95.8**	**107.1**	**94.7**	**320.7**	**336.9**	**343.2**	**374.3**
OP-to-GP ratio (%)	14.0	19.5	22.3	18.1	13.5	19.0	21.0	18.6	10.2	19.0	22.0	18.5	18.6	18.1	17.6	18.1
Pre-tax profit	63.4	93.1	90.9	66.1	41.9	74.7	98.7	89.4	49.0	94.7	106.7	93.5	313.5	304.2	343.8	368.7
Net profit (controlling)	**42.7**	**64.7**	**61.5**	**38.6**	**28.3**	**50.8**	**64.7**	**63.7**	**31.9**	**63.0**	**67.6**	**65.4**	**207.5**	**207.5**	**228.0**	**242.7**
Growth (% y-y)																
Sales	**8.1**	**12.2**	**-0.5**	**1.5**	**2.1**	**2.7**	**10.9**	**3.0**	**3.3**	**6.9**	**1.7**	**7.4**	**5.0**	**4.7**	**4.9**	**5.9**
Parent	5.5	16.7	19.7	5.2	0.9	-0.5	0.8	6.4	-0.8	9.8	6.2	-1.4	11.6	2.0	3.5	3.8
Four major media outlets	2.1	0.2	29.5	9.5	8.9	-5.2	-10.9	3.3	4.8	19.6	0.6	-9.7	10.4	-1.6	1.9	0.9
Cable TV/internet	1.8	-4.8	9.5	9.8	24.0	11.9	-5.3	-7.4	9.1	22.1	11.5	2.0	4.8	2.5	10.7	8.1
Production/promotions	5.7	18.3	19.9	4.8	-0.0	-0.8	1.5	7.4	-1.4	9.0	6.2	-1.3	11.9	2.1	3.2	3.7
Consolidated subsidiaries	9.3	10.0	-8.1	-0.2	2.6	4.3	15.8	1.5	5.0	5.6	-0.2	11.8	2.1	5.9	5.5	6.8
Gross profit	**7.3**	**6.8**	**6.9**	**6.0**	**10.9**	**6.7**	**6.8**	**6.7**	**3.1**	**4.2**	**6.2**	**5.5**	**6.7**	**7.7**	**4.8**	**5.9**
Parent	6.2	4.2	9.9	7.8	13.4	0.9	4.4	2.0	-3.4	-2.4	-3.1	15.1	7.0	4.6	1.5	4.1
Four major media outlets	2.1	8.6	19.3	9.5	8.9	-5.0	-11.1	3.3	4.8	19.6	0.6	-9.7	10.4	-1.6	1.9	0.9
Cable TV/internet	1.8	-4.8	9.5	9.8	24.0	11.9	-5.3	-7.4	9.1	22.1	11.5	2.0	4.8	2.5	10.7	8.1
Production/promotions	7.4	5.3	8.5	6.7	12.3	-0.1	9.4	4.8	-6.5	-9.6	-6.6	25.2	6.9	6.1	-0.5	3.7
Consolidated subsidiaries	7.6	7.6	6.0	5.5	10.3	8.4	7.4	7.9	4.8	6.1	8.9	3.1	6.6	8.5	5.7	6.4
SG&A	8.2	7.4	8.3	5.4	11.5	7.2	8.6	6.0	7.1	4.2	4.8	5.7	7.3	8.3	5.4	5.3
SG&A costs-to-sales ratio	0.0	-1.5	2.5	1.2	3.0	1.5	-0.6	0.9	1.3	-0.9	0.9	-0.5	0.7	1.1	0.2	-0.2
Operating profit	**2.1**	**4.2**	**2.3**	**8.4**	**7.2**	**4.4**	**0.3**	**9.7**	**-21.9**	**4.0**	**11.6**	**4.7**	**4.3**	**5.0**	**1.9**	**9.1**
OP-to-GP ratio (%pts)	-0.7	-0.5	-1.0	0.4	-0.5	-0.4	-1.3	0.5	-3.3	-0.0	1.1	-0.1	-0.4	-0.5	-0.5	0.5
Pre-tax profit	5.5	2.6	-9.4	96.5	-33.9	-19.8	8.5	35.4	16.7	26.8	8.1	4.5	10.1	-3.0	13.0	7.2
Net profit (controlling)	**7.5**	**0.6**	**-6.1**	**118.0**	**-33.7**	**-21.4**	**5.2**	**65.1**	**12.7**	**24.0**	**4.5**	**2.8**	**10.8**	**0.0**	**9.9**	**6.4**

Note: 1. 1Q25 non-operating expense recognition (KRW 20bn), EVR Studio trasition-related valuation loss
2. 2Q25 FX loss driven by KRW/USD decline, non-operating loss of KRW 17.4bn (vs. KRW 4.9bn in 2Q24)

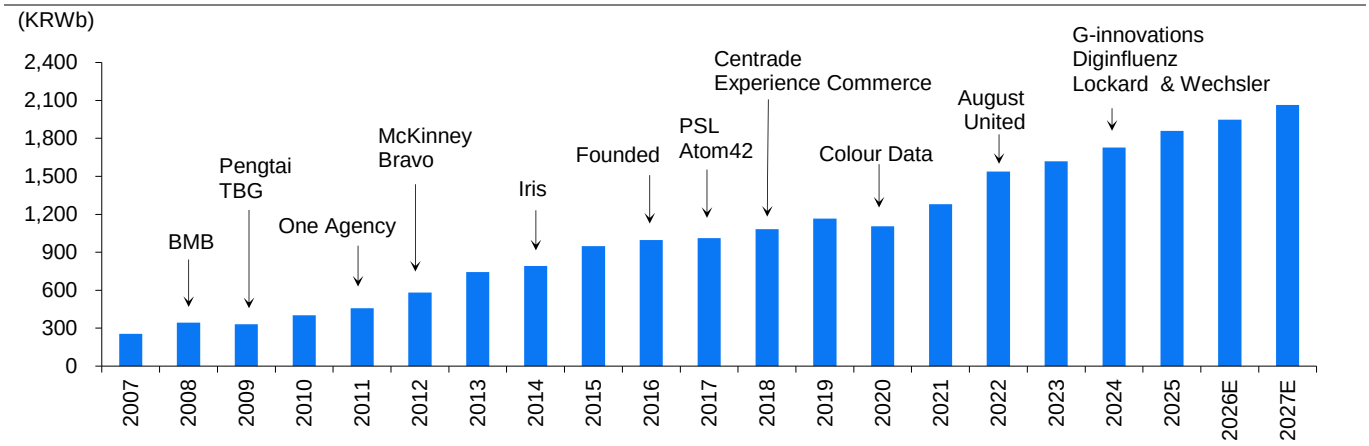
Source: Company data, Samsung Securities

Chart 1. Regional gross profit mix trend



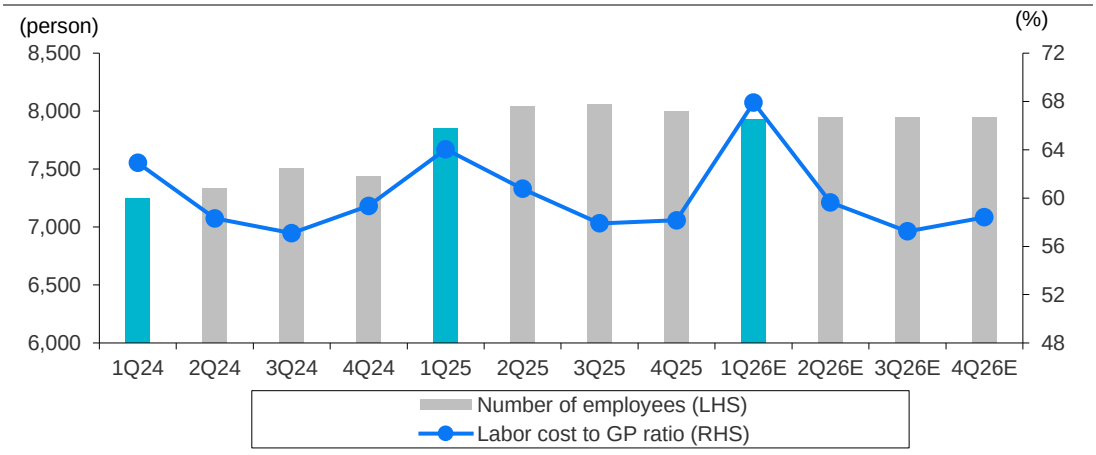
Source: Company data, Samsung Securities

Chart 2. Gross profit growth driven by higher ad volume, expanded coverage and inorganic growth



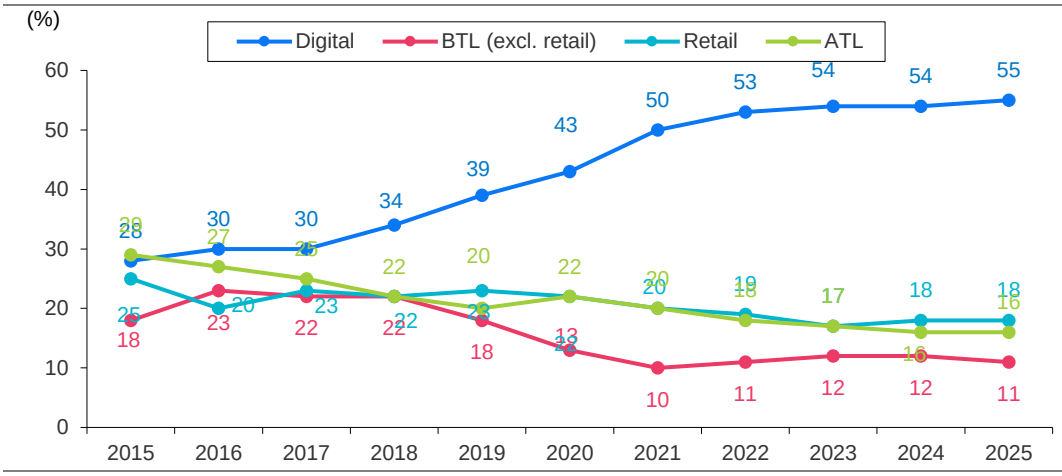
Note: Atom42(1Q23) and Founded(4Q25) liquidated; functions absorbed by other subsidiaries
Source: Company data, Samsung Securities

Chart 3. Number of employees and labor cost-to-gross profit ratio



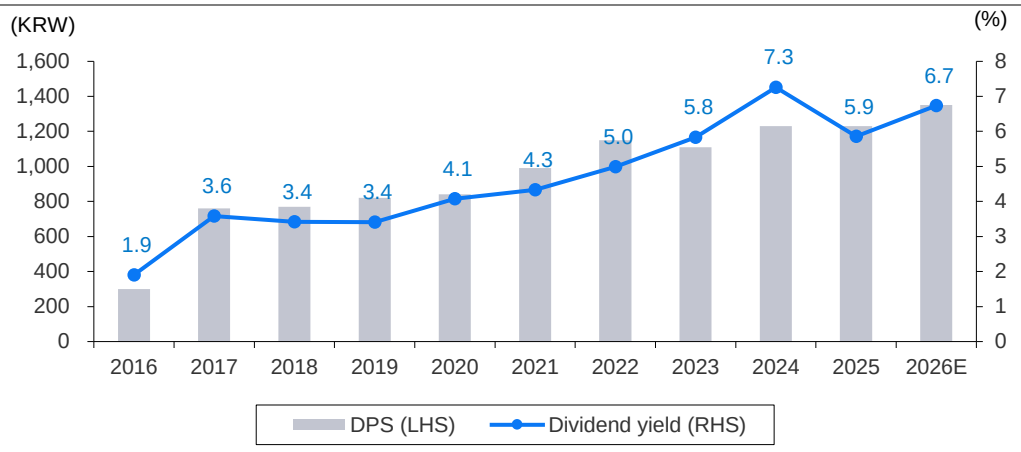
Source: Company data, Samsung Securities estimates

Chart 4. Contribution to gross profit, by segment



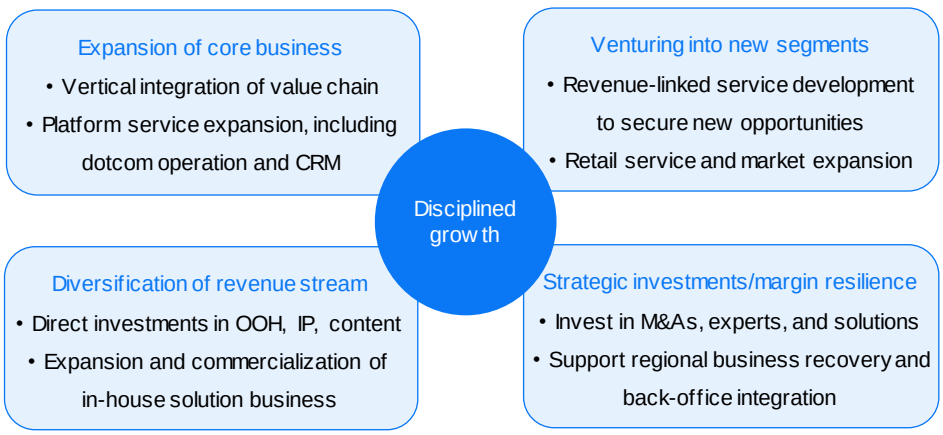
Source: Company data, Samsung Securities

Chart 5. DPS and dividend yield



Source: Company data, Samsung Securities

Chart 6. 2026 guidance: Full-year gross profit to grow 5%, operating margin to stay at 18%



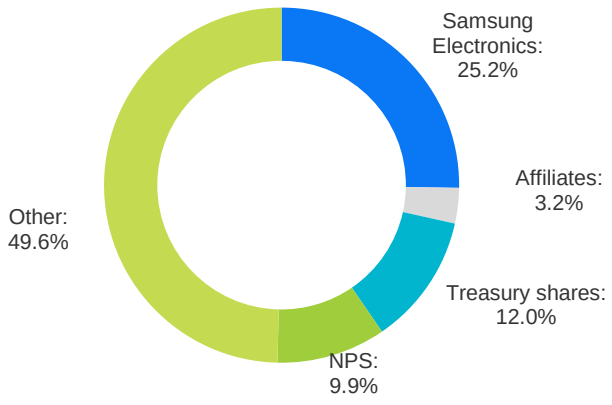
Source: Company data, Samsung Securities

Table 3. M&A activities

Company	Acquisition date	Country	Est.	Business area	Main clients
BMB	Nov 2008	UK	1999	Creative	Bill & Melinda Gates Foundation, LinkedIn
Pengtai (formerly OpenTide China)	Sep 2009	China	2000	Digital marketing	Industrial and Commercial Bank of China, China Mobile, China Unicom
The Barbarian Group (TBG)	Dec 2009	US	2001	Digital creative	GE, Google, Pepsi, IBM
One Agency	2011	UAE	2011	Retail	Samsung Electronics, GM, LS
McKinney	Jul 2012	US	1969	Creative	CarMax, Crocs, Mentos
Bravo Asia	Aug 2012	China	2006	Creative	Pepsi, Porsche, Moet Hennessy
Iris	Nov 2014	UK	1999	Digital retail	Shell, Guinness, Johnnie Walker
Pricing Solutions Limited (PSL)	Mar 2017	Canada	1993	B2B marketing	Lego, Allegan
Centrade	May 2018	Romania	1993	Digital marketing	P&G, Raiffeisen
Experience Commerce	Jun 2018	India	2006	Digital marketing	Lenovo, MRF, Wipro
89 Degrees	Nov 2018	US	1996	Marketing strategy	Ikea, Jeep, Marriot
WDMP	Nov 2018	UK	2002	Creative	Wyevale Garden Centre, Wonga
Fixers Group	Nov 2018	Netherlands	2005	Marketing strategy	Adidas, Heineken, Shell, Reebok
Colour Data	Jun 2020	China	2014	Digital Marketing	Samsung Electronics, Pfizer, Schneider Electric
August United	Dec 2022	UK	1999	Influencer Marketing	Samsung Electronics Henkel, Kroger, CircleK, Microsoft
g-innovations	Apr 2024	US	2008	Marketing tech	Samsung
Diginfluenz Private Limited	Oct 2024	India	2020	Digital marketing	Flipkart, Tata Cliq, Boat, Samsung
Lockard & Wechsler LLC	Dec 2024	US	1991	Total media marketing	Rosetta Stone, Esurance, Sling TV, Walmart

Note: 1. August United, which was integrated in Dec 2022, was the influencer marketing department of Audacious. August United possesses Tailwind (which is in charge of digital marketing)
2. Founded (acquired Apr 2016), a B2B marketing firm, liquidated in 4Q25; Atom42 (acquired Nov 2017), a UK digital marketing firm, liquidated in 1Q23
Source: Company data, Samsung Securities

Chart 7. Shareholder ownership



Note: Affiliates are Samsung Card, Samsung Life, and include stakes held by executives
As of 3Q25; NPS is as of Dec 30; Samsung and affiliates are as of Dec 26, 2025
Source: Company data, Samsung Securities

Table 4. Shareholder return policy (2025-2027) & value-up plan (2026)

Category	Explanation
Shareholder return policy ('25-'27)	Dividend policy: Payout ratio set at ~60% of consolidated net income, considering investment, working capital, and business conditions
2026 corporate value enhancement plan	
Objectives	1) Lift gross profit via business expansion and client base expansion
	2) Boost profitability through enhanced global operating efficiency
	3) Maintain shareholder returns via ~60% dividend payout ratio
Key initiatives	1) Expand core businesses (digital platforms, retail, experimental marketing)
	2) Diversify revenue, leveraging advertising/content/solution capabilities
	3) Strengthen competitiveness via AI tech and data-based investment
	4) Improve service quality through global talent acquisition
	5) Continued execution of shareholder return policy (announced Feb 2,2026)
Value-up disclosure participation	Yes
	(2025 dividend payout ratio: 60.0%)

Note: Shareholder return policy announced on Feb 2, value-up plan disclosed on Mar 19
Source: Company data, Samsung Securities estimates

Table 5. Revisions to earnings forecasts

(KRWb)	2026E			2027E		
	Old	New	Chg (%)	Old	New	Chg %
Sales	4,869.0	4,768.9	-2.1	5,167.2	5,049.7	-2.3
Gross profit	1,992.5	1,949.1	-2.2	2,115.7	2,064.8	-2.4
Operating profit	362.0	343.2	-5.2	387.0	374.3	-3.3
Operating margin (%, %pts)	*7.4*	*7.2*	*-0.2*	*7.5*	*7.4*	*-0.1*
Pre-tax profit	359.4	343.8	-4.3	376.8	368.7	-2.1
Net profit (controlling)	237.9	228.0	-4.2	248.2	242.7	-2.2

Source: Company data, Samsung Securities estimates

Income statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Sales	**4,344**	**4,547**	**4,769**	**5,050**	**5,334**
Cost of goods sold	2,617	2,687	2,820	2,985	3,152
Gross profit	**1,727**	**1,860**	**1,949**	**2,065**	**2,183**
Gross margin (%)	39.8	40.9	40.9	40.9	40.9
SG&A expenses	1,407	1,523	1,606	1,690	1,774
Operating profit	**321**	**337**	**343**	**374**	**409**
Operating margin (%)	7.4	7.4	7.2	7.4	7.7
Non-operating gains (losses)	**-7**	**-32**	**1**	**-6**	**-7**
Financial profit	63	53	52	48	39
Financial costs	44	63	45	45	43
Equity-method gains (losses)	1	1	1	1	1
Other	-28	-24	-8	-10	-4
Pre-tax profit	**313**	**305**	**344**	**369**	**403**
Taxes	105	96	110	118	130
Effective tax rate (%)	33.5	31.5	32.0	32.1	32.2
Profit from continuing operations	208	209	234	250	273
Profit from discontinued operations	0	0	0	0	0
Net profit	**208**	**209**	**234**	**250**	**273**
Net margin (%)	4.8	4.6	4.9	5.0	5.1
Net profit (controlling interests)	208	208	228	243	265
Net profit (non-controlling interests)	1	1	6	8	8
EBITDA	398	421	426	458	492
EBITDA margin (%)	9.2	9.3	8.9	9.1	9.2
EPS (parent-based) (KRW)	1,804	1,804	1,982	2,110	2,301
EPS (consolidated) (KRW)	1,811	1,813	2,032	2,176	2,373
Adjusted EPS (KRW)*	1,804	1,804	1,982	2,110	2,301

Balance sheet

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Current assets	**2,724**	**2,881**	**2,995**	**3,163**	**3,343**
Cash & equivalents	705	622	627	623	638
Accounts receivable	1,642	1,799	1,863	2,005	2,122
Inventories	61	46	60	61	69
Other current assets	316	414	444	475	514
Fixed assets	**583**	**707**	**731**	**766**	**804**
Investment assets	108	96	97	102	105
Tangible assets	92	95	94	96	97
Intangible assets	216	212	202	193	185
Other long-term assets	166	304	337	375	417
Total assets	**3,307**	**3,588**	**3,726**	**3,929**	**4,146**
Current liabilities	**1,565**	**1,628**	**1,622**	**1,699**	**1,776**
Accounts payable	678	676	712	723	749
Short-term debt	4	4	4	4	4
Other current liabilities	883	948	905	972	1,023
Long-term liabilities	**268**	**372**	**384**	**397**	**410**
Bonds & long-term debt	0	3	3	3	3
Other long-term liabilities	268	369	381	394	407
Total liabilities	**1,833**	**2,000**	**2,006**	**2,095**	**2,185**
Owners of parent equity	**1,458**	**1,572**	**1,699**	**1,805**	**1,924**
Capital stock	23	23	23	23	23
Capital surplus	124	124	124	124	124
Retained earnings	1,587	1,690	1,793	1,899	2,018
Other	-276	-264	-242	-242	-242
Non-controlling interests' equity	**16**	**16**	**21**	**29**	**37**
Total equity	**1,474**	**1,588**	**1,720**	**1,834**	**1,961**
Net debt	-674	-558	-624	-633	-663

Cash flow statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Cash flow from operations	**346**	**212**	**276**	**269**	**280**
Net profit	208	209	234	250	273
Non-cash profit and expenses	221	210	186	199	189
Depreciation	67	73	73	74	75
Amortization	10	12	10	9	8
Other	144	126	103	116	106
Changes in A/L from operating activities	-5	-102	-42	-69	-60
Cash flow from investments	**-78**	**-107**	**-113**	**-137**	**-121**
Change in tangible assets	-26	-29	-73	-75	-76
Change in financial assets	-32	-107	-6	-20	-19
Other	-20	29	-34	-42	-26
Cash flow from financing	**-170**	**-188**	**-179**	**-134**	**-144**
Change in debt	-16	133	-55	2	2
Change in equity	0	0	0	0	0
Dividends	-113	-125	-125	-137	-146
Other	-42	-196	0	0	0
Change in cash	98	-83	5	-4	15
Cash at beginning of year	607	705	622	627	623
Cash at end of year	705	622	627	623	638
Gross cash flow	**429**	**419**	**420**	**449**	**462**
Free cash flow	**320**	**182**	**204**	**194**	**204**

Financial ratios

Year-end Dec 31	2024	2025	2026E	2027E	2028E
Growth (%)					
Sales	5.0	4.7	4.9	5.9	5.6
Operating profit	4.3	5.0	1.9	9.1	9.3
Net profit	9.6	0.1	12.0	7.1	9.0
Adjusted EPS**	10.8	0.0	9.9	6.4	9.0
Per-share data (KRW)					
EPS (parent-based)	1,804	1,804	1,982	2,110	2,301
EPS (consolidated)	1,811	1,813	2,032	2,176	2,373
Adjusted EPS**	1,804	1,804	1,982	2,110	2,301
BVPS	14,396	15,525	16,772	17,819	18,993
DPS (common)	1,230	1,230	1,350	1,440	1,570
Valuations (x)					
P/E***	9.4	11.6	10.0	9.4	8.6
P/B***	1.2	1.4	1.2	1.1	1.0
EV/EBITDA	3.2	4.4	3.9	3.7	3.4
Ratios (%)					
ROE	15.1	13.7	13.9	13.9	14.2
ROA	6.7	6.1	6.4	6.5	6.8
ROIC	26.8	24.3	21.3	21.4	21.5
Payout ratio	60.0	60.0	60.0	60.1	60.1
Dividend yield (common)	7.3	5.9	6.8	7.3	7.9
Net debt to equity	-45.7	-35.1	-36.3	-34.5	-33.8
Interest coverage (x)	32.7	22.3	22.4	24.2	26.2

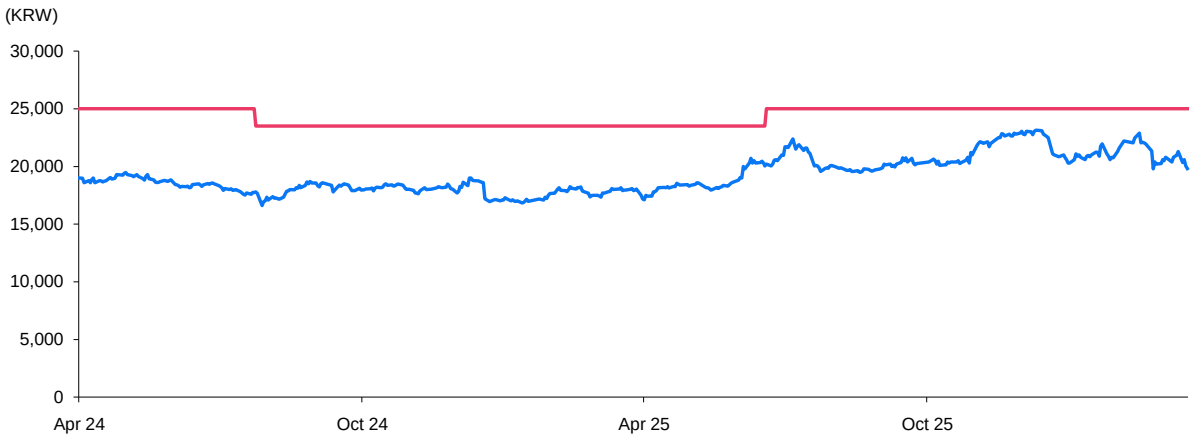
Note: *Excluding one-off items
**Fully diluted, excluding one-off items
***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

Compliance notice

- As of 3/26 2026, Samsung Securities shared group affiliation with Cheil Worldwide.
- As of 3/26 2026, the covering analyst(s) did not own any shares, or debt instruments convertible into shares, of any company covered in this report.
- As of 3/26 2026, 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	2024/1/2	8/1	2025/6/27
Recommendation	BUY	BUY	BUY
Target price (KRW)	25000	23500	25000
Gap* (average)	-25.86	-23.06	
(max or min)**	-22.12	-11.91	

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 2025.12.31

BUY(85.8%)·HOLD(14.2%)·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