No longer just in your **thought bubble**

DearU

2Q25 Business Results

AUGUST 2025

Disclaimer

All financial information contained herein is based on a consolidated basis
in accordance with International Financial Reporting Standards ("IFRS").

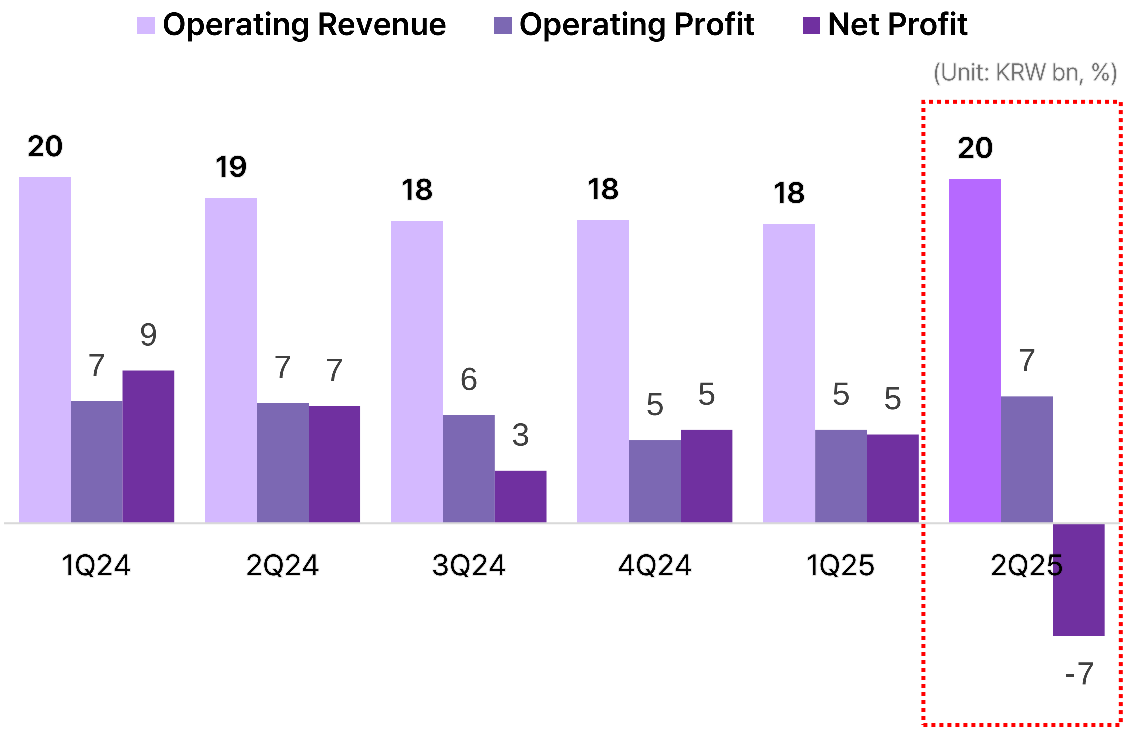
The information on the business results of 2Q25 has been prepared in advance,
prior to being reviewed by the external auditor, solely for the convenience of our investors,
and the contents herein are subject to change in the process of review by the external auditor.

Please note that all forward-looking statements are based on various factors relating to our internal operations,
business strategy and market environments and our actual future results and the timing of certain events may differ materially from those
forward-looking statements implied herein.
We expressly disclaim and do not bear responsibility to publicly update any changes in our expectations,
or any changes in our events, conditions.

This presentation is available on our Investor Relations website at
https://www.dearu.com/pages/irDownload.php

Ticker: 376300, KOSDAQ

01. 2Q25 Business Results



*based on consolidated financial statements

2Q25 Review

2Q25

Operating Revenue: W 20.2 bn (+15.0% QoQ, +5.8% YoY)
Operating Profit: W 7.4 bn (+35.8% QoQ, +5.5% YoY)
Net Loss: W 6.6 bn (turned to net loss)

Subscriptions grew +15% QoQ, and cont'd expansion of character related revenue (emoticons, FONT, merchandise royalties, etc.)

- 1Q25 avg 1.88 million -> **2Q25 avg 2.17 million**
- Content revenue including bubble fonts and emoticons, increased by 50% QoQ

Deterioration in Net Profit (turned to net loss)

- Recognition of large-scale impairment (-W12bn) on artist MG advance payment assets, based on the external auditor's conservative asset valuation standards (US subsidiary –W7.1bn, Parent –W4.8bn)
- This is a one-off factor resulting from a strengthened accounting review approach, while underlying profitability from core operations remains solid.

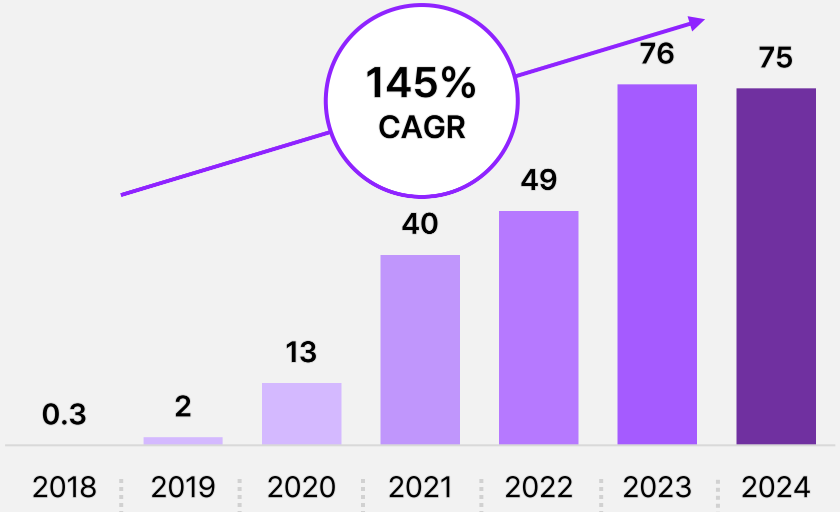
Continued new IP launches

- New IP : RIIZE and NCT WISH from SM Entertainment, KiiiKiii from STARSHIP, Nowadays from CUBE, and etc.
- ZanmangLoopy: As part of our IP portfolio diversification strategy, we are scaling our business to character IP market. Aiming to secure new user segments and continuously enhance growth momentum through collaborations with various character IPs
- bubble for Japan: 65,432 subscriptions as of end-Q25

About DearU - Operating Revenue

Annual Operating Revenue

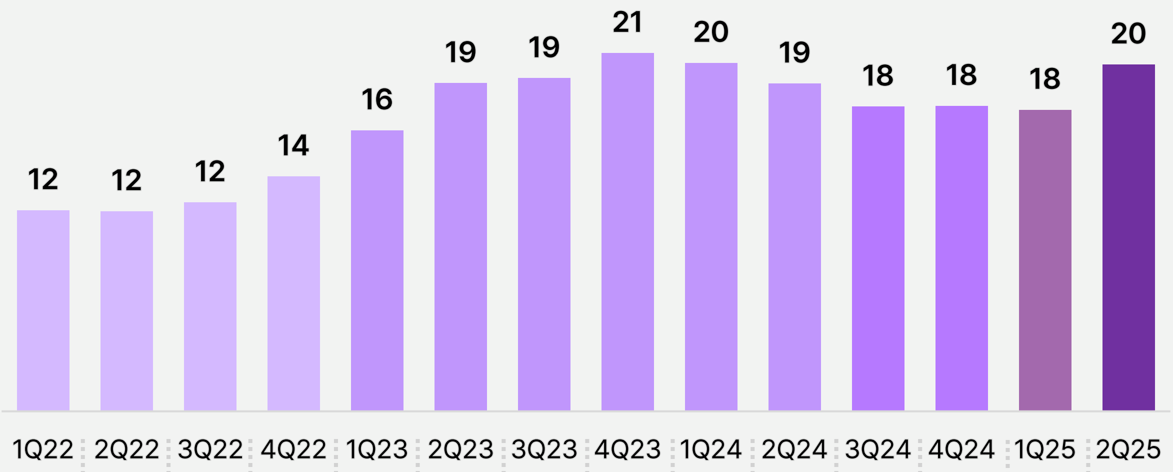
(Unit: KRW bn, %)



	2018	2019	2020	2021	2022	2023	2024
YoY (%)	12%	381%	680%	207%	23%	54%	-1%

Quarterly Operating Revenue

(Unit: KRW bn, %)



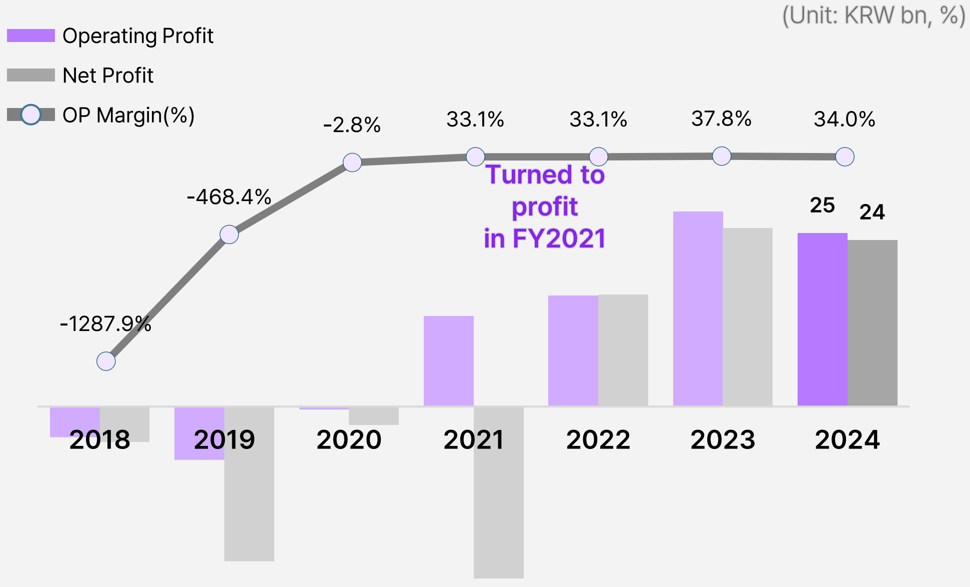
	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25
YoY (%)	31%	23%	14%	25%	40%	64%	59%	53%	24%	-0.1%	-8.5%	-14.8%	-13.5%	5.8%
QoQ (%)	7%	-1%	4%	12%	20%	17%	1.5%	7.6%	-2.8%	-5.9%	-7.0%	0.2%	-1.3%	15%

DearU

Source: Company financials _ K-IFRS(Consolidated)

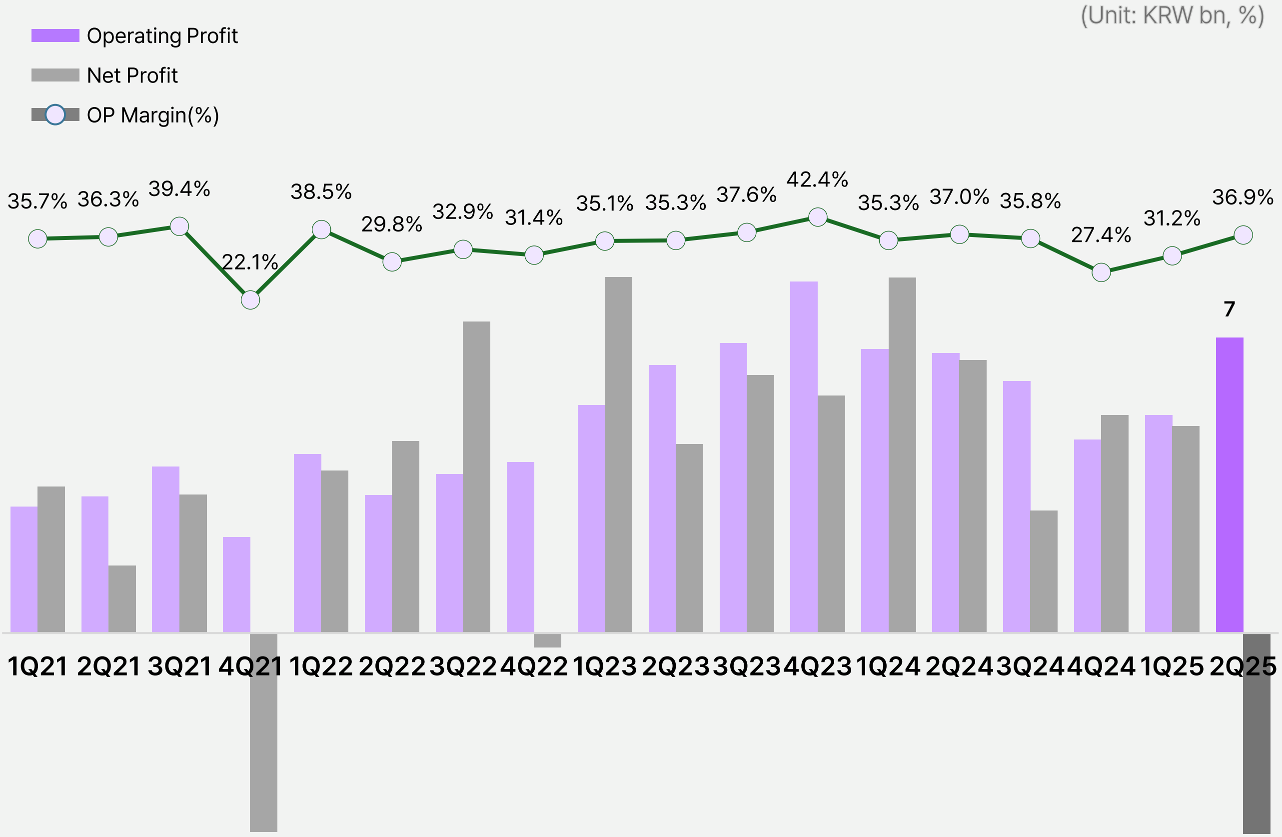
About DearU - Profitability

Annual Profitability



2019	2021
Recognized impairment loss on intangible asset from merger with Brinicle Inc. - W13.3bn	Valuation losses from CB & CPS conversion to common stock CB: 226K Shares, W4.8bn CPS: 1.6M Shares, W33.6bn

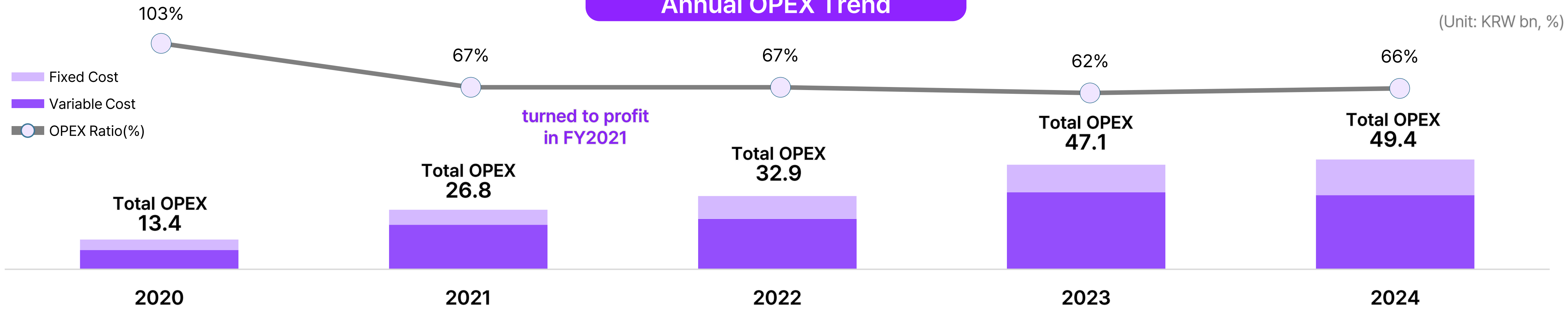
Quarterly Profitability



About DearU - OPEX

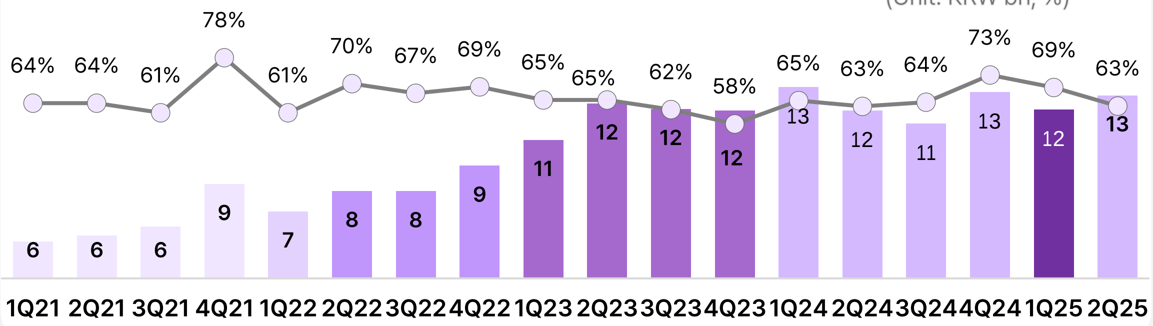
Annual OPEX Trend

(Unit: KRW bn, %)

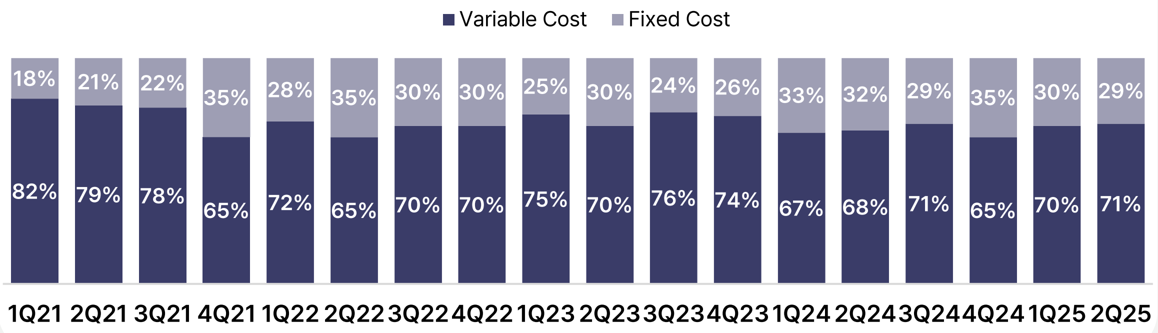


Quarterly OPEX Trend

(Unit: KRW bn, %)



Quarterly OPEX Structure



*Main Variable Cost: Google & iOS App. Platform Fee
*Main Fixed Cost: Labor related cost

DearU
Source: Company financials _ K-IFRS(Consolidated)

Non-consolidated Financial Statements

Statement of Income

(Unit: KRW Mil.)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	2022	2023	2024
Operating Revenue	11,706	11,647	12,165	13,676	16,353	19,098	19,383	20,858	20,280	19,076	17,736	17,775	17,549	20,187	49,194	75,692	74,867
Operating Expenses	7,196	8,174	8,160	9,378	10,612	12,351	12,089	12,014	13,127	12,016	11,162	12,454	11,719	12,368	32,908	47,066	48,759
Operating Income	4,510	3,472	4,005	4,299	5,741	6,747	7,294	8,844	7,153	7,060	6,575	5,321	5,830	7,820	16,286	28,626	26,108
Non-operating Income	541	1,605	3,893	-2,123	3,280	1,642	2,944	1,390	4,568	3,589	1,084	4,975	2,142	612	3,916	9,256	14,216
Non-operating Expenses	29	221	59	2,986	60	620	1,126	3,391	213	1,967	3,420	2,358	787	15,108	3,294	5,199	7,958
Earnings before income taxes	5,022	4,857	7,839	-810	8,960	7,769	9,113	6,841	11,508	8,682	4,239	7,938	7,184	-6,676	16,907	32,683	32,366
Income tax expense	930	28		-447		3,011	2,622	832	2,521	1,690	978	1,572	1,560	-72	511	6,465	6,761
Net Income	4,091	4,829	7,839	-363	8,960	4,758	6,491	6,009	8,987	6,992	3,261	6,366	5,625	-6,604	16,396	26,218	25,605

Statement of Financial Position

(Unit: KRW Mil.)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25
Current Assets	111,326	115,193	129,076	134,889	139,683	138,959	151,911	147,355	155,523	157,360	159,639	166,382	170,596	171,064
Cash and Cash Equivalents	90,586	94,472	109,778	115,659	105,123	113,132	123,527	118,434	121,887	126,563	130,119	138,602	143,105	148,127
Non-current Assets	27,627	19,093	19,080	17,652	27,143	32,727	32,213	43,302	46,349	49,859	51,060	54,941	57,037	46,946
Total Assets	138,952	134,286	148,156	152,541	166,827	171,686	184,124	190,657	201,872	207,219	210,699	221,323	227,632	218,010
Current Liabilities	10,416	10,015	10,192	11,049	13,021	13,854	19,194	16,856	18,804	16,730	17,608	20,549	25,644	22,093
Non-current Liabilities	734	674	684	267	450	427	341	4,243	3,941	3,951	3,388	3,513	3,331	3,260
Total Liabilities	11,150	10,689	10,876	11,316	13,471	14,281	19,535	21,099	22,745	20,682	20,996	24,062	28,975	25,352
Capital Stock	10,989	10,989	11,565	11,792	11,852	11,869	11,869	11,869	11,869	11,869	11,869	11,869	11,869	11,869
Capital Surplus	150,740	150,740	156,670	159,005	162,102	162,282	162,282	162,282	162,282	162,282	162,282	162,282	162,282	162,282
Other elements of shareholders' equity	19,340	10,306	9,644	11,161	10,693	10,283	10,283	10,283	10,283	10,283	10,283	10,283	10,283	10,283
Accumulated other comprehensive Income					482	-13	679	-129	453	872	777	1,997	2,873	3,468
Retained earnings	-53,267	-48,438	-40,599	-40,733	-31,773	-27,015	-20,525	-14,747	-5,760	1,231	4,492	10,830	11,351	4,756
Total Shareholders' equity	127,802	123,597	137,280	141,225	153,356	157,405	164,588	169,558	179,127	186,537	189,703	197,261	198,658	192,658

Consolidated Financial Statements

Statement of Income

(Unit: KRW Mil.)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	2022	2023	2024
Operating Revenue	11,706	11,647	12,165	13,676	16,353	19,098	19,383	20,858	20,280	19,076	17,736	17,772	17,546	20,184	49,194	75,692	74,864
Operating Expenses	7,196	8,174	8,160	9,378	10,612	12,351	12,089	12,014	13,127	12,025	11,395	12,903	12,065	12,742	32,908	47,066	49,450
Operating Income	4,510	3,472	4,005	4,299	5,741	6,747	7,294	8,844	7,153	7,051	6,342	4,868	5,481	7,442	16,286	28,626	25,413
Non-operating Income	541	1,605	3,893	-2,123	3,280	1,642	2,944	1,391	4,568	3,589	1,070	4,919	2,079	674	3,916	9,256	14,146
Non-operating Expenses	29	221	59	2,986	60	620	1,126	3,421	253	2,073	3,350	2,734	787	14,825	3,294	5,227	8,410
Earnings before income taxes	5,022	4,857	7,839	-810	8,960	7,769	9,113	6,813	11,468	8,567	4,062	7,053	6,773	-6,671	16,907	32,655	31,149
Income tax expense	930	28		-447		3,011	2,622	832	2,521	1,690	978	1,572	1,560	-72	511	6,465	6,761
Net Income	4,091	4,829	7,839	-363	8,960	4,758	6,491	5,982	8,947	6,876	3,063	5,481	5,213	-6,599	16,396	26,190	24,388

Statement of Financial Position

(Unit: KRW Mil.)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25
Current Assets	111,326	115,193	129,076	134,889	139,683	138,959	151,911	147,355	155,523	158,749	161,928	169,131	174,910	171,098
Cash and Cash Equivalents	90,586	94,472	109,778	115,659	105,123	113,132	123,527	118,434	121,887	127,952	131,247	139,565	145,798	148,477
Non-current Assets	27,627	19,093	19,080	17,652	27,143	32,727	32,213	43,258	46,260	48,299	48,305	51,195	51,257	45,200
Total Assets	138,952	134,286	148,156	152,541	166,827	171,686	184,124	190,613	201,783	207,048	210,233	220,327	226,167	216,298
Current Liabilities	10,416	10,015	10,192	11,049	13,021	13,854	19,194	16,856	18,803	16,740	17,652	20,729	25,764	22,216
Non-current Liabilities	734	674	684	267	450	427	341	4,243	3,941	3,951	3,388	3,566	3,367	3,276
Total Liabilities	11,150	10,689	10,876	11,316	13,471	14,281	19,535	21,099	22,745	20,691	21,040	24,296	29,131	25,492
Capital Stock	10,989	10,989	11,565	11,792	11,852	11,869	11,869	11,869	11,869	11,869	11,869	11,869	11,869	11,869
Capital Surplus	150,740	150,740	156,670	159,005	162,102	162,282	162,282	162,282	162,282	162,282	162,282	162,282	162,282	162,282
Other elements of shareholders' equity	19,340	10,306	9,644	11,161	10,693	10,283	10,283	10,283	10,283	10,283	10,283	10,283	10,283	10,283
Accumulated other comprehensive Income					482	-13	679	-145	433	875	627	2,012	2,908	3,268
Retained earnings	-53,267	-48,438	-40,599	-40,733	-31,773	-27,015	-20,525	-14,776	-5,829	1,047	4,131	9,584	9,694	3,104
Total Shareholders' equity	127,802	123,597	137,280	141,225	153,356	157,405	164,588	169,513	179,038	186,356	189,193	196,031	197,036	190,806