

# COMPANY UPDATE

2026. 6. 2

## Tech Team

**Donghwan Oh**

Senior Analyst

dh1.oh@samsung.com

### ▶ AT A GLANCE

**HOLD**

Target price **KRW10,000** **5.3%**

Current price **KRW9,500**

Market cap KRW852.98b/USD565.67m

Shares (float) 107,245,265 (46.2%)

52-week high/low KRW23,500/KRW9,480

Avg daily trading value (60-day) KRW4.4b/  
USD2.9m

### ▶ ONE-YEAR PERFORMANCE

	1M	6M	12M
Kakao Games (%)	-23.3	-39.1	-41.9
Vs Kosdaq (%pts)	-12.9	-48.3	-60.2

### ▶ KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	HOLD	HOLD	
Target price	10,000	13,000	-23.1%
2026E EPS	-1,170	-724	61.6%
2027E EPS	-1,960	-384	410.4%

### ▶ SAMSUNG vs THE STREET

No of estimates	2
Target price	13,000
Recommendation	3.5

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



Scan to go to  
Research Center report database

# Kakao Games (293490)

## New management must unlock parent synergies

- Kakao Games has posted operating losses for three consecutive quarters due to delayed game launches and slowing sales from existing titles.
- To offset the equity dilution from the rights issue and convertible bond issuance, management must clearly define a strategy to unlock meaningful synergies with the parent and a path to earnings normalization.

### WHAT'S THE STORY?

**New leadership, untested track record:** Following LY Corp's acquisition of a controlling stake in Kakao Games through SPC LAAA Investment, a management transition is expected at the June shareholders' meeting. Kim Tae-hwan, currently Vice President of Line Games (an LY affiliate), has been named as Kakao Games' new CEO. While closer collaboration between LY Corp, Line Games, and Kakao Games is anticipated, meaningful synergy remains unlikely as: 1) neither Line nor Yahoo holds substantial influence in the global gaming market; and 2) Line Games has suffered from poor performance of new titles and is now in a state of capital erosion.

**Stayin in the red:** Kakao Games has incurred operating losses for three consecutive quarters as new game launches were repeatedly postponed and sales from key titles (eg, ODIN) declined. We believe its 2Q25 sales will diminish 5% q-q due to delay in new title Dungeons Arise and ongoing weakness in legacy games. Its operating loss should expand 9% q-q to KRW27.7b in 2Q26 (vs KRW25.5b operating loss in 1Q26).

(Continued on the next page)

### SUMMARY FINANCIAL DATA

(KRWb)	2025	2026E	2027E	2028E
Revenue	465	353	606	484
Operating profit	-40	-102	16	-53
Net profit (adj)	-143	-177	-65	-125
EPS (adj) (KRW)	-539	-1,170	-1,960	-549
EPS (adj) growth (% y-y)	nm	nm	nm	nm
EBITDA margin (%)	1.7	-15.5	10.5	-1.0
ROE (%)	-7.9	-14.8	-4.2	-9.9
P/E (adj) (x)	n/a	n/a	n/a	n/a
P/B (x)	1.1	1.0	1.0	1.1
EV/EBITDA (x)	200.8	n/a	18.2	n/a
Dividend yield (%)	0.0	0.0	0.0	0.0

Source: Company data, Samsung Securities estimates

**Recovery hinges on upcoming MMORPGs:** Kakao Games' earnings turnaround should depend on the successful launch of two upcoming MMORPGs — Project OQ and Odin Q. Odin Q, developed by Lionheart Studio and based on Northern European mythology like its predecessor, is the most anticipated title in the company's 2026 pipeline. If launched before year-end, it could enable a return to operating profitability in 1H27.

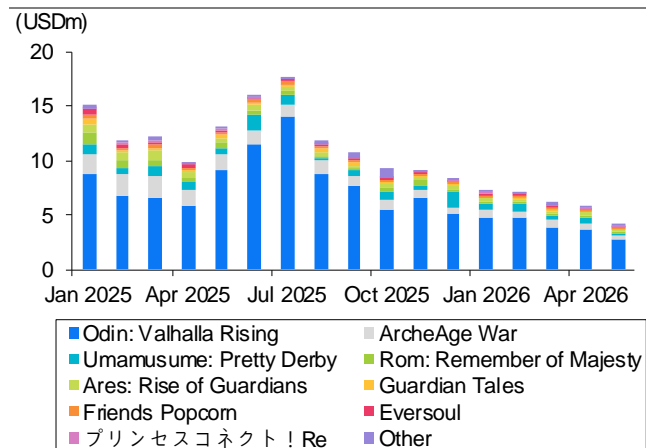
**Need to assess the viability of new management's strategy:** Reflecting delayed new releases and declining legacy game revenues, we adjust our 2026 operating loss estimate to KRW102.4b. We also cut our target price by 23.1% to KRW10,000, incorporating the dilution impact of the recent rights issue (approximately 16.3%). For a meaningful stock price recovery, the new management must clearly articulate a growth strategy and concrete synergy plans with its parent company to offset the dilution effect.

### 2Q26 preview

(KRWb)	2Q26E			Diff (%)		2Q25	1Q26	Chg	
	New	Old	Consensus	Old	Consensus			(% y-y)	(% q-q)
<b>Sales</b>	<b>79.1</b>	<b>104.5</b>	<b>76.4</b>	<b>(24.3)</b>	<b>3.5</b>	<b>115.8</b>	<b>82.9</b>	<b>(31.7)</b>	<b>(4.6)</b>
PC	27.0	20.8		29.8		14.8	27.9	82.3	(3.2)
Mobile	52.1	83.7		(37.8)		101.0	55.0	(48.4)	(5.3)
<b>Operating expenses</b>	<b>106.8</b>	<b>117.0</b>		<b>(8.7)</b>		<b>124.4</b>	<b>108.4</b>	<b>(14.2)</b>	<b>(1.5)</b>
Labor costs	38.7	42.2		(8.2)		43.2	38.7	(10.4)	0.1
Commission paid	41.7	50.1		(16.7)		57.5	45.9	(27.4)	(9.1)
Advertising expenses	7.1	10.4		(31.6)		8.5	4.6	(16.5)	54.7
Other	19.2	14.3		34.3		15.2	19.2	26.2	0.0
<b>Operating profit</b>	<b>(27.7)</b>	<b>(12.5)</b>	<b>(27.7)</b>	<b>121.8</b>	<b>0.1</b>	<b>(8.6)</b>	<b>(25.5)</b>	<b>221.8</b>	<b>8.7</b>
Pre-tax profit	(45.8)	(28.3)	(27.7)	61.9	65.4	(36.0)	(45.9)	27.2	(0.2)
Net profit	(39.5)	(26.9)	0.0	46.7	nm	(33.6)	(39.5)	17.5	(0.2)
Net profit (controlling)	(36.2)	(26.1)	(18.5)	38.5	95.4	(26.1)	(37.3)	38.4	(3.1)
<b>Margins (%)</b>									
Operating profit	(35.0)	(8.2)	(36.3)			(7.4)	(30.8)		
Pre-tax profit	(57.9)	(22.3)	(36.3)			(31.1)	(55.4)		
Net profit	(49.9)	(21.1)	0.0			(29.0)	(47.7)		
Net profit (controlling)	(45.7)	(20.1)	(24.2)			(22.6)	(45.0)		

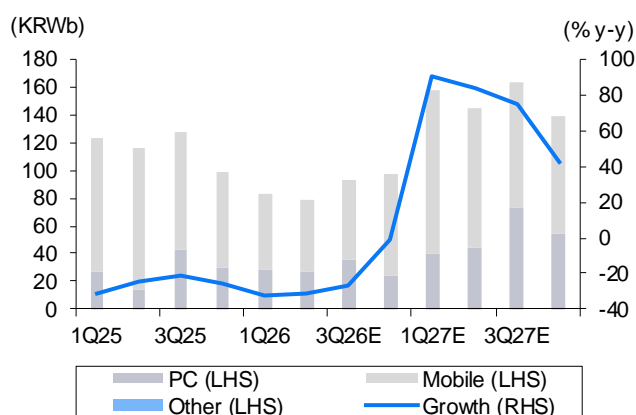
Source: Company data, FnGuide, Samsung Securities estimates

### Monthly sales



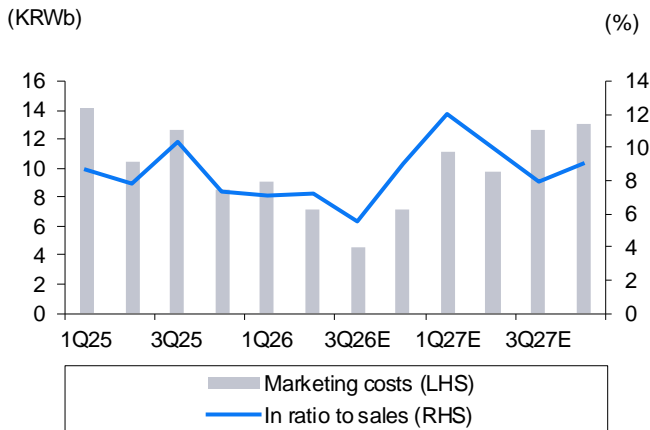
Source: Sensor Tower

### Quarterly sales



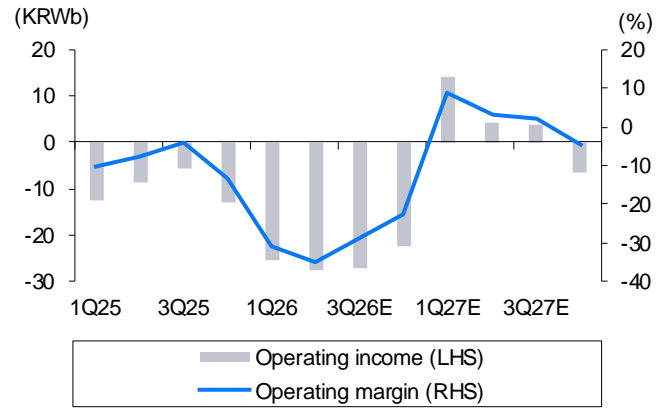
Source: Company data, Samsung Securities estimates

### Quarterly marketing costs



Source: Company data, Samsung Securities estimates

### Quarterly operating income



Source: Company data, Samsung Securities estimates

### Odin Q, by Lionheart studio



Source: Company data

### Line Games VP selected as next CEO of Kakao Games

#### [단독]김태환 라인게임즈 부사장, 카카오게임즈 대표 취임 앞 뒀

라인 게임즈 게임 실질적 수장, 빅딜 성사 후 직접 카카오게임즈 맡아  
확약적 결합 여부 눈길 모아  
라인게임즈-카카오게임즈 합병 실행 여부 이목 쏠려

서정근 부장

2026-05-21 12:04:28

가 < ≡

카카오게임즈의 새로운 사령탑으로 김태환 라인게임즈 부사장이 취임한다.

김태환 부사장은 김민규 전 라인게임즈 대표의 퇴임 후 라인게임즈에 합류해 '구원투수' 역할을 맡고 있는 이로, 라인아후가 카카오게임즈를 인수하는 '빅딜'을 건넨해냈다. 라인 게임즈 게임사업의 실질적인 수장으로, 카카오게임즈를 직접 진두지휘할 적임자라는 평가다.

라인 게임즈에 합류한 기존 카카오 게임즈 게임법인들의 진로가 어떠한 방향으로 전개될지, 라인게임즈와 카카오게임즈의 합병이 성사될지 여부에 이목이 쏠린다.

Source: MTN news

### LY (LAAA) acquires stake in Kakao Games

Category	Details	
Paid-in capital increase	Investment amount	KRW240b
	Number of shares	17,458,354 common shares (19.44% of total shares outstanding)
	Issue price per share	KRW13,747
Convertible-bond acquisition	Investment amount	KRW60b
	Number of shares	4,344,048 common shares (4.66% of total shares outstanding)
	Conversion price	KRW13,812
	Conversion period	May 29, 2027-May 22, 2029
Secondary offering	Partial acquisition of Kakao's stake in Kakao Games; purchase price: undisclosed; Kakao's ownership expected to decrease from 37.6% to 14%	
Total stake secured	Upon conversion, LAAA Investment to have a 40% stake and become the largest shareholder	

Source: Company data, Samsung Securities estimates

### Change in Kakao Games' shareholding structure



Note: Assumes full conversion of convertible bonds  
Source: Kakao Games, DART

### Upcoming titles

Launch	Title	Genre	Platform	Region	In-house/publishing
2H26	Dungeon Arise	Strategy adventure RPG	Mobile, PC	Global	Publishing (Tiny Fun Games)
	Project OQ	Dot graphic 2.5D MMORPG	Mobile, PC	Korea	Publishing (SuperCat)
	Project Q	MMORPG	Mobile, PC	Korea	In-house (Lionheart)
	ArcheAge Chronicle	Online action RPG	PC, console	Global	In-house (XL Games)
2027-	Project C	Otaku-subculture growth simulation	Mobile, PC	Korea, Japan	In-house (Lionheart)
	God Save Birmingham	Open-world zombie survival	PC, console	Global	In-house (Ocean Drive)
	Chrono Odyssey	Online action RPG	PC, console	Global	Publishing (Chrono Studio)
	Project S	Looter shooter	PC, console	Global	In-house (Lionheart)
	Game based on <i>The Swordmaster's Youngest Son</i> IP	Hunting action RPG	PC, console	Global	In-house (Ocean Drive)

Source: Company data, Samsung Securities estimates

### Valuation

	(KRWb)
<b>Enterprise value (A+B)</b>	<b>865</b>
<b>Operating value (A=a*b)</b>	<b>807</b>
2027E EBITDA (a)	64
Target EV/EBITDA (x) (b) *	12.6
<b>Asset value (B=c+d)</b>	<b>58</b>
Net cash (c)	(438)
Other financial assets (d)	496
Shares ('000)	82,737
Fair value per share	10,449
<b>Target price</b>	<b>10,000</b>
Current price	10,060
Upside (%)	-0.6%

Note: \*Average 2027 EV/EBITDA at which peer group is trading;

Based on May 26 closing prices

Source: Samsung Securities estimates

### Global peers: EV/EBITDA valuation

(x)	2026E	2027E
Pearl Abyss	6.4	17.9
Netmarble	6.7	6.3
Square Enix	12.6	12.4
Nintendo	18.6	16.5
Nexon	6.1	5.9
EA	17.0	16.7
<b>Average</b>	<b>11.2</b>	<b>12.6</b>

Note: Based on May 26 closing prices

Source: Bloomberg

Quarterly results and forecasts

(KRWb)	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26E	3Q26E	4Q26E	1Q27E	2Q27E	3Q27E	4Q27E
<b>Sales</b>	<b>122.9</b>	<b>115.8</b>	<b>127.5</b>	<b>98.9</b>	<b>82.9</b>	<b>79.1</b>	<b>93.3</b>	<b>97.7</b>	<b>158.2</b>	<b>145.1</b>	<b>162.8</b>	<b>139.6</b>
PC	26.8	14.8	42.7	29.9	27.9	27.0	36.0	24.0	40.1	44.5	73.5	53.7
Mobile	96.1	101.0	84.8	69.0	55.0	52.1	57.3	73.7	118.1	100.5	89.3	85.9
<b>Operating expenses</b>	<b>135.3</b>	<b>124.4</b>	<b>132.9</b>	<b>112.0</b>	<b>108.4</b>	<b>106.8</b>	<b>120.3</b>	<b>119.9</b>	<b>143.8</b>	<b>140.8</b>	<b>158.9</b>	<b>146.0</b>
Labor costs	46.2	43.2	42.1	42.0	38.7	38.7	38.7	38.7	38.7	38.7	38.8	38.9
Commission paid	62.3	57.5	66.2	48.2	45.9	41.7	50.4	50.8	70.2	67.5	82.5	71.6
Advertising expenses	12.7	8.5	9.1	7.2	4.6	7.1	11.2	9.8	12.7	13.1	14.7	12.6
Other	14.1	15.2	15.5	14.6	19.2	19.2	20.0	20.6	22.2	21.5	22.9	22.9
<b>Operating profit</b>	<b>(12.4)</b>	<b>(8.6)</b>	<b>(5.4)</b>	<b>(13.1)</b>	<b>(25.5)</b>	<b>(27.7)</b>	<b>(27.0)</b>	<b>(22.2)</b>	<b>14.3</b>	<b>4.3</b>	<b>3.9</b>	<b>(6.4)</b>
Pre-tax profit	(34.3)	(36.0)	18.5	(135.5)	(45.9)	(45.8)	(45.1)	(68.6)	(0.3)	(13.4)	(12.7)	(48.7)
Net profit	(33.4)	(33.6)	34.6	(110.7)	(39.5)	(39.5)	(38.9)	(59.1)	(0.2)	(11.6)	(11.1)	(42.4)
Net profit (controlling)	(23.0)	(26.1)	34.0	(84.9)	(37.3)	(36.2)	(34.8)	(54.5)	4.7	(6.0)	(4.9)	(35.7)
Adjusted EPS (KRW)	(161)	(130)	260	(463)	(281)	(271)	(233)	(381)	(1,759)	4	3	(207)
<b>Margins (%)</b>												
Operating profit	(10.1)	(7.4)	(4.3)	(13.2)	(30.8)	(35.0)	(28.9)	(22.7)	9.1	3.0	2.4	(4.6)
Pre-tax profit	(27.9)	(31.1)	14.5	(137.0)	(55.4)	(57.9)	(48.4)	(70.2)	(0.2)	(9.2)	(7.8)	(34.9)
Net profit	(27.2)	(29.0)	27.2	(111.9)	(47.7)	(49.9)	(41.7)	(60.5)	(0.2)	(8.0)	(6.8)	(30.4)
Net profit (controlling)	(18.7)	(22.6)	26.7	(85.9)	(45.0)	(45.7)	(37.2)	(55.8)	3.0	(4.1)	(3.0)	(25.6)

Source: Company data, Samsung Securities estimates

Revisions to full-year forecasts

(KRWb)	2026E			2027E			2028E		
	Old	New	Diff (%)	Old	New	Diff (%)	Old	New	Diff (%)
<b>Sales</b>	<b>478.4</b>	<b>353.0</b>	<b>(26.2)</b>	<b>504.0</b>	<b>605.7</b>	<b>20.2</b>		<b>484.3</b>	n/a
PC	111.2	115.0	3.4	140.1	211.9	51.2		201.9	n/a
Mobile	367.1	238.0	(35.2)	363.9	393.8	8.2		282.4	n/a
<b>Operating expenses</b>	<b>512.7</b>	<b>455.4</b>	<b>(11.2)</b>	<b>517.2</b>	<b>589.5</b>	<b>14.0</b>		<b>536.9</b>	n/a
Labor costs	173.6	154.9	(10.8)	168.8	155.2	(8.0)		156.6	n/a
Commission paid	241.3	188.8	(21.7)	245.8	291.8	18.7		248.6	n/a
Advertising expenses	38.7	32.7	(15.5)	43.8	52.9	20.8		43.5	n/a
Other	59.1	79.0	33.7	58.8	89.5	52.3		88.2	n/a
<b>Operating profit</b>	<b>(34.3)</b>	<b>(102.4)</b>	<b>198.6</b>	<b>(13.2)</b>	<b>16.2</b>	<b>nm</b>		<b>(52.7)</b>	n/a
Pre-tax profit	(117.8)	(205.4)	74.3	(99.6)	(75.1)	(24.6)		(143.7)	n/a
Net profit	(94.0)	(177.0)	88.3	(94.6)	(65.4)	(30.9)		(125.1)	n/a
Net profit (controlling)	(77.2)	(162.8)	110.8	(90.7)	(41.8)	(53.9)		(92.0)	n/a
Adjusted EPS (KRW)	(646)	(1,167)	80.6	(675)	(1,960)	190.3		(549)	n/a
<b>Margins (%)</b>									
Operating profit	(7.2)	(29.0)		(2.6)	2.7			(10.9)	
Pre-tax profit	(24.6)	(58.2)		(19.8)	(12.4)			(29.7)	
Net profit	(19.6)	(50.1)		(18.8)	(10.8)			(25.8)	
Net profit (controlling)	(16.1)	(46.1)		(18.0)	(6.9)			(19.0)	

Source: Company data, Samsung Securities estimates

### Income statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
<b>Sales</b>	<b>627</b>	<b>465</b>	<b>353</b>	<b>606</b>	<b>484</b>
Cost of goods sold	0	0	0	0	0
<b>Gross profit</b>	<b>627</b>	<b>465</b>	<b>353</b>	<b>606</b>	<b>484</b>
Gross margin (%)	100.0	100.0	100.0	100.0	100.0
SG&A expenses	608	505	455	589	537
<b>Operating profit</b>	<b>19</b>	<b>-40</b>	<b>-102</b>	<b>16</b>	<b>-53</b>
Operating margin (%)	3.1	-8.5	-29.0	2.7	-10.9
<b>Non-operating gains (losses)</b>	<b>-141</b>	<b>-148</b>	<b>-103</b>	<b>-91</b>	<b>-91</b>
Financial profit	43	54	22	16	11
Financial costs	109	56	79	75	75
Equity-method gains (losses)	-16	-3	-13	-4	-4
Other	-59	-143	-33	-28	-23
<b>Pre-tax profit</b>	<b>-122</b>	<b>-187</b>	<b>-205</b>	<b>-75</b>	<b>-144</b>
Taxes	5	-44	-28	-10	-19
Effective tax rate (%)	-4.3	23.6	13.8	13.0	13.0
Profit from continuing operations	-113	-140	-177	-65	-125
Profit from discontinued operations	-15	-3	0	0	0
<b>Net profit</b>	<b>-128</b>	<b>-143</b>	<b>-177</b>	<b>-65</b>	<b>-125</b>
Net margin (%)	-20.4	-30.8	-50.1	-10.8	-25.8
Net profit (controlling interests)	-109	-100	-163	-42	-92
Net profit (non-controlling interests)	-19	-43	-14	-24	-33
EBITDA	91	8	-55	64	-5
EBITDA margin (%)	14.6	1.7	-15.5	10.5	-1.0
EPS (parent-based) (KRW)	-1,318	-1,186	-1,625	-390	-858
EPS (consolidated) (KRW)	-1,550	-1,696	-1,767	-609	-1,166
Adjusted EPS (KRW)*	-716	-539	-1,170	-1,960	-549

### Cash flow statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
<b>Cash flow from operations</b>	<b>27</b>	<b>-44</b>	<b>-99</b>	<b>159</b>	<b>-170</b>
Net profit	-128	-143	-177	-65	-125
Non-cash profit and expenses	220	209	54	61	57
Depreciation	36	19	20	20	20
Amortization	37	28	28	28	28
Other	148	161	6	14	9
Changes in A/L from operating activities	-17	-23	-4	154	-121
<b>Cash flow from investments</b>	<b>85</b>	<b>-6</b>	<b>-25</b>	<b>-109</b>	<b>122</b>
Change in tangible assets	-10	-8	-21	0	0
Change in financial assets	120	-268	4	-133	104
Other	-25	271	-8	23	18
<b>Cash flow from financing</b>	<b>-137</b>	<b>-89</b>	<b>-43</b>	<b>-17</b>	<b>-64</b>
Change in debt	-232	-10	-1	27	-21
Change in equity	0	20	-0	0	0
Dividends	0	0	0	0	0
Other	95	-98	-43	-44	-43
Change in cash	-24	-137	-180	26	-112
Cash at beginning of year	654	630	492	313	339
Cash at end of year	630	492	313	339	227
<b>Gross cash flow</b>	<b>92</b>	<b>66</b>	<b>-123</b>	<b>-4</b>	<b>-68</b>
<b>Free cash flow</b>	<b>15</b>	<b>-52</b>	<b>-120</b>	<b>159</b>	<b>-170</b>

Note: \*Excluding one-off items;

\*\*Fully diluted, excluding one-off items;

\*\*\*From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

### Balance sheet

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
<b>Current assets</b>	<b>1,069</b>	<b>941</b>	<b>757</b>	<b>929</b>	<b>703</b>
Cash & equivalents	605	492	313	339	227
Accounts receivable	43	25	24	35	27
Inventories	0	0	0	0	0
Other current assets	421	424	420	556	449
<b>Fixed assets</b>	<b>2,104</b>	<b>1,736</b>	<b>1,737</b>	<b>1,699</b>	<b>1,643</b>
Investment assets	498	237	237	248	239
Tangible assets	12	13	14	-6	-26
Intangible assets	1,484	1,348	1,348	1,321	1,293
Other long-term assets	109	137	137	137	137
<b>Total assets</b>	<b>3,173</b>	<b>2,677</b>	<b>2,494</b>	<b>2,629</b>	<b>2,346</b>
<b>Current liabilities</b>	<b>1,199</b>	<b>514</b>	<b>512</b>	<b>607</b>	<b>532</b>
Accounts payable	0	0	0	0	0
Short-term debt	190	0	0	0	0
Other current liabilities	1,009	514	511	606	532
<b>Long-term liabilities</b>	<b>495</b>	<b>965</b>	<b>962</b>	<b>1,067</b>	<b>984</b>
Bonds & long-term debt	147	645	645	645	645
Other long-term liabilities	348	319	316	421	339
<b>Total liabilities</b>	<b>1,695</b>	<b>1,479</b>	<b>1,473</b>	<b>1,673</b>	<b>1,516</b>
<b>Owners of parent equity</b>	<b>1,338</b>	<b>1,184</b>	<b>1,021</b>	<b>980</b>	<b>888</b>
Capital stock	8	9	9	9	9
Capital surplus	1,100	1,119	1,119	1,119	1,119
Retained earnings	188	137	-26	-67	-159
Other	42	-81	-81	-81	-81
<b>Non-controlling interests' equity</b>	<b>140</b>	<b>14</b>	<b>-0</b>	<b>-24</b>	<b>-57</b>
<b>Total equity</b>	<b>1,478</b>	<b>1,198</b>	<b>1,021</b>	<b>956</b>	<b>831</b>
Net debt	444	280	463	337	527

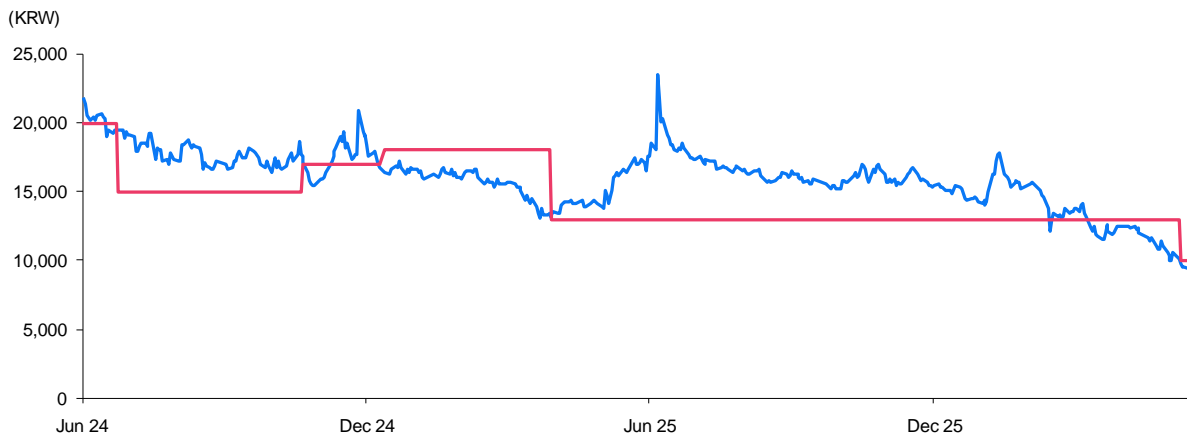
### Financial ratios

Year-end Dec 31	2024	2025	2026E	2027E	2028E
<b>Growth (%)</b>					
Sales	-13.6	-25.9	-24.1	71.6	-20.0
Operating profit	-74.6	nm	nm	nm	nm
Net profit	nm	nm	nm	nm	nm
Adjusted EPS**	nm	nm	nm	nm	nm
<b>Per-share data (KRW)</b>					
EPS (parent-based)	-1,318	-1,186	-1,625	-390	-858
EPS (consolidated)	-1,550	-1,696	-1,767	-609	-1,166
Adjusted EPS**	-716	-539	-1,170	-1,960	-549
BVPS	16,316	13,314	9,600	9,207	8,342
DPS (common)	0	0	0	0	0
<b>Valuations (x)</b>					
P/E***	n/a	n/a	n/a	n/a	n/a
P/B***	1.0	1.1	1.0	1.0	1.1
EV/EBITDA	21.2	200.8	n/a	18.2	n/a
<b>Ratios (%)</b>					
ROE	-8.0	-7.9	-14.8	-4.2	-9.9
ROA	-3.9	-4.9	-6.8	-2.6	-5.0
ROIC	1.1	-2.0	-6.4	1.1	-3.6
Payout ratio	0.0	0.0	0.0	0.0	0.0
Dividend yield (common)	0.0	0.0	0.0	0.0	0.0
Net debt to equity	30.1	23.4	45.3	35.3	63.4
Interest coverage (x)	0.4	-0.8	-2.4	0.4	-1.2

### Compliance notice

- As of 6/1 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 6/1 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	2024/5/9	7/12	11/7	12/30	2025/4/16	2026/4/16	2026/5/27
Recommendation	HOLD	HOLD	HOLD	HOLD	HOLD	HOLD	HOLD
Target price (KRW)	20000	15000	17000	18000	13000	13000	10000
Gap* (average)	3.64	17.94	2.77	-12.52	20.32	-11.62	
(max or min)**	-4.85	9.47	-9.47	-4.17	-11.46	-3.69	

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 2026.03.31

BUY(85.2%)-HOLD(14.8%)-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,  
Seochodaero-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