

HYBE



May 2023

HYBE, At a glance

SOURCE MUSIC 

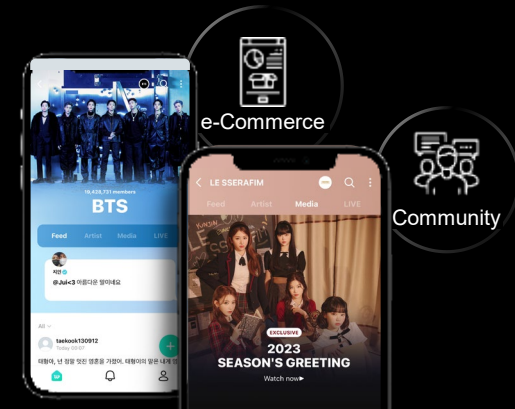
PLEDIS ENTERTAINMENT KOZ ENTERTAINMENT 

 BE:LIFT 

ITHACA 



weverse



Label

Globally leading music label,
IP holder, and talent management

Solution

Internalized functions &
Expanded monetization opportunity

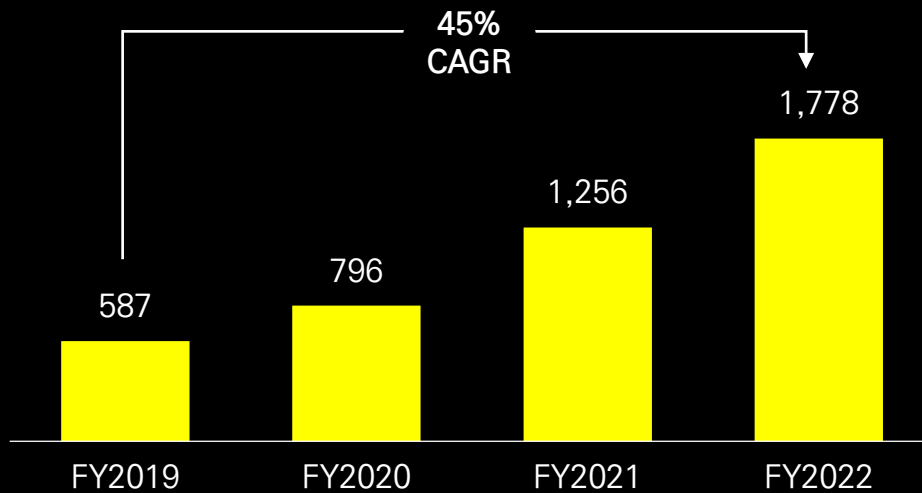
Platform

Weverse: Irreplaceable
global fandom super-app

Financial Performance Summary

Revenue

(KRW Bn)



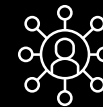
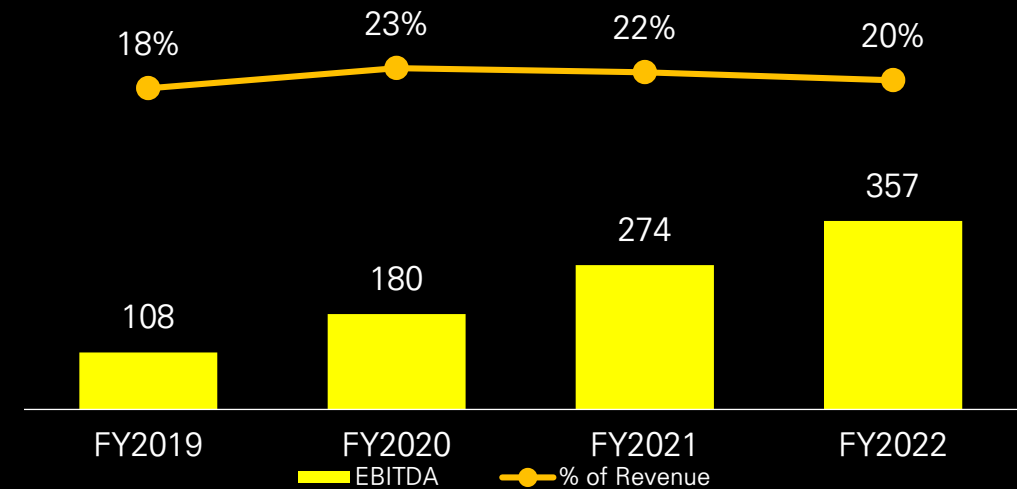
of
Album Sold

6.8MM
FY2019

19.7MM
FY2022

Adjusted EBITDA

(KRW Bn, %)



Revenue % of
Derivative IP
Business

46%
FY2019

50%
FY2022

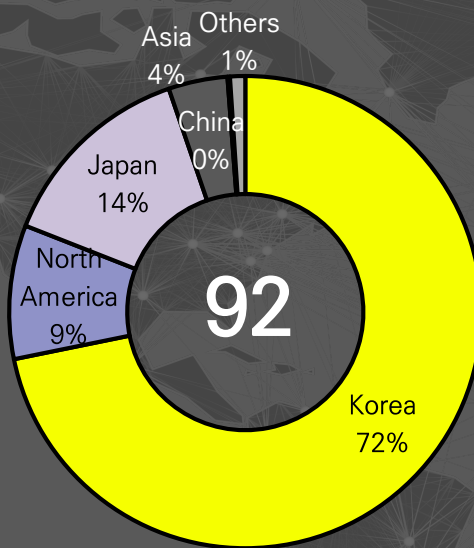
Notes:

1. Capex denotes expenditure made in relation to PP&E and intangible assets (excl. investment in JV and affiliates)

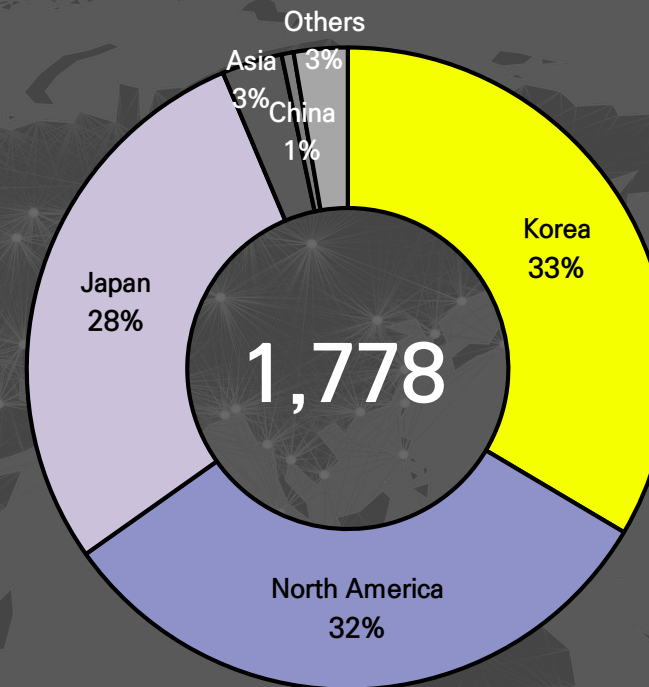
Becoming Global

Geographic Revenue Exposure

(in Billion KRW)












2017



2022

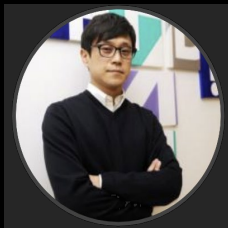
Multi-Label System

								
BTS TXT	SEVENTEEN	LE SSERAFIM	ENHYPEN	NEWJEANS	ZICO BOYNEXTDOOR	&TEAM	Justin Bieber Ariana Grande	Lil Baby Lil Yachty Migos



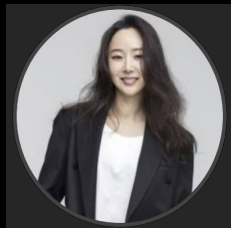
Si-hyuk Bang

Big Hit, BELIFT



Sung Soo Han

PLEDIS



Hee-jin Min

ADOR



Zico

KOZ



Scooter Braun

HYBE
America



Pierre Thomas

Quality Control



Kevin Lee

Quality Control

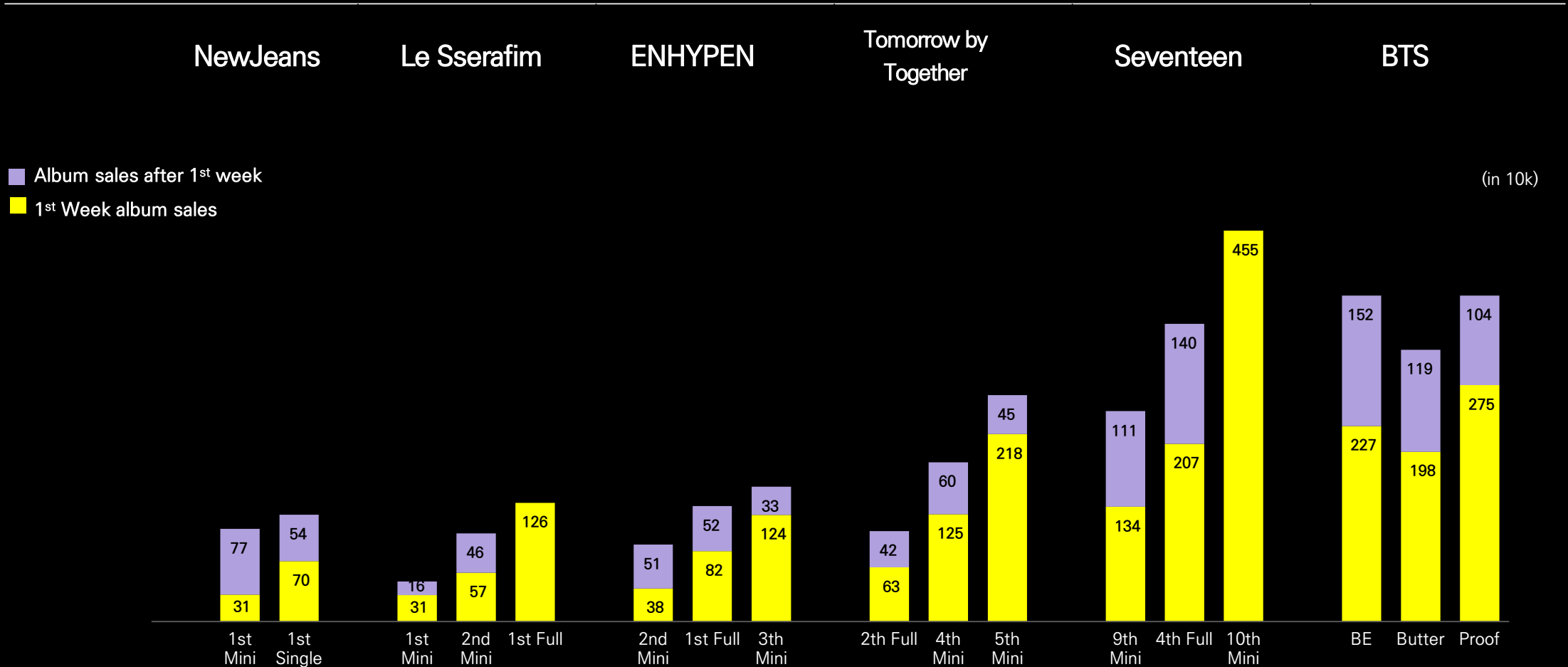


Scott Borchetta

Big Machine
Label Group

Artist Highlight

First week & Cumulative Album Sales for recent releases



* 1st Week album sales: based on Hanteo chart / Cumulative: based on cumulative album sales as of Feb. 2023 in circle chart

Artist Highlight

Korea

2022 Top 100 Album (Circle Chart)		
	Artist	# of Albums
1	BTS	5,752,326
2	Stray Kids	5,687,749
3	Seventeen	5,561,083
4	NCT DREAM	4,080,795
5	Tomorrow X Together	2,782,348
6	Blackpink	2,775,704
7	IVE	2,681,401
8	ENHYPEN	2,638,485
9	Red Velvet	2,375,086
10	Itzy	2,198,007
11	NCT 127	2,172,140
12	Twice	1,865,658
13	Aespa	1,816,123
14	Treasure	1,397,640
15	Le Sserafim	1,288,872

Japan

2022 Album Sales (Oricon Chart)			
	Artist	Album	# of Albums
1	Snow Man	Snow Labo. S2	986,018
2	なにわ男子	1st Love	850,968
3	SEVENTEEN	「DREAM」	668,457
4	BTS	Proof	600,691
5	SixTONES	CITY	578,731
6	King & Prince	Made in	564,523
7	SEVENTEEN	「Face the Sun」	510,743
8	松任谷由実	ユーミン万歳!	381,399
9	乃木坂46	Time flies	353,944
10	Ado	ウタの歌 ONE PIECE FILM RED	317,513
11	SEVENTEEN	「SECTOR 17」	290,052
12	JO1	KIZUNA	283,122
13	ENHYPEN	定め	277,261
14	山下達郎	SOFTLY	263,141
15	Ado	狂言	262,557

United States

2022 Album Sales (Luminate)			
	Artist	Album	# of Albums
1	Taylor Swift	Midnights	1,818,150
2	Harry Styles	Harry's House	756,857
3	BTS	Proof	421,798
4	Olivia Rodrigo	SOUR	354,133
5	Beyonce	Renaissance	335,438
6	Fleetwood Mac	Rumours	309,667
7	Adele	30	296,238
8	Kendrick Lamar	Good kid, m.A.A.d city	277,504
9	Michael Jackson	Thriller	235,551
10	Tomorrow X Together	Minisode 2: Thursday's Child	229,194
11	Taylor Swift	Red (Taylor's Version)	228,157
12	Lin-Manuel Miranda, Encanto - Cast	Encanto	226,453
13	Tyler, The Creator	CALL ME IF YOU GET LOST	222,629
14	The Weeknd	Dawn Fm	221,809
15	Taylor Swift	folklore	220,638

* Physical + Digital

Artist Highlight



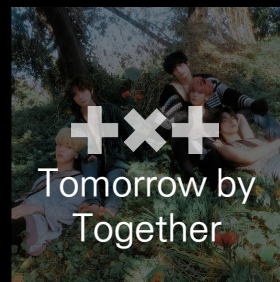
- Released solo album 'FACE', sold 1.45M copies on first week, best record as solo artist
- Solo album 'FACE' #2 on Billboard 200
'Like Crazy' #1 on Billboard Hot 100



- Released solo album 'D-DAY', sold 1.07M copies on first day
- Solo world tour from April to June, 25 times in 9 cities in U.S. & Asia



- Released 10th mini album 'FML', sold 3.99M copies on first day which is the world record
- Sold 1.27M old albums in Q1 which shows strong influx of new fandom
- World tour in 2nd half



- 5th mini album 'The Name Chapter: Temptation' #1 on Billboard 200
- #1 most sold album in Q1 (3.14M copies)
- World tour from March to June, 23 times in 13 cities in U.S & Asia



- Single album 'OMG' sold more than 1.3M copies in Q1
- #1 in melon chart (14 weeks), 32 consecutive weeks on Billboard 200
- Only K-Pop artist to be named in the 'Top 10' artist & song of the QQ peak chart



- Released 1st studio album 'UNFORGIVEN' on May 1st
- 1.26M first week album sales
- 1st world tour in 2nd half

Solution : Integrated businesses

Story IP at Core Leading to Transmedia Expansion

Album



KRW554Bn
(31% of FY2022
Revenue)

Merchandise



KRW396Bn
(22%)

Contents



KRW342Bn
(19%)

Concert



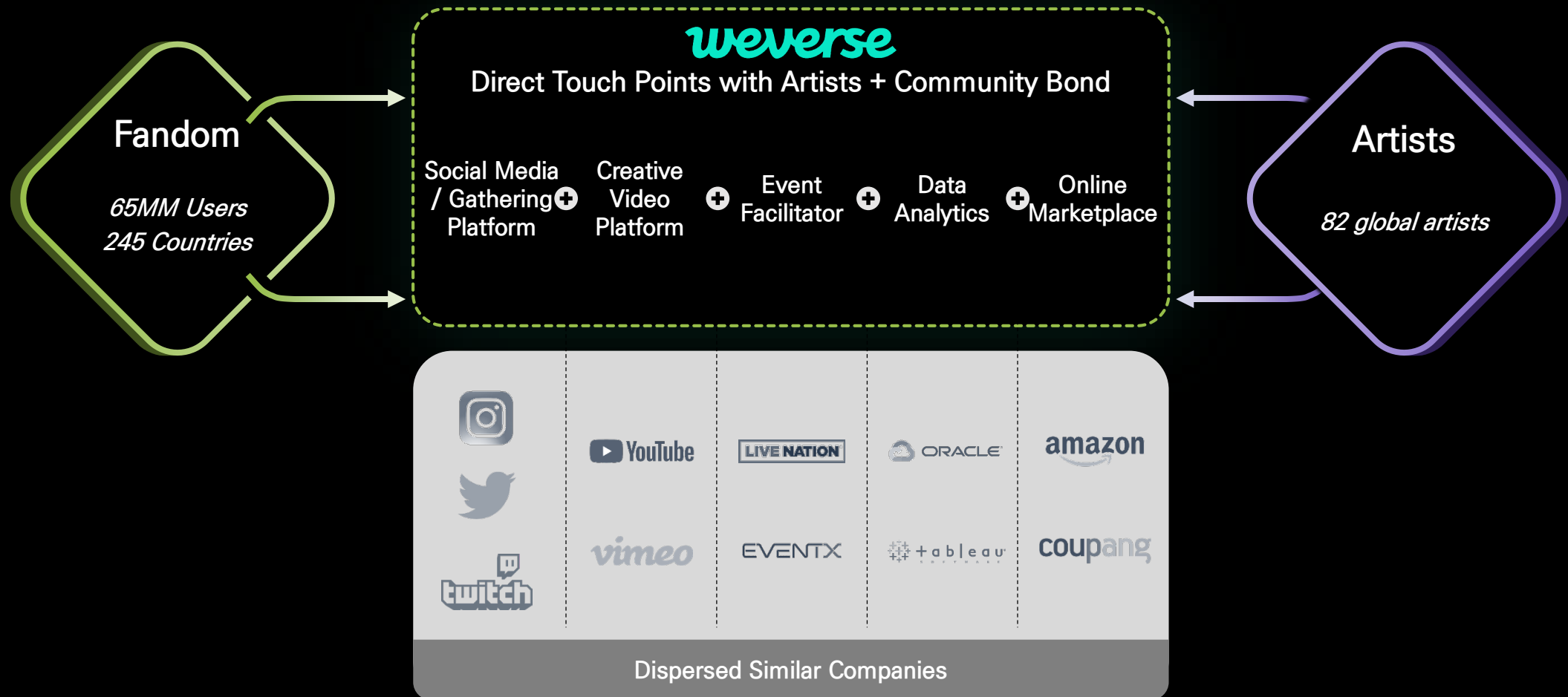
KRW258Bn
(15%)

Others



KRW229Bn
(13%)

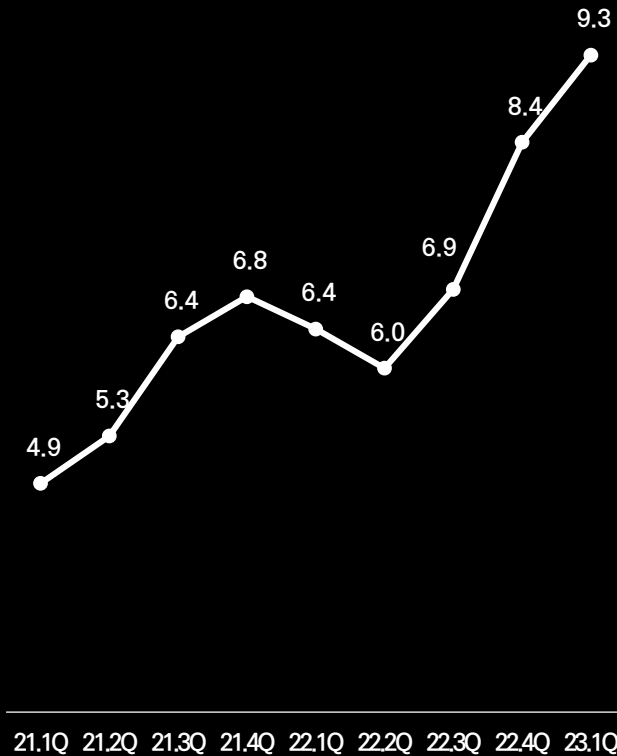
Weverse: All-in-one Platform for the fandoms



Weverse KPI

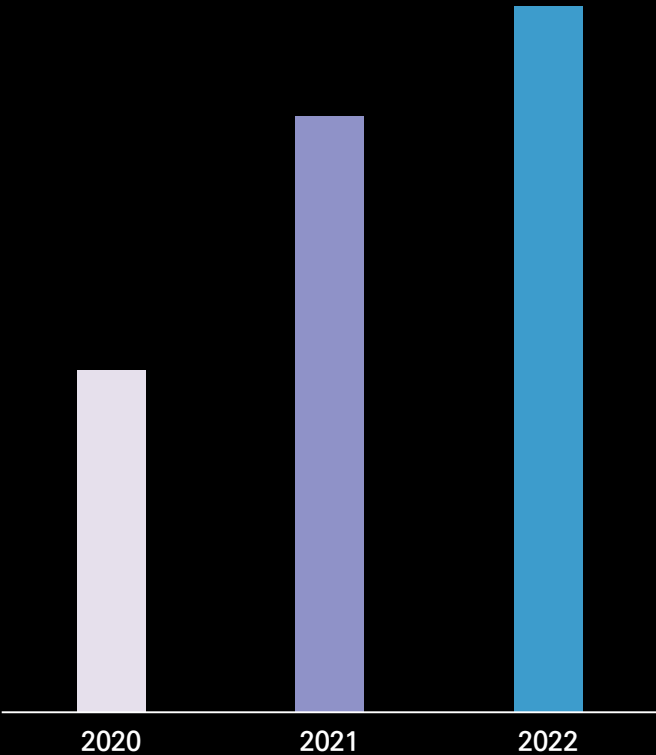
MAU

(in millions)



ARPPU Trend

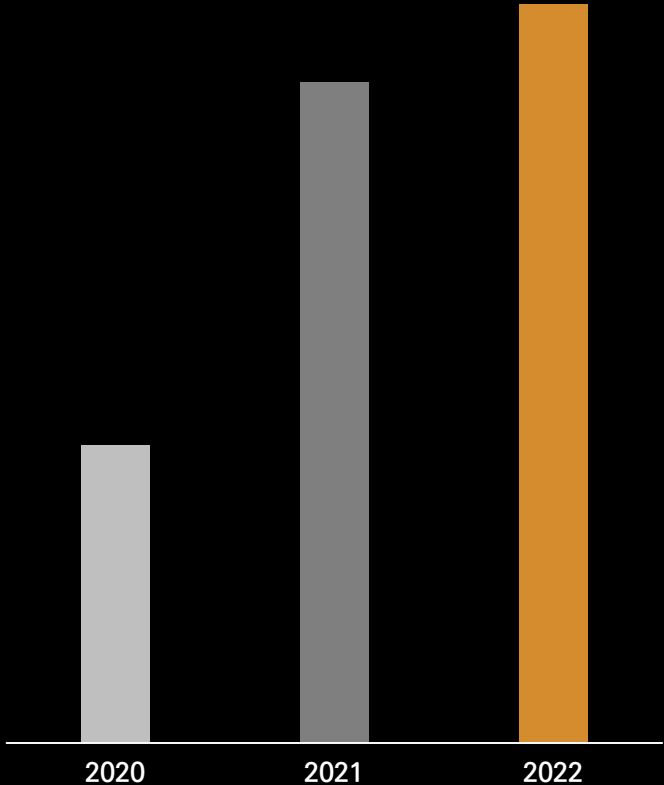
■ 2020
■ 2021
■ 2022



ARPPU(Average Revenue Per Paying User)

Payment Amount Trend

■ 2020
■ 2021
■ 2022

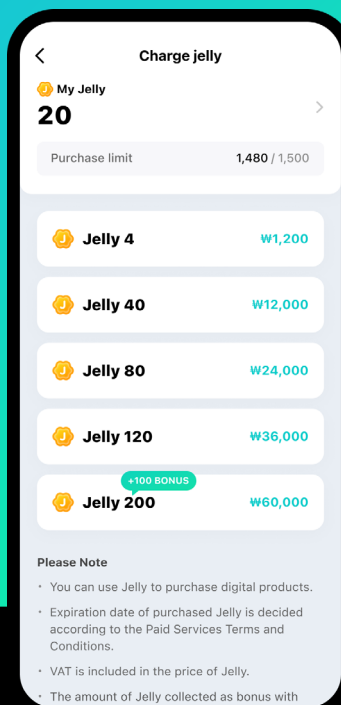


Weverse New Services



Weverse Jelly

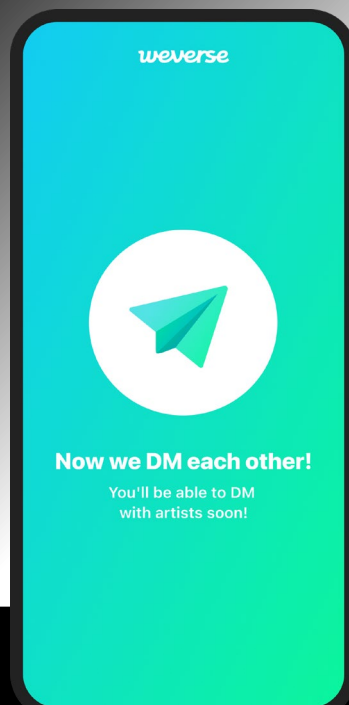
(Launched: Mar 2023)



Digital Currency

Weverse DM

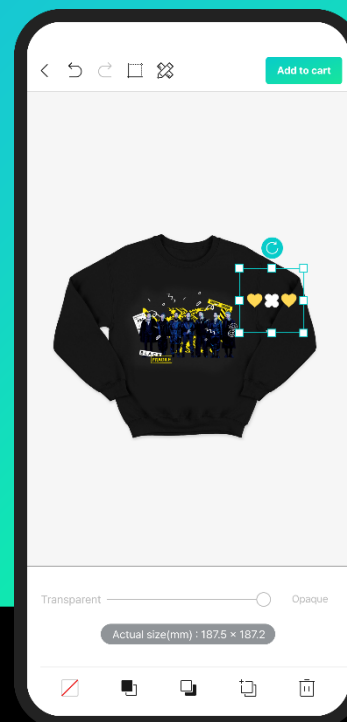
(Launch: May 2023)



Private Chat with Artists

Weverse by Fans

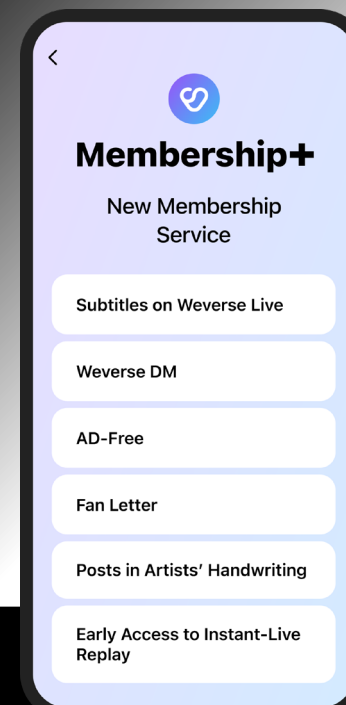
(Launch: Jun 2023)



Merchandises Designed by fans

Membership+

(Target Launch: Q3 2023)



Subscription-based Membership

Our Goal

Music

Establish strong presence
in global top music
markets



Platform

Advance Weverse into an
irreplaceable, global
fandom super-app



and Beyond

Continue investments in
innovative next-gen
technologies (Game, AI)



