COMPANY UPDATE

2022. 9. 21

Platform Business Team

Minha Choi Senior Analyst

minha22.choi@samsung.com

► AT A GLANCE

Recommend	BUY	
Target price	KRW103,000	46.3%
Current price	KRW70,400	
Market cap	KRW2.1t/USD1.5	5b
Shares (float)	30,014,185 (45.1	%)
52-week high/low	KRW96,400/KRV	V63,200
Avg daily trading value (60-day)	KRW8.2b/ USD5.9m	

▶ ONE-YEAR PERFORMANCE

	1M	6M	12M
Studio Dragon (%)	-8.2	-22.3	-14.7
Vs Kosdaq (%pts)	-1.7	-5.7	17.4

KEY CHANGES

New	Old	Diff
BUY	BUY	
103,000	103,000	0.0%
2,276	2,285	-0.4%
2,775	2,756	0.7%
	BUY 103,000 2,276	BUY BUY 103,000 103,000 2,276 2,285

▶ SAMSUNG vs THE STREET

No of estimates	12
Target price	109,500
Recommendation	4.0
BUY * * : 5/BUY: 4/HOLD: 3/SELL: 2	/ SELL★★★: 1

Source: Company data, Samsung Securities estimates

Studio Dragon (253450)

Growth momentum ahead

- In 2H, Studio Dragon's profit and shares should move up another level on the addition of a new distribution channel and further co-production with overseas partners.
- To bolster its production capabilities and secure capable creators, the firm recently acquired a 100% stake in Gil Pictures.
- We reiterate BUY on the stock and maintain our target price of KRW103,000.

WHAT'S THE STORY?

Earnings to move up a level: After announcing remarkable 2Q results, Studio Dragon shares pulled back. Yet, with growth catalysts in store, we expect earnings to pick up even more steam and shares to rally for the following three reasons.

- Studio Dragon has steadily diversified its distribution channels, which speak to its growing bargaining power—a marked change from when it was supplying only TV channels. In 2Q, the firm added Disney Plus as a distribution channel, and in 3Q it supplied original content to Coupang Play and old titles to Amazon Prime's global audiences. Two pieces of original Disney Plus content should air in 4Q—Shadow Detective (October) and Connect (December).
- The company is teaming up with overseas partners to co-produce dramas that boasts bigger budgets and more episodes. Its Apple TV original *The Big Door Prize*, which it coproduced with Skydance Television (US) should be broadcast at year-end.
- In 2019, Studio Dragon signed a deal to produce at least 21 original series for Netflix (with the latter holding distribution rights) over three years from 2020. The contract is likely to be renewed in 2H22. We anticipate better terms and conditions for the Korean production company given that: 1) much of its content has made a splash on diverse platforms, including Amazon Prime; and 2) global OTT service providers are locked in fierce competition for high-quality content.

(Continued on the next page)

SUMMARY OF FINANCIAL DATA

	2021	2022E	2023E	2024E
Revenue (KRWb)	487	612	732	843
Operating profit (KRWb)	53	89	107	129
Net profit (adj) (KRWb)	39	68	83	101
EPS (adj) (KRW)	1,301	2,276	2,775	3,355
EPS (adj) growth (% y-y)	24.6	74.9	21.9	20.9
EBITDA margin (%)	31.1	33.4	33.4	32.6
ROE (%)	6.0	9.3	10.0	10.9
P/E (adj) (x)	69.9	30.9	25.4	21.0
P/B (x)	4.0	2.7	2.4	2.2
EV/EBITDA (x)	17.7	9.6	7.7	6.6
Dividend yield (%)	0.0	0.0	0.0	0.0

Acquires Gil Pictures: Studio Dragon recently bought a 100% stake in Gil Pictures, the production company that supplied *Stove League* and *One the Woman* for SBS, co-produced *Juvenile Justice* with Studio Dragon earlier this year, and has around ten writers. Accordingly, Studio Dragon now has five wholly owned subsidiaries (the other four being Hwadam and Pictures; The Culture Depot; KPJ; and GTist) and stakes in three production firms (Movierock, Merrycow, and Next Scene).

Maintaining BUY: Earnings at Studio Dragon have expanded on the back of growing sales to OTT platforms and a rise in the firm's bargaining power. Looking ahead, the firm should generate growth momentum by co-producing more foreign firms, increasing its production capacity, and adding to its pool of capable creators. We reiterate our target price of KRW103,000 (based on 12.2x forward EV/EBITDA, a 15% discount to the peer average).

COMPANY UPDATE

Table I. Diama	ilileup (2022)		
Year No. Channel	Title	Air dates	Episodes Writer

Year	No.	Channel	Title	Air dates	Episodes	Writers	Director	Cast	Days
2022	1	tvN	Bad and Crazy	Dec 17, 2021-Jan 28, 2022	12	Kim Saebom	Yoo Seondong	Lee Dongwook, Wi Hajoon	Fri, Sat
	2		Bulgasal: The Immortal Souls	Dec 18, 2021-Feb 6, 2022	16	Kwon Sora	Jang Yeongwoo	Lee Jinwook, Kwon Nara	Sat, Sun
	3		Ghost Doctor	Jan 3-Feb 22	16	Kim Sunsoo	Boo Seongcheol	Jung Jihoon, Kim Beom	Mon, Tue
	4		Twenty-Five Twenty-One	Feb 12-Apr 3	16	Kwon Doeun	Jung Jihyun	Kim Taeri, Nam Joohyuk	Sat, Sun
	5		Military Prosecutor Doberman	Feb 28-Apr 26	16	Yoon Hyeonho	Jin Changgyoo	Ahn Bohyun, Jo Boah	Mon, Tue
	6		Our Blues	Apr 9-Jun 12	20	Noh Heekyung	Kim Kyutae	Lee Byunghyun, Han Jimin	Sat, Sun
	7		Shooting Stars	Apr 22-Jun 11	16	Choi Youngwoo	Lee Soohyun	Lee Sungkyung	Fri, Sat
	8		The Murderer's Shopping List	Apr 27-May 19	8	Han Jiwan	Lee Eonhee	Lee Kwangsoo, Seolhyun	Wed, Thu
	9		O'PENing	May 2-Aug 5	14	Lee Yiyoung	Cho Eunsol	Park Hyoju	Fri
	10		Eve	Jun 1-Jul 21	16	Yoon Youngmi	Park Bongseob	Seo Yeji, Park Byungeun	Wed, Thu
	11		Link: Eat, Love, Die	Jun 6-Jul 26	16	Kwon Kiyeong	Hong Jongchan	Yeo Jingoo, Moon Gayoung	Mon, Tue
	13		Alchemy Of Souls: Part 1	Jun 18-Aug 21	20	Hong sisters	Park Joonhwa	Lee Jaewook, Hwang Minhyeon	Sat, Sun
	14		Adamas	Jul 27-Sep 15	16	Choi Taekang	Park Seungwoo	Ji Sung, Seo Jihye	Wed, Thu
	15		Joseon Psychiatrist Yoo Se Poong 1	Aug 1-Sep 6	12	Park Seulki	Park Wongook	Kim Minjae, Kim Hyanggi, Kim Sangkyung	Mon, Tue
	16		Little Women	Sep 3-Oct 9	12	Jung Seokyung	Kim Heewon	Kim Goeun, Nam Jihyun	Sat, Sun
	17		Mental Coach Je Gal Gil	Sep 12-Nov 1	16	Kim Bandi	Son Junghyun	Jung Woo, Lee Yoomi, Kwon Yool	Mon, Tue
	18		Blind	Sep 16-Nov 5	16	Kwon Kikyung	Shin Yonghwi	Ok Taecyeon, Ha Seokjin, Jung Eunji	Fri, Sat
	19		Shrupp	Oct 15-Dec 4	16	Park Bara	Kim Hyungsik	Kim Hyesoo, Bae Hyunsung	Sat, Sun
	20		Call My Agent	Nov 2022	12	Park Soyoung	Baek Seungryong	Lee Seojin, Kwak Sunyoung	Wed, Thu
	21		Alchemy Of Souls: Part 2	Dec 2022	10	Hong sisters	Park Joonhwa	Lee Jaewook, Hwang Minhyun	Sat, Sun
	22		Youth Monthly Talk	2022	-	Jung Hyunjung	Lee Jongjae	Park Hyungsik, Jeon Sony	
	23		Island	2022	-	Jang Yoonmi	Park Baejong	Kim Namgil, Lee Dahee	
	24	MBC	Big Mouse	Jul 29-Sep 17	16	Kim Haram	Oh Choonghwan	Lee Jongsuk, Im Yoonah	Fri, Sat
	25	OCN	A Superior Day	Mar 13-May 1	8	Lee Jihyun	Jo Namhyung	Jingoo, Ha Dokwon	Sun
	26	TVING	The King of Pigs	Mar 18-Apr 22	12	Tak Jaeyoung	Kim Daejin	Kim Dongwook, Chae Jeongahn	Fri
	27		Strange	Apr 29	6	Yeon Sangho	Jang Geonjae	Shin Hyunbin, Koo Kyohwan	Fri
	28		Yumi's Cells 2	Jun 10-Jul 22	14	Song Jaejeong	Lee Sangyeob	Kim Goeun, Jinyoung	Fri
	29		Ants are Riding	Aug 12-Sep 16	12	Lim Yeonsoo	Choi Jiyoung	Hong Jonghyun, Han Jieun	Fri
	30	Coupang Play	Unicorn	Aug 26-Sep 29	12	Yoo Byungjae	Kim Hyeyoung	Shin Hakyun, Won JinA	Fri
	31	Disney+	Shadow Detective	Oct 2022	8	Im Changse	Han Donghwa	Lee Sunghee, Jin Goo	
	32		Connect	Dec 2022	6	Song Jinsun	Miike Takashi	Jung Haein, Go Kyungpyo	
	33	Apple TV+	The Big Door Prize	2022	10	David West Read			
	34	Netflix	Juvenile Judgement	Feb 25	10	Kim Min-seok	Hong Jongchan	Kim Hye-soo, Kim Mu-yeol	
	35		The Glory	2022	8	Kim Eun-sook	Ahn Gilho	Song Hye-kyo, Lee Do-hyun	
	36		The Fabulous	2022		Kim Jihee, Im Jinsun	Kim Junghyun	Chae Soomin, Choi Minho	
				101 101 1					

Note: Titles highlighted in green are streaming through Netflix, grey iQiyi Global, light blue Tving, and orange Disney+Source: Company data, Samsung Securities

Table 2. Drama lineup (2023)

Year	No.	Channel	Title	Air dates	Episodes	Writers	Director	Cast	Days
2023	1	tvN	Joseon Psychiatrist Yoo Se Poong 2	Jan 2023	12	Park Seulki	Park Wongook	Kim Min-jae, Kim Hyang-gi, Kim Sang-kyung	
	2		When the Stars Gossip	2023		Seo Sookhyang	Park Sinwoo	Lee Min ho, Gong Hyo Jin	
	3		Tale of the Nine Tailed	2023		Han Woo-ri	Kang Shinhyo	Lee Dong Wook, Kim So Yeon, Kim Bum	
	4		Ilta Scandal	2023		Yang Hee-seung	Yoo Jewon	Jeon Do-yeon, Jung Kyung Ho	
	5		Arthdal Chronicles 2	2023		Kim Young-hyun, Park Sang-yun	Kim Gwangsik	Shin Se-kyung, Lee Junki	
	6	TVING	Duty After School	2022	10	Lee Nam-gyu	Seong Yongil	Shin Hyun-soo	
	7	Netflix	Thief: Sound of the Sword	2023		Han Jung-hoon	Hwang Joonhyuk	Kim Nam-gil, Seo Hyun	
	8		The Glory 2	2023	8	Kim Eun-sook	Ahn Gilho	Song Hye-kyo, Lee Do-hyun	
	9		Celebrity	2022	12	Kim Yi-young	Kim Chulkyu	Lee Chung-a, Park Kyu- young	
	10		The Girl Downstairs	2023	8		Lee Jeonghyo	Bae Suzy, Yang Se-jong	
	11		Sweet Home 2, 3	2023			Lee Eungbok	Park Gyu-young, Lee Si- young	
TBD	1		Plotters (Joint with Universal Studios)	TBD					

Note: Titles highlighted in green are streaming through Netflix, grey iQiyi Global, light blue Tving, and orange Disney+Source: Company data, Samsung Securities

Chart 1. Unicorn (Coupang Play; August)



Source: Company data, Samsung Securities

Chart 2. Shadow Detective (Disney+ original; October)



Source: Company data, Samsung Securities

Chart 3. Connect (Disney+ original; December)



Source: Company data, Samsung Securities

Chart 4. Amazon Prime bought rights to distribute old dramas



Source: Company data, FlixPatrol, Samsung Securities

Chart 5. Little Women: Ranks 8th on Netflix TV shows



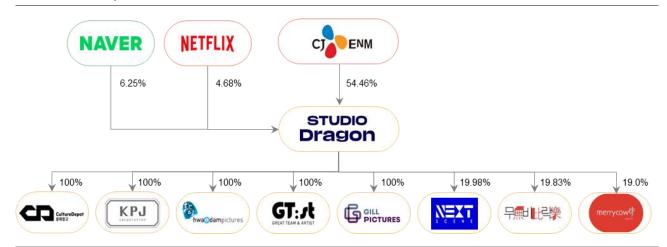
Source: FlixPatrol, Company data, Samsung Securities

Chart 6. Yumi's Cells: Tanks top on Amazon Prime Japan



Source: FlixPatrol, Company data, Samsung Securities

Chart 7. Ownership structure



Note: As of 2Q22; Gil Pictures acquired in Sep 2022 Source: Company data, Samsung Securities

Table 3. Results and forecasts

(KRWb)	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22E	4Q22E	2020	2021	2022E	2023E
Sales	120.3	161.4	106.3	137.7	117.1	106.0	116.1	147.9	121.1	157.5	153.7	179.7	525.7	487.1	612.0	732.2
Programing	45.2	65.4	45.7	40.7	43.8	28.2	36.2	53.2	35.4	43.8	53.6	45.3	197.0	161.3	178.1	191.6
Distribution	66.9	75.7	50.9	86.3	63.2	67.5	64.9	79.8	77.7	103.9	87.5	122.7	279.7	275.5	391.8	493.3
Others	8.2	20.3	9.7	10.7	10.1	10.3	15.0	14.9	8.0	9.8	12.6	11.8	48.9	50.3	42.1	47.3
Gross profit	16.7	21.8	21.3	15.0	23.7	20.3	21.0	14.8	25.5	35.4	27.9	32.7	74.8	79.8	121.5	142.5
SG&A	5.1	4.9	5.3	10.4	5.8	6.5	6.4	8.4	7.4	8.4	8.1	8.9	25.7	27.2	32.8	35.4
Operating profit	11.6	16.9	16.0	4.6	17.9	13.8	14.6	6.3	18.1	27.0	19.8	23.8	49.1	52.6	88.7	107.1
Non-OP	0.4	0.3	-0.8	-7.5	3.2	0.3	3.9	- 7.9	2.0	3.0	0.3	- 5.7	-7.6	-0.6	-0.4	3.0
Pre-tax profit	12.0	17.2	15.2	-2.9	21.1	14.0	18.5	-1.6	20.1	30.0	20.1	18.1	41.5	52.0	88.3	110.2
Net profit (controlling)	8.5	13.4	10.6	-2.9	15.6	9.5	14.8	-0.8	15.6	25.6	14.7	12.4	29.6	39.0	68.3	83.3
GP margin	13.8	13.5	20.0	10.9	20.2	19.2	18.1	10.0	21.1	22.5	18.2	18.2	14.2	16.4	19.8	19.5
OP margin	9.7	10.4	15.1	3.3	15.3	13.0	12.6	4.3	15.0	17.1	12.9	13.2	9.3	10.8	14.5	14.6
Net margin (controlling)	7.1	8.3	10.0	-2.1	13.3	8.9	12.8	-0.5	12.9	16.2	9.6	6.9	5.6	8.0	11.2	11.4
Chg (% y-y)																
Sales	7.6	25.9	-19.0	41.3	- 2.7	-34.3	9.2	7.4	3.4	48.5	32.4	21.5	12.2	-7.3	25.6	19.6
Programing	2.5	12.6	-24.9	-10.9	-3.2	- 56.9	-20.8	30.7	-19.1	55.4	48.1	-14.8	-5.6	-18.1	10.4	7.6
Distribution	19.1	25.5	-15.2	101.6	-5.5	-10.8	27.7	-7.5	23.0	53.8	34.8	53.7	27.6	-1.5	42.2	25.9
Others	-29.2	107.1	-6.4	20.2	24.0	-49.3	54.0	39.3	- 21.5	- 5.1	-15.7	-21.1	20.4	2.9	-16.3	12.3
Gross profit	11.1	41.7	39.2	585.3	42.2	-6.9	-1.3	-1.7	7.8	74.0	33.0	121.3	56.2	6.7	52.3	17.3
SG&A	28.4	5.8	21.3	67.6	14.0	33.6	21.0	-19.1	27.7	28.1	26.1	5.7	34.0	5.8	20.6	7.8
Operating profit	5.5	56.3	46.8	nm	53.6	-18.2	- 9.0	37.6	1.4	95.7	36.0	274.6	71.1	7.0	68.7	20.8
Non-OP	-79.7	-69.4	nm	nm	642.7	-20.8	nm	nm	- 37.8	1,085.2	-93.1	nm	nm	nm	nm	nm
Pre-tax profit	-9.2	44.5	16.2	nm	75.3	-18.2	21.3	nm	-4.6	113.7	8.8	nm	25.4	25.2	69.8	24.7
Net profit (controlling)	-7.3	82.1	-8.0	nm	82.2	-29.1	39.6	nm	0.4	170.2	-0.7	nm	12.1	31.8	74.9	21.9
GP margin	0.4	1.5	8.4	8.7	6.4	5.7	-1.9	-0.9	0.9	3.3	0.1	8.2	4.0	2.2	3.5	-0.4
OP margin	-0.2	2.0	6.8	7.5	5.6	2.6	-2.5	0.9	-0.3	4.1	0.3	8.9	3.2	1.5	3.7	0.1
Net margin (controlling)	-1.1	2.6	1.2	-0.4	6.2	0.7	2.8	1.6	-0.4	7.3	-3.2	7.4	-0.0	2.4	3.1	0.2

Source: Company data, Samsung Securities

Table 4. Changes to full-year forecasts

(KDMb)		2022E		2023E					
(KRWb)	Old	New	Chg (%)	Old	New	Chg (%			
Sales	623.7	612.0	-1.9	733.8	732.2	-0.2			
Operating profit Operating	89.2	88.7	-0.6	106.2	107.1	0.9			
margin (%, %pts)	14.3	14.5	0.2	14.5	14.6	0.2			
Pre-tax profit	88.7	88.3	-0.4	109.4	110.2	0.7			
Net profit (controlling)	68.6	68.3	-0.4	82.7	83.3	0.7			

Source: Company data, Samsung Securities

Income statement

Year-end Dec 31 (KRWb)	2020	2021	2022E	2023E	2024E
Sales	526	487	612	732	843
Cost of goods sold	451	407	491	590	676
Gross profit	75	80	121	143	167
Gross margin (%)	14.2	16.4	19.8	19.5	19.8
SG&A expenses	26	27	33	35	38
Operating profit	49	53	89	107	129
Operating margin (%)	9.3	10.8	14.5	14.6	15.3
Non-operating gains (losses)	-8	-1	-0	3	4
Financial profit	10	14	17	17	19
Financial costs	14	10	12	10	8
Equity-method gains (losses)	0	0	0	0	0
Other	-4	-5	-6	-5	-7
Pre-tax profit	42	52	88	110	133
Taxes	12	13	20	27	32
Effective tax rate (%)	28.7	24.9	22.7	24.4	24.4
Profit from continuing operations	30	39	68	83	101
Profit from discontinued operations	0	0	0	0	0
Net profit	30	39	68	83	101
Net margin (%)	5.6	8.0	11.2	11.4	12.0
Net profit (controlling interests)	30	39	68	83	101
Net profit (non-controlling interests)	0	0	0	0	0
EBITDA	165	152	204	245	275
EBITDA margin (%)	31.4	31.1	33.4	33.4	32.6
EPS (parent-based) (KRW)	1,044	1,301	2,276	2,775	3,355
EPS (consolidated) (KRW)	1,044	1,301	2,276	2,775	3,355
Adjusted EPS (KRW)*	1,044	1,301	2,276	2,775	3,355

Balance sheet

Year-end Dec 31 (KRWb)	2020	2021	2022E	2023E	2024E
Current assets	228	233	317	422	488
Cash & equivalents	49	65	155	239	303
Accounts receivable	107	124	130	142	149
Inventories	0	0	0	0	0
Other current assets	73	44	32	40	37
Fixed assets	529	652	647	663	692
Investment assets	180	241	221	230	239
Tangible assets	8	8	5	4	3
Intangible assets	230	298	310	316	332
Other long-term assets	111	105	110	113	118
Total assets	757	884	964	1,085	1,180
Current liabilities	132	184	156	192	184
Accounts payable	6	17	15	24	26
Short-term debt	0	0	0	0	0
Other current liabilities	126	167	142	168	158
Long-term liabilities	16	17	18	20	22
Bonds & long-term debt	0	0	0	0	0
Other long-term liabilities	16	17	18	20	22
Total liabilities	148	200	175	213	207
Owners of parent equity	609	684	789	872	973
Capital stock	15	15	15	15	15
Capital surplus	470	470	470	470	470
Retained earnings	123	162	230	313	414
Other	1	37	74	74	74
Non-controlling interests' equity	0	0	0	0	0
Total equity	609	684	789	872	973
Net debt	-38	-54	-148	-232	-296

Cash flow statement

Year-end Dec 31 (KRWb)	2020	2021	2022E	2023E	2024E
Cash flow from operations	5	-8	163	236	233
Net profit	30	39	68	83	101
Non-cash profit and expenses	135	119	134	162	174
Depreciation	3	4	2	1	1
Amortization	113	95	113	136	145
Other	19	20	19	24	28
Changes in A/L from operating activities	-144	-155	-19	18	-9
Cash flow from investments	-16	27	-128	-142	-161
Change in tangible assets	-7	-2	0	0	0
Change in financial assets	47	0	0	0	0
Other	-56	28	-128	-142	-161
Cash flow from financing	0	-3	-5	-1	-1
Change in debt	1	0	-4	0	0
Change in equity	149	0	0	0	0
Dividends	0	0	0	0	0
Other	-150	-4	-1	-1	-1
Change in cash	-11	16	90	84	64
Cash at beginning of year	60	49	65	155	239
Cash at end of year	49	65	155	239	303
Gross cash flow	165	158	202	245	275
Free cash flow	-2	-11	163	236	233

Source: Company data, Samsung Securities estimates

Financial ratios

Year-end Dec 31	2020	2021	2022E	2023E	2024E
Growth (%)					
Sales	12.2	-7.3	25.6	19.6	15.1
Operating profit	71.1	7.0	68.7	20.8	20.4
Net profit	12.1	31.8	74.9	21.9	20.9
Adjusted EPS**	10.9	24.6	74.9	21.9	20.9
Per-share data (KRW)					
EPS (parent-based)	1,044	1,301	2,276	2,775	3,355
EPS (consolidated)	1,044	1,301	2,276	2,775	3,355
Adjusted EPS**	1,044	1,301	2,276	2,775	3,355
BVPS	20,309	22,785	26,290	29,065	32,420
DPS (common)	0	0	0	0	0
Valuations (x)					
P/E***	88.7	69.9	30.9	25.4	21.0
P/B***	4.6	4.0	2.7	2.4	2.2
EV/EBITDA	16.6	17.7	9.6	7.7	6.6
Ratios (%)					
ROE	5.7	6.0	9.3	10.0	10.9
ROA	4.4	4.8	7.4	8.1	8.9
ROIC	11.2	10.9	16.9	19.5	22.7
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	-6.3	-7.8	-18.7	-26.6	-30.4
Interest coverage (x)	84.8	67.6	135.9	209.8	252.6

Note: * Excluding one-off items

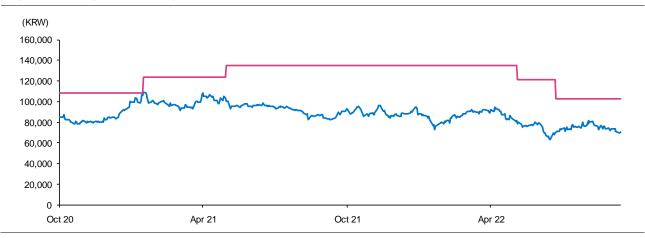
** Fully diluted, excluding one-off items

*** From companies subject to equity-method valuation

Compliance notice

- As of 9/20 2022, the covering analyst(s) did not own any shares, or debt instruments convertible into shares, of any company covered in this report.
- As of 9/20 2022, 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 quarantee 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	2020/1/14	2021/1/14	2021/1/22	5/7	2022/5/7	2022/5/12	6/30
Recommendation	BUY	BUY	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	108000	108000	124000	135000	135000	121000	103000
Gap* (average)	-23.70	-5.37	-19.74	-33.60	-39.75	-39.04	
(max or min)**	-3.98	-1.02	-12.50	-25.78	-39.56	-33.88	

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		Industry	
BUY	Expected to increase in value by 10% or more within 12 months and	OVERWEIGHT	Expected to outperform market by 5% or more within 12 months
	is highly attractive within sector	NEUTRAL	Expected to outperform/underperform market by less than
HOLD	Expected to increase/decrease in value by less than 10% within 12 months		5% within 12 months
SELL	Expected to decrease in value by 10% or more within 12 months	UNDERWEIGHT	Expected to underperform market by 5% or more within 12 months

Percentage of ratings in 12 months prior to 2022.06.30

BUY(84.2%)·HOLD(15.8%)·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. Add

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

Fax: 852-2114-0290

Samsung Securities (Asia) Limited

Suite 4511, Two International Finance Center, 8 Finance Street, Central, Hong Kong Tel: 852-3411-3608

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)

токуо

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: 86-10-6522-1855 (extension 7889)

Fax: 81-3-6333-2953













