COMPANY UPDATE

2024. 1. 11

Tech Team

Minha Choi Senior Analyst

minha22.choi@samsung.com

► AT A GLANCE

Recommend	BUY	
Target price	KRW68,000	35.5%
Current price	KRW50,200	
Market cap	KRW1.5t/USD1.1I)
Shares (float)	30,058,498 (45.2%	6)
52-week high/low	KRW83,400/KRW	46,100
Avg daily trading value (60-day)	KRW5.3b/ USD4.0m	

► ONE-YEAR PERFORMANCE

	1M	6M	12M
Studio Dragon (%)	-4.7	2.4	-37.1
Vs Kosdaq (%pts)	-9.7	0.7	-50.0

KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	68,000	74,000	-8.1%
2023E EPS	1,513	1,859	-18.6%
2024E EPS	2,062	2,208	-6.6%

▶ SAMSUNG vs THE STREET

s 13
76,000
ion 4.0

BUY★★★: 5 / BUY: 4 / HOLD: 3 / SELL: 2 / SELL★★★: 1

Studio Dragon (253450)

Pursuing channel diversification for growth

- Studio Dragon's 4Q operating results likely fell short of expectations as just 69 episodes were aired, and further as sales from old lucrative titles were likely small.
- In 2024, the firm should keep diversifying its content distribution channels, beefing up efforts to capitalize on its popular IP, and expanding co-production in Japan.
- The company has been strengthening its fundamentals, aiming to level up its earnings and reinforce its growth potential.

WHAT'S THE STORY?

4Q preview: We now believe Studio Dragon will post 4Q consolidated sales of KRW147.7b (down 22.4% y-y) and an operating loss of KRW1.3b (vs a 4Q22 operating profit of KRW1.2b; missing consensus of a 4Q23 operating profit of KRW13.5b). Just 69 episodes (*ie*, 40 episodes on TV channels and 29 on OTT platforms) were broadcast last quarter, fewer than that aired in 4Q22 (101) and 3Q23 (75). Besides, sales from Gyeongseong Creature Season 1 likely equaled its share of production costs, another factor that left its quarterly sales smaller than expected. Original content for OTT platforms in 4Q: 1) Sweet Home Season 2 (6 episodes) and Gyeongseong Creature (10 episodes)—both Netflix Originals; 2) A Bloody Lucky Day (10 episodes; Tving original); 3) The Big Door Prize Season 2 (3 episodes; Apple TV+). Sales of old lucrative titles were likely modest. Amortization costs likely expanded due to tentpole drama Arthdal Chronicles: The Sword of Aramoon.

To step up channel diversification efforts in 2024: Due to the difficult environment for content makers, Studio Dragon should keep working hard to add more distribution channels. On top of Netflix and Disney+, it should broadcast more dramas simultaneously on other global OTT platforms (eg, Amazon Prime and Paramount+). Also, it should expand coproduction in Japan and in the US. Studio Dragon has embarked on the production of Japanese drama Like Asura, which should be aired in 2H24. Meanwhile, the Korean firm should step up efforts to generate more revenue by repackaging highly popular IP. A game based on its drama IP should be released in 2024, and the IP owner should book minimum guarantees and share revenue in accordance with the game's performance.

Strengthening growth potential: The drama production firm should diversify its distribution channels to boost sales/earnings and reinforce efforts to take full advantage of its IP. Industry conditions should also perk up gradually. Yet, reflecting the tough business environment, we reduce our 2024 earnings estimate by 7% and cut our target price by 8% to KRW68,000 (based on 10.5x forward EV/EBITDA; a 20% discount to its 2021-2023 average).

SUMMARY FINANCIAL DATA

	2022	2023E	2024E	2025E
Revenue (KRWb)	698	740	828	942
Operating profit (KRWb)	65	58	80	92
Net profit (adj) (KRWb)	51	45	62	73
EPS (adj) (KRW)	1,684	1,513	2,062	2,439
EPS (adj) growth (% y-y)	29.4	-10.2	36.3	18.3
EBITDA margin (%)	31.3	26.2	25.4	24.3
ROE (%)	7.5	6.9	8.9	9.6
P/E (adj) (x)	51.1	34.0	24.3	20.6
P/B (x)	3.9	2.3	2.1	1.9
EV/EBITDA (x)	12.1	8.4	7.6	6.9
Dividend yield (%)	0.0	0.0	0.0	0.0

Source: Company data, Samsung Securities estimates

Table 1. Quarterly results and forecasts

(KRWb)	4Q22	3Q23	4Q23E	Chg (% q-q)	Chg (% y-y)	Consensus	Diff (%)
Sales	190.5	217.4	147.7	-32.0	-22.4	195.6	-24.5
Operating profit	1.2	21.9	-1.3	nm	nm	13.5	nm
Operating margin	0.6	10.1	-0.8	nm	nm	6.9	-7.7
Pre-tax profit	-17.0	25.1	-1.8	nm	nm	13.1	nm
Net profit (controlling)	-8.5	18.2	-1.3	nm	nm	11.5	nm

Source: Company data, WiseFn, Samsung Securities

Table 2. Results and forecasts

(KRWb)	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23E	2021	2022	2023E	2024E
Sales	117.1	106.0	116.1	147.9	121.1	157.5	228.9	190.5	211.1	163.5	217.4	147.7	487.1	697.9	739.8	828.4
Programing	43.8	28.2	36.2	53.2	35.4	43.8	59.4	54.0	43.2	42.5	35.0	23.6	161.3	192.5	144.2	136.5
Distribution	63.2	67.5	64.9	79.8	77.7	103.9	165.8	132.8	211.1	163.5	217.4	147.7	275.5	480.2	586.2	679.2
Others	10.1	10.3	15.0	14.9	8.0	9.8	3.8	3.7	2.3	2.1	2.3	2.6	50.3	25.2	9.4	12.7
Gross profit	23.7	20.3	21.0	14.8	25.5	35.4	27.4	11.7	30.8	23.9	28.8	7.7	79.8	100.0	91.3	114.7
SG&A	5.8	6.5	6.4	8.4	7.4	8.4	8.4	10.5	9.2	7.7	6.9	9.0	27.2	34.8	32.8	34.3
Operating profit	17.9	13.8	14.6	6.3	18.1	27.0	18.9	1.2	21.6	16.3	21.9	-1.3	52.6	65.2	58.5	80.5
Non-operating profit	3.2	0.3	3.9	-7.9	2.0	3.0	6.5	-18.1	0.5	-0.4	3.3	-0.5	-0.6	-6.6	2.8	-0.6
Pre-tax profit	21.1	14.0	18.5	-1.6	20.1	30.0	25.5	-17.0	22.1	15.8	25.1	-1.8	52.0	58.6	61.3	79.9
Net profit (controlling)	15.6	9.5	14.8	-0.8	15.6	25.6	17.8	-8.5	18.4	10.2	18.2	-1.3	39.0	50.6	45.5	62.0
Gross margin	20.2	19.2	18.1	10.0	21.1	22.5	12.0	6.1	14.6	14.6	13.2	5.2	16.4	14.3	12.3	13.8
Operating margin	15.3	13.0	12.6	4.3	15.0	17.1	8.3	0.6	10.2	9.9	10.1	-0.8	10.8	9.3	7.9	9.7
Net margin (controlling)	13.3	8.9	12.8	-0.5	12.9	16.2	7.8	-4.4	8.7	6.2	8.4	-0.9	8.0	7.2	6.1	7.5
Chg (% y-y)																
Sales	-2.7	-34.3	9.2	7.4	3.4	48.5	97.2	28.8	74.4	3.8	-5.0	-22.4	-7.3	43.3	6.0	12.0
Programing	-3.2	-56.9	-20.8	30.7	-19.1	55.4	64.0	1.5	21.9	-3.1	-4 1.0	-56.3	-18.1	19.4	-25.1	-5.3
Distribution	-5.5	-10.8	27.7	-7.5	23.0	53.8	155.2	66.4	171.6	57.3	31.2	11.2	-1.5	74.3	22.1	15.9
Other	24.0	- 49.3	54.0	39.3	-21.5	-5.1	-74.8	-75.3	-71.0	-78.4	-38.3	-28.4	2.9	-49.9	-62.7	35.2
Gross profit	42.2	-6.9	-1.3	-1.7	7.8	74.0	30.5	-20.7	20.8	-32.4	5.2	-34.2	6.7	25.4	-8.7	25.7
SG&A	14.0	33.6	21.0	-19.1	27.7	28.1	31.7	25.1	24.3	-8.7	-17.8	-14.9	5.8	27.9	-5.7	4.5
Operating profit	53.6	-18.2	-9.0	37.6	1.4	95.7	29.9	-81.4	19.3	-39.8	15.4	nm	7.0	24.0	-10.4	37.6
Non-operating profit	642.7	-20.8	nm	nm	-37.8	1,085.2	67.8	nm	-75.6	nm	-49.9	nm	nm	nm	nm	nm
Pre-tax profit	75.3	-18.2	21.3	nm	- 4.6	113.7	37.9	nm	10.0	-47.3	-1.3	nm	25.2	12.7	4.5	30.4
Net profit (controlling)	82.2	-29.1	39.6	nm	0.4	170.2	20.5	nm	17.8	-60.1	1.9	nm	31.8	29.5	-10.1	36.3
Gross margin	6.4	5.7	-1.9	-0.9	0.9	3.3	- 6.1	-3.8	- 6.5	-7.8	1.3	-0.9	2.2	- 2.0	-2.0	1.5
Operating margin	5.6	2.6	- 2.5	0.9	-0.3	4.1	-4.3	-3.7	-4.7	- 7.2	1.8	-1.5	1.5	-1.4	-1.4	1.8
Net margin (controlling)	6.2	0.7	2.8	1.6	-0.4	7.3	- 5.0	-3.9	-4.2	-10.0	0.6	3.6	2.4	-0.8	-1.1	1.3

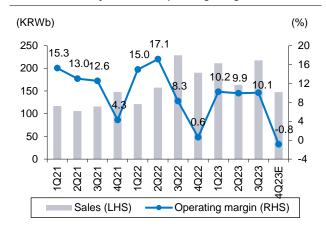
COMPANY UPDATE

rable 3.	Drama lineup (from 202	23)

Year	No.	Channel	Title	Air dates	Episodes		Director	Days
2023	1		Poong, the Joseon Psychiatrist S2	Jan 11-Feb 9	10	Park Seulki	Park Wongook	Wed, Thu
	2		Crash Course in Romance	Jan 14-Mar 5	16	Yang Heeseung	Yoo Jewon	Sat, Sun
	3		Our Blooming Youth	Feb 6-Apr 11	20	Jung Hyunjung	Lee Jongjae	Wed, Thu
	4		The Heavenly Idol	Feb 15-Mar 23	12	Lee Chungeum	Park Soyeon	Wed, Thu
	5		Pandora: Beneath the Paradise	Mar 11-Apr 30	16	Hyun Jimin	Choi Younghoon	Sat, Sun
	6		Stealer: The Treasure Keeper	Apr 12-May 18	12	Shin Kyungil	Choi Joonbae	Wed. Thu
	7		Family: The Unbreakable Bond	Apr 17-May 23	12	Jung yoosun	Jang Jungdo	Mon,Tue
	8		Tale of the Nine Tailed 1938	May 6-Jun 11	12	Han Woori	Kang Shinhyo	Sat, Sun
	9		Delightfully Deceitful	May 29-July 18	16	Han Wooju	Lee Suhyeon	Mon,Tue
	10		See you in My 19th Life	Jun 17-July 23	12	Choi Yeonglim	Lee Najung	Sat, Sun
	11		The Uncaany Cunter S2	July 29-Sep 3	12	Kim Saebom	Yoo Sundong	Sat, Sun
	12		Useless Lie	July 31- Sep 12	16	Seo Jeongeun	Nam Sungwoo	Wed, Thu
	13		Athdal Chronicles: The Sword of Aramoon	Sep 9-Oct 15	12	Kim Yeonghyeon	Kim Kwangsik	Sat, Sun
	14		Twinkling Watermelon	Sep 25- Nov 14	16	Jin Soowan	Son Junghyeon	Mon, Tue
	15		Castaway Diva	Oct 21-Nov 26	12	Park Hyeryeon	Oh Choonghwan	Sat, Sun
	16		Maestra: Strings of Truth	Dec 9 - Jan 14, 2024		Choi Yiyun	Kim Jeongkwon	Sat, Sun
	17	Tving	Island Part 1 (Amazon Prime)	Dec 30, 2022-Jan 13,		Oh Bohyeon	Bae Jong	
	17-(2)		Island Part 2 (Amazon Prime)	Feb 24-Mar 10	6	Oh Bohyeon	Bae Jong	
	18		Duty After School Part1	Mar 3	6	Lee Namkyu	Sung Yongil	
	18-(2)		Duty After School Part2	Apr 21	4	Lee Namkyu	Sung Yongil	
	19		A Bloody Lucky Day (Paramount+)	Nov 24	10	Kim Minseok	Pill Gamsung	
	20	Netflix	The Glory Part 2	Mar 10	8	Kim Eunsook	Ahn Gilho	
	21		Celebrity (supplied in 4Q22)	Jun 30	12	Kim Yiyoung	Kim Chulkyu	
	22		Song of the Bandits (supplied in 3Q22)	Sep 22	9	Han Junghoon	Hwang Joonhyuk	
	23		Doona! (supplied in 3Q-4Q22)	Oct 29	9	Jang Yuha	Lee Jeonghyo	
	24		Sweet Home 2	Dec 1	8		Lee Eungbok	
	25		Gyeongseong Creature S1	Dec 22	10	Kang Eungyeong	Jeong Dongyun	
	26	Disney+	Shadow Detective 2 (supplied in 1H23)	Jul 5	8	Im Changse	Han Donghwa	
	27	AppleTV+	The Big Door Prize (supplied in 3Q22-4Q22)	Mar 31-May 17	10	David West Read	Anu Valia	
	28	Coupang	Decoy Part 1	Jan 27-Feb 10	6	Kim Jinwook	Kim Hongseon	Fri
	28-(2)	Play	Decoy Part 2 (supplied in 1Q23)	Apr 7-Apr 21	6	Kim Jinwook	Kim Hongseon	Fri
	29	ENA	Lies Hidden in My Garden	Jun 19-Jul 11	8	Ji Anni	Jung Jihyeon	Mon, Tue
TBD	1	tvN	Marry My Husband	Jan 1-Feb 20	16	Sin Yudam	Park Wonkook	Mon, Tue
	2		Captivating the King	Jan 21-Mar 10	16	Kim Seonduk	Cho Namkook	Sat, Sun
	3		Wedding Impossible	Feb 26-	12	Park Seulki	Kwon Yeongil	Mon, Tue
	4		Queen of Tears	Mar, 2024	16	Park Jieun	Kim Heewon	Sat, Sun
	5		Won Kyung (tvN X Tving)	2H24		Lee Youngmi	Kim Sangho	
	6		Graduation (tvN X Tving)	2H24	16		Ahn Panseok	
	7		Jeong Nyeon	2024		Choi Hyobi	Jung Jiin	Sat, Sun
	8		Mom's Friend's Son	2024		Shin Haeun	Yu Jewon	
	9		When the Stars Gossip	2024		Seo Sookhyang	Park Shinwoo	
	10	Tving	Good or Bad Dong Jae	2024		Hwang Hajeong	Park Gunho	
	11		Study Group	2H24		Um Seonho	Lee Janghoon	
	12	Netflix	Sweet Home 3	2024 Summer	10		Lee Eungbok	
	13		Hong Rang	TBD	12	Kim Jin-a	Kim Hongsun	
	14		Gyeongseong Creature S2	TBD	8	Kang Eungyeong	Jeong Dongyun	
	15		Whielwind	TBD		Park Kyeongsoo	Kim Yongwan	
	16		Hierarchy	TBD		Cho Hyemi	Bae Hyunjin	
	17		Trunk (made by Gtist)	TBD		Park Eunyoung	Kim Kyutae	
	18	AppleTV+	The Big Door Prize 2 (supply in 4Q23)	2024	10	David West Read	Anu Valia	
	19	Japan	(Japan) Like Asura	TBD			Koreeda Hirokazu	
TBD	1	TBD	The Plotters	TBD			*Cowork with Unive	rsal Studio
	2		Mastermind	TBD			*Cowork with CBS \$	Studio
	3		Everything Will Come True	TBD	12	Kim Eunsook	Lee Byeonghun	
			T D: (0 (:	TDD		IZ Ll	The section of the se	
	4		The Price of Confession	TBD TBD		Kwon Jongkwan	Lee Junghyo	

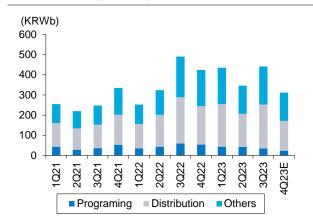
Note: Titles highlighted in green are streamed through Netflix, light blue Tving, and orange Disney+, purple Amazon Prime

Chart 1. Quarterly sales and operating margin



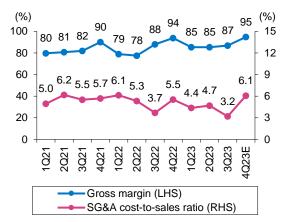
Source: Company data, Samsung Securities

Chart 3. Quarterly sales, by division



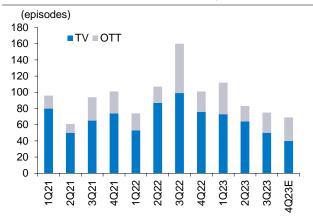
Source: Company data, Samsung Securities

Chart 2. Gross margin vs SG&A cost-to-sales ratio



Source: Company data, Samsung Securities

Chart 4. Number of episodes supplied, by channel



Source: Company data, Samsung Securities

Chart 5. Gyeongseong Creature S2 (tvN; Dec 22, 2023)



Source: Company data, Samsung Securities

Chart 6. Marry My Husband (tvN; Jan 1, 2024)



Source: Company data, Samsung Securities

Chart 7. Captivating the King (tvN; Jan 21, 2024)



Chart 8. Athdal Chronicles: The Sword of Aramoon (PC + mobile versions of the game)



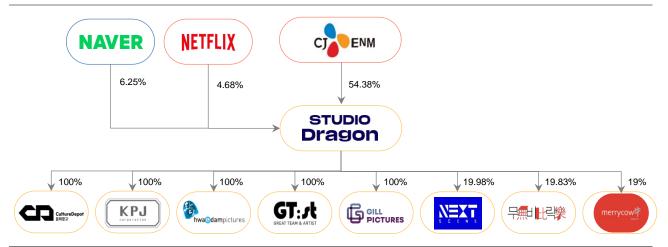
Source: Company data, Samsung Securities

Chart 9. Japanese local drama 'Like Asura'



Source: Company data, Samsung Securities

Chart 10. Ownership structure



Note: As of 3Q23

Source: Company data, Samsung Securities

Table 4. Changes to full-year forecasts

(IZDIA/IL)		2023E		2024E				
(KRWb)	Previous	Revised	Chg (%)	Previous	Revised	Chg (%)		
Sales	772.1	739.8	-4.2	883.1	828.4	-6.2		
Operating profit	74.4	58.5	-21.5	86.0	80.5	-6.4		
OPM (%, %pts)	9.6	7.9	-1.7	9.7	9.7	-0.0		
Pre-tax profit	75.6	61.3	-19.0	85.5	79.9	-6.6		
NP (controlling)	55.9	45.5	-18.6	66.4	62.0	-6.6		

Income statement

Year-end Dec 31 (KRWb)	2021	2022	2023E	2024E	2025E
Sales	487	698	740	828	942
Cost of goods sold	407	598	649	714	813
Gross profit	80	100	91	115	129
Gross margin (%)	16.4	14.3	12.3	13.8	13.7
SG&A expenses	27	35	33	34	37
Operating profit	53	65	58	80	92
Operating margin (%)	10.8	9.3	7.9	9.7	9.8
Non-operating gains (losses)	-1	-7	3	-1	2
Financial profit	14	21	20	14	16
Financial costs	10	19	13	9	7
Equity-method gains (losses)	0	0	0	0	0
Other	-5	-9	-4	-6	-6
Pre-tax profit	52	59	61	80	94
Taxes	13	8	16	18	21
Effective tax rate (%)	24.9	13.7	25.8	22.4	22.4
Profit from continuing operations	39	51	45	62	73
Profit from discontinued operations	0	0	0	0	0
Net profit	39	51	45	62	73
Net margin (%)	8.0	7.2	6.1	7.5	7.8
Net profit (controlling interests)	39	51	45	62	73
Net profit (non-controlling interests)	0	0	0	0	0
EBITDA	152	219	194	211	229
EBITDA margin (%)	31.1	31.3	26.2	25.4	24.3
EPS (parent-based) (KRW)	1,301	1,684	1,513	2,062	2,439
EPS (consolidated) (KRW)	1,301	1,684	1,513	2,062	2,439
Adjusted EPS (KRW)*	1,301	1,684	1,513	2,062	2,439

Balance sheet

Year-end Dec 31 (KRWb)	2021	2022	2023E	2024E	2025E
Current assets	233	400	341	340	341
Cash & equivalents	65	124	97	89	98
Accounts receivable	124	142	146	144	142
Inventories	0	0	0	0	0
Other current assets	44	135	98	107	101
Fixed assets	652	691	727	794	868
Investment assets	241	150	152	155	158
Tangible assets	8	11	9	7	6
Intangible assets	298	378	424	481	545
Other long-term assets	105	152	142	150	159
Total assets	884	1,091	1,069	1,134	1,210
Current liabilities	184	416	392	395	398
Accounts payable	17	16	24	25	33
Short-term debt	0	170	170	170	170
Other current liabilities	167	230	198	200	195
Long-term liabilities	17	14	13	14	14
Bonds & long-term debt	0	0	0	0	0
Other long-term liabilities	17	14	13	14	14
Total liabilities	200	430	405	409	411
Owners of parent equity	684	661	663	725	799
Capital stock	15	15	15	15	15
Capital surplus	470	473	473	473	473
Retained earnings	162	213	258	320	393
Other	37	-40	-83	-83	-83
Non-controlling interests' equity	0	0	0	0	0
Total equity	684	661	663	725	799
Net debt	-54	59	83	90	81

Cash flow statement

Year-end Dec 31 (KRWb)	2021	2022	2023E	2024E	2025E
Cash flow from operations	-8	-63	192	195	228
Net profit	39	51	45	62	73
Non-cash profit and expenses	119	176	157	154	164
Depreciation	4	3	2	2	1
Amortization	95	150	133	129	136
Other	20	23	22	24	27
Changes in A/L from operating activities	-155	-280	5	-3	11
Cash flow from investments	27	-43	-167	-190	-206
Change in tangible assets	-2	-4	0	0	0
Change in financial assets	0	0	0	0	0
Other	28	-39	-167	-190	-206
Cash flow from financing	-3	165	-13	-9	-9
Change in debt	0	172	-3	0	0
Change in equity	0	3	0	0	0
Dividends	0	0	0	0	0
Other	-4	-9	-9	-9	-9
Change in cash	16	59	-27	-8	10
Cash at beginning of year	49	65	124	96	89
Cash at end of year	65	124	96	89	99
Gross cash flow	158	226	203	216	238
Free cash flow	-11	-67	192	195	228

Source: Company data, Samsung Securities estimates

Financial ratios

Year-end Dec 31	2021	2022	2023E	2024E	2025E
Growth (%)	2021	2022	ZUZUL	202-12	20202
Sales	-7.3	43.3	6.0	12.0	13.7
Operating profit	7.0	24.0	-10.4	37.6	14.4
Net profit	31.8	29.5	-10.1	36.3	18.3
Adjusted EPS**	24.6	29.4	-10.2	36.3	18.3
Per-share data (KRW)	21.0	20.1	10.2	00.0	10.0
EPS (parent-based)	1,301	1,684	1,513	2,062	2,439
EPS (consolidated)	1,301	1,684	1,513	2,062	2,439
Adjusted EPS**	1,301	1,684	1,513	2,062	2,439
BVPS	22,785	21,982	22,070	24,132	26,571
DPS (common)	0	0	0	0	0
Valuations (x)					
P/E***	69.9	51.1	34.0	24.3	20.6
P/B***	4.0	3.9	2.3	2.1	1.9
EV/EBITDA	17.7	12.1	8.4	7.6	6.9
Ratios (%)					
ROE	6.0	7.5	6.9	8.9	9.6
ROA	4.8	5.1	4.2	5.6	6.3
ROIC	10.9	12.1	7.8	10.2	10.6
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	-7.8	8.9	12.5	12.5	10.1
Interest coverage (x)	67.6	13.2	6.3	8.8	10.1

Note: * Excluding one-off items

** Fully diluted, excluding one-off items

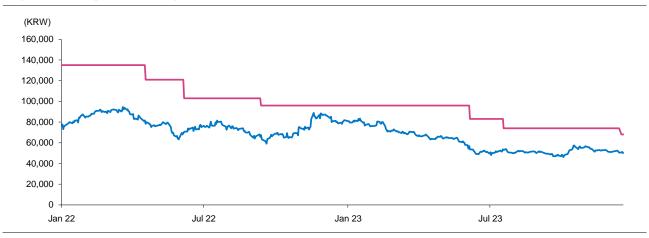
*** From companies subject to equity-method valuation

COMPANY UPDATE

Compliance notice

- As of 1/10 2024, the covering analyst(s) did not own any shares, or debt instruments convertible into shares, of any company covered in this report.
- As of 1/10 2024, 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	2021/5/7	2022/5/7	2022/5/12	6/30	10/6	2023/6/29	8/11	2024/1/8
Recommendation	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	135000	135000	121000	103000	96000	83000	74000	68000
Gap* (average)	-33.60	-39.75	-39.04	-28.47	-24.88	-38.39	-30.14	
(max or min)**	-25.78	-39.56	-33.88	-20.87	-7.40	-35.30	-22.57	

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 15% 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 15% within 12 months		5% within 12 months
SELL	Expected to decrease in value by 15% or more 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 2023.12.31

BUY (79.9%)·HOLD (20.1%)·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

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)

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













