SOOP ESG Report 2024

About This Report

Report Overview

This report outlines SOOP's sustainability activities and performance. We have published annual ESG reports in both Korean and English since 2021, and this marks our fifth edition. The report presents SOOP's approach to sustainable corporate value creation, highlighting key ESG strategies, policies, activities and achievements.

Reporting Period and Scope

This report covers our activities and achievements from January 1, 2024 to December 31, 2024, and includes select data from the first half of 2025. Quantitative data from the past three years (2022 to 2024) is also presented to provide an overall trend. The reporting scope includes SOOP's headquarters and select affiliates based in our Pangyo office, as well as select information from overseas operations, which are indicated separately.

Reporting Standards

This report was prepared according to the Global Reporting Initiative (GRI) Standards 2021, the Sustainability Accounting Standards Board (SASB) Standards and the United Nations Sustainable Development Goals (UN SDGs). A double materiality assessment was performed based on the European Sustainability Reporting Standards (ESRS).

Third-Party Assurance

To ensure the accuracy and credibility of the information presented, this report has obtained third-party assurance from the Korea Foundation for Quality (KFQ), an independent assurance provider, in accordance with the AA1000 Assurance Standard v3. The assurance engagement was performed as a Type 2 engagement with a Moderate level of assurance. For the full assurance opinion, please refer to page 77 of the main report.

Contacts for Questions

This report is available for view and download on SOOP's official website. If you have any questions about the contents or suggestions for improvement, please contact us using the details below. SOOP welcomes comments and opinions from stakeholders to enhance its sustainability management.

SOOP Co., Ltd.

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Cover Story

The 2024 cover embodies the theme "Opening Windows to Connect." The window motif featured throughout the report symbolizes the act of users opening windows on the platform to interact with streamers and engage with one another. These countless windows represent spaces of communication where relationships and experiences intersect. Through these open windows, SOOP envisions a broader world and fosters deeper connections.

Contents

CEO Message

Dear esteemed stakeholders,

2024 was a pivotal year for SOOP. Amid a rapidly changing content industry, we recognized the need to redefine our platform's identity and business direction. Under the new name SOOP, we took our first step as a truly global platform, one that bridges diverse cultures and languages.

In this context, the launch of SOOP Global marks a foundation step in expanding opportunities, broadening the stage for streamers and enabling users to enjoy content that transcends borders. SOOP will create an ecosystem that connects content, technology and people through an advanced platform powered by SOOP's pioneering adoption of AI and diversification of content sectors. This will enable many more streamers and users to freely communicate and flourish. With this foundation, SOOP will adventure beyond its status as Korea's leading platform to become a top-tier global platform under the vision "Beyond Korea, No.1."

As the platform continues to grow, SOOP remains dedicated to building a sustainable digital ecosystem. To ensure that the content on our platform has a positive impact on society, we strive to build a responsible content environment together with our stakeholders, cultivating an inclusive community where users and streamers are treated with respect, and establishing an operating system that is mindful of environmental impact.

In particular, over the past year, we have carried out various activities to build a sustainable digital environment across the entire array of SOOP's business. These include creating social value through content that promotes active coexistence within communities, enhancing board diversity and accountability by appointing a female outside director and the establishment of an audit committee, distributing shareholder-friendly returns in accordance with disclosed policies and implementing content governance policies to create a safe and protective platform environment for users.

At SOOP, we aim to forge deeper connections between technology, content and people. We will remain mindful that as our platform's impact spreads farther and deeper, so does our social responsibility. We will continue to make meaningful changes in our environment, society and governance, and shape a sustainable future that resonates with all. We are deeply grateful to all our stakeholders for being part of our journey and we look forward to your continued interest and support.

SOOP CEO

Choi Young Woo

ESG Highlight 2024

* Non-consolidated basis

Environmental

Greenhouse Gas Emission Reduction (Scope 1+Scope 2)

39.63 tCO_2eq

Energy Saved

0.35 TJ

Cumulative Participation in Environmental Campaigns*

100 + participants

* Include employees and streamers

Green Commerce Revenue Donated to Environmental Causes or Donating from Green Commerce

41 %

Social

Employee Human Rights & Ethics Training Completion Rate

98 %

Donation from the 1% Sharing Campaign

KRW **113** million

New Hires in 2024

100 people

Monitoring Sanctions Imposed

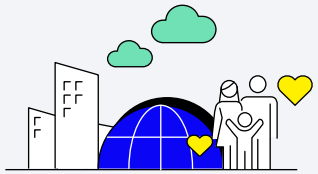
367 cases

Women in Senior Leadership Roles

16 %

Investment in Information Technology Sector

KRW **59.14** million



Governance

Board Meetings Held

9 times

Women Representation on the Board of Directors*

28.6 %

*As of March 28, 2025

Outside Directors on the Board of Directors

43 %

*As of March 28, 2025

March 29, 2024

Audit Committee established

March 28, 2025

New female outside director appointed

Overview

SOOP provides a community-based streaming service built on user participation and connection, reflecting our vision of a user-owned media platform. Founded in 1996, SOOP has steadily grown, going public on KOSDAQ in 2003 and launching our real-time personal broadcasting service in 2005, by building on over two decades of technological expertise and a user-centered philosophy. SOOP is advancing toward becoming a global Human-centered platform that integrates AI and data technology. In 2024, we strategically restructured our overseas corporate structure to strengthen our global business capabilities, establishing a new entity in Thailand and closing our subsidiary operations in Japan. Today, our overseas subsidiaries in four countries - the United States, Thailand, Hong Kong and Vietnam - serve as key bases for content distribution, partnerships and technology operations. Through tailored local strategies and responsible operations, we are expanding the global presence of K-content and strengthening our position as a global brand.

About Us[1)]

Company Name	SOOP Co., Ltd.
Chief Executive Officers	Seo Soo Kiel, Choi Young Woo
Establishment Date	April 22, 1996
Head Office Address	Rooms 201, 801, and 901, 15 (Pangyo Seven Venture Valley Complex 1, Building 2), 228 beon-gil (Sampyeong-dong), Pangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
Number of Employees[2)]	822

1) This overview is primarily based on SOOP's business report as of December 31, 2024. CEO information reflects changes following the 2025 Annual General Meeting of Shareholders.
2) Includes fixed-term employees reported in the business report and excludes employees of domestic and global subsidiaries.

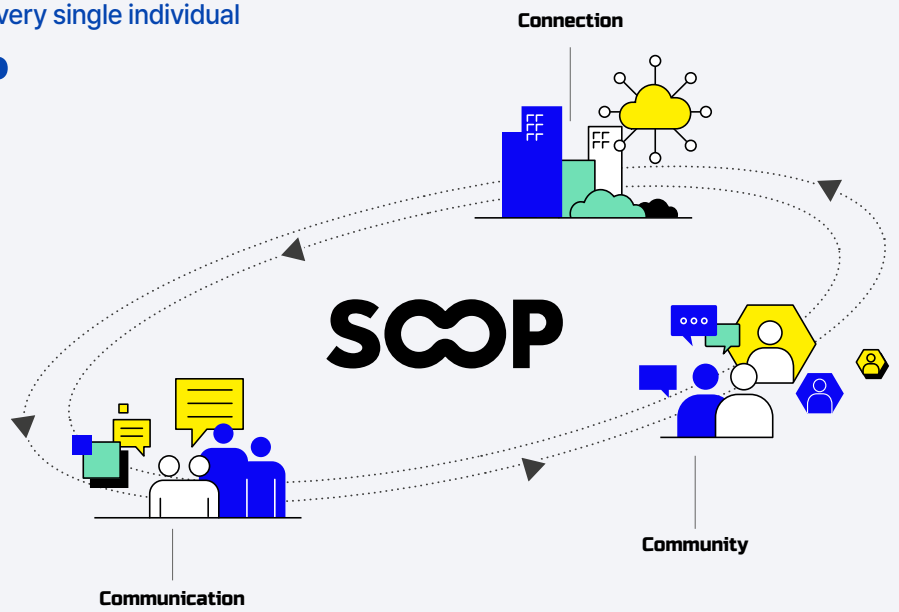
Consolidated Financial Information and Key Business Performance[3)]

ESG Assessment	KCGS B+, MSCI BB, DJSI 37 points
Revenue	KRW 413,178 million
Operating Profit	KRW 113,506 million
Credit Rating	AA0 *Rating agency: Nice D&B
Platform Services Revenue	KRW 326,533 million
Advertising and Content Creation Revenue	KRW 81,724 million
Other Revenue	KRW 4,921 million
R&D Performance (Cumulative)	69 cases

3) As of December 31, 2024

A live new media platform
open to every single individual

SOOP



Overview

1996
- Established as Wins Technology Co., Ltd.

2003
- Listed on KOSDAQ

2008
- Renamed to Nowcom Co., Ltd.

2011
- Acquired by Saint International Co., Ltd.
- Appointment of CEO Seo Soo Kiel

2013
- Renamed to AfreecaTV Co., Ltd.

2014
- Launched the first international service (Japan)

2015
- Expanded international service (Thailand, Taiwan and Global)
- Acquired GomXP Studio and renamed it to FreecUp Studio

2016
- Launched international service in Hong Kong
- Launched original StarCraft leagues ASL and GSL

2017
- Opened OpenStudio
- Set up the Global One-Build platform
- Launched original game leagues ATL and AWL

2018
- Adopted Co-CEO structure with independent representative authority (Seo Soo Kiel, Jung Chan Yong)
- Launched original PUBG league, APL
- Hosted PUBG Korea League (PKL)

2019
- Released AfreecaTV VR Player, an HMD exclusive content platform
- Listed one of Forbes "Asia's 200 Best Under A Billion" in 2019

2020
- Entered into eSports partnership with Activision Blizzard
- Hosted FreeCon 2020
- Opened Afreeca Colosseum, an eSports stadium
- Launched original sports leagues, ARC and AFL

2021
- Adopted a sole-CEO structure (Jung Chan Yong)
- Launched AAM, a new ad management platform
- Hosted FreeCon 2021
- Launched AFT(AFreecaToken) market
- Received Minister of Science and ICT Award

2022
- Launced open beta of FreeBlox
- Received Job Creation Award at the KOSDAQ Awards
- Received Best IR Award at the Korea IR Grand Awards
- Launched AfreecaTV Partnership service
- Launched "User Participation" service
- Opened Sangam Afreeca Colosseum, a new eSports stadium
- Received plaque of appreciation from the Ministry of Gender Equality and Family for protecting the youth

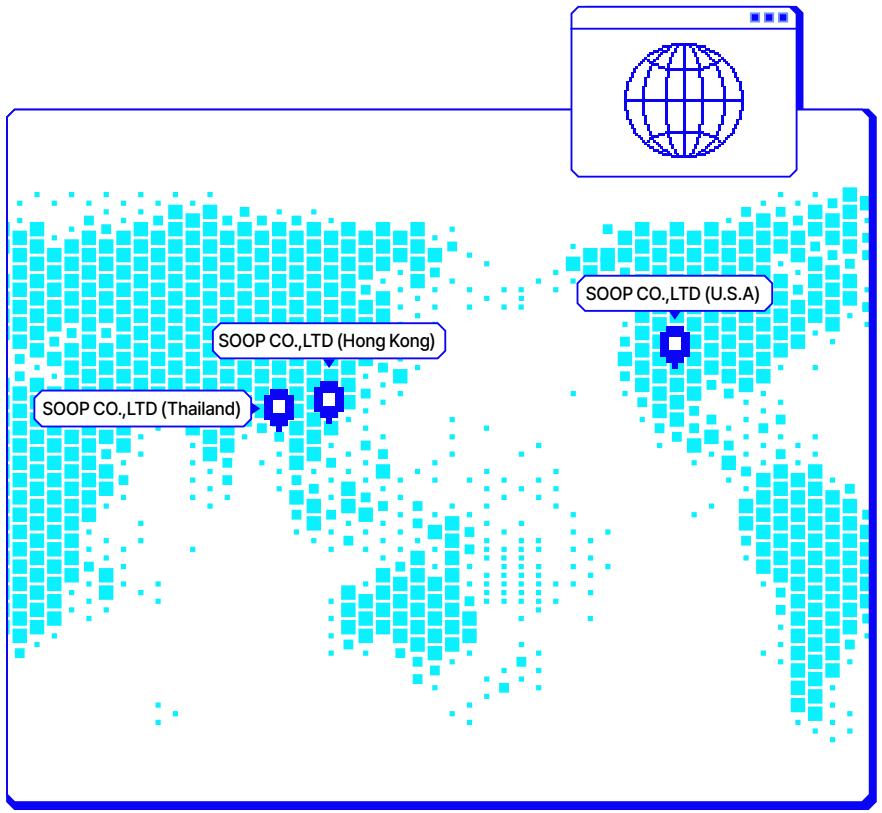
2023
- Selected as a KOSDAQ Market Disclosure Excellent Company
- Launched "MY+," a personalization service
- Launched Global Fishing League (GFL)
- Exclusive live broadcast of the 3-Cushion World Cup in Ho Chi Minh City
- Won the ESG Management Award at the Korea KOSDAQ Awards Ceremony
- Launched "Catch Story," a short-form video service
- Received Minister of Gender Equality and Family Award for protecting the youth
- Re-certified as a family-friendly company for 2023

2024
- Changed company name to SOOP Co., Ltd.
- Launched SOOP Global
- Adopted Co-CEO structure with independent representative authority (Seo Soo Kiel, Jung Chan Yong)
- Launched SAVYG (SOOP AI Video Yielding Generative)

2025
- Change of CEO (CEO Seo Soo Kiel, CEO Choi Young Woo)
- Launched SOOP Personalized Intelligence (SOOPi) and SOOP AI Realtime Streaming Assistant (SARSA)

Overview Corporate Group Structure

Global Network



Domestic

Afreeca Freecs Co., Ltd.
Professional Gaming Team
Professional gaming team founded on a "free-and-freak" philosophy: naming rights sponsorship by DN Group

CTTD Co., Ltd.
Digital Advertising Agency
A creative agency designing new integrated e-commerce experiences, such as convergence platforms for brands and commerce, advertising and marketing planning, promotion strategies, content planning and video production

FIVE & SIX Co., Ltd.
Billiards Specialized Company
The official marketing partner of UMB (Union Mondiale de Billard), dedicated to promoting and adding premium value to billiards content

FreeCut Co., Ltd.
Video-on-Demand Production Company
Creates trendy video content for streamers and corporate clients

Freemeta Co., Ltd.
Multi-Platform Based on Blockchain Technology
Develops user-generated metaverse platforms, Freeblox and SAYBUZZ

FreeBR, Co., Ltd.
Full-Service Advertising Agency
Provides marketing solutions that integrate technology with creativity

SOOP TV Co., Ltd.
Integrated Broadcasting Channel for Games & eSports
Delivers SOOP's contents, from broadcasts and eSports to streamer content, via cable and IPTV

FreeCap Co., Ltd.
Financial Platform
Provides "CAPPY", a new social lifestyle platform that integrates finance

Afreeca OpenStudio Co., Ltd.
Offline Communication Platform for Streamers and Users
Operates broadcasting facilities for broadcasting of various eSports leagues and general PC-based broadcasting environments

Our Businesses

From One-Person Media to an All-Connecting Platform

By launching its live streaming service in 2005, SOOP opened new horizons for one-person media platforms in Korea. Unlike the traditional media's one-way delivery of content, SOOP fundamentally changed the content production and consumption landscape by providing an environment where anyone could easily create live broadcasts and interact with viewers. This shift gave rise to diverse real-time content genres such as game broadcasting, sports commentary, study broadcasting and food broadcasting. A new generation of creators known as "streamers" emerged, and combined with voluntary sponsorship from viewers, helped propel the donation-based economy model into full swing. Drawing on our experience in leading the one-person media ecosystem, SOOP redefined its platform identity and realigned its strategic direction through a global lens, introducing a new company name and launching SOOP Global in 2024. We also continue to create a more inclusive and sustainable creative environment by developing AI-powered content recommendation technology, diversifying creative formats, enhancing streamer support programs and reinforcing community policies centered on users.

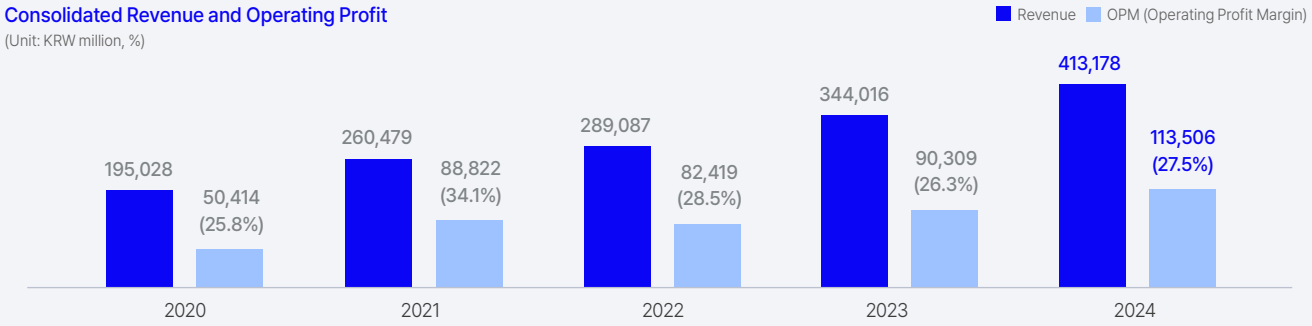
Record-High Performance

SOOP achieved double-digit growth across key metrics in 2024. Revenue grew to KRW 413.2 billion, marking a 20.1% increase year-on-year, and operating profit increased by 25.7% to KRW 113.5 billion. We achieved continued growth in core revenue streams, with platform revenue increasing 26.1% year-on-year to KRW 326.5 billion and advertising revenue increasing 3.8% to KRW 81.7 billion.

This feat was driven by strengthening the overall competitiveness of our contents and developing an advanced platform strategy. SOOP has broadened the breadth of content genres by significantly expanding on virtual streamer contents, strengthening streamer support policies and securing various sports broadcasting rights. This significantly drove up user engagement and time spent on the platform. We continue to enhance our overall corporate competitiveness by strengthening content integration across domestic and overseas platforms to ensure a seamless user experience, expanding B2B partnerships and incorporating generative AI technologies.

Consolidated Revenue and Operating Profit

(Unit: KRW million, %)



*As of 2024

New streamers who aired their first broadcast on SOOP

53,000

Total broadcasts hosted on SOOP

6.75 million

Number of "Catch"es generated

1.95 billion

Highest daily number of viewers on SOOP

540,000

Year-over-year growth in the virtual category (based on cumulative broadcasts)

5 X

Total number of chats on SOOP in 2024 (as of November 2024)

4.5 billion

Cumulative overseas viewership of SVL 2024 during the six-day tournament

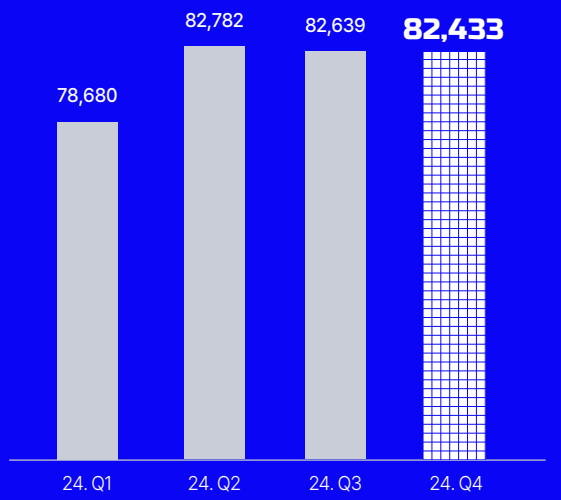
2.6 million

Our Businesses Core Value Drivers

Platform

Quarterly revenue
(Unit: KRW Million)

Platform Service



Growth of the Virtual Streamer Category

SOOP is actively expanding its virtual streaming ecosystem by onboarding a growing number of virtual content streamers. These creators broadcast using virtual avatars that mirror their facial expressions and movements in real time, ushering in a new wave in one-person media platforms. Recognizing the unique appeal and technology-driven nature of their content, we see strong potential for virtual streamers to further enrich the diversity and creativity of our platform. To support this, we are implementing a range of initiatives to enhance their creative experience.

First, SOOP is actively supporting the creation of high-quality virtual content, including music videos, fan meetings, showcases and gaming competitions, with an optical motion capture studio and VR mapping support. In the first half of 2025, we introduced Mobile Virtual Mode, which allows streamers to easily broadcast virtual avatars directly from their mobile devices without the need for additional equipment. This quick and simple broadcasting setup empowers creators to produce character-based content anytime and anywhere, removing traditional time and space limitations. We are also actively enhancing content quality for streamers through Virtual Makeover Season 1, a program that supports 3D avatars. In addition to offering cosmetic customization, such as hairstyles, outfits and accessories, the program introduces advanced technical features, such as shaders to add color and texture to avatars, as well as compatibility with various virtual content creation programs.

SOOP continues to expand its community-driven content offerings, particularly those based on VRChat. One notable example is the WAKTAVERSE Baseball Tournament (WBD), a large-scale virtual sports event where numerous virtual streamers participate as players and managers. SOOP helped energize the virtual content ecosystem by sponsoring the prize money for the tournament. The event was a big hit, with the final game drawing more than 40,000 viewers.

Looking ahead, we will continue to expand various technical and institutional support for virtual streamers to further enhance their creative capabilities and strive to create an inclusive and sustainable virtual ecosystem where anyone can easily express their individuality and creativity.

Virtual Content

Our Businesses Core Value Drivers

Platform

Metaverse Platform "Freeblox"

Through Freeblox, SOOP's metaverse-based content platform, we are creating an immersive digital ecosystem where users can freely communicate through avatars and engage in diverse experiences, ranging from broadcasting and chatting to gaming and economic activities. Freeblox consists of Play, a space for themed cafes, performances and exhibitions; Market, where users can customize avatars and operate virtual shops; and Studio, a creative environment where users can create and sell items. Additional features include integrated live streaming, a secondary creation use-map function and a monetization system linked to SOOP's donation-based economy, all of which promote creativity and user interaction. With Freeblox, SOOP is building a sustainable content environment with the goal of diversifying content, nurturing the growth of the digital creator ecosystem and developing a participatory virtual platform.

Looking ahead, SOOP aims to further enhance the fandom-based community features of Freeblox with the introduction of Fandom Worlds, a dedicated space where virtual streamers can casually interact with fans, create content and engage in interactive activities centered around their fandom communities. Fandom Worlds will feature a reward system, a merchandise market function and a high-performance server environment for fan meetings and virtual concerts. These features are designed to foster a sustainable creative ecosystem based on a core fandom base. The rollout of these features began in 2024 and will continue progressively, serving as a key driver in strengthening the competitiveness of the Freeblox platform.

Freeblox Content

Optimizing Mobile Experiences

As a streaming platform, SOOP has been making strides in technological advancements focused on a more accessible and seamless mobile experience. In 2024, we made a qualitative leap in the mobile viewing experience, including UI/UX improvements, with a focus on feature updates for better user experience. Key developments included the application of resource optimization technology to reduce battery consumption, as well as the introduction of Radio Mode (SLEEP button), which supports voice-only viewing and helps lower data usage. We are also working on the mobile version of Clear Mode, which will reduce data consumption while maintaining high-definition streaming quality and screen clarity.

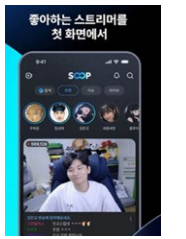
We have also made significant upgrades to the chat functionality to improve the mobile viewing experience. Users can now flexibly adjust the width of the chat window to better fit their screen size and the nature of the content and enable real-time chat pop-ups to stay engaged with the conversation flow. We have also enhanced features for streamers and introduced specialized tools for lifestyle content. Which include a feature allows streamers to share real-time information on their distance to a destination when broadcasting on the go, and an AR-based fishing measurement function. SOOP plans to continue improving related technologies to deliver a more immersive experience for both users and streamers interacting across various streaming environments.

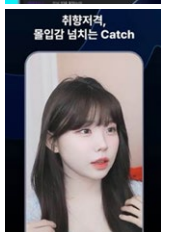
Updates to VOD and Short-Form Content Services

SOOP is continuously enhancing its VOD and short-form services for better viewing experience. Since start of its customized VOD service in 2019, SOOP has added various features such as user-generated clips and replays, and launched our own short-form service "Catch" in 2022.

In particular, "Catch Story," which was introduced at the end of 2023, leverages machine learning-based AI technology to automatically select key scenes from a streamer's live broadcast and reorganize them into a story to make replays more convenient and engaging. SOOP has filed a patent for Catch Story in the first half of 2024, laying the foundation to strengthen its competitive edge in both technology and content originality.

In 2024, we accelerated the shift in content consumption paradigms by restructuring the platform UI/UX around short-form content. We integrated full-length video functionality to provide contextual depth to short-form clips and launched user participation–based promotional programs such as challenges and themed quests. Looking ahead, we plan to continue broadening our strategic approach to increase both content engagement and voluntary participation.





Our Businesses Core Value Drivers

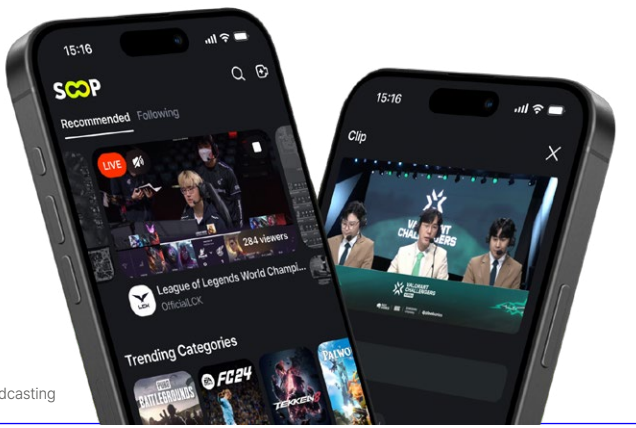
Contents

Colorful Broadcasts

SOOP is committed to enabling universal access to sports through its coverage of a wide range of events, from traditional sports to eSports. Most notably, at the 2024 Paris Olympics, SOOP was the only Korean platform to offer all 32 sport events for free, making sports more accessible. Hundreds of thousands of users tuned in live for the gold medal games and the streamers with live interactive commentary helped foster the cheering culture.

In the eSports arena, SOOP secured broadcasting rights for major events including the Saudi Esports World Cup (EWC) and the Hangzhou Asian Games and provided live coverage of key matches of League of Legends and Tekken 8, including championship-winning moments. The EWC finals, in particular, attracted an impressive peak of 400,000 concurrent viewers, despite being held in the early morning hours.

SOOP also produces content in various formats such as viewing parties, one-sided commentaries and streamer-hosted coverage, strengthening interactive communication with viewers. Also, through amateur sports such as national championships and youth soccer tournaments, we strive to broaden the foundation of sports content. Looking ahead, we will continue to enhance the accessibility of various content including sports and eSports that users can enjoy together.



eSports broadcasting

Original Content

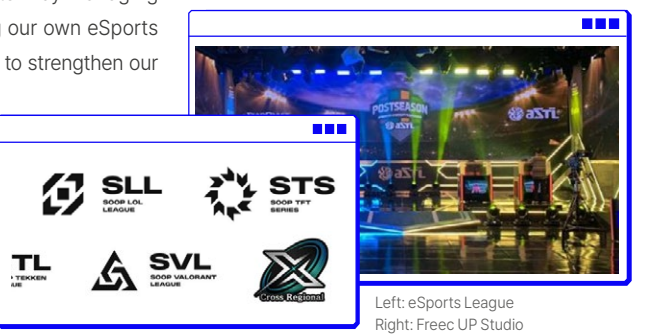
CINETY

SOOP is strengthening the content competitiveness of its platform by showcasing original live and VOD content, produced and edited in-house, in a variety of categories, across gaming, entertainment, music, sports and subcultures.

In 2024, we launched a vertical content strategy aimed at enthusiast audiences, which has resulted in a notable increase in fandom-driven content and user engagement time. One key example is SOOP's original content brand "Cinety," which curates and provides highlights from live broadcasts. Cinety recorded a 120% year-on-year increase in page views. More importantly, Cinety continues to attract fandom audiences by focusing on subculture-oriented content such as V Summit, Virtual Sting Operation Team and Underground Idol Project. To date, it has curated more than 50 signature titles, reinforcing its reputation as a go-to destination for must-see content.

In the sports category, we are expanding our reach through free broadcasts of multi-sports events, such as the Olympics, martial arts, soccer, billiards and go, as well as hosting original competitions. Key programs include X2: SOOP DANCE BATTLE, Go-Playing Streamers, Road FC Collaborative Fighting Content and exclusive coverage of King's World Cup 2025. Notably, the addition of WWE (World Wrestling Entertainment), which appeals to a dedicated fan base, resulted in a 155% increase in VOD views in the sports category.

SOOP is also actively leveraging its robust content production infrastructure, including Sangam Colosseum, Jamsil DN Colosseum and Freecup Studio to plan and produce original content of various genres. In gaming, we are revitalizing the gaming content ecosystem by managing professional eSports teams and hosting our own eSports leagues. Going forward, we will continue to strengthen our competitiveness as an original content platform by expanding fandom-centered content and enhancing the production and curation of sports and subculture content.



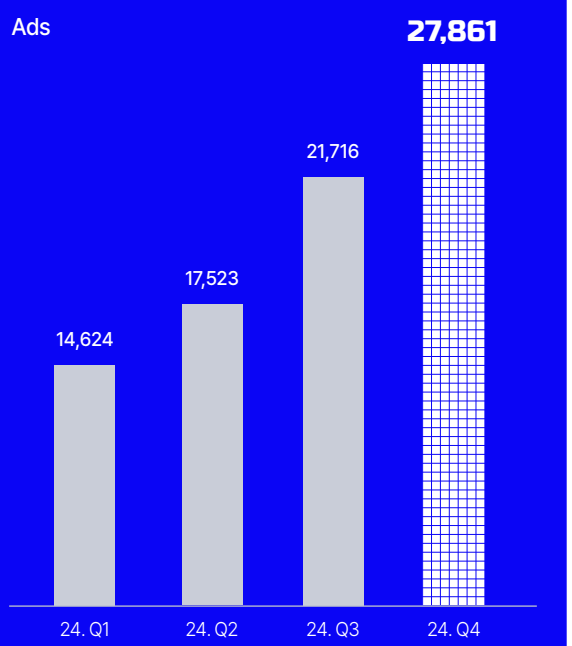
Left: eSports League
Right: Freec UP Studio

Our Businesses Core Value Drivers

Ads

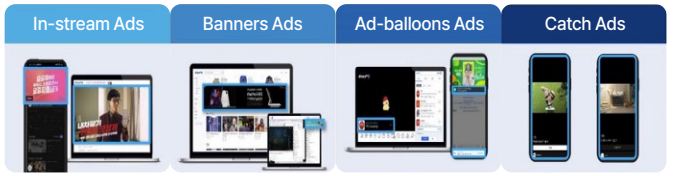
Quarterly revenue

(Unit: KRW Million)



Platform Advertisements

SOOP's platform offers advertising services across mobile apps and PC pages, utilizing a variety of ad formats. These include standardized options such as display ads (banner, in-stream video ads) and keyword search ads, as well as unique offerings that integrate the platform's donation-based culture, such as the ad-ballon. In 2021, we launched an open ad platform with a real-time bidding system and effective ad analytics, which is helping to drive steady growth in platform ad revenue.

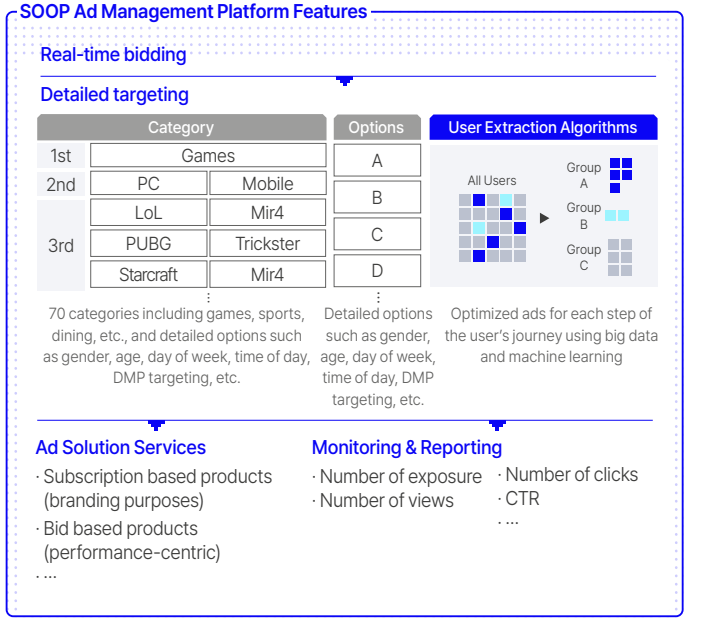


Advertisement Management Platform: SAM

SAM, SOOP's ad management platform, was built to help advertisers manage campaigns efficiently. It was originally launched in 2021 as AAM (AfreecaTV Ads Manager) and rebranded in 2024 following years of stable operation, coinciding with the relaunch of its live streaming platform. SAM is a self-serve platform that is easily accessible to advertisers of all sizes, effectively absorbing the growing demand for digital advertising.

SAM's biggest strength is its sophisticated targeting capabilities, allowing advertisers to target not only specific streamers but also over 70 different categories, including gaming, sports, food, with additional segmentation options based on gender, age, day of week, time of day and Data Management Platform (DMP) targeting.

It also offers ad viewer targeting and vertical retargeting to maximize campaign performance. SAM maximizes ad efficiency by leveraging big data and machine learning technologies. On the SOOP platform, advertisers can deliver ads tailored to each step of the user journey, with solutions fit for a variety of KPIs, from branding-focused fixed placement and slot-based products to performance-based bidding. SOOP continues to evolve into a more sophisticated, personalized advertising platform through persistent enhancements in category segmentation and big data-driven algorithm advancements.



Our Businesses Core Value Drivers

Ads

Branded Content Ads

SOOP's content ads are designed to boost user engagement by delivering campaigns that reflect the shared interests of its community. On SOOP, ad formats fall into two main categories: gaming and non-gaming. In the gaming category, we leverage the platform's strong game traffic by hosting popular events such as amateur leagues and streamer battles, which not only enhance a game's popularity but also extend its lifecycle through continuous content exposure. In the non-gaming category, we stand out through our strong community-driven, two-way communication that enables natural brand exposure during long broadcasts while fostering real-time interaction and immediate user feedback.

We aim to achieve both marketing success and viewer satisfaction through diverse formats including live branded content created through real-time online interaction, branded videos produced in collaboration with popular streamers, and viral content designed to promote brands across communities. Leveraging SOOP's unique strengths, we are expanding our offerings to meet diverse advertiser needs from esports league production to live commerce, thereby building a strong foundation for future growth.

Live Commerce

Live commerce combines live streaming with e-commerce, enabling real-time sales through online broadcasts. Defined by interactive, two-way communication between sellers and viewers, it allows for the immediate exchange of product information and direct engagement with consumers. As digital transformation accelerates and contactless consumption becomes more prevalent, this business model continues to grow in the online shopping sector.

SOOP officially entered the live commerce market in 2022. Leveraging its nature as an interactive media platform, users do not just make one-time visits to purchase products but actively engage in shopping experiences connected to their favorite streamers. This has become a unique strength of SOOP, setting it apart from other live commerce platforms.

In 2024, SOOP continued to revitalize the local economy and host donation activities in collaboration with local organizations and businesses. In the third season of its "Nong-gononglag"[1] live commerce, SOOP created opportunities for farmers to expand their sales channels and facilitated direct communication between farmers and consumers, providing seasonal produce and hosting user participation events. We also launched the FUNATION(Fun-donation) initiative, donating proceeds from charity bazaars held at Seoul Forest and on our Metaverse platform Freeblox to support medical expenses for children and adolescents. SOOP also continued to support the environment and the underprivileged through its Give U commerce donation, where we sold our own private-label products, "Deu-Ril[2] Dumplings" and "Deu-Ril x Yukdaejang Yukgaejang," and essential daily goods. We placed particular focus on expanding the virtual ecosystem, launching custom merchandise featuring virtual streamer IPs and building a new commerce model that combines fandom culture among teens and people in their 20s. Notable collaborations included the "MoonChip Choco Sandwich X Bunnae New Town Edition" with the "Bunnae New Town" crew and the "MoonChip Choco Sandwich X Virtual White Day Edition" with 11 virtual streamers. On Freeblox, we created original content tailored to the metaverse space, such as the "Deu-Ril Daejang" virtual tavern live commerce event and a 3D virtual cafe selling products of small businesses, which provided an immersive shopping experience that merged reality and the virtual world. We also continue to provide scholarships as part of our outreach to younger generations, engage in various social contribution activities and promote social value through a new business model that combines donation and commerce.

Live commerce contents

1) An interactive live commerce content that directly connects domestic farms with consumers, providing a new concept of agricultural sales and participation broadcasting.
2) The brand name "Deu-Ril" was inspired by the popular broadcast title "I Have Something to Tell You," pronounced in Korean as "deu-ril mal-sseu-mi it sseum ni da."

Our Businesses Streaming the Future

R&D

We have been constantly expanding our R&D investment to achieve sustainable growth driven by technology. In 2024, SOOP invested KRW 20.1 billion in R&D, the largest amount since its founding, and achieved meaningful results in several areas, including in advanced streaming technology, VOD systems maintenance, mobile and web-based viewing experiences and introduction of AI technology. To systematically manage R&D activities, we operate dedicated developer units for media, web and mobile under the CTO, and continue to upgrade our service stability and data-driven operation capabilities through our infrastructure team and data team. Each development division plays a key role in advancing SOOP's technological capabilities by improving stream quality, responding to global platforms, optimizing user-centric UI/UX and integrating AI technologies. Looking ahead, we plan to focus on improving user experience on our platform by merging technology and content, and aim to further build a pioneering media ecosystem of the future.

R&D Performance (Cumulative)

(Unit: case)

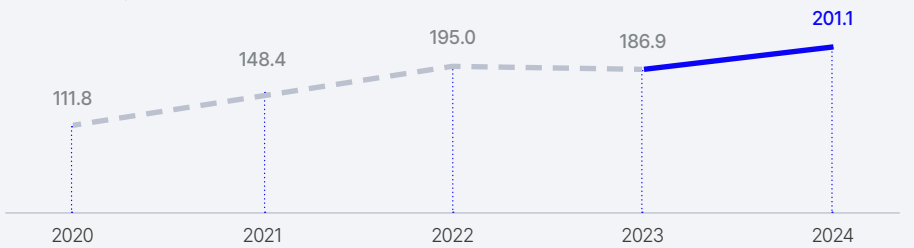
Live Streaming	VOD	Web-Related Technologies
29	9	2

Mobile Broadcasting Technologies	Others	Total
2	27	69

R&D Expense Growth Trend

(As of: December 31, 2024)

(Unit: KRW 100 million)



Number of Intellectual Properties Held

Patents	Trademarks
20	249 (205 domestic, 44 international)

Our Businesses Streaming the Future

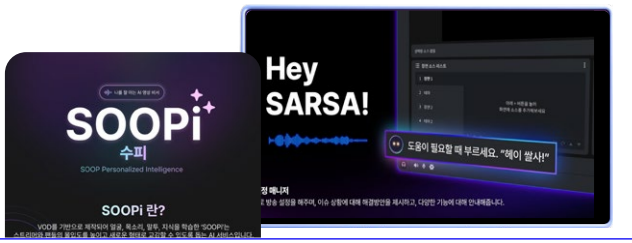
Adopting Generative AI

In 2024, SOOP began rolling out generative AI technology across its platform, introducing new content experience for both streamers and users. For this purpose, we formed an internal task force dedicated to AI technology to ensure user-friendliness and technical excellence.

The first of these efforts made public was the launch of the generative AI video production tool SAVYG (SOOP AI Video Yielding Generative), which runs in conjunction with "video balloons," a feature of SOOP's donation-based economy. SAVYG allows viewers to generate videos that seamlessly embed a streamer's face and body into a preset sequence of actions. Viewers can send these videos to streamers as personalized content gifts. This feature gives streamers a chance to expand and monetize their content and broadens the diversity of gift experiences on the platform.

SOOPi (SOOP Personalized Intelligence) is a personalized AI video assistant that uses the streamer's face and voice to engage in everyday conversations and recommend content based on its conversations with users. SOOPi is trained to learn the streamer's accent, facial expressions and flow of content using our self-developed video learning model, LVM (Large Video Model). The standout feature of SOOPi is its ability to initiate the conversation and actively lead and engage users into interaction.

SARSA (SOOP AI Realtime Streaming Assistant) is another AI tool that helps streamers create content by acting as an AI manager that summarizes broadcast content and assists in managing broadcast settings and other functions. SARSA completed its initial beta release (version 0.5) in April 2025, with initial features focused on broadcast summarization. Looking ahead, we plan to further strengthen the platform ecosystem by not only upgrading SAVYG, SOOPi and SARSA, all currently in beta, but also continuing development of other proprietary AI technologies such as SHASHA (SOOP Highlighted AI Shorts Alive) and SUMMA (SOOP Ultimate Multimedia Motion Actioner), an AI streamer.



Scaling the Global Platform

The official launch of SOOP's global platform in 2024 marked the full onset of our expansion into international markets. Building on our early success in Thailand, we rapidly expanded our reach across Southeast Asia and English-speaking countries.

As Thailand is a vibrant market where popular eSports content is actively consumed, we launched a dedicated eSports page centered around global titles such as Valorant and introduced a variety of features to draw user participation, such as drops, challenge missions, broadcast clip sharing, streamer widgets and subscription vouchers, to enhance the interaction between local users and streamers.

The core part of our global expansion strategy is localization and partnership-driven content delivery. Through the acquisition of local eSports content company FPS Thailand, SOOP has gained extensive experience in the official operation and broadcasting of global eSports events, including the Valorant Challengers Thailand Series. Building on this foundation, beginning in 2025, SOOP will participate as the exclusive streaming partner for the VCT SEA (Southeast Asia Challengers) season in collaboration with Riot Games. We plan to grow a regional fanbase and solidify our position in the global eSports market through high-quality broadcasts, as well as joint broadcasts with local streamers.

SOOP envisions a "forest"-like ecosystem, where all the platform's technology and community elements naturally blend in together. Guided by the same philosophy in the global market, we will shape an inclusive streaming culture where streamers, users and partners can freely communicate and grow together, and realize a sustainable global business model through technological innovation and localized strategies.

OUR SUSTAINABILITY

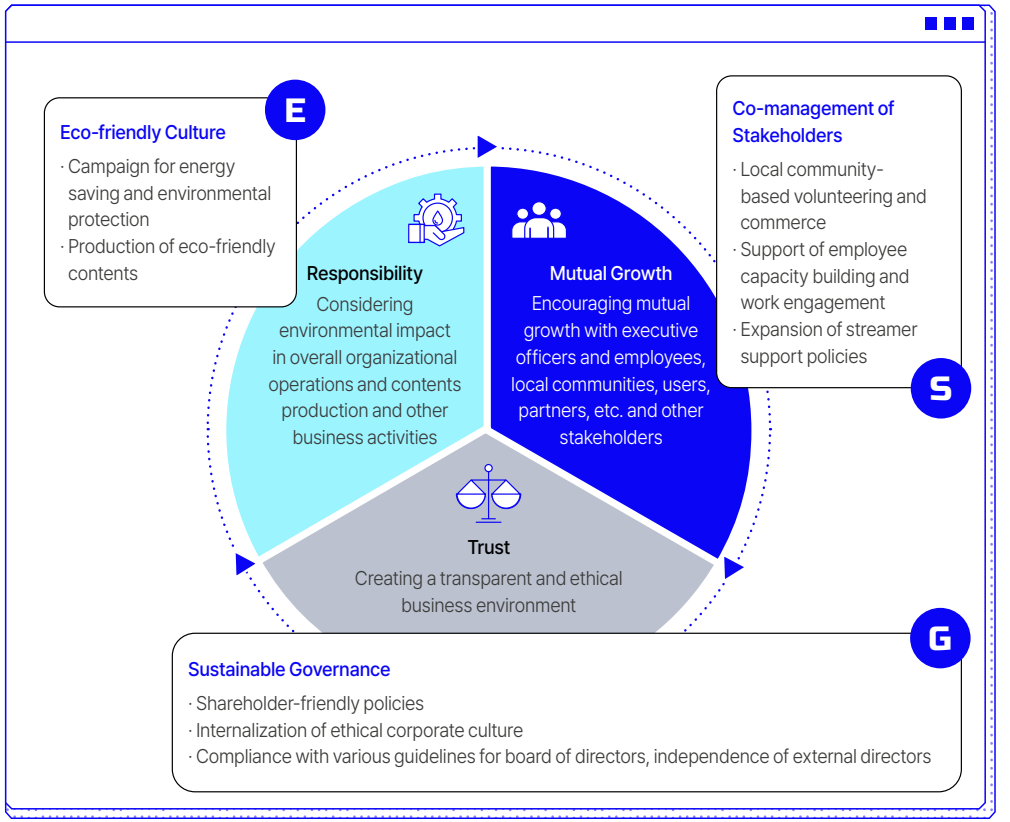
How we approach

As a platform service company, our societal impact continues to grow and we strive to conduct our operations responsibly in line with that expanding influence. Accordingly, SOOP seeks to go beyond just growing our platform and aims to shape a sustainable future in partnership with society by constantly communicating with our stakeholders, finding key issues through double materiality assessments and establishing and implementing ESG management strategies.

Our Sustainability ESG Management Strategy

ESG Strategy

With the vision of becoming a sustainable global streaming platform, SOOP is establishing standards for sustainable operation across environmental, societal and governance dimensions. Our ESG strategy is built on three pillars: organizational responsibility, coexistence with stakeholders and a transparent decision-making structure. We have defined core initiatives for each pillar and are integrating these principles into all aspects of our business operations. Looking ahead, we will continue to create a more inclusive and sustainable digital ecosystem.



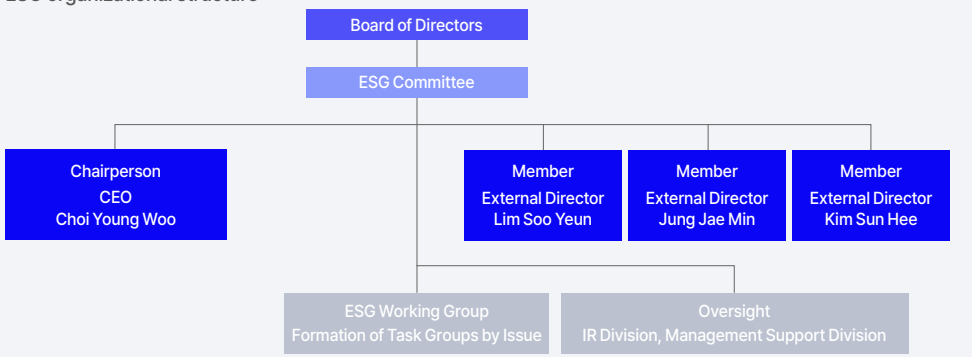
Sustainability Governance

SOOP has an ESG management system led by the ESG Committee and supported by an ESG Working Group. The ESG Committee is established under the Board of Directors and sets company-wide ESG goals, deliberates on and approves core strategies and initiatives, and monitors performance. It also reviews material ESG issues and response plans, and conducts final reviews of sustainability disclosures, including ESG reports. Decisions approved by the ESG Committee are shared with each department through the working group, enabling ESG initiatives to be implemented autonomously and collaboratively across the organization. Through this structure, SOOP is striving to embed sustainability management into its corporate culture.

Roles and Operational Procedures

Board of Directors	ESG Committee	Oversight – IR Department, Management Support Division	ESG Working Group
· Review plans and progress of key issues · Report, deliberate and resolve key pending issues	· Approve ESG-related policies and detailed implementation plans · Review ESG materiality assessments and non-financial risks · Manage, supervise, evaluate and review ESG performance · Final review of ESG disclosures	· Establish and advance the ESG framework · Promote and perform improvement initiatives · Manage disclosures and respond to evaluations, etc.	· Discuss improvements for each issue · Execute improvement measures · Share results and progress

ESG organizational structure



Our Sustainability Stakeholder Engagement

Stakeholder Engagement

SOOP constantly communicates with various stakeholders, including our business partners, to strengthen cooperation based on mutual trust. In particular, we strive to identify key stakeholders who directly and indirectly affect our value chain and reflect their expectations and needs in our management strategies. To this end, we operate various channels for gathering stakeholders' opinions, including regular meetings, e-town hall meetings, online communication channels and grievance hotlines.

Stakeholder Engagement Status

Classification	Definition	Key Issues	Communication Channels	Communication Status and Achievements in 2024
Shareholders	Persons that directly or indirectly participate in SOOP's management by holding shares	· Corporate financial performance · Transparent performance disclosure	· Quarterly live earnings calls · Investor Relations disclosures · Shareholder meetings · Analyst day and conference	· Live broadcast of quarterly earnings calls and quarterly disclosure of IR Book · Shareholder meetings · Publication of 2023 ESG Report
Media Associations and Agencies	Entities that discusses media norms, rules and ethics, and sets common values	· Compliance with media ethics and policies · Development of media ecosystem · Economic value creation	· Association community · Media meetings	· Management of media content operation policy, copyright protection policies, etc. · Served as executive member of the Korea Software Property-Right Council · Member of Korea Internet Corporations Association, Korea VR-AR Content Association and Korea Digital Advertising Association
Local Community & Civil Society	Groups dedicated to regional development	· Local community impact management · Revitalizing local economies · Social contribution activities	· Local government communities and relevant government agencies · Community impact programs	· Cooperation with the Small and Medium Business Distribution Center to support digital transition for micro and small and medium businesses · Created local community empowering content in cooperation with local communities · Support for vulnerable communities through donation concerts, live commerce, flea markets, etc.
Users	Individuals who currently use or may use SOOP's platform	· Personal information protection · Service quality Improvement · Strengthened content monitoring	· Website Communication Center · Support Center · User meetings · Monthly satisfaction surveys	· Conducted monthly online user meetings · Official SOOP talk SOOP talk! content introduces updates on the platform based on user feedback · Established a 24-hour monitoring system · User board on the SOOP Communication Center · "Very satisfied" rate in users satisfaction survey: 49% in first half, 45% in second half
Partners (Streamers)	Content creators on SOOP's platform	· Increase platform traffic · Generate profit from content creation · Responsible platform service	· Satisfaction surveys · Content Support Center · Streamer meetings · 1:1 hotline staff support	· Launched "Newbie Zone Expedition," a program to promote new streamers, and "Welcome to Streamer" · Received 1,255 applications (for production and/or promotion) to the Content Support Center in 2024, of which 753 were accepted for support · Conducted quarterly streamer meetings · Operated a streamer board on SOOP Communication Center
Employees	Individuals involved in the planning, sales and support of products and services on the SOOP platform	· Improving the work environment · Reward on job performance · Enhance job competency · Promote work-life balance	· Operation of an internal portal Communication ON · eTown hall · Annual surveys on job satisfaction	· Conducted quarterly employee communication content, eTown hall · Conducted 360° leader competency assessments · Performed organizational diagnosis
Partners Companies and Contractors[1)]	External entities that support business operations, including development, sales, sales support and staffing related to the SOOP platform's products and services	· (Advertisers) Commerce and advertisement performance · (Partner companies) Improve brand value through business cooperation · (MCNs/Staffing agencies) Protect human rights and improve working environment of their employees	· Website communication channels (partnership and advertising inquiries, etc.) · Constant communication with the responsible departments	· Annual ad revenue of KRW 81.7 billion in 2024, up 3.8% year-over-year · Signed over 5 new business agreements · Established a health and safety policy for partner staff, streamers and other workers

1) Including advertisers, partner companies, MCNs, and staffing agencies

Our Sustainability Stakeholder Engagement

Stakeholder Engagement

Communication Channels

Live Conference Call

Since 2016, SOOP has been releasing quarterly earnings via live broadcasts, and has continued the unique IR culture of real-time communication with all stakeholders, including users and streamers, investors, analysts and employees. Most importantly, the CEO appears in person on the broadcast to announce the earnings and answers real-time questions via chat, representing a transparent and open communication structure that is distinctive from conventional conference calls. Our efforts were recognized by the Korea Exchange in 2023, being selected as one of the "Best Companies for IR Activities" on the KOSDAQ market.

Communicating with Users

SOOP runs various communication channels to actively incorporate user feedback into platform operation. The "Online User Meeting," held monthly since 2018, has become a primary channel for reflecting user opinions, and a total of 73 meetings have been held by 2024. Recently, SOOP used this channel to deliver social messages, such as "Respect for Life" seminars, to foster a responsible corporate culture. In 2024, we also personally visited Pyeongchon Management High School, Pyeongchon High School of Science and Technology and Samil High School to communicate with students interested in the one-person media industry and enhance their understanding of the content industry. In addition, we regularly share updates on major platform features and improvements that reflect user feedback through the Communication Center broadcasts.

Streamer Meetings

SOOP recognizes streamers as key partners and collaborators and strives to build a foundation of mutual trust based on continuous dialogue. Quarterly streamer meetings, which have been held since 2016, have been used as a venue to collect various opinions on platform operations. Meetings are held for each content category, such as travel and beauty, to collect tailored feedback from streamers. Additionally, the Operating Policy Consultation Center allows streamers to freely consult and make suggestions on operating policies. We will continue to provide a creative environment where both the platform and streamers can grow together based on open communication.

Employee Communication Content, eTown Hall Meetings

To ensure that we share information transparently and create a strong culture of communication within the company, we hold quarterly eTown Hall meetings with the CEO and all employees. During these meetings, the CEO presents the previous quarter's business performance and outlines key plans for the upcoming quarter. The CEO also engages in real-time dialogue with employees via live chat, encouraging open communication between management and staff. Furthermore, employees also participate using the platform's donation-based economy features (such as the donation balloon feature), which naturally increases their understanding of our business structure and values.

Distribution of Economic Values

(Consolidated Basis, Unit: KRW Million)

Distribution to Streamers

As a global leader in the donation-based economy business model, we create indirect economic value by redistributing the revenue generated through the model to our streamers.

2022	2023	2024
388,080	476,068	626,890

Dividends

To protect shareholders' rights and enhance shareholder value, we maintain a shareholder-friendly dividend policy and enable shareholders to participate directly in dividend distribution decisions during shareholders' meetings.

2022	2023	2024
7,963	9,115	15,985

Employee Compensation and Incentives

We believe our competitiveness lies with our employees, and strive to provide fair compensation based on individual capabilities and performance, along with various welfare benefits.

2022	2023	2024
63,014	77,456	91,718

* Sum of salaries, benefits, stock compensation costs and retirement benefits for employees, on a consolidated basis.

Tax Payment

SOOP faithfully fulfills its tax obligations and indirectly contributes to the growth of the economy and local community.

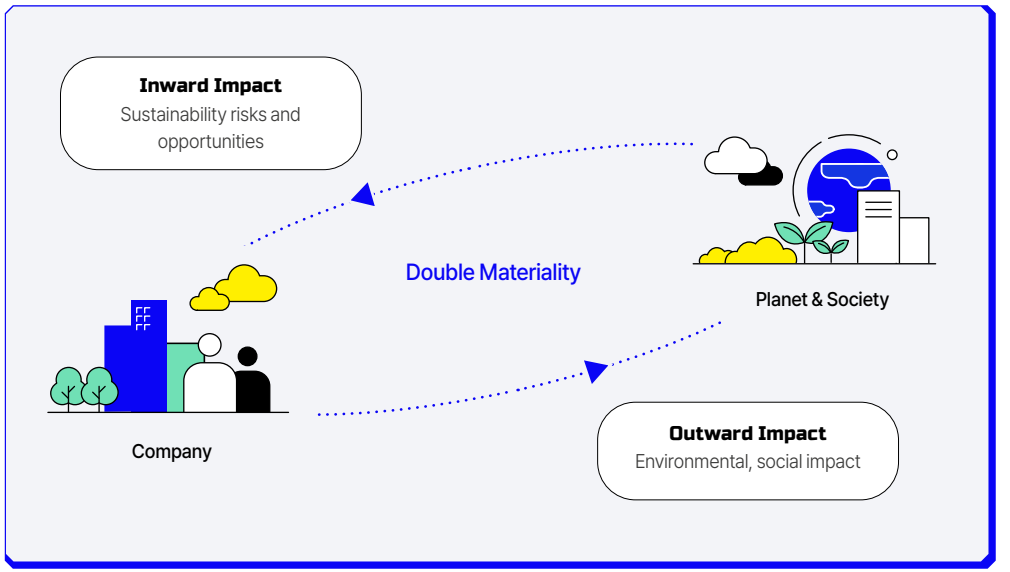
2022	2023	2024
23,060	21,450	25,884

Our Sustainability Double Materiality Assessment

SOOP discloses key sustainability issues every year in its annual ESG report. This year, we once again conducted a double materiality assessment, which considers both financial and non-financial positions, to find our key sustainability issues and strengthen our strategy and risk response system. We will continue to reflect the voices of various stakeholders in our management and strive to build a sustainable content ecosystem as a responsible media platform.

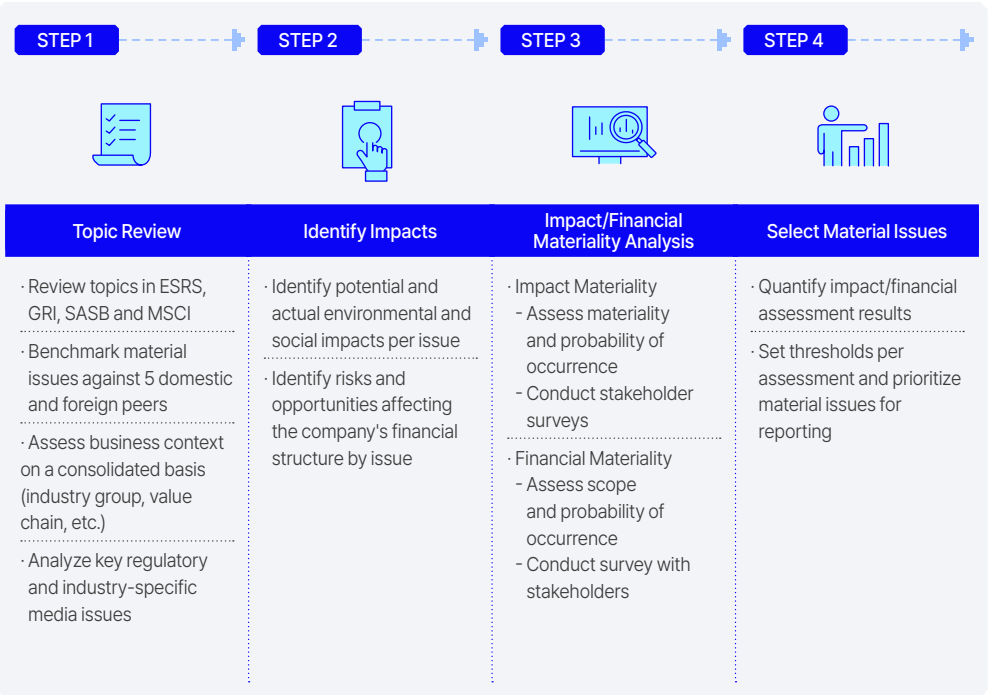
Double Materiality

SOOP analyzes both the outward impact of our business activities on society and the environment, as well as the inward impact of external sustainability issues on our financial performance and the long-term value of the company. This allows us to go beyond identifying risks and explore potential opportunities, enabling us to take strategic steps going forward. We set our priorities by reflecting stakeholders' expectations and industry-wide ESG trends, and based on the results, refine our company-wide ESG strategies and implementation direction. The double materiality assessment enables us to determine sustainability issues on a more multi-faceted and quantitative basis, to strengthen our social responsibility as a media platform and lay the foundation for decision-making for a sustainable future.



Materiality Assessment Process

SOOP analyzed issues in external initiatives and peer groups on the basis of detailed indicators of the European Sustainability Reporting Standards (ESRS) and deduced a pool of issues most relevant to our business context.



Our Sustainability Double Materiality Assessment

Double Materiality Assessment Results

Based on global guidelines such as ESRS and GRI, SOOP identified 15 material topics that reflect our business aspects and stakeholder perspectives. For each topic, we conducted a comprehensive survey to assess the environmental, social and financial impacts, and determined priorities based on predefined threshold, ultimately selecting the top five material issues.

Double Materiality Assessment Results

*Scale: ■■■■ Very High, ■■■□ High, ■■□□ Medium, ■□□□ Low

	Topic	Impact Materiality	Financial Materiality
A	Key Materiality Issues 1. Responsible content creation	■■■■	■■■■
B	Key Materiality Issues 2. Leveraging AI technology and enhancing global competitiveness	■■■■	■■■□
C	Key Materiality Issues 3. Data protection	■■■■	■■■□
D	Key Materiality Issues 4. Mutual growth with partners	■■■□	■■■□
E	Key Materiality Issues 5. Higher user satisfaction	■■■□	■■■□
F	Respect for human rights	■■■□	■■□□
G	Fair trade and anti-corruption	■■□□	■■□□
H	HR management	■■□□	■■□□
I	Ethical management	■■□□	■■□□
J	Sound corporate governance	■■□□	■■□□
K	Safety and health	■■□□	■■□□
L	Corporate culture	■■□□	■■□□
M	Contribution to the local community	■■□□	■□□□
N	Energy efficiency	■□□□	■□□□
O	Climate change	■□□□	■□□□

SOOP 2024 Double Materiality Assessment Result

Our Sustainability Double Materiality Assessment

Management Approach by Issue

*Scale: ■■■■ Very High, ■■■□ High, ■■□□ Medium, ■□□□ Low

	Topic	Stakeholder Impact	Business Criticality	Risks and Opportunities	SOOP's Response Status	Page
A	Responsible content creation	■■■■	■■■■	**Risks** Neglecting harmful content or failing to protect minors may lead to sanctions and fines from regulatory bodies such as the Korea Communications Commission, and possible lawsuits for violating the law, which can lead to direct financial losses. **Opportunities** Strengthening content monitoring processes and adopting age-restrictions enhances social responsibility and platform stability, which mitigates regulatory risks in advance and reinforces advertiser and investor confidence, strengthening the foundation for continued profit sources.	To foster a culture of responsible content creation, SOOP regularly conducts campaigns related to major social issues such as digital sexual crimes, illegal activities and respect for life. To maintain an ethical and healthy content ecosystem, we support streamers by providing safe broadcasting guidelines, education on copyright and operating a rights infringement response system.	29-31
B	Leveraging AI technology and enhancing global competitiveness	■■■■	■■■□	**Risks** Failure to invest in technology, non-compliance with foreign regulations, etc. may hinder global market expansion or lead to a costly market entry. **Opportunities** Adopting AI technology to automate content and extend global outreach can help raise new revenue and global brand value.	SOOP provides tailored services using AI and continues to strategically strengthen its global competitiveness by entering overseas markets to expand the user base and raising brand value.	15-16
C	Data protection	■■■■	■■■□	**Risks** User data breaches can result in serious financial loss, including fines, legal action and user attrition. **Opportunities** Stronger data security systems and privacy policies will contribute to user trust and long-term loyalty.	SOOP's Information Protection Committee is responsible for overseeing data protection, and we have established a structured response process to deal with personal information breaches.	32-34
D	Mutual growth with partners	■■■□	■■■□	**Risks** Unfair dealings with or lack of support for streamers and partner companies can lead to partner churn and migration to rival platforms. **Opportunities** Personalized support and win-win strategies for streamers can contribute to increased platform loyalty and user participation, which can lead to higher revenue.	SOOP's Content Support Center helps streamers grow, offering personalized content creation support, psychological counseling and programs for each stage of their growth journey, and more.	35-37
E	Higher user satisfaction	■■■□	■■■□	**Risks** Failure to respond to user complaints can result in user churn, which directly reduces revenue. **Opportunities** Efforts to improve satisfaction, such as operating customer service centers and actively incorporating user feedback, can increase paid service usage and repeat visits.	To increase user satisfaction, SOOP monitors content and chats real-time and quickly responds to user complaints through customer service centers.	38-39

Our Sustainability Double Materiality Assessment

*Scale: ■■■■ Very High, ■■■□ High, ■■□□ Medium, ■□□□ Low

	Topic	Stakeholder Impact	Business Criticality	Risks and Opportunities	SOOP's Response Status	Reporting
F	Respect for human rights	■■■■	■■□□	**Risks** Human rights violations, such as workplace harassment and discrimination, can lead to reputational damage and incur legal defense costs. **Opportunity** Strengthening human rights management and operating a grievance mechanism contributes to a trustworthy corporate culture and conveys a positive image to investors and advertisers.	SOOP has declared a commitment to human rights-based management and revised its internal policies to thoroughly define regulations against human rights violations. SOOP also has a formal grievance system in place to address human rights violations and other grievance issues.	42-43
G	Fair trade and anti-corruption	■■□□	■■□□	**Risks** Unfair trade or corruption can result in business losses due to regulatory sanctions and deteriorating relationships with partner companies. **Opportunities** Establishing fair trade practices contributes to stable relationships with suppliers and a sustainable supply chain.	SOOP is committed to maintaining a fair contracting culture, executing fair contracts and refraining unfair demands or preferential treatment.	56, 61, 69
H	HR management	■■□□	■■□□	**Risks** Failure to provide fair compensation and growth opportunities can lead to the departure of key talent, weaker organizational capabilities and increased rehiring costs. **Opportunity** Structured talent development programs lead to better content quality and stronger employee loyalty, which contributes to stable growth.	SOOP evaluates applicants based on diverse experiences and capabilities through blind recruitment, and implements various training programs for both new and existing employees to strengthen their skills and competencies.	44-46
I	Ethical management	■■□□	■■□□	**Risks** Unethical conduct can damage corporate credibility, investor relations and increase legal exposure. **Opportunities** Having a Code of Conduct and a whistleblower system in place contributes to strengthening internal controls and gaining the trust of external stakeholders.	SOOP has established a Code of Conduct to enhance corporate transparency and accountability, and operates ethical management training and an internal whistleblower system to foster an ethical corporate culture.	56-57
J	Sound corporate governance	■■□□	■■□□	**Risks** Lack of board independence and obscure governance structures can drive investor exits and a decline in corporate value. **Opportunities** Transparent governance practices and the establishment of an ESG committee contributes to long-term investment stability and corporate credibility.	SOOP has adopted guidelines on director independence and diversity and is committed to ensuring sound governance and transparency through its ESG Committee and Audit Committee.	52-55

Our Sustainability Double Materiality Assessment

*Scale: ■■■■ Very High, ■■■□ High, ■■□□ Medium, ■□□□ Low

	Topic	Stakeholder Impact	Business Criticality	Risks and Opportunities	SOOP's Response Status	Reporting
K	Safety and health	■■□□	■■□□	**Risks** Safety incidents in the workplace can result in legal liability and medical expenses, and can negatively impact the reputation of the company. **Opportunities** Improving the working environment and providing safety training to streamers help reduce direct and indirect losses that can result from safety incidents, including legal exposure, medical expenses and potential content disruptions.	SOOP conducts regular workplace risk assessments and safety inspections, and provides various safety training and health-related programs.	47-48
L	Corporate culture	■■□□	■■□□	**Risks** Lack of communication and inflexible work environments can result in poor employee satisfaction and increased turnover, which can drive up human resource management costs. **Opportunities** Flexible work arrangements and a culture that values autonomy and creativity contribute to increased productivity and talent retention, which will enhance competitiveness in the long run.	SOOP is improving the work environment by expanding educational support and flexible work arrangements, to create a corporate culture where employees can thrive.	40-41
M	Contribution to the local community	■■□□	■□□□	**Risks** Lack of engagement with the community can negatively impact corporate reputation and lead to increased costs related to civil complaints and conflicts. **Opportunities** Community outreach, such as location-based campaigns and donation-driven content, can help improve brand image and build user trust.	SOOP continues to coexist with the local community and create social value through social contribution activities that utilize the unique features of its media platform, such as its signature donation content and volunteer content.	49-51
N	Energy efficiency	■□□□	■□□□	**Risks** In power-hungry operations, poor energy efficiency can lead to increased power costs and environmental regulatory risk due to carbon emissions. **Opportunities** By adopting energy-efficient systems and operating servers efficiently, power costs can be reduced, which will contribute to investor confidence and ESG competitiveness by strengthening the company's reputation for eco-friendly management.	To reduce power usage of PCs and servers, we are developing energy-saving technologies and hosting workplace energy conservation campaigns to help employees reduce energy consumption.	28, 68
O	Climate change	■□□□	■□□□	**Risks** Regulatory measures such as carbon taxes or emissions trading schemes may increase compliance and operational costs. **Opportunity** Creating eco-friendly content and spreading climate-aware campaigns can enhance SOOP's ESG-friendly image and win the trust of advertisers and investors.	SOOP has a three-pronged approach for addressing environmental impact: holding in-house campaigns, creating environmental content and managing greenhouse gas emission indicators.	27-28, 68

OUR IMPACT

How we approach

SOOP aims to create a safe and open communication space for everyone and lead a sustainable future through technology and content. Throughout the entire process of creating content and operating the platform, we strive to reduce our environmental impact, respect the rights of all stakeholders and engage in responsible business practices. We will persevere in our ESG management efforts and continue creating a sustainable ecosystem where technology, people and communities can thrive in perfect harmony.

Environment Environmental Management

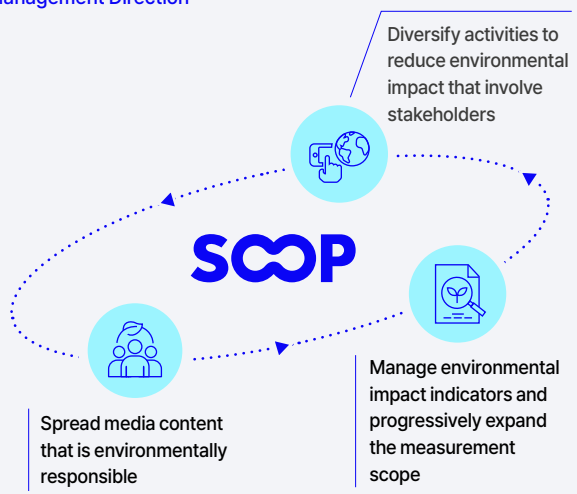
As a corporate citizen, SOOP recognizes its responsibility in building a sustainable future and systematically manages the environmental impact incurred during our operation of the platform and throughout the process of content production, distribution and commerce.

SOOP's Framework

Environmental Management Policy

SOOP implements corporate-wide environmental management under three main pillars that reflect the characteristics of our industry and business model. We systematically monitor and manage key environmental performance indicators such as greenhouse gas emissions, energy and water usage and waste generation. Relevant information is disclosed on p.68 of this report. In addition, we continuously strive to reduce our environmental footprint across content creation, platform operation and our office environment, with the ultimate goal of becoming a fully environmentally responsible digital platform. As part of our institutional efforts, we have established a formal environmental management policy and practice the following principles.

SOOP Environmental Impact Management Direction



Environmental Management Policy

SOOP practices environmental management in accordance with the following principles:

- SOOP, as a responsible corporate citizen, actively addresses climate change and other environmental issues.
- SOOP complies with all applicable domestic and international environmental laws and regulations, and incorporates international environmental declarations and global standards into its management practices.
- SOOP transparently discloses environmental management-related information to its various stakeholders.
- SOOP strives to minimize the negative environmental impacts of its business activities.
- SOOP strives to establish a culture of environmentally conscious business management.

SOOP's Practice

Risks and Opportunities

The results of SOOP's 2024 materiality assessment did not identify environmental issues such as climate change and energy as core material issues. However, in order to practice responsible management as a listed company and reflect global guidelines such as ESRS, we continue to identify and manage potential environmental risks and opportunities in our continued effort to protect the environment.

Managing Greenhouse Gas (GHG) Emissions

Although SOOP is not obliged to participate in Korea's GHG & Energy Target Management System, we recognize the importance of addressing climate change and have been voluntarily measuring and disclosing our annual GHG (Scope 1 and 2) emissions since 2022. We closely monitor oil consumption at our headquarters, electricity usage and vehicle operations, and carry out energy efficiency and GHG reduction activities based on these results. As a result of these efforts, our total GHG emissions in 2024 decreased by approximately 9.4% compared to the previous year.

Classification[1]	Unit	2022	2023	2024
Scope 1	tCO_2eq	87.73	130.81	68.37
Scope 2		296.31	289.47	312.65
Total		384.03	420.27	381.02
GHG emissions intensity[2]	tCO_2eq / KRW 100 million	0.1379	0.1303	0.0996

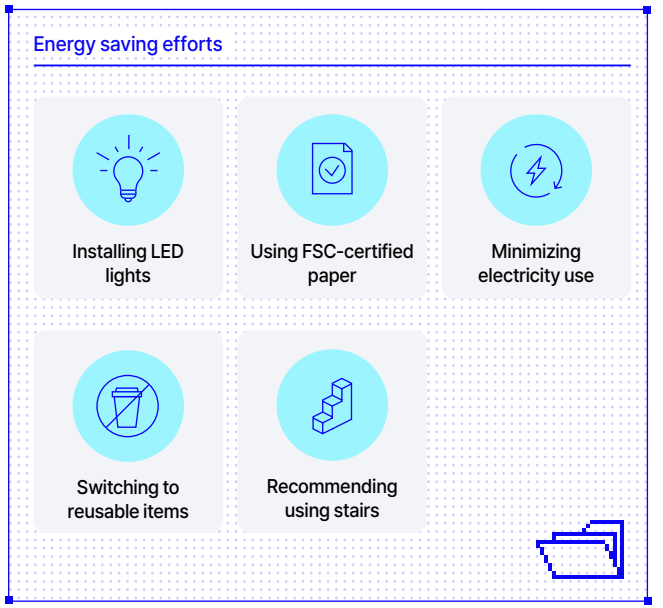
1) GHG emissions have not been third-party verified.
2) Based on separate revenue; 2022 and 2023 figures reflect revenue restatements.
* Emissions calculated at SOOP Pangyo Headquarters

Environmental Management

SOOP's Practice

Energy Saving Activities

At SOOP, we are committed to energy conservation, from small, everyday habits to company-wide system improvements. We encourage the practice of eco-friendly activities that employees can participate in, such as switching to reusable items, encouraging taking the stairs. We are also working to save electricity in our operation process through installing LED lighting in office spaces and using FSC-certified paper to reduce resource consumption. As a result, our total energy use in 2024 decreased by approximately 4.3% year-on-year. Looking ahead, we plan to further apply technological measures to reduce carbon and upgrade our energy management.



Eco-Friendly Purchasing

We are purchasing more green goods to better manage our environmental impact. In February 2021, we started using FSC-certified paper, and in January 2022, we replaced fluorescent lights in our offices with LED lights, which use about 22% less power.

Purchasing FSC-certified paper (Unit: KRW)

2022	2023	2024
5,705,200	6,639,000	5,649,000

Replacing with LED lights (Unit: KRW)

2022	2023	2024
22,000,000[1)]	2,000,000[2)]	1,040,000

1) Includes LED replacement costs 2) LED light maintenance costs

Raising Environmental Awareness

In 2024, we campaigned for a participatory ESG culture through environmental activities with our employees, streamers and users.

Arbor Day Volunteering "You and I, and the Forest We Create"

31 streamers participated

Activities such as plogging, tree-planting and environmental quizzes, helping to raise awareness of environmental issues

Green Commerce

19 streamers participated

Donating 41% of total sales to environmental organizations, supporting community-linked environmental initiatives

"You and I, and the Forest We Grow Together", a cleanup effort in Namhan-sanseong

50 people, including streamers and employees, participated

Cultural heritage protection and environmental cleanup activities

SAVE GREEN

An internal campaign was conducted to encourage employees to take carbon-reducing actions, such as reducing disposables, turning off standby power and saving water

Social Responsible Content Creation

SOOP is well aware of the far-reaching impact of content on a society, and that as a publicly listed company, we are responsible for creating a healthy digital ecosystem by operating our platform and managing content in a responsible manner. We view this responsibility not only as an obligation but also as an opportunity to enhance our long-term profitability and platform competitiveness by creating a content environment grounded on trust and transparency.

Strategy & Policy

SOOP is committed to ensuring that all users can consume and create content in a safe and healthy environment. With user protection and the sustainability of the content ecosystem at the center of our focus, we have built a stronger safety system by improving our operating policies and adopting an AI-based filtering technology. In addition, by providing content on social issues, we contribute to raising awareness, and strive to make our platform a place of positive social value. We will keep an agile mindset in responding to changing social environments and legal standards, and continue to operate responsibly to create a content ecosystem that earns the trust of both users and streamers.

Operating Policy

Regulates content operations in line with social standards and outlines response system for handling content violations

Youth Protection Policy

Governs youth protection measures, including standards for blocking harmful information, age restrictions, privacy, training and grievance procedures.

Management

Led by the User Communication Division, SOOP works closely with relevant departments to maintain a responsible content environment across the entire lifecycle, from content creation to distribution and management.

Monitoring Process

Monitoring: Identify content that violates the Operating Policy
- 24/7 real-time monitoring
- Assign personnel to each category
- Monitor user reports received in real time and through the Customer Service Center

Violation Assessment: Jointly assess and determine whether the content violates the Operating Policy
- Verify whether the content violates the Operating Policy
- Decide if immediate action is needed
- Decide the appropriate sanction

Notification: Notify violations and enforce content suspension
- Take action within 3 days of becoming aware of the violation
- Notify the user of the specific reason for suspension via a login popup
- Conduct monthly reviews of monitoring results and actions

2024 key Performance

Monitoring Sanctions
Strengthened enforcement on explicit content, offensive behavior, and more

+6%

344 cases 2023 → 367 cases 2024

Reports Filed
Increase in reports due to user influx following the Twitch shutdown, along with a rise in copyright and abusive chat violations

+12%

52,768 cases 2023 → 59,153 cases 2024

Chat Group Removals
More operators and promotion of a healthier chat culture

-47%

11,853 cases 2023 → 8,067 cases 2024

Responsible Content Creation

SOOP's Practice

AI Filtering Technology: Taekwon A and Taekwon S

SOOP operates proprietary AI filtering systems, Taekwon S and Taekwon A, which automatically detect and block vulgar or obscene content and illegal advertisements through various mediums, such as images, videos, chats and direct messages. These systems enable quick sanctions to be imposed through real-time alerts and operator involvement. In 2024, the scope of application was expanded to include image-based filtering for stronger content moderation. In addition, all malicious chat cases and corresponding sanctions taken against them are announced on the Notifications page each month to ensure transparent operation and maintain trust with users.

Name	Taekwon A	Taekwon S
Filtering Target	Advertisements and abusive language in chats	Vulgar and sexual content
Purpose	Promote a healthy chat culture by filtering all sentences during live streaming and private messaging	Quickly and effectively detect and block sexually explicit behavior and content during streams to protect users
Discipline	· Taekwon A filters abusive chats in real-time during streams and bans or removes offending users · Taekwon A classifies messages as normal, spam, or curse and takes measures accordingly · An admin page has been established, through which identified users are subject to sanctions imposed by dedicated operators	· Taekwon S detects explicit content in real time and classifies it as "Highly Certain" or "Probable" · Taekwon S sends flagged content to admins with a media snapshot and 10-second highlight before and after the incident · Dedicated 24/7 operators take final measures, ranging from deletion, concealment, or suspension of content

Operating Policy Training for Streamers

SOOP operates a dedicated education platform to support streamers in practicing responsible broadcasting. In particular, in order to establish a healthy broadcasting culture on the platform and to strengthen streamers' capabilities, we require applicants to our "Best Streamer" award to complete at least 5 educational courses, including essential topics such as copyright, defamation and youth protection.

이것만 알면 너도 스타 스트리머 될 수 있어! 운영정책은 왜 만들까? | 쉽게 지나칠 수 있는 위법행위는 어떤 것들이 있을까? | 청소년이 미래다! 청소년들을 보호 하려면? | 무심코 진행할 수 있는 저작권 침해는 어떤 것들이 있을까? | 타인에게 상처를 줄 수 있는 명예훼손 행위는 어떤 것들이 있을까? | 위법으로까지 이어질 수 있는 사행 행위는 어떤 것들이 있을까?

VOD Learning Materials on the Operating Policy

Campaigns to Combat Digital Sex Crimes And Other Illegal Conduct

SOOP hosts campaigns to prevent digital sex crimes and other illegal conduct, and has worked with the Korea Communications Commission to prevent the distribution of illegal hidden camera footage. SOOP also raises awareness of illegal conduct such as drugs and gambling and strives to create a healthy content environment.

Youth Protection Campaigns

To create a healthy digital environment for children and adolescents, SOOP conducts preventive campaigns targeting harmful content, such as pornography, gambling inducement, speculative behavior, sexually explicit content and hate speech. We encourage users to use appropriate language, activate age-restriction settings and create a culture of self-regulation within the community, fulfilling our social responsibility as a platform to protect the youth.

Youth Protection Campaign

Campaign Against Illegal Conduct

Campaign Against Hidden Cameras

Responsible Content Creation

SOOP's Practice

Outdoor Broadcast Etiquette Campaigns

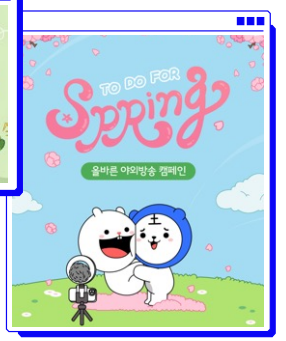
SOOP conducts seasonal campaigns to encourage and support responsible outdoor broadcasting by streamers. These campaigns provide essential guidance on maintaining public order, portrait rights and compliance of safety guidelines. In 2024, the Spring-Summer campaign focused on providing content creation guidelines for both streamers and users, including on avoiding littering, excessive exposure and violation of traffic laws.

Creating a Culture of Respect for Life

Hosting Campaigns

To spread a culture that values life, SOOP monitors internal content and promotes online campaigns in collaboration with relevant organizations on topics such as youth suicide prevention. In 2024, SOOP partnered with the Ministry of Health and Welfare and the Korea Foundation for Suicide Prevention to promote media guidelines for suicide reporting. We also hosted three seminars, including one on a metaverse platform, on the theme of respect for life.

Respect for Life Campaign Posters



Outdoor Broadcast Etiquette Campaign

Life-Saving Relief Efforts

With a significant portion of its user base in their teens to 30s, SOOP is deeply committed to promoting respect for life to protect the mental health of streamers and users. Learning from our seminars and internal counseling case studies, we identified that emotional crises often stem from a combination of factors such as psychological pressure, social isolation, excessive expectations and negative feedback. To respond quickly and systematically in an event of crisis, we have established a life-saving relief protocol.

Critical Care Relief Process

Receive reports or detect cases	Assess plausibility	Report to law enforcement	Provide information	Share results
Identify content devaluing life through real-time reports, Customer Service Center reports, monitoring detection, and more	Review the situation to evaluate the likelihood of an actual crisis event	Alert the relevant authorities if necessary	Share user details and context with law enforcement	Receive outcomes of relief measures from the authorities

Preventive Life-Saving Efforts

Real-time reporting function

- Immediate confirmation and action on the spot to prevent the escalation of critical situations

24 hour real-time monitoring personnel

- Dedicated monitoring personnel on duty around the clock, including late night and early morning hours, to ensure continuous oversight
- Customer Support Center open until 2 a.m. on weekdays

AI detection system of specific words

- Proprietary AI detection system, trained on a database of life-devaluing expressions, immediately forwards case to monitoring personnel when keywords are detected

Preventing Copyright Infringement

SOOP provides copyright guidelines and training for streamers to increase awareness of intellectual property rights and operates a Copyright Infringement Reporting Center to prevent unauthorized uses. The platform's terms of service specify measures such as content suspension for violations, preventing legal disputes.

Copyright Infringement Reporting Center

Process of Handling Copyright Infringement

Step 1. Request for action

Step 2. Suspension of copying and transmission and notification

Step 3. Request for clarification. Review to determine whether copying and transmission can be resumed

Social Data Security and Privacy

SOOP recognizes data security and privacy to be core responsibilities given the nature of our platform, where user activity data and personal information are collected and processed real-time. We aim to strengthen user trust and enhance the sustainability of our platform by increasing our investment in data protection and transparently disclosing our security status.

Strategy & Policy

Considering data security and privacy as core values, SOOP operates an integrated data protection system based on ISMS certification. We have established a governance framework that includes personal information impact assessments, internal audits and operation of cyber threat response teams. In addition, we have established various comprehensive internal guidelines, including the Data Protection Regulations and guidelines for users, servers and personal security, to define clear expectations and performance standards required of employees and partners. We also regularly conduct prevention-centered security activities such as data protection training, malware drills, sharing latest security trends and system security updates to raise company-wide security awareness and create an environment that can proactively respond to changing cyber threats.

Information Protection Regulation

A comprehensive regulation on the protection of all company information assets (documents, databases, systems, networks, etc.), including personal information.

Privacy Policy

Outlines the basic principles and procedures on the protection of data subjects' rights and prevention of misuse of personal information throughout the entire process, from collection to destruction.

User-Friendly Privacy Policy

To make our privacy policies more accessible to children and teenagers, we provide simplified summaries and video explanations.

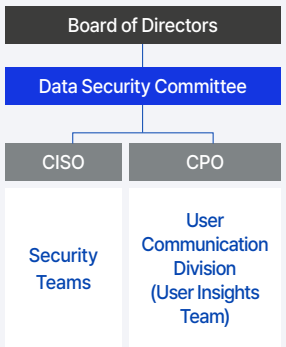
Internal Management Plan for Privacy

An internal plan is established and distributed annually to ensure all employees fully understand and perform their roles and responsibilities in protecting privacy. Violations of these roles and responsibilities under the Information Protection Regulations are subject to disciplinary measures based on intent, degree of violation and damage caused to the company, and may affect the performance evaluations.

Privacy Protection Principles

- SOOP complies with all applicable personal information protection laws and international standards in its service regions.
- SOOP maintains transparency in how it processes users' personal information.
- SOOP respects users' rights to make decisions about their personal information.
- SOOP collects only the minimum personal information needed to meet its objectives and manages this information responsibly.
- SOOP prioritizes the protection of user privacy.

Management



- Oversight of the company's data security framework (deliberation, review, decision-making on key issues)
- Management of data protection and security control systems

- CISO: Establishment of security control systems, leading cyber threat response and security incident prevention activities and ensuring compliance with information protection laws, regulations and certifications (e.g. ISMS)
- CPO: Establishment and management of a protection system for the entireprocess of collecting, processing, storing and destroying personal information, and ensuring compliance with privacy laws and regulations.

- Development of system security strategies, response to breaches, introduction of advanced security technologies, etc.
- Establish internal management plans for personal information, conduct privacy inspections and training, manage grievances, etc.

2024 Key Performance & Roadmap

Investment in information technology sector in 2024 KRW 59.14 billion	Information technology sector workforce 302 people	Dedicated data protection sector personnel 5 people	Preparation of privacy guideline document for employees 12 cases	Privacy training · Company-wide mock training against malware email · 2 data protection trainings
Investment in information protection sector in 2024 KRW 1.57 billion	Inspection of personal information entrusted companies 2 cases	Privacy self-inspection 2 cases	Number of personal information leakage 0 cases	Selected as one of the top best companies in information protection investment in 2024

Data Security and Privacy

SOOP's Practice Data Security

Stronger Security Controls

SOOP classifies key information assets that make up the platform, such as servers, database and user management systems that make up the platform, based on their importance to the service, and regularly assess their risks. This allows us to identify the vulnerabilities in each system in advance and quickly establish and implement necessary measures to maintain a stable service environment. All information assets undergo risk analysis at least once a year, and based on the assessment results, we assign risk levels and prioritize those that require immediate response. We also operate a strict access control system to ensure that only pre-authorized personnel can access information security systems, and we monitor all access-related activities in real time, including access history, configuration change history and unauthorized access attempts, to minimize security risks. Recently, threats from malicious traffic have become ever more sophisticated, and in response, SOOP has adopted the Clean Zone service to strengthen the protection of platform servers and subscribed to services offered by telecommunication companies to enhance the safety throughout the entire service. We also proactively respond to various cyber threats in advance by establishing a 24/7 real-time monitoring system. Our goal is to continuously strengthen security levels to create a safe platform environment that both users and streamers can trust and use.

Information Security Management System (ISMS) certification (Valid through Jan. 2026)

Information Breach Response Framework

SOOP has established a Breach Response Guideline to promptly and systematically respond to personal information leakage incidents. If a breach occurs, we immediately notify the affected individuals and relevant organizations, minimize damage by systemizing the process of analyze the cause, take action, and establish measures to prevent recurrence. We also conduct mock drills simulating personal information leakage scenarios twice a year to strengthen employees' response capabilities. We review and improve our response strategies based on various breach scenarios, and in 2024, maintained a 100% participation rate in the drills, ensuring that all employees are fully trained to follow response procedures.

Breach Response Manual

1 Initial Response	2 Root Cause Investigation	3 Action	4 Delay in Action
· Log the incident with a detailed timeline of events · Activate the emergency contact network according to the risk level	· Identify the cause of the incident · Escalate to senior personnel if action cannot be taken internally	· Internal action · Take measures through relevant departments or external partners	· If action is delayed, escalate the risk level · Report the situation to the highest-level person in charge
5 Notifications	**6 Root Cause Analysis**	**7 Prevention of Recurrence**	**8 Completion**
· Notify actions taken for each risk level	· Collect and analyze data · Determine the detailed background and circumstances of the incident · Draft an accurate report and increase understandability	· Define measures to prevent incidents from spreading or recurring	· Establish security policies to identify and prevent similar attacks · Update procedures, record the incident, revise long-term security policies, plan for necessary technical modifications

2 simulation trainings completed

participation Rate **100%**

Operation of the Information Technology General Controls (ITGC)

In 2023, SOOP established an external audit response system for its internal accounting management framework pursuant to the Act on External Audit of Stock Companies and overhauled its IT control activities based on Information Technology General Controls (ITGC). ITGC is a basic control system that ensures the reliability and stability of IT systems, covering areas such as data integrity, system access security, program development and change management, as well as backup and disaster response management. In 2024, we continued with regular inspections and improvements on key IT control components, including major data changes, system access controls and program development and operations management. This ensures the reliability of financial information and data integrity, as well as the maintenance of a stable internal control system.

Data Security and Privacy

SOOP's Practice Data Security

Raising Information Security Awareness

SOOP raises information protection awareness through various activities targeting employees and users. The Security Team regularly shares updates on domestic and international security issues, as well as internal information security trends, with all employees every month, helping prevent security incidents and increasing security sensitivity. In addition, our Personal Information Protection Campaign guides users on self-protection practices such as stronger passwords, two-factor authentication and blocking overseas logins, foster a safer service environment.

Information Security Training and Pledge

SOOP mandates annual security training for all employees along and offers customized training via online platforms to raise privacy awareness. Additionally, employees of SOOP and its affiliates are required to sign an Information Protection Pledge when they join the company, strengthening our information security systems.

Information Security Training in 2024

Company-wide security training

All employees	New hires
Twice a year (first and second half)	**Twice a year** (first and second half)
Completed by **697** employees	Completed by **90** employees

SOOP's Practice Privacy Protection

Security Control of Personal Information Processing

SOOP designates and systematically manages all business systems, databases and management systems that handle personal information necessary to provide user services as "personal information processing systems." We have established clear authorization criteria and operating procedure for access, inquiry, modification, extraction, etc. related to the processing of personal information, and control such processes to ensure that personal information is safely protected. We apply secure authentication methods to prevent access by third parties, and encrypt access paths to protect against external threats. In addition, we grant only the minimum necessary permissions for each system menu to ensure that personal information processors access only the information required for their work. Authorization must be obtained from both the personal information protection officer and information security officer respectively by a separate authorization process. Even after authorization is granted, we regularly review and revoke unnecessary authorizations. All actions such as access, creation, modification and deletion are recorded (logged) and kept for a specified period of time to maintain the safety and reliability of the personal information processing system.

Preventive Measures and Post-Monitoring

SOOP has various prevention and inspection systems in place to prevent and systematically manage personal information leakages. First, we identify risk factors in advance through personal information impact assessments, and strengthen internal controls by integrating and managing the authorization and usage status of personal information handlers. We also ensure the safety of outsourced personal information processing by adopting a framework that requires self-inspections by outsourcing companies and prompt correction requests. Further, we conduct annual inspections, including personal information status checks, and systematically carry out follow-up measures by regularly monitoring access and change logs, and through a final confirmation by the CPO. If an outsourcing company fails to take the required improvement measures, we conduct on-site inspections and take additional measures to ensure effective management. By linking these preventive actions with post-monitoring, we continuously enhance our company-wide personal information protection capabilities.

Preventive Measures

Personal information impact assessments	Comprehensive control of authorizations and usage by personal information processors	Self-inspections conducted by outsourcing companies and immediate correction requests

Post-Monitoring and Improvements

Privacy audits covering all stages from collection to destruction	Regular monitoring of granted authorizations, access logs and modification records	On-site inspections and additional measures against non-compliant outsourcing companies	Final confirmation by the CPO and managing of shortcomings

Social Mutual Growth with Partners

We believe the creativity and passion of our streamers are the key drivers of our platform's growth, and aim to create a sustainable streaming ecosystem by enhancing support for streamers and expanding technology-based services. By doing so, we can not only diversify our content and strengthen platform competitiveness, but also proactively manage potential operational risks in advance, such as streamer churn and decline in content quality. We strive to continuously leverage our growth opportunities to increase user inflow and secure a long-term revenue stream.

Strategy & Policy

SOOP runs a variety of support programs to help streamers continue with their creative activities, including improvements to the broadcasting environment, content creation support and initiatives that promote stronger community engagement. These efforts are part of our broader commitment to expanding the cultural foundation of streaming. We will continue working closely with streamers to create a healthy and sustainable content ecosystem and grow together with our partners.

Management

Content Support Center

The Content Support Center is a core unit for streamer support at SOOP, which provides a tailored assistance, such as production funding and PR support to help turning streamer's creative ideas into tangible content. Throughout the year, the center accepts application on a rolling basis and decides whether to provide support after a certain screening procedure. Funded contents can be also featured on SOOP's main page and SOOP Cable channel.

Production Funding
Up to KRW 10 million per project (additional funding available depending on content needs)

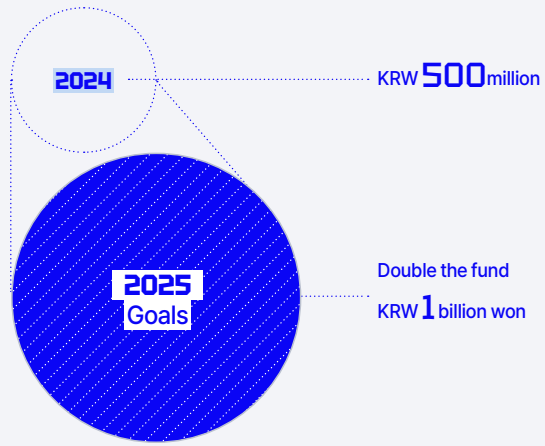
Transmission Support
Equipment and technical support to facilitate content broadcasting

Content Quality (Independence, public appeal, future prospects) + Interview + Number of User UP

2024 Key Performance

We are honing our competitive edge by enhancing content quality and diversity, which SOOP achieves by providing stronger support to streamers. SOOP's Content Support Center provides custom support to meet the needs of individual streamers, such as production costs, transmission equipment and technical support, enabling streamers to turn their creative abilities into tangible results.

Streamer Mutual Growth Support Fund (annual production cost)



Mutual Growth with Partners

SOOP's Practice

Helping Streamers' Growth

Win-Win Content Ecosystem for SOOP and Streamers

SOOP's streamers produce content through live broadcasts and monetize their content by receiving direct donations from viewers in the form of "Star Balloons" or "Subscriptions." They closely interact with their fans by means of a wide range of activities on the platform, such as fan clubs, live broadcasts and upload VOD, and build their own communities. We actively support streamers in creating content and help them achieve their growth.

Streamer Composition

14,026	4,270	71.3% ('24.Q4)
Active Streamers	Best+Partner Streamers	Contribution Rate of Best/Partner Streamer Donation Ecomomy

Interacting with Streamers

SOOP actively operates exchange programs to better communicate with streamers. In 2024, we hosted the "Traveler Streamer Meeting" for streamers in the travel category so that productive topics such as ways to improve the broadcasting environment, making the most out of the Content Support Center, operating the Streamer Expedition project can be discussed. The session also concluded with a Q&A session between streamers and SOOP operators to address streamers' questions and collect field-level feedback. We also hosted several events for music streamers such as "Amuso" and "Musicians' Night" for music streamers, with networking sessions with SOOP operators. These initiatives enable SOOP to create a stronger bond with the streamer community and contribute to a sustainable content ecosystem where streamers and the platform can grow together.

Launch of GGGL (Good Game, Good Luck)

GGGL

On May 30, 2024, SOOP launched GGGL, an eSports tournament management platform with the aim of building stronger partnerships with the eSports community, streamers and game companies. GGGL is designed to provide integrated support throughout the entire tournament, including participant registration, tournament match brackets and announcements, allowing anyone to easily create and manage tournament pages without requiring technical development. With the goal of making eSports a daily recreational sport, SOOP held a KRW 25 million support event upon launching GGGL to promote amateur and streamer matches, as well as professional matches.

As a result, 333 tournaments were registered and a total of 5,337 teams participated for the first six months of launch. We hope GGGL will provide users with a more diverse participation experience by linking with SOOP's existing eSports community and plan to expand partnership opportunities with game companies and eSports organizers.

Mutual Growth with Partners

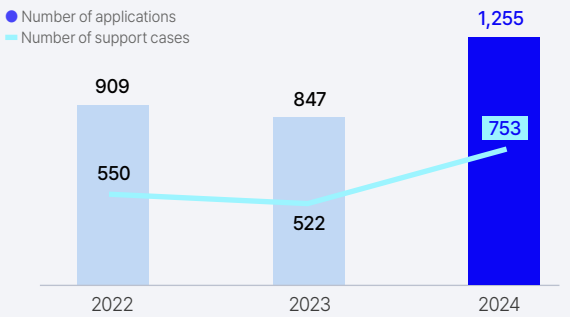
SOOP's Practice

Streamer Partnership Support Program

Streamer Content Support

We discover and foster promising streamers through the Content Support Center. In 2024, we received 1,255 applications, of which 753 received our comprehensive support, including production funding and promotion support. These efforts have led to meaningful outcomes across various aspects, such as broadening content diversity, lowering entry barriers for new streamers, and enhancing content quality. As a results, streamers have been able to create content in a wide range of genres, and their content has been featured on SOOP's main page and cable channels, gaining additional publicity. Starting in 2025, we plan to double the annual budget of the Content Support Center from KRW 500 million to KRW 1 billion and expand the scope of support to enable more streamers to continue their creative activities with stability.

Number of production/promotion applications/ support cases by year



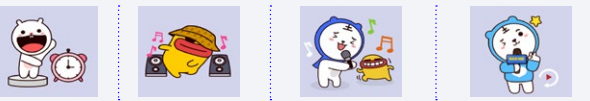
Selecting and Supporting "Best Streamers"

SOOP runs a "Best Streamer" program to support talented streamers with outstanding creativity and character. We invite streamers to join Best Tier based on a combination of quantitative and qualitative assessments, and offer them various benefits, including psychological counseling sessions, access to a private vehicle and a birthday celebration event. To be an eligible candidate, streamers must complete ethics training courses and meet specific criteria. In 2024, we relaxed the eligibility standards and introduced a referral program to better embrace the diversity and potential of our streamers.

Supporting New Streamers

SOOP offers custom support programs for new streamers with less than 1,000 hours of cumulative streaming time to set them in stable orbit. Depending on their streaming activity, we award points that can be redeemed for broadcasting equipment and provide opportunities to participate in exclusive events and content. In 2024, SOOP ran various programs such as "Super Rookie," "Newbie Clinic" and "Welcome to Streamer," and supported more than 1,500 new streamers through "Welcome to Streamer". In addition, SOOP operates "Rookie Zone," a dedicated one-on-one care program to help new streamers settle and grow as streamers.

New Streamers Eligible for Support



Streamers with less than 1,000 hours of cumulative streaming time	Streamers with clear and entertaining content	Streamers who try different things with passion and high energy	Streamers who upload a lot of replay clips

Mind Therapy "Maum Todak"

Since 2017, SOOP has operated "Maum Todak," a professional mind therapy program to support the mental health of our Best streamers and partner streamers. The program covers relationship, family and emotional challenges experienced in day-to-day life, and helps streamers maintain a stable mindset and focus on content creation. "Maum Todak" has been extended to all SOOP employees, with all counseling costs covered by the company. All counseling records are strictly protected.

Therapy Procedure

Step 1. Therapy Request
Via phone, email, website, or app

Step 2. Therapy Reservation
Schedule with a professional therapist

Step 3. Professional Therapy
Conducted in-person, over the phone, or by email

Step 4. Follow-up
Includes satisfaction surveys and follow-up calls (Happy Calls)

: Mind Therapy, "Maum Todak"

Social Managing User Satisfaction

We believe that the creativity and ambition of our streamers are the key drivers of our platform's sustainable growth, and is committed to shaping a streaming environment that encourages user participation through a variety of content formats and real-time interactivity. These efforts are leading to tangible growth opportunities, such as increased content consumption, greater user satisfaction and a wider global audience.

Strategy & Policy

Under the vision of becoming a "media platform owned by the users," we place user trust at the core of operations. Our top priorities are improving user satisfaction and creating a responsible community environment, and to this end, have a system that collects real-time user feedback through both online and offline communication channels and reflect that input to improve our services. We also provide clear standards in our Operating Policy on content usage and community participation, and stipulate the rights and responsibilities of the company and users in our Terms of Use, to lay a solid foundation for platform transparency and user protection. Additionally, we constantly improve our communication system by monitoring complaints, training counselors and conducting regular user satisfaction surveys, and conduct other various activities.

Terms of Use

Establishes service usage standards and sanctions to protect user rights and create an environment for the fair use of services.

Operating Policy

Outlines the operation of a response system to protect user experience and create a content environment that meets social standards.

Management

To improve user satisfaction, SOOP oversees and manages user-related issues in regular managing meetings attended by key leadership including the CEO, CFO, CTO and division heads. The User Communication Division, led by the Chief Product Officer (CPO), conducts real-time communication, feedback analysis and service improvement. The division also operates a systematic process of collecting opinions through user contact channels by operating the Customer Service Center, providing operating guidelines, hosting user meetings and implementing Supporters programs, reflecting feedback gathered into SOOP's policies and services.

Dedicated Organization

Division User Communication Division

Key Roles and Responsibilities

Content Monitoring and Operating Policy Review
- Quarterly review of Operating Policy
- Apply sanctions for violations of internal standards, such as dissemination of personal information, illegal hidden camera content, content harmful to the youth and defamation

Chat Monitoring
- Provide guidance to users engaging in malicious chats, and if necessary, impose sanctions, such as forced exists or suspension of use

Customer Service Center Operation
- Handles user reports and complaints

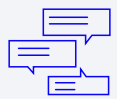
Communication
- Provide operational guidelines, host user meetings and manage user Supporters

Key Performance

SOOP continues to shape a user-friendly service environment by making the platform easier to use. We will continue to enhance UI-UX, improve accessibility and refine the overall user experience to further increase user satisfaction.

Better Video Ballon Function
- YouTube integration
- Library-based video selection
- iOS support

Better Mobile Viewing Experience
- Double-speed playback by long-pressing the VOD player screen
- Show one-line comments
- Enhanced landscape mode with comment visibility



Better Chat UI
- More legible chat fonts
- Nickname color settings

Managing User Satisfaction

SOOP's Practice

User Communication Channels

SOOP operates various communication channels and engagement programs for better user satisfaction and foster a trust-based platform. We reflect users' voices in real time through extended Customer Service Center hours, regular meetings and "SOOP talk SOOP talk!," as well as a Supporters program for core users. Through these efforts, we are building trust with our users and reinforcing their loyalty and satisfaction with the platform.

Customer Service Center Operations	· Extended help desk hours to 2 a.m. to better serve prime-time users · Callback services for quicker response to inquiries · Training and monitoring to improve operator quality
User Meetings	· Online meetings: Held monthly, covering service updates, monitoring reviews and live Q&A sessions (12 meetings in 2024) · Offline meetings: 5 high school visits, streamer-participation programs and career mentoring
"SOOP talk SOOP talk!" Content	· Share key issues and future platform plans shaped by user feedback · Real-time communication with users on matters such as emergency outage responses and content expansion plans
User Supporters Program	· Engagement activities for core users, including invitations to official broadcasts and small perks · Host user bonding events such as birthday cakes, teatime gatherings and dedicated bulletin boards

User Satisfaction Management Framework

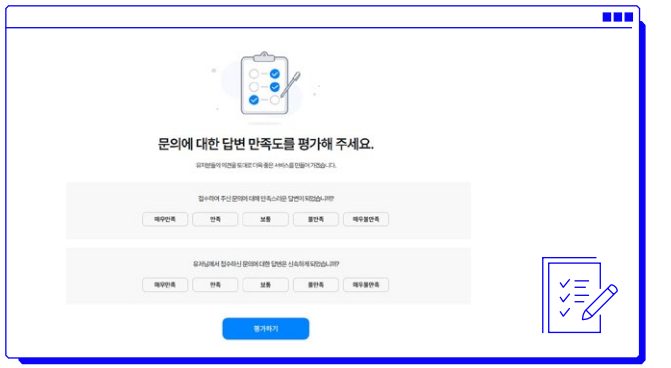
We have a structured process to identify, assess, prioritize, monitor and manage actual and potential risks and opportunities related to platform usage. In particular, we conduct monthly user satisfaction surveys to effectively track and evaluate satisfaction metrics, hold focused group interviews (FGIs) with partner users and quarterly one-on-one communication with user Supporters to collect more in-depth feedback. Collected insights are incorporated into various user management strategies, including service updates, in consultation with the relevant departments.

User Satisfaction Management Process

Identification	· Host online and offline user meetings · Analyze communication channels (user boards, bug reports, Customer Service Center calls, etc.) · Monitor internal and external user communities · Analyze global streaming platform feedback and trends
Assessment	· Conduct service surveys and satisfaction ratings · Conduct FGIs with partner users · One-on-one communication with user Supporters every quarter.
Prioritization	· Set priorities through internal consultation with the relevant departments, such as the User Communication Division, service teams, etc.
Monitoring and Management	· Track user churn and satisfaction survey results · Monitor internal and external user communities · Support user communication for teams responsible for content monitoring

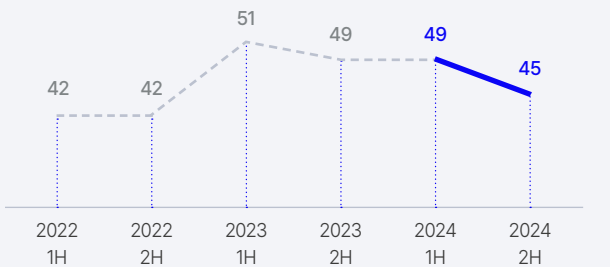
Support Service Satisfaction Surveys

SOOP regularly conducts user support service satisfaction surveys to ensure that prompt and accurate responses are provided with respect to user inquiries, and through these surveys, we constantly check and improve the overall quality of our services, including our Operating Policy and the way we handle user complaints.



Rate of "Very Satisfied" in Support Service Satisfaction Survey

(Unit: %)



Social Corporate Culture

As a platform company whose core competitiveness lie in creativity and autonomy, SOOP supports a healthy corporate culture that organically fosters employee engagement and innovation.

SOOP's Framework

Embedding the importance of corporate culture
Establish a foundation for company-wide corporate culture management to strengthen the company's competitiveness

Building an operating system
Establish an organic operating system led by the HR Development Team, linking communication, engagement and competence building

Diagnosis and improvement activities
Identify and execute corporate culture improvement initiatives through regular diagnosis

Better engagement culture
Operate engagement programs to collect input from different generation groups departments

Human Resources Policies

Nickname System
Nicknames used instead of titles for all employees to encourage horizontal communication

35-hour Workweek
7-hour workday and 35-hour work-week policy to support work-life balance and personal development

Profit Sharing
Performance-based incentive system that allocates profits according to level of performance and contribution

Stock Option Plans
To attract key talent and encourage long-term motivation

Welfare System

Health Support	
Medical check-up support*	Medical check-up for all employees and one other family member
Group Personal Accident Insurance*	Group personal accident insurance for employees
Flu shots*	Flu shot for employees every year
Counseling program*	Counselling by mental health professionals
Infertility leave*	Longer than the legal requirement
COVID vaccination leave*	Two days of leave in the event of side effects due to COVID vaccination

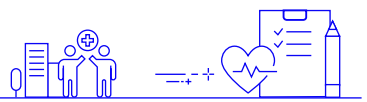
Family and Lifestyle Support	
Company café*	Company cafe "Hubang" for employees' rest and communication, serving breakfast and free snacks and drinks
Company daycare*	Company daycare center at the Pangyo headquarters to relieve burdens of childrearing
Family events*	Support for childbirth, funerals, a child's first birthday and the birthdays of employees and their parents
Corporate loan program	Loans for housing stability and living expenses to select employees after a screening procedure.

Compensation	
Welfare points*	Points-based benefits system (KRW 1.4 million annually) that allows employees to design their own welfare usage, applicable to various categories such as education, healthcare and hobbies
Holiday points*	Points granted for use during holidays (KRW 150,000 per holiday, KRW 300,000 per year)
Refreshment leave	5-day morale booster vacation with vacation allowances to employees every three years of service
Ten-year service award	37.5g of gold and 10 days of paid vacation for employees who mark their 10th year of service

Career Growth and Personal Development	
Personal development allowance	Support for personal development expenses
In-house club activities*	Support for club activity expenses to promote camaraderie and refreshment among employees who share similar hobbies and interests
Internal/external training*	Operate "SOOPER-Class" (an online training site) and support various internal and external training activities
Workshop*	Socializing and teambuilding between division members for productivity
SOOP Day*	Quarterly external free-time activities to foster networking and exchange between organizations

Work Environment	
Resorts*	Use of partner resorts and various related benefits
Shuttle Buses*	Shuttles for commute between Pangyo Station and the company building
Flextime*	Flexible work system in recognition of the fluid nature of work and to support work-life balance
Workcation*	Short-term scheme that allows employees to work and rest at a vacation site outside the home or workplace
Carpool*	Gas expense provided to employees who carpool and live more than 10km away from the company

Programs marked with an (*) are also available to full-time contract workers; the scope may differ for part-time workers.



Corporate Culture

SOOP's Practice

Insight Surveys

SOOP regularly conducts organizational diagnosis consisting of seven categories: organizational commitment, corporate culture, work environment, leadership, communication & collaboration, work-life balance and personal development. The diagnosis results are shared with employees, and the Talent Development Team identifies and develops improvement initiatives based on the results. In the 2024 diagnosis, the "Organizational Commitment" and "Work Immersion' & Satisfaction" categories received the highest scores, and most categories scored higher than the previous year. Categories that need improvement are managed with priority, and the effectiveness of implemented measures is assessed in subsequent diagnoses.

Insight Survey Components

1. Organizational Commitment Diagnosis of the sense of unity and attachment that members feel toward SOOP	**2. Corporate culture** Diagnosis of shared norms and values among members, such as beliefs and customs, surrounding SOOP
3. Personal Development Diagnosis of whether the organization has adequate training programs to improve job performance	**4. Work Immersion & Satisfaction** Diagnosis of the work environment, goals, motivation methods, etc.
5. Work-Life Balance Diagnosis of whether employees feel the right balance between workday focus and after-hours relaxation	**6. Communication & Cooperation** Diagnosis of how smooth it is to communicate and collaborate with the relevant people to get the job done
7. Leadership Diagnosis of how the organization leaders articulate their vision and goals, and how they lead members	

Corporate Communication Culture

eTown Hall Meetings

SOOP hosts quarterly e-Town Hall meetings to foster open dialogue between the CEO and employees. In these online sessions, management shares their vision, strategic direction and key business/project directions with employees, followed by a live Q&A session. Our e-Town Hall meetings have become a signature communication channel for building company-wide consensus.

Company Contest, "SEED"

SOOP hosts "SEED", an in-house venture program to help employees develop their creative ideas and turn them into real businesses. We select the best ideas via employee voting, and collaborate between working departments to launch the idea from planning to execution. The aim is to encourage voluntary participation by employees and spread a culture of communication within the company.

"SOOP DAY"

"SOOP DAY" fosters a culture of fluid communication and collaboration across departments. It offers opportunities for employees to come together and communicate with co-workers, by supporting out-of-office work meetings, casual meals or cultural activities of up to two hours, once each quarter. Employees freely participate in "SOOP DAY" activities, which contributes to a corporate culture that nurtures a sense of stability and solidarity between different teams.

Retirement System

SOOP operates a Defined Contribution (DC) pension plan for employees to prepare for retirement, under which the company makes direct contributions to employees and employees manage these funds themselves. Their retirement benefits are therefore determined based on their respective investment performance.

Work-Life Balance

Family-Friendly Enterprise Certification

SOOP was certified as a family-friendly company by the Ministry of Gender Equality and Family in 2020 in recognition of its efforts to create a family-friendly corporate culture, and the certification is valid through November 2025. We contribute to improving the quality of life of our employees and their families through various programs such as childbirth gifts, gender-neutral parental leaves and family birthday celebrations.

Maternity Leave

SOOP has a maternity protection policy that covers the entire maternity process from pregnancy to childcare, and strives to create a work environment where female employees can work with a sense of security. In addition to health leaves, prenatal medical check-up leaves, reduced working hours and breastfeeding breaks, we also provide infertility treatment leaves and shorter working hours during the childcare period.

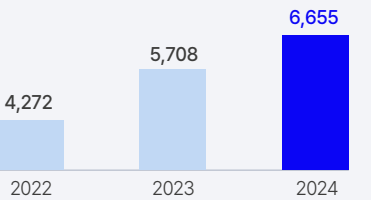
Workstation Pilot

SOOP has introduced its "SOOPER-WORK" system to foster work immersion and flexible work arrangements, allowing employees to work in dedicated spaces at vacation resorts to help them focus, refresh and recharge at the same time.

Retirement Benefit Contributions

* On a consolidated basis

(Unit: KRW million)



Social Respect for Human Rights

Considering the highly interactive nature of SOOP's platform, our core operational principle is to prevent human rights infringements and create a safe digital environment.

SOOP's Framework

Declaration of Human Rights Management

Based on our core values of freedom of expression, equality, and tolerance, SOOP is creating a media environment where everyone can freely participate and communicate. We have proclaimed our Human Rights Management Declaration to all employees, including headquarters and domestic and overseas affiliates, and encourage all stakeholders of SOOP who have a relationship with SOOP, including users, investors, shareholders, and partners, to participate in creating a culture that respects human rights. As a responsible company that respects human rights, SOOP supports international standards such as the UN Guiding Principles on Business and Human Rights (UNGPs), the ILO Core Conventions, and the OECD Guidelines for Multinational Enterprises, and constantly strives to incorporate them into our entire business operation.

Human Rights Management Statement

Human Rights Mangement Statement

- We respect and support international human rights standards such as the United Nations Universal Declaration of Human Rights and the International Labor Organization's (ILO) Declaration on Fundamental Principles and Rights at Work.
- We respect the dignity and value of all individuals and strive to uphold human rights in our management practices.
- We actively prevent any form of human rights abuse in advance and offer our best to help those in need.
- We do not discriminate against any stakeholders, including members, based on race, gender, religion, disability, age, region or any other status.
- We comply with all labor laws and regulations, ensuring freedom of association and the right to collective bargaining.
- We do not permit any form of forced labor or child labor.
- We create safe and healthy working conditions to promote industrial safety and health.
- We respect the human rights of all stakeholders, including customers, related organizations and local communities, and pursue mutual growth and development.
- We adhere to domestic and international environmental laws, striving to protect the environment and prevent pollution.
- We endeavor to promote the social expansion of human rights management.

Managing Human Rights Impacts of Contents

SOOP has established and carries out internal operating policies that comply with laws and international standards on the prevention of human rights violations, and strengthens social responsibility in the process of content distribution. We also stipulate responsibility clauses in our streamer contracts to create a safe platform environment through a multi-layered response system, which includes proactive monitoring and civil and criminal actions.

Key Human Rights Related Regulations in Our Operating Policy

Defamation

SOOP clearly regulates discrimination and hate speech against disabled or other persons, and based on region, religion, race, gender, etc. When such conducts occur on our platform, they are detected through various channels such as real-time monitoring, AI filtering and user reports. In case of violations, we apply multi-level sanctions such as forced exits, chat bans, content blocking, suspension of content and/or platform use after comprehensively reviewing the context, intent and repetitiveness of the conduct. In particular, we consider demeaning or hate speech based on physical or mental disabilities, gender or race a violation of human rights and respond strictly to such malicious expressions.

Harm to Minors

One of SOOP's important responsibilities is to protect young people from content that hinders their emotional and social development, in accordance with laws such as the Youth Protection Act and the Child Welfare Act. In particular, profanity, sexually explicit clothing and expressions or improper remarks are specified as "harmful content for young people" in the Operating Policy, and we also strictly limit exposure of harmful items such as alcohol, tobacco, vapes and vitamin sticks, and promotion of age-restricted content.

Violation of Public Morals

SOOP defines "content that harms public morals" as the main regulated item in the Operating Policy. Excessive profanity, vulgar language, aggressive behavior, disrespect for life, sexually explicit staging and sexually suggestive language are all regulated and we take action upon detection of such content, including immediate warnings, forced exits and suspension of platform use.

Human Rights Compliance Clause Stipulated in Streamer Contracts

Starting from June 2023, we have included a human rights protection clause in contracts with streamers, explicitly prohibiting content that violates human rights, such as discrimination, hate speech, child exploitation and human trafficking, and specifying sanctions for violations, including contract termination.

Respect for Human Rights

SOOP's Practice

Diversity and Inclusion

Hiring People with Disabilities

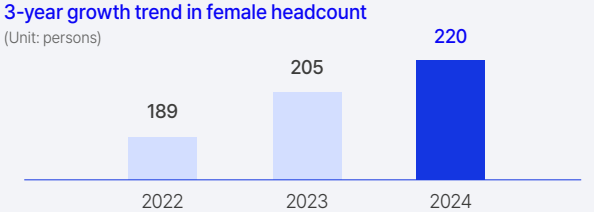
SOOP strives to offer substantive opportunities for job seekers with disabilities. As of 2024, we have a total of six employees with disabilities working in various departments, and we are building an inclusive team culture where people with and without disabilities work together. Going forward, SOOP will continue to offer more employment opportunities for people with disabilities and nurture an environment where diverse talents can thrive.

Supporting Female Talent

SOOP is fostering an environment where all employees can fulfill their potential, regardless of gender. As of 2024, our workforce includes 220 women, with 16 female managers, representing 16% of all 98 management positions. SOOP is strengthening institutional support for female managers to continue to grow and lead, and we want to continue to build on a healthy corporate culture that values a diverse spectrum of opinions.

3-year growth trend in female headcount

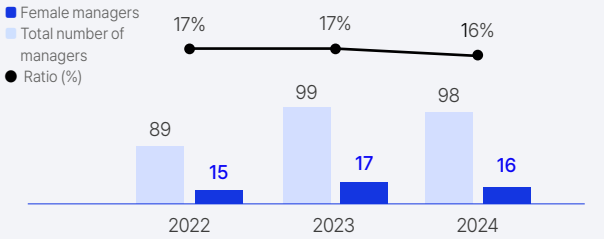
(Unit: persons)



*Female headcount calculated on a separate basis

3-year growth trend in female managers

(Unit: persons, %)



* Female manager: female team leader or higher position
* Female manager ratio for 2022 was corrected due to incorrect entry in the annual report for the previous year

Protecting Freedom of Expression and Human Rights

SOOP considers the balance between freedom of expression and the protection of human rights of others as an important issue in operating digital platforms. To this end, we have established a self-regulatory system and operate our services in compliance with relevant laws and regulations. In ambiguous cases, we establish standards in consultation with relevant authorities and constantly supplement our guidelines to meet the changing environment.

Human Rights Education for Employees

SOOP regularly provides human rights education, including legally required education, for all employees to ensure that a culture of human rights management is embedded in the organization. In addition to statutory education for disability awareness, sexual harassment prevention and prevention of workplace harassment, we have established and distributed internal guidelines to foster a culture of mutual respect and inclusion in the workplace.

Grievance Channels

SOOP receives and manages employee grievances through various channels such as "HR_ON," email hotlines, and grievance counseling boxes, and adopts a systematic human rights protection process by taking action on critical issues through the HR Committee.

Grievance Handling Procedure

1 Receive reports through grievance channels	· Via "HR_ON", "Communication ON", grievance counseling boxes, etc.
2 Receive and analyze grievances	· The HR Team categorizes the scope of investigation by analyzing the facts and materiality of the grievance.
3 Investigation and fact-finding	· Verify facts by conducting interviews or investigations.
4 Taking action	· Refer serious human rights violations or disciplinary matters to the HR Committee after separating the parties involved to ensure the anonymity of the complainant and prevent any potential adverse consequences. · Identify and implement solutions for other general issues.
5 Report results and identify corrective actions	· Communicate the outcome to the complainant and conduct follow-up and corrective actions to prevent recurrence

Social Human Resources Management

SOOP believes the growth of creative talent is the core driving force of corporate competitiveness and strives to create a culture of mutual growth through systematic human resource management.

SOOP's Framework

Ideal Talent

At SOOP, we value the personal dreams and visions of our employees. We work together to create a future better than the present, and strive to think and stay ahead in our field by exploring new and pioneering innovation. We align our employees' individual visions with the company's goals, and to this end provide systematic training and various personal development opportunities.

People who communicate freely and empathize with others.

Those open and willing to express their opinions, connect with others and explore new things together.

People who never stop learning.

Those who do not settle for the status quo but constantly build, absorb new knowledge, gain insights and make them their own.

People who assert and lead.

Those who embrace diversity, share their stories and inspire others to move forward together.

Human Resources Operating System

SOOP's strategic HR management system attracts talent and drives growth. The CEO, as the top decision maker for human resources, oversees the overall direction, which is implemented by the Talent Development Team. The HR Committee ensures that the operation of major HR policies and systems are deliberated in a fair and transparent manner.

Dedicated Team	
Oversight	CEO, Human Resources Committee
Division	Management Support Division
Team	Talent Development Team
Roles & Responsibilities	· Recruit talent and support their growth · Provide job/position-specific growth training and measure their effectiveness · Diagnose and improve company-wide corporate culture · Implement employee communication/training programs · Establish evaluation and compensation systems and implements HR reforms

Fair Hiring

At SOOP, we hire people with a focus on their ability to perform the job and potential for growth. Our practical, experience-based hiring process consists of first round interviews and "Play"-based assessments, which evaluate candidates' capabilities from multiple perspectives throughout the hiring process on the basis of strong two-way communication.

Hiring process

1 CV screening	Resume that focuses on basic qualifications and competencies
2 1st interview	Interview with the future team leader and members
3 Play-based assessment*	Experience SOOP's platform and connect with working-level staff
4 2nd interview	Interview with executives or department leaders
5 Final acceptance and onboarding	
Additional activities	LIVE recruitment fairs Introduction to the hiring process and corporate culture

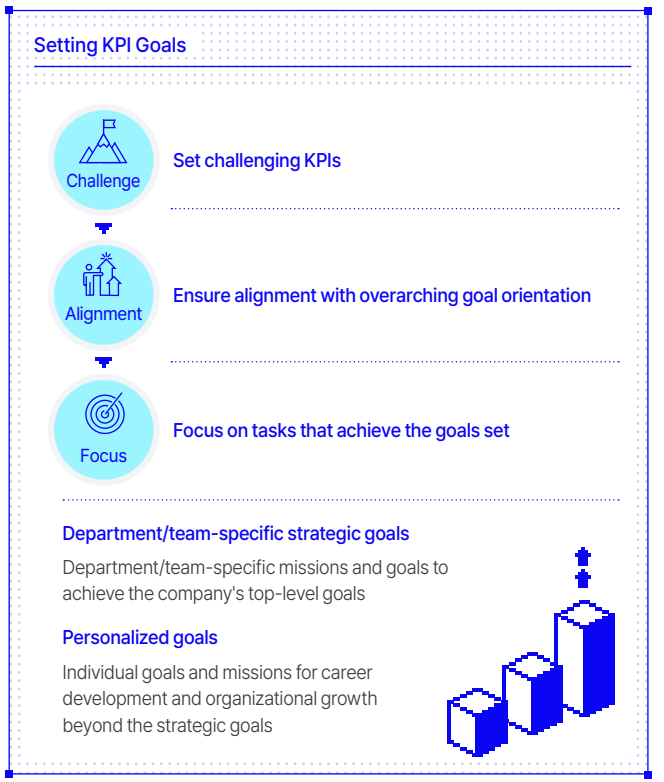
* Play-based assessments apply only to regular public recruitments.

Human Resources Management

SOOP's Framework

Human Resources Strategy and Goals

SOOP sets strategic goals at the highest organizational level. Against these goals, each department and team sets KPIs and action plans, and individuals also set personal goals that align with their department's missions, ensuring the entire organization drives performance in a unified direction.



Employee Evaluation

SOOP adopts a systematic employee evaluation system for a fair evaluation of individual performance and capabilities, and to lay the foundation for sustainable growth. Based on KPIs set by employees themselves and role-specific competency indicators, employees are comprehensively evaluated on both outcomes and efforts. The evaluation assigns an absolute evaluation score, which is designed to minimize relative dissatisfaction caused by external factors and to allow employees to focus on personal growth and achieving goals. Competency indicators clearly set core competencies and behavioral standards required for each position, which include not only job performance skills such as communication, planning, and execution, but also SOOP's sustainability values such as ethical behavior standards and risk awareness. From 2024, we introduced an important change to the evaluation system. Instead of the previous semi-annual evaluation, we are switching to setting and evaluating goals once a year to help employees focus on achieving goals from a mid- to long-term perspective, rather than chasing short-term performance. This has laid the foundation for improving the quality of goals and for employees to achieve substantive outcomes based on long-term commitment. Evaluation results are tied to promotions and compensation to motivate employees, and forward-looking feedback is offered on the outcomes to encourage employees to find meaning and joy in their work.

Performance Management

Performance management is conducted through a company-wide performance management solution. From goal setting to execution and feedback, the entire process is managed comprehensively in an integrated way that aligns individual goals with the company's strategic direction. With features such as goal management, feedback and milestone setting, the solution facilitates performance management communication at all times. This minimizes inefficient processes such as paperwork and organization of evaluation results, and creates an environment where employees can focus on their core goals. In addition, we monitor key HR data such as hiring rates, turnover rates and training hours for strategic management of our workforce operations, and going forward, plan to set target metrics and disclose our performance progress externally in a transparent manner.

SOOP's 360° Leadership Multi-Factor Assessment is designed to provide candid feedback on personal leadership styles, not performance rankings.

- We are strengthening leadership capabilities through a 360 degree, multi-factor assessment system for employees.
- A variety of raters, including supervisors, peers and team members, objectively assess a leader's strengths and areas for improvement in 10 areas, including development of organizational capabilities, motivation, communication and more.
- Based on the assessment results, we support customized training and development programs to help leaders grow individually and improve leadership across the company.

Human Resources Management

SOOP's Practice

Nurturing Talent

At SOOP, we place utmost importance on our people in achieving growth, and have arranged a variety of training programs to create an environment that promotes constant learning and growth for our employees. New hires are provided with onboarding sessions, a conversation with the CEO and capacity building programs to help them gain traction in their work and adapt to the company. We also offer a wide range of training opportunities for current employees to build on their job expertise and career.

Featured Programs

Programs/ Channels	Onboarding for New Hires	Mentoring Programs	External Training Programs	SOOPER-CLASS	Book-Based Distance Learning	Online Capacity Building Platform	Team Building	Work Skills Training
Overview	· Helping new hires on board the company through conversations with the CEO, introduction to HR systems and basic work competence training.	· 1:1 matching with a senior employee to help with on-the-job training and understanding of corporate culture.	· Employees can apply for desired training programs (external programs, seminars, etc.), for which the company covers the training costs after review.	· Online training that can be accessed at desired times and places using devices such as PCs/mobile phones/tablets, consisting of microlearning-type training channels consisting of short video content of around 5 to 10 minutes for each topic.	· Employees receive course materials (books) according to the study plan designed by expert instructors, read them within the learning period, access the learning site and complete the course according to the evaluations set for each course.	· Hands-on, job-oriented training classes such as "Inflearn" and "Fast Campus," with all training expenses covered.	· Strengthening communication among employees and improving corporate culture through interactive, activity-based programs.	· In-house skill-building training to enhance employee productivity and effective communication skills
Positive effects	· Shared vision and understanding of corporate culture for faster adaptation and engagement.	· Improves on-the-job understanding and sense of belonging, and fosters a corporate culture based on horizontal communication.	· Strengthens expertise and competencies, and motivates employees by giving them the freedom to decide on the training support that they need. · Increases employee satisfaction and retains top talent by supporting personal growth.	· Learning not bound by time or location, providing the flexibility to continue training even amid busy work schedules. · Curriculum updated monthly, allowing members to quickly learn and apply new areas of practice. · Can be operated at lower costs compared to in-person training.	· Creates a culture of continuous learning and personal development by offering new learning opportunities every month. · Provides not only job-related training, such as eBusiness & IT, marketing and service, but also learning for personal development, economics and financial planning to enhance expertise in desired fields.	· Empowers on-the-job skills and reduces learning costs.	· Increases communication and collaboration by creating common grounds among employees. · Provides renewed motivation for work.	· Training on essential skills required across core business processes enables immediate application in daily tasks, thereby improving work efficiency.

Social Health and Safety

We recognize that the health and safety of our employees are core factors that underpin sustainable corporate management and create a safe working environment that preemptively manages physical and mental risks.

SOOP's Framework

Health and Safety Policy

We established a health and safety policy that is implemented across our business. The policy was established in 2022 after review and approval by the Board of Directors in accordance with the Occupational Safety and Health Act, and applies to all employees, partner companies, streamers and others who are under the supervision or entrustment of the company. SOOP's safety and health policy is centered on the following principles.

Health and Safety Management Policy

Health and Safety Management Policy

- The Company shall comply with all health and safety - related laws and regulations, actively incorporate stakeholder feedback and enhance the level of health and safety through the voluntary participation and cooperation of employees.
- The Company shall maintain facilities and working environments in optimal conditions to improve the working conditions of employees, subsidiaries, and partner companies, and reduce industrial accidents, thus creating a safe and healthy workplace.
- The Company shall implement health and safety management measures to eliminate hazardous and risk factors and reduce risks in the workplace, striving to prevent and minimize various safety accidents.
- The Company shall set health and safety -related goals and carry out continuous preventive and improvement initiatives to lead the establishment of a safety-sensitive culture.

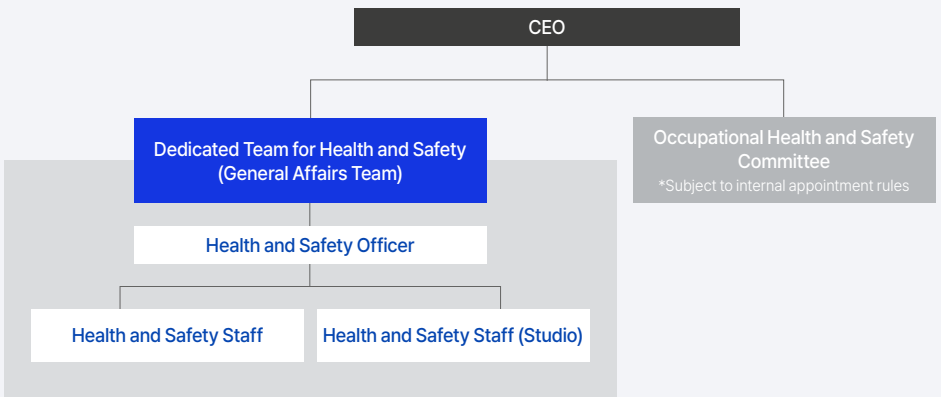
Top 3 Health and Safety Goals

Ensure thorough implementation of Health and Safety Management Regulations and related planning	Continuously operate a dedicated health and safety management team	Provide health and safety training and establish a culture of safety

Health and Safety Management System

We have a company-wide health and safety management system in place which we continue to upgrade. A dedicated team consisting of the health and safety officer and staff, the General Affairs Team and others is in operation, while the Occupational Health and Safety Committee deliberates and determines plans on improving the working environment and preventing occupational accidents. We also conduct regular inspections comprising of emergency contact updates and safety checklists, while operating a disaster prevention surveillance system in tandem, which includes containment of infectious diseases proliferation by setting out hygiene products at all times and conducting voluntary quarantine.

Health and Safety Organization Chart



Health and Safety

SOOP's Practice

Workplace Risk Assessments and Safety Inspections

We regularly and systematically assess risks to manage harmful and hazardous factors in the workplace. The assessment process consists of selecting targets, identifying hazards and risk factors, estimating and determining the level of risk, establishing and implementing improvement measures and documenting the assessment results. Assessments are categorized into initial, occasional and regular assessments. Regular assessments are conducted on an annual basis while occasional assessments are conducted on an as-needed basis. Material issues found in the assessment are reported to management and the Board of Directors, and are then reflected in future strategic planning and decision-making. We also conduct regular facility safety inspections at major business sites, including the Pangyo office. Electrical safety inspections take place on a three-year cycle, and fire facility function inspections are conducted in the first half of each year while in-depth inspections are conducted in the second half. Through these inspections, we identify potential risk factors in advance and continuously manage them to create a safe working environment.

Risk Assessment Timeline

Committing to a Culture of Safety

SOOP provides various programs and training to create a safe and healthy working environment. We operate our Internal Health and Safety Suggestion System to allow employees to freely offer their opinions on health and safety, and the submitted suggestions are reviewed by the health and safety management officer at least once every half-year to develop improvement measures and follow-up plans. Additionally, the health and safety management officer and staff are trained every two years to strengthen health and safety expertise, and employees are provided with an emergency drill response checklist developed by the company to prepare for emergency situations. SOOP plans to continue systematically build training programs for various disaster scenarios, and expand safety trainings and internal campaigns so that all employees can work in a safe environment.

Employee Wellness Programs

SOOP provides various health support programs to protect and promote the physical and mental health of employees. We partner with major hospitals to provide medical check-up services for employees and their families, and have a medical check-up expense support system in place. We also support our employees' health by providing group accident insurance, flu vaccinations, infertility leaves and vaccination leaves. For mental healthcare, the company provides professional mental therapy services through the "Maum Todak" program, with all costs covered by the company. The program started with streamers and has now been expanded to cover all employees, and the privacy of participants is strictly protected. SOOP will continue to strengthen its comprehensive wellness program, covering both physical and mental health support, to ensure that all employees can work in a healthy and safe environment.

Social Local Community Contributions

We communicate with local communities through our content and aim to fulfill our social responsibility as a media company. Our streamers' voluntary participation and our cultural content help us deliver positive value and spread within positivity in the community.

SOOP's Framework

Content-Driven Community Outreach

We aim to spread social value by leveraging the power of our platform and content, by connecting with local communities. To make the practice of giving an everyday culture and build sustainable relationships with local communities, we host voluntary donation-based commerce and volunteering events with various stakeholders who participate voluntarily, including streamers, users and employees. Another aim is to introduce and spread the unique culture of local communities through content-based initiatives, such as content linked to local festivities and programs supporting young artists. Further, we collaborate with local economic entities such as farmers and small and medium-sized enterprises (SMEs) to create a virtuous cycle of mutual growth.

We fulfill our social responsibilities as a content platform company and promote various social contribution activities to build a sustainable ecosystem of coexistence with local communities. We are spreading a culture of voluntary donations, such as flea markets, volunteering and the "1% Sharing" movement, where users, streamers and employees come together. Further, we are revitalizing local economies by collaborating with farmers and SMEs. We are also supporting young artists through musical content, and strengthening local community ties by discovering and creating content centered on cultural and festival sites throughout the country. SOOP will expand these participation-based social contribution activities and grow into a platform that contributes to the sustainable development of humanity by spreading a positive impact throughout the entire society.

SOOP's Key Initiatives for Social Value Creation

	Creating a Participatory Donation Culture	Supporting Culture and Arts	Creating Local Community-Linked Values
Areas of Outreach	Donation activities designed for open participation	Broaden cultural access for the youth and creative opportunities	Produce content linked with local specialties, festivals and SMEs, to contribute to local economies
Key Initiatives	· Briquette Sharing & Arbor Day Volunteering · 1% Sharing Campaign · SOOP Streamers' Flea Market · Donation Live Commerce (give U, etc.)	· 'Kevin Music Show' program provides stage and growth opportunities for young artists · 'SOOPGarak concert	· Content exploring local festivals · "Nong-gononglag" project, a live commerce-based program supporting farmers and SMEs by diversifying their sales channels · "Yeom's Holiday Takeover", etc.
UN SDGs			

Local Community Contributions

SOOP's Practice

Creating a Participatory Donation Culture

"The 1% Sharing Campaign"

SOOP practices a donation culture through the "1% Sharing Campaign," where employees voluntarily donate 1% of their salary and the company donates an equal amount. In 2024, our employees and the company together donated a total of KRW 112,917,221 to organizations working for the underprivileged, and contributing to the broader movement of spreading the value of giving.

1% Sharing Campaign Partners

- 피난처 (Refuge pNan): A NGO that helps refugees overcome hardships by providing them with shelter
- 굿네이버스: An organization that supports marginalized neighbors in need and works to prevent child abuse at home and abroad
- (사) 나눔공동체: An organization that provides a variety of welfare services to socially marginalized neighbors, including adopted individuals, people with disabilities, low-income families and multicultural families.
- 홀트일산복지타운/요양원: An organization that carries out regional projects for the protection and independence of the underprivileged, including impoverished children, isolated elderly persons and the disabled.

Donation Live Commerce, "Give U"

Since 2024, SOOP revamped the former April Fool's Day campaign "AF (Afreeca Fool's) Day" to a "Donation Commerce for the Earth – give U" to further spread positive impact. The 'give U' live commerce, participated by 19 streamers, was a participatory donation content where we sold SOOP's private label products to users and donated 41% of the proceeds to environmental protection agencies. An additional 16,200 private label products (worth approximately KRW 31.1 million) were donated to the underprivileged through food banks.

SOOP's other Participatory Donation Initiatives

1. **Staying Warm in Winter**
   An initiative to share briquettes, participated by over 30 streamers and employees
2. **You and I, and the Forest We Create**
   Celebrated Arbor Day by planting trees with streamers at Gwanggyo Lake Park
3. **2024 SOOP Streamers' Flea Market**
   Streamers sold personal items and donated proceeds to social organizations
4. **2024 Virtual Online SOOP Streamers' Flea Market**
   Goods made by virtual streamers were sold in ShopFrica, which was linked with Freeblox and Marpple Shop, and a portion of the proceeds was donated to social organizations
5. **You and I, and the Forest We Grow Together**
   30 streamers and employees participated in the Namhansanseong cleanup
6. **Free Meal Volunteer Serving in Kangdong Dream Village!**
   Streamers volunteered to serve free meals on Christmas
7. **Sale of 2024 Streamer Awards Photo Books**
   Photo books commemorating the 2024 Streamer Awards were sold as merchandise, and all sales proceeds were donated.
8. **Ttang Ttang info hub**
   Ttang Ttang info hub's content on streamers volunteering to distribute briquettes

Supporting Arts and Culture

Visiting Kevin Music Show

Through the "Visiting Kevin Music Show" program, we held collaborative performances between SOOP streamers and students from the Departments of Applied Music at Baekseok University, Soongeui Women's University, Joongbu University and Howon University, giving talented young musicians an opportunity to gain stage experience and interact with the public.

SOOPGarak[1] Concert

To spread the culture of donation, SOOP held the SOOPGarak Concert at Chongshin University with singer Kim Jang Hoon and streamers. The event, which was linked to the "KRW 1,000 Lunchbox Project," offered lunchboxes at KRW 1,000 to students. Proceeds from the event, combined with donations from university faculty and staff and a matching fund from Kim Jang Hoon totaled KRW 4.33 million, which was donated to Chongshin University as a scholarship fund.

1) "SOOP" is the brand name and "Garak" in Korean refers to musical melody or tune, symbolizing the joy of music.

Local Community Contributions

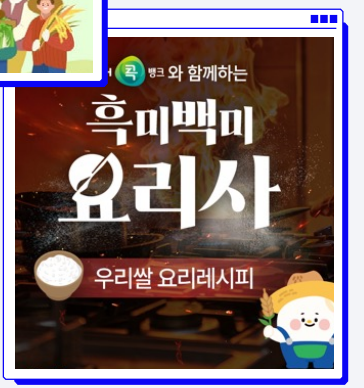
SOOP's Practice

Creating Local Community-Linked Values

SOOP uses content creation and commerce to connect with local communities, revitalize local economies and realize social values. Our streamers participate in local festivals to showcase the unique cultures and specialties of the region, leading efforts to uncover and amplify the unique value of local content and communities. We also collaborate with local farmers and SMEs to develop private label products using local specialities and advertise them on our live commerce platform to expand their sales channels and increase income. A portion of the profits generated from these activities are returned to the local community, creating a sustainable win-win model.

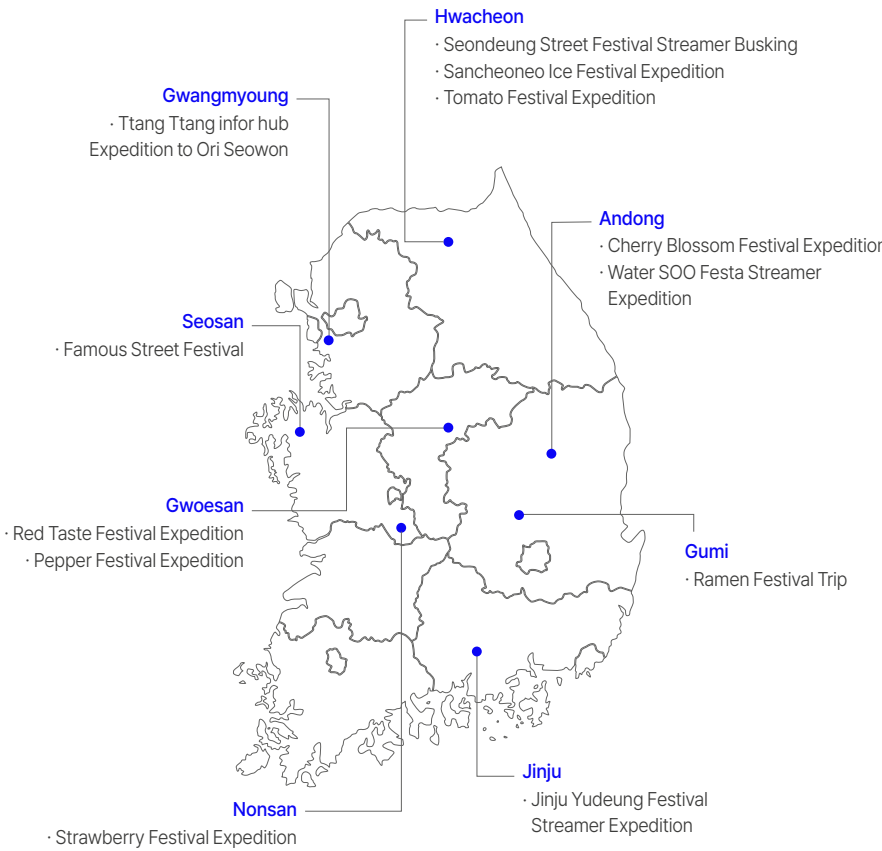
Collaborative Commerce Content in 2024

- Feb
  - Here Comes the Deu-ril Daejang
  - Makaotalk War Server X Ling-tea
  - Yeom's Holiday Takeover[1]
- Mar
  - Pasta Chef Nong-gononglag
- Jun
  - Nong-gononglag 2
- Sep
  - Black & White Rice Chefs[2] with NH Cok Bank
  - Did You Eat Breakfast? with NH Cok Bank
- Dec
  - Rice-Powered Donation Commerce with NH Cok Bank



1) "Yeom-jeol" is a coined term combining the streamer Yeom's name with "holiday." It means a holiday live commerce to boost consumer engagement during the holiday season.
2) A cooking battle content themed around rice, where chefs compete in creative dishes inspired by the staple ingredient.

2024 Local Expedition Contents



Governance Governance

To meet stakeholder expectations in a rapidly changing media landscape, SOOP has established a professional, diverse and independent Board of Directors. Governance is a key foundation for SOOP's long-term growth and global competitiveness, and we are building a flexible governance structure to enhance transparency and maximize shareholder value by further strengthening the ESG Committee and Audit Committee in 2025.

SOOP's Framework

SOOP's Board of Directors consists of 3 inside directors, 1 non-executive director, and 3 outside directors, and is responsible for deliberating and deciding on major management issues with independence and expertise.

Board Composition (as of April 29, 2025)

Name	Gender	Job Title	Career Highlights		Appointment Status	Date of Initial Appointment	Date of Expiration of Term
Seo Soo Kiel	Male	CEO	· Aerospace, Seoul National University · CEO, Actozsoft Co., Ltd.	· MBA, University of Pennsylvania · CEO, WeMade Co., Ltd.	Re-appointed	December 15, 2011	March 29, 2026
Choi Young Woo	Male	CEO (ESG Committee Chair)	· Senior Manager, Riot Games · Marketing Director, ONE eSports	· Director, Electronic Arts APAC · CSO, SOOP Co., Ltd.	Newly appointed	March 28, 2025	March 28, 2028
Lee Min Won	Male	Inside Director (Chief Operating Officer, COO)	· Head of Content Strategy Business Headquarters, AfreecaTV · COO, SOOP Co., Ltd.	· Head of Social Media Business Department, AfreecaTV	Newly appointed	March 28, 2025	March 28, 2028.
Kim Sung Woo	Male	Non-Executive Director (Member of Audit Committee)	· Chief, SBS (Seoul Broadcasting System) Newsroom · Senior Presidential Secretary for Public Relations, Presidential Secretariat	· Chief of Planning Team, Chief of Planning Department, and Executive Director, SBS	Newly appointed	March 29, 2024	March 29, 2027
Jung Jae Min	Male	Outside Director (Audit Committee Chair, Member of ESG Committee)	· Professor, University of West Florida · Dean of Graduate School of Information and Media Management, KAIST (Korea Advanced Institute Science and Technology) · Dean of College of Liberal Arts and Convergence Science, KAIST	· Professor, Seoul Women's University · Dean of Moon Soul Graduate School of Future Strategy, KAIST · Professor at Moon Soul Graduate School of Future Strategy and Graduate School of Information and Media Management, KAIST	Re-appointed	March 30, 2021	March 29, 2027
Lim Soo Yeun	Female	Outside Director (Member of Audit and ESG Committees)	· Managing Director at QRM Division, Samjong KPMG	· Managing Director at Strategy & Planning Team, JK Investment Co., Ltd.	Newly appointed	March 29, 2024	March 29, 2027.
Kim Sun Hee	Female	Outside Director (Member of Audit and ESG Committees)	· CEO, Best Tax Accounting Consulting · National Tax Examiner, National Tax Service · Accountant, Crowe Hanul LLC	· National Tax Examiner, National Tax Service Jamsil District Office · Non-Executive Director, Korea Industrial Complex Corporation · Non-Executive Director, Korea Job World	Newly appointed	March 28, 2025	March 28, 2028.

Governance

SOOP's Framework

Board Independence, Expertise, and Diversity

Outside Director Independence Guidelines | Board of Directors Diversity Guidelines

- **Independence** · Verification of the independence of existing and candidate outside directors by establishing the company's own independence criteria that conforms with global standards.
- **Expertise** · Evaluation of various expertise, such as understanding of their duties as outside directors, leadership, global experience, risk management, strategy and ESG.
- **Diversity** · Prevention of discrimination based on nationality, place of origin, race, religion, cultural background, etc., and secure the diversity essential in the digital transformation era.

Board Committees

ESG Committee

For the strategic execution of sustainability management and systematic management of ESG governance, SOOP has established and operates a ESG Committee under the Board of Directors. The ESG Committee is a specialized committee of the Board of Directors, established to promote sustainable management and enhance corporate value. It serves as the highest decision-making body for ESG matters, deliberating on key issues and overseeing the formulation and implementation of related strategies. Its key responsibilities include reviewing the results of ESG materiality assessments and key report findings, evaluating ESG strategies and their implementation performance and establishing governance-related guidelines such as the Board of Directors Diversity Guidelines and Outside Director Independence Guidelines. In 2024, the ESG Committee held two meetings to not only deliberate and decide on the main issues in the 2023 ESG Report, but also to establish an institutional foundation based on the Board's governance principles. In 2025, the new CEO, Mr. Choi Young Woo, has been appointed as the chair of the ESG Committee, and his experience in establishing ESG strategies in the global media and content industry will further strengthen the effectiveness and accountability of our ESG framework.

Composition of ESG Committee (as of April 29, 2025)

Name	Gender	Job Title	Career Highlights	Appointment Status	Date of Initial Appointment to the ESG Committee[1]
Choi Young Woo	Male	CEO (ESG Committee Chair)	· Senior Manager, Riot Games · APAC director, Electronic Arts · Marketing Director, ONE eSports · CSO of SOOP Co., Ltd.	Newly appointed	March 28, 2025
Jung Jae Min	Male	Outside Director (Audit Committee Chair, Member of ESG Committee)	· Professor, University of West Florida · Professor, Seoul Women's University · Dean of Graduate School of Information and Media Management, KAIST (Korea Advanced Institute Science and Technology) · Dean of Moon Soul Graduate School of Future Strategy, KAIST · Professor at Moon Soul Graduate School of Future Strategy and Graduate School of Information and Media Management, KAIST · Dean of College of Liberal Arts and Convergence Science, KAIST	Re-appointed	March 11, 2021
Lim Soo Yeun	Female	Outside Director (Member of Audit and ESG Committees)	· Managing Director at QRM Division, Samjong KPMG · Managing Director at Strategy & Planning Team, JK Investment Co., Ltd.	Newly appointed	April 29, 2025
Kim Sun Hee	Female	Outside Director (Member of Audit and ESG Committees)	· CEO, Best Tax Accounting Consulting · National Tax Examiner, National Tax Service Jamsil District Office · National Tax Examiner, National Tax Service · Non-Executive Director, Korea Industrial Complex Corporation · Non-Executive Director, Korea Job World · Accountant, Crowe Hanul LLC	Newly appointed	April 29, 2025

1) As of the ESG Committee appointment date

Audit Committee

To enhance transparency and accountability in corporate governance, SOOP established an Audit Committee at the 28th annual general meeting of shareholders in 2024. The Audit Committee is organized in accordance with the Korean Commercial Code and the company's Articles of Incorporation and consists of outside directors Jung Jae Min, Lim Soo Yeun, and non-executive director Kim Sung Woo. In March 2025, an additional outside director, Sun-Hee Kim, joined the committee. As a result, the Audit Committee now exceeds the legal requirement that at least one of its members be an expert in accounting or finance. The Audit Committee performs core audit tasks such as reviewing financial statements, enhancing the reliability of disclosures and preventing corruption and fraud, and is supported by a total of 23 working personnel from the Finance Team and Planning Team.

Composition of Audit Committee

Composition	Director's Name	Purpose of Establishment and Key Tasks
3 outside directors	· Jung Jae Min · Lim Soo Yeun · Kim Sun Hee	Prevention of corruption and fraud Enhancement of expertise, reliability, and transparency in financial statements and disclosures
1 non-executive director	· Kim Sung Woo	

Teams Supporting the Audit Committee

Team	Number of Members (persons)	Position (average years of service with the company)	Key Tasks
Finance Team	11	1 Team Leader (1 year), 10 Team Members (3 years)	Presents evidence for internal control assessments
			Supports audits of company management
Planning Team	12	1 Team Leader (2 years), 11 Team Members (3 years)	Oversees legal advice and review of applicable laws and regulations
			Provide legal advice and review of applicable laws and regulations

Governance

SOOP's Practice

Status of Board Operations

SOOP transparently discloses board operations and key management information through quarterly reports and business reports. In 2024, a total of 9 Board of Directors meetings were held to handle 10 report items and 19 resolutions, with a 100% attendance rate by all directors. Decision-making is systematically carried out in accordance with the Board of Directors Operation Regulations.

No.	Date	Details
1	Feb. 2024	1. Reported: operation of the internal accounting management system, auditor's evaluation of the operation of the internal accounting management system, and establishment of the Audit Committee 2. Resolved: approval of financial statements for 2023, appointment of a compliance officer, establishment of compliance control standards, approval of health and safety management plan, approval of execution of trust agreement for acquisition of treasury shares, etc.
2	Feb. 2024	Resolved: dissolution of an overseas subsidiary and establishment of a new subsidiary in Thailand
3	Mar. 2024	1. Reported: audit report, business report, operation of the internal accounting management system, and appointment of external auditor 2. Agenda proposed: · Agenda 1: Approval of the 28th (2023) consolidated and separate financial statements · Agenda 2: Proposal to make certain changes to the Articles of Incorporation · Agenda 3: Election of directors · Agenda 4: Appointment of outside directors to serve as members of the Audit Committee · Agenda 5: Appointments for the Audit Committee · Agenda 6: Approval of the stock option grants · Agenda 7: Approval of director compensation limits
4	Mar. 2024	1. Resolved: change of the Chairman and amendments to the Board of Directors Operation Regulations
5	Apr. 2024	1. Reported: Q1 preliminary financial statements and results of the ESG Committee's activities 2. Resolved: establishment of the ESG Committee Operation Regulations and cancellation of stock option grants
6	Jun. 2024	1. Resolved: provision of SOOP's fixed deposits as collateral for the loan of Five & Six Inc.
7	Jul. 2024	1. Reported: Q2 preliminary financial statements, results of the ESG Committee's activities, and results of compliance activities 2. Resolved: cancellation of stock option grants
8	Oct. 2024	1. Reported: Q3 preliminary financial statements and amendments to the Internal Accounting Management Regulations 2. Resolved: cancellation of stock option grants
9	Dec. 2024	1. Resolved: appointment of CEO

Board Compensation

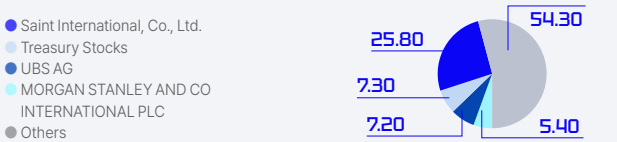
Annual Report

The remuneration of directors of SOOP, including the CEO, is determined by the board based on their positions, duties and management performances, within the maximum cap approved by the annual general meeting of shareholders. A inside director's remuneration consists of a fixed salary and a performance-linked bonus. The fixed salary for directors is calculated based on their positions, standard increase rate for 2024, contributions to the company and salary levels in the same industry. Bonuses are paid in the form of regular bonuses or special bonuses, where regular bonuses are paid in consideration of management performance up to the limit of 200% of the base amount of annual salary. Other incomes and additional benefits are paid in accordance with the Benefits Regulations. SOOP does not pay any additional compensation to outside directors, such as performance bonuses or stock options, other than their base compensation. For purposes of transparent disclosure, SOOP discloses individual compensations in the business report for directors and statutory auditor whose annual remuneration exceeds KRW 500 million.

Equity and Capital Structure

Category	2022		2023		2024	
	Maximum	Minimum	Maximum	Minimum	Maximum	Minimum
SOOP (KRW)	202,900	61,500	95,200	62,200	137,000	84,700
KOSPI (p)	2,989.24	2,155.49	2,667.07	2,218.68	2,891.35	2,360.58
KOSDAQ (p)	1,037.83	651.59	939.96	671.51	916.09	627.01

Pie Chart: Shareholder Composition (as of December 31, 2024) (Unit: %)



Governance

SOOP's Practice

Responsible Investor Relations and Stronger Global IR Activities

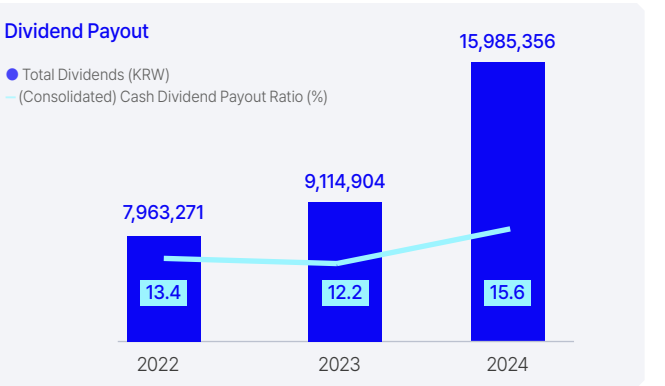
SOOP embraces communication as a core value and has continuously engaged in proactive IR activities to enhance transparency and trust in corporate management. In particular, our live broadcasts of quarterly earnings calls attended by the CEO and IR representatives are conducted real-time with investors to present our key performance and business strategies. These broadcasts are open not only to institutional investors but to individual shareholders and the general public, and after the sessions, video recordings are posted on SOOP's website, where they are freely accessible to anyone at any time.

In addition, SOOP provides key disclosures in both Korean and English to aid domestic and international investors in making informed decisions based on accurate and timely information. We also participate in domestic and international conferences and non-deal roadshows (NDRs) hosted by securities firms every year to provide a clearer understanding of our status to investors. Our efforts gained wide acclaim and recognition, and in 2019 and 2020, SOOP was selected as an "Excellent Company" at the Korea IR Awards Ceremony hosted by the Korea Investor Relations Service, and as the "Best Company" in 2022. In 2023, we won the "Excellent Company for IR Activities on the KOSDAQ Market" award awarded by the Korea Exchange, and in the same year, won the "Best IRO Award" from the Korea Investor Relations Service. SOOP also proved its value abroad by being recognized as one of "Asia's Best Under A Billion" by Forbes in the US in 2019 and 2022. In 2024, we produced high-quality English disclosures with the support of professionals, without relying on automatic translation, and were recognized as "the only company that consistently provides high-quality English disclosures." Further, in 2024, SOOP was officially recognized for its financial soundness, technology and governance when it was newly designated as a "KOSDAQ Global Company." SOOP will continue to conduct responsible investor relations and further build greater trust with both domestic and international stakeholders.

2024 SOOP Q4 and Annual Earnings Broadcast

Shareholder Return Policy

SOOP not only maintains sound financial health by effectively managing surplus funds based on stable cash flow but also strives to increase shareholder value through conducting share buybacks and dividends. In February 2024, SOOP announced a three-year shareholder return policy for the years 2023 to 2025. The balanced policy is grounded on transparency, specificity, predictability and consistency, and commits to returning at least 10% of the two-year average consolidated free cash flow (FCF) to shareholders. In 2024, total dividends amounted to approximately KRW 15.9 billion, with a cash dividend per share of KRW 1,500 as of December 31, 2024. The dividend was finalized on February 12, 2025, after the shareholders' meeting. Going forward, SOOP will continue to prioritize shareholder value and focus on strengthening corporate value, and will continue to pay dividends based on net income growth and cash flow availability for future investments.



* Shareholder Return Threshold: At least 10% of the two-year average consolidated free cash flow (FCF)
** Free cash flow (FCF) calculation formula: [Operating profit – non-cash expenses and operating cash flow adjustments (such as changes in depreciation, stock-based compensation expenses, taxes and working capital)] – CapEx (acquisition of tangible and intangible assets)

Governance Ethical Management

Ethical compliance and social responsibility are core corporate values and we persistently strive to establish a fair and transparent management culture. To this end, we have conducted various initiative such as revising our Code of Conduct and Operating Policy, establishing a systemic framework of specific judgment criteria and strengthening our ethics training for our employees to firmly embed an ethical company-wide corporate culture as the foundation of our organization.

SOOP's Framework

Ethical Management System

As a content platform company, SOOP has established and implements an ethical management system to realize trust-based sustainable management. Based on our Code of Ethics and the Code of Conduct, we clearly communicate our ethical standards to employees and strive to enhance transparency and fairness across the content ecosystem by implementing and monitoring related policies.

Ethical Management Policy Making

- Establish and enforce a Code of Conduct to internalize our ethical management philosophy
- Provide employees with the Code of Conduct as guidelines for decision-making
- Establish operating policies related to content creation, distribution and consumption, and publish it on our website

Execution and Training

- All employees pledge to practice ethical management and comply with anti-corruption laws
- Comply with "Guidelines for the Review of Labeling and Advertising Involving Recommendations, Guarantees, etc." and the "Includes Paid Ads" indication policy

Monitoring

- Operate internal control programs and consistently monitor compliance with the Code of Conduct
- Earn viewers' trust by clearly indicating in-content advertisements and disclosing financial interests

Code of Ethics

SOOP established its Code of Ethics in 2018 and has strengthened its corporate-wide ethical management system by expanding its scope to affiliates and partner companies from 2021. The Code of Ethics clearly stipulates the disciplinary criteria for employee violations and allows the HR Committee to determine the level of disciplinary action depending on the severity of the violation and, if necessary, file charges with external authorities.

Code of Ethics

Code of Ethics

Principles of Integrity, Autonomy, Fairness, Respect and Trust	5 key stakeholders in the Code of Ethics
· Duty to the company and investors	Customer
· Duty to customers, suppliers, and other business associates and, to a limited extent, to competitors	Shareholders
· Duty to coworkers	Society
· Duty to ensure compliance by the employee and the company with the laws, rules and regulations of foreign countries in which SOOP conducts business.	Partner Companies
	Employees

Code of Ethics Pledge

- I respectfully acknowledge that I have received and read the Code of Ethics of the Company and am obligated to act in accordance with its principles, philosophy and policies.
- I promise to give the highest priority to honesty in all my relationships with and representations of the Company, and to refrain from any actual or apparent conduct that may conflict with the interests of the Company.
- To the extent relevant to my responsibilities, I promise to be complete, fair, timely and clear at all times in all records and documents that the Company makes available to the public or submits to regulatory bodies.
- I recognize that failure to comply with the Code of Ethics of the Company may result in disciplinary action, up to and including termination of employment.
- I confirm that I have not violated any laws or regulations applicable to my work for the Company, including the Code of Ethics.
- I confirm that, to the best of my knowledge, the Company has not violated the above Code of Ethics.
- I understand that the most up to date version of the Code of Ethics is posted in Company Groupware > Document Management.
- I fully understand and pledge to implement the above Code of Ethics of the Company.

Ethical Management

SOOP's Practice

Whistleblower Program

SOOP operates a multifaceted internal whistleblower program to prevent and respond to unethical conducts of employees. The program is readily accessible through various channels, from internal bulletin boards, telephone, fax, to mail, which allows employees and affiliates to report misconduct or unreasonable demands they may encounter in order to eradicate unfair practices within the company. Reports are filed completely anonymously to protect those who come forward, ensuring the confidentiality of both the reporter's identity and the context of the report, and upon receiving the report, the case is swiftly and effectively followed up by the HR Committee.

Reporting Process

1 Receive Report	Reports are received via phone calls, emails, online or offline grievance channels, etc.
2 Investigation	Facts and materiality determined to classify and conduct investigations (whistleblower protection measures taken in tandem)
3 Actions	HR Committee progress and result notified
4 Follow-up	Recurrence prevention measures established and monitored

Grievance Channels

SOOP continuously strengthens its implementation framework to foster an ethical culture within the organization and protect the dignity and rights of its employees. In particular, SOOP operates a grievance handling channel to address unethical conducts at the individual level, such as sexual harassment, obstruction of work by force and bullying, which any employee of SOOP can use to safely report anonymously via the email hotline or grievance counselling boxes. The reported issue is reviewed by the relevant team and discussed by the HR Committee to identify remedial measures, and relevant information is continuously provided on the internal bulletin board to raise employee awareness and create a culture of voluntary ethical practice.

Grievance Channel

Ethics Education

To foster a fair and ethical culture, SOOP provides training on ethical and compliance awareness, including competence building for compliance officers and business ethics education for all employees. In 2024, SOOP conducted a training program titled "Positive Energy That Transforms Organizations." This course was designed to help employees cultivate a healthy corporate culture based on mutual respect and human rights awareness. The program ran for a total of 503 hours, with 643 out of 655 participants completing the training, achieving a 98% completion rate. In addition to ethics training, SOOP actively enforces internal disciplinary measures for violations of the Code of Conduct to prevent unethical behavior. Confirmed cases of misconduct are also incorporated into compliance training materials to support recurrence prevention .

Item	2022	2023	2024
Completion rate (%)	86.1	93.1	98.0

Governance Risk Management

As SOOP is exposed to various internal and external uncertainties due to the nature of platform operations and the content business, risk management is essential for sustainable growth. We systematically identify and respond to potential risks across the entire business scope to focus on enhancing corporate resilience and management stability.

SOOP's Framework

Risk Management Governance

When an issue arises, the relevant departments identify and analyze risks depending on the nature of the issue and share them on a step-by-step basis through the internal reporting system. Major risks are reported to the management, including the CEO, and, if necessary, to the Board of Directors or its committees for review and response.

Risk Management Process

SOOP has a consistent process from risk identification to response, follow-up and risk prevention under a corporate-wide risk management system. Key risks are screened and evaluated according to their priority, and a virtuous cycle of on-site focused response and recovery measures, followed by monitoring and training to prevent recurrence, is used to strengthen business stability and sustainability.

Risk Management Process

Identification and Assessment	· Determine priorities by identifying and assessing risks
Control and Response	· Establish a site-centered crisis response plan that enables an immediate response
Monitoring and Prevention	· Prevention and response through case-based trainings using monitoring
Action(Recovery) and Reporting	· Take post-crisis recovery measures and report internally

Risk Management

SOOP's Practice

Risk Identification and Response

SOOP has an integrated management system that proactively identifies various risks that could negatively impact business goals in advance and sets priorities based on a comprehensive assessment of their likelihood and impact. We are particularly focused on proactively responding to new risks emerging from advances in AI technology and global regulatory changes.

Risk Types		Business Impact	Management Organization	Risk Response Status	
Business Risks	Expansion of new businesses and increasing competition	An increasingly competitive market and expansion into new business territory are changing the industrial structure and the competitive landscape.	Management Support Division/CTO subdivisions	· Diversify the revenue portfolio · Improve UI/UX and enhance R&D capabilities to lead the market	· Ensure competitiveness of new initiatives via multiple channels, including open innovation, strategic alliances and M&A · Expand user-friendly policies/programs and vitalize communities
	Information Security	Common vulnerabilities of companies in our industry, due to being operated and managed based on IT systems, entails risks such as data manipulation and hacking. Negligence in managing internal information can lead to legal liabilities and a decline in competitiveness.	Security Team/CISO	· Build a digital management system with a dedicated program · Tighten control over database access · Train employees on information security and data management · Conduct privacy impact assessments and internal audits	· Obtain and maintain Information Security Management System (ISMS) certification · Increase investment in information security and disclosure of information security matters
	Content	Harmful content can trigger reputation risks, regulatory/civil society sanctions or other negative impacts on the organization and the community.	User Communication Division/COO subdivisions	· Build a media response system · Monitor content with dedicated personnel and identify risks in real time via a user reporting system	· Advance the company's AI filtering technology · Run a dedicated team of partners and conduct training on partner sustainability
Financial Risks	Investment	Poor decision-making on investments or changes in the business environment may cause financial losses if the investment results fall short of planned expectations.	Management Support Division	· Improve investment efficiency and proactively address risks via an investment management system · Conduct corporate-level investment review for large-scale investments	· Strengthen investment management by constantly monitoring the progress of ongoing projects
	Finance	Expanding our global operation and business areas exposes the company to the market risks, credit risks, liquidity risks, etc.	Management Support Division	· Proactively identify and assess financial risks by collaboration between relevant divisions/teams	
Social/ Environ-mental Risks	Application and interpretation of laws	Failure to comply with relevant laws and regulations and the subsequent business interruption, fine imposition, etc. may result in financial losses and reputational damage.	Management Support Division	· Comply with applicable laws, such as the Personal Information Protection Act and the Act on the Consumer Protection in Electronic Commerce	· Establish guidelines and conduct self-regulation in line with the changing industrial landscape after consulting with competent government ministries on the interpretation of applicable laws, etc.
	Human rights	Content/incidents that violate human rights may cause damage to public reputation and incur legal costs.	Management Support Division	· Establish and continuously update the Human Rights Management Statement to respond to changing human rights issues, and create a culture of respect for human rights	· Train employees and partners (streamers) on human rights and ethics to raise the sense of respect for human rights.
	Climate change and environmental risk	Tighter domestic and international climate/environmental regulations and increased interest from stakeholders, including investors, will increase costs related to energy transition, carbon emissions and environmental footprint reduction.	Management Support Division/ COO subdivisions	· Plan for the construction of an energy-saving server · Gradually expand information disclosures for environmental performance management	· Run environmental campaigns and create more eco-friendly content on environmental volunteering activities, etc.
Emerging Risks	Global compliance risks following entry into overseas markets	Different regions have different laws and environments, and failure to recognize these risks distinctive to the target country in advance or unforeseen labor and workforce issues may result in greater complexity and costs of doing business.	Management Support Division/COO subdivisions	· Create differentiated market expansion strategies and strengthen risk response capabilities by region by involving experts in overseas market entry and expansion · Regularly monitor key overseas entry issues by consulting with external experts/local partners as needed	· Identify compliance issues in advance through constant monitoring of global market changes and policy trends
	Increasing competition for technical talents in AI, metaverse, data security, etc.	The global digital transformation trend involves a high demand for technical experts, which increases the need to attract and retain skilled workers in related fields.	Management Support Division/ CTO subdivisions	· Strategic approach to attract top talents, including more hiring in technology fields, diversifying recruitment methods, managing talent pools and bolstering industry-academia collaboration	· Efforts to improve the work environment, such as expanding flexible work arrangements and increasing support for employee training, to foster a corporate culture where employees can perform at their best and continuously grow.

Risk Management

SOOP's Practice

Business Risks

We consider risks related to content as our core business risk and operate a prevention-centered management system, including AI filtering, user reporting system and partner education. At the same time, we also respond to company-wide risks such as information security and new business expansion to strengthen the foundation for stable platform operations and to create a sustainable content ecosystem.

Pre-Training	SOOP provides beneficial information and important reminders to its streamers and provides education in friendly and approachable formats such as webtoons and videos to help prevent potential risks during broadcasts.
Reporting System	SOOP minimizes risk by rewarding users who directly report content that violate laws or policies, or cause harm to others.
Monitoring	SOOP has an internal 24-hour monitoring team to respond in real-time to harmful content in live broadcasts.
Follow-up Measures	SOOP conducts post-evaluation of improper content, and imposes temporary or permanent suspensions and initiates legal action to raise awareness and prevent recurrence. We strive to do our best in this regard.

Key Monitoring Targets

- Official Content
- Content with High User Participation
- Chats
- Password-Set Content
- Reported Content
- Nicknames
- Age-Restricted Content
- Streamers with a History of Violations
- VOD/Posts/Comments
- Teen Streamer Content
- Personal Channels & Bulletin Boards
- Private Messages

Monitoring Method

1 Identify content that violates the Operating Policy	2 Collectively determine whether the Operating Policy was violated	3 Notify violation and suspend content
· 24/7 real-time, concurrent monitoring · Personnel assigned to each category · Confirm real-time reports and Customer Service Center reports	· Verify if the Operating Policy was violated · Decide if real-time action is needed · Decide on the disciplinary action for the violation	· Take action within 3 days of informing · Explain the detailed reason for suspension on the user's login pop-up screen · Monthly monitoring and review of actions taken

Financial/Investment Risks

SOOP has a Board of Directors, an Audit Committee, its Internal Accounting Management Rules and other internal oversight mechanisms to identify and control financial risks through periodic internal audits and follow-up management. At the board level, we thoroughly verify the feasibility of large-scale investments by complying with regulations on delegation and approval for different investment sizes and persistently monitor changes in the market and business environments to identify potential risks at an early stage. We respond to financial and investment risks from a mid- to long-term perspective by assessing the feasibility of investments and continuously managing them in close collaboration with relevant departments. In addition, we have established the Internal Control Management Rules to ensure compliance with laws and regulations and to improve operational efficiency. In particular, in line with the trend of stressing the importance of internal accounting management systems, we are continuously improving related regulations and processes to enhance the reliability of our accounting information.

Social/Human Rights Risks

SOOP strictly complies with relevant laws and regulations such as the Personal Information Protection Act, the Information and Communications Network Act and the Electronic Commerce Act to manage social risks. To proactively respond to changes in the regulatory environment and ethical standards, we have adopted a self-regulation framework and maintain a continuous monitoring system. We have voluntarily set a cap on the amount of item purchases and set a separate purchase cap for minors to prevent excessive consumption on the platform.

As we expand our global business, we are actively responding to higher risks involving human rights. We regularly review and revise our Human Rights Statement and conduct ethics and human rights training for our partners and employees. We have also established and strictly adhere to a dedicated Operating Policy to minimize the risk of human rights violations on our platform and content.

Emerging Risks

SOOP defines "emerging risks" as uncertainties that could have an impact on our business following the growth of and changes in the industry. We have identified emerging risks related to our key businesses and built response strategies for such risks, and ensure that they are effectively carried out.

Risk Management

SOOP's Practice

Tax Risk Response and Management Procedures

SOOP upholds "strict compliance with laws and regulations" as its core principle in managing tax risks and faithfully fulfills its tax obligations in all countries where it operates. The company refrains from engaging in tax avoidance through tax havens or artificial tax structures lacking commercial substance. Instead, it prioritizes the identification of local tax laws to proactively mitigate potential risks. In transactions with domestic and international related parties, SOOP establishes its pricing policies based on the arm's length principle and conducts ongoing monitoring to prevent tax-related issues. Upon request from tax authorities, the company provides factual documentation in a sincere and transparent manner and fully complies with country-by-country reporting requirements, including the submission of transfer pricing documentation.

Tax Policy and Transparent Disclosure

SOOP aims to contribute to the development of society and the national economy by strictly complying with tax laws and related regulations and systematically managing tax risks. To this end, SOOP has established clear tax policy principles, strictly adhere to domestic and international tax standards, actively cooperates with tax policies of the relevant jurisdictions, while maintaining a transparent working relationship with tax authorities. Furthermore, to enhance transparency, we periodically disclose tax-related information to internal and external stakeholders through our business reports, and faithfully fulfill our reporting obligations following reviews by internal and external tax experts. The Board of Directors deliberates on the status of the company's corporate tax payment obligations through quarterly preliminary performance reports, under the supervision of the Audit Committee. We plan to further refine our tax management system as we continue to expand our global business.

Encouraging Streamers to Fulfill Tax Duties

Following the sophistication of online technologies, expansion of network infrastructure and continuous growth of mobile and internet users, we are experiencing more diversified and advanced over-the-top (OTT) service platforms. One-person media creators are generating revenue not only from advertisements, sponsorships and lectures based on video platforms, but also in new areas such as NFTs and the metaverses. The National Tax Service is managing these new digital economic activities with greater segmentation, and is also strengthening the taxation system for digital assets. To support the sustainable growth of streamers, SOOP provides detailed guidance on fulfilling tax obligations in time for the annual comprehensive income tax return in May. We provide information on filing procedures, methods and precautions to help streamers readily fulfill their tax obligations.

* Select industry code '940306' (one-person media content creator).
** Business income is irrelevant to having a business license.
*** Disadvantages such as additional taxes for non-declaration of income.

Tax Risk Management Process

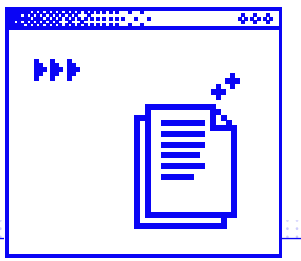
Identify
· Internal review of laws and regulations
· Categorization of risk types

Negotiate
· Identify the counterparty
· Negotiate fair prices, etc.

Inquire
· Inquire tax authorities in advance
· Seek authoritative interpretation

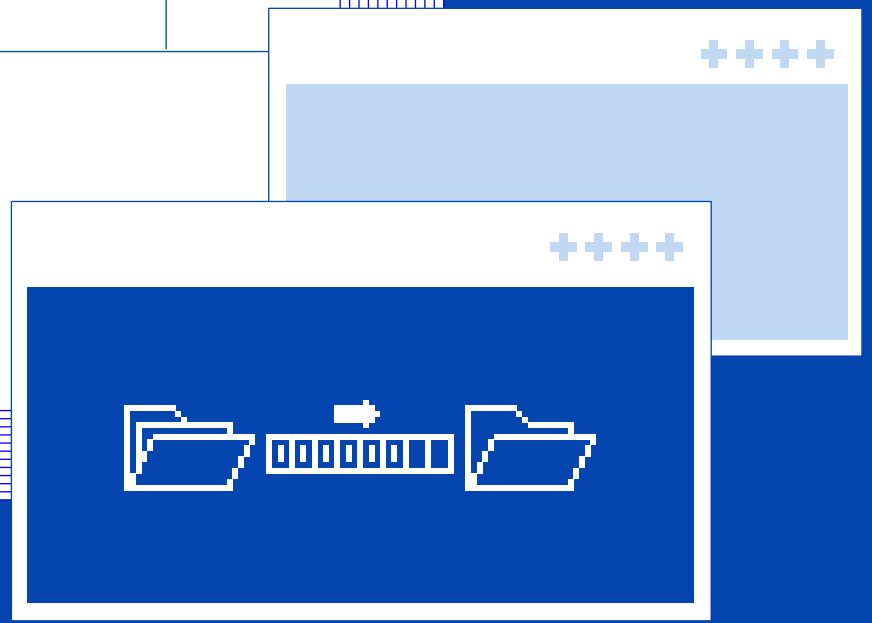
Consult
· Consult external experts
· Delegate response activities

4 Principles of Tax Management



1. Comply with Taxation Laws and Regulations
2. Adhere to Standard Pricing Practices with Partners (Streamers, etc.)
3. Review and Respond to Tax Risks in Advance
4. Disclose Tax Data Transparently

APPENDIX



Financial Performance

Consolidated Statement of Financial Position

Assets

(Unit: KRW)

Category	2022	2023	2024
Current assets	370,259,685,206	480,797,840,927	615,464,053,943
Cash and cash equivalents	76,594,653,138	136,289,810,003	224,032,646,581
Short-term financial instruments	60,000,000,000	73,000,000,000	77,410,000,000
Accounts and other receivables	81,799,185,220	113,602,561,848	122,797,256,590
Contract assets	2,444,510,541	1,854,483,457	5,403,592,319
Other current financial assets	143,333,162,749	152,939,668,794	180,836,867,704
Other current assets	6,087,700,558	1,833,021,050	4,336,522,581
Current tax assets	473,000	387,611,906	546,161,046
Inventories	0	890,683,869	101,007,122
Non-current assets	94,865,785,581	97,270,515,088	100,260,744,390
Other non-current financial assets	20,879,651,118	9,375,318,845	9,518,730,106
Investments in associates and joint ventures	0	0	0
Tangible assets	37,618,923,527	35,803,197,502	36,313,281,866
Right-of-use assets	6,844,258,393	7,128,089,446	8,847,054,112
Investment properties	1,458,448,800	7,216,964,470	7,305,439,132
Intangible assets	11,888,795,862	18,035,108,529	15,878,082,607
Other non-current receivables	9,917,325,266	12,033,078,186	10,810,392,710
Deferred tax assets	6,258,382,615	7,678,758,110	11,587,763,857
Total Assets	465,125,470,787	578,068,356,015	715,724,798,333

Liabilities

(Unit: KRW)

Category	2022	2023	2024
Current liabilities	217,402,142,629	274,084,873,864	324,878,082,191
Trade and other payables	179,664,347,831	222,210,045,284	267,918,499,458
Short-term borrowings	800,000,000	3,823,387,615	2,456,095,040
Other current liabilities	17,459,421,933	22,658,645,189	23,741,645,705
Current lease liabilities	3,961,623,012	4,952,609,271	4,311,822,634
Provisions for current liability	2,679,017,074	1,462,331,456	1,379,660,784
Corporate tax liabilities	12,837,732,779	17,548,055,049	20,972,118,570
Liabilities held for sale	0	0	0
Current portion of long-term borrowings	0	1,429,800,000	4,098,240,000
Non-current liabilities	6,548,697,636	10,637,478,889	8,422,090,296
Long-term borrowings	0	4,435,534,000	29,880,000
Long-term trade payables and other non-current payables	1,738,035,537	924,952,031	69,320,000
Non-current lease liabilities	2,557,736,844	1,860,019,168	4,685,308,668
Provisions for restoration costs	2,252,925,255	3,416,973,690	3,637,581,628
Total liabilities	223,950,840,265	284,722,352,753	333,300,172,487

Equity

(Unit: KRW)

Category	2022	2023	2024
Capital stock	5,747,383,500	5,747,383,500	5,747,383,500
Capital surplus	48,014,211,643	48,039,016,643	48,039,016,643
Other components of equity	-29,145,906,142	-44,139,862,595	-49,071,822,299
Accumulated other comprehensive income	-5,459,760,371	-6,796,811,885	-6,334,764,294
Retained earnings	221,989,216,093	288,394,103,506	380,491,462,824
Non-controlling interests	29,485,799	2,102,174,093	3,553,349,472
Total equity	241,174,630,522	293,346,003,262	382,424,625,846
Total equity and liabilities	465,125,470,787	578,068,356,015	715,724,798,333

Financial Performance

Consolidated Statement of Comprehensive Income

(Unit: KRW)

Category	2022	2023	2024
Operating revenues	289,087,250,014	344,016,008,889	413,178,446,964
Operating expenses	206,668,429,232	253,706,634,238	299,671,970,514
Operating profit (loss)	82,418,820,782	90,309,374,651	113,506,476,450
Financial income	4,393,827,103	11,966,037,521	11,455,708,025
Financial cost	1,234,431,227	929,856,775	879,314,186
Other income	2,705,675,059	2,793,917,134	7,187,907,040
Other loss	5,859,119,014	7,995,444,626	2,963,076,910
Gains (losses) inequity method	148,411,436	-70,182,379	0
Net income (loss) before tax	82,573,184,139	96,073,845,526	128,307,700,419
Income tax expenses	23,060,127,914	21,450,049,845	25,884,391,396
Ongoing operating income (loss)	59,513,056,225	74,623,795,681	102,423,309,023
Net income (loss)	59,513,056,225	74,623,795,681	102,423,309,023
Net income(loss) attributable to owners of the parent company	59,741,392,272	74,592,573,405	101,212,262,918
Net income(loss) attributable to non-controlling interests equity	-228,336,047	31,222,276	1,211,046,105
Other comprehensive income	-1,436,474,257	-1,561,466,076	462,047,591
Items that are not reclassified to profit or loss	-1,456,456,798	-1,706,301,186	83,821,000
Financial assets at fair value through other comprehensive income	-1,456,456,798	-1,706,301,186	83,821,000
Items that are reclassifiable to profit or loss	19,982,541	144,835,110	378,226,591
Foreign operation translation gain (loss)	19,982,541	144,835,110	378,226,591
Total comprehensive income attributable to:	58,076,581,968	73,062,329,605	102,885,356,614
Owners of the parent company	58,304,918,015	73,031,107,329	101,674,310,509
Non-controlling interests equity	-228,336,047	31,222,276	1,211,046,105

ESG Performance

Social *Based on SOOP Pangyo Headquarters

Employee Overview

Category			Unit	2022	2023	2024
Total employees[1]				645	720	768
Gender	Male			456	515	548
	Female			189	205	220
Age	Under 30			129	223	203
	30 to under 50			516	497	563
	50 or over			0	0	2
Employment type	Full-time	All	Persons	642	719	767
		Male		453	514	547
		Female		189	205	220
	Contract[2]	All		3	1	1
		Male		3	1	1
		Female		0	0	0
Non-affiliated workers in workplace[3]		All		-	51	52
Nationality	South Korean			-	718	766
	Chinese			-	1	1
	Vietnamese			-	1	1
	Others			-	0	0
Percentage of foreign employees[4]			%	-	0.27	0.26

1) Includes 767 full-time workers and 1 part-time worker at SOOP as of December 31, 2024.
2) Contract workers include short-term workers (part-time), and there are currently no full-time contract workers at SOOP.
3) Workers employed to work in SOOP's workplace on a dispatch, service agreement or subcontract basis.
4) Percentage of management positions by nationality (managers or higher): 100% Korean.
* Statistics on non-affiliated workers in the workplace, number of employees by nationality and percentage of foreign employees have been aggregated since 2023.

New Recruitment

Category		Unit	2022	2023	2024
Newly recruited employees			141	133	100
By Region[5]	Domestic		141	133	100
	International		0	0	0
By Gender	Male	Persons	91	90	62
	Female		50	43	38
By Age	Under 30		92	71	64
	30 to under 50		49	62	36
	50 or over		0	0	0
Average hiring cost per person		KRW 1,000	383	279	719

5) Classification by the location of place of business

Resignation

Category		Unit	2022	2023	2024
Total resignations			70	58	52
Voluntary resignations			64	50	41
By Gender	Male		38	27	22
	Female	Persons	26	23	19
By Age	Under 30		23	26	14
	30 to under 50		40	24	27
	50 or over		1	0	0
Voluntary turnover rate[6]		%	91	86	79

6) Number of voluntary resignations / Total number of resignations

ESG Performance

Social *Based on SOOP Pangyo Headquarters

Female Talent

Category	Unit	2022	2023	2024
Total number of female employees	Persons	189	205	220
Total number of employees		645	720	768
Ratio	%	29	28	29
Total number of female senior managers (team leader or above)	Persons	15	17	16
Total number of senior managers (team leader or above)		89	99	98
Ratio	%	17	17	16
Number of female executive officers[1]	Persons	3	2	2
Total number of executive officers[2]		13	12	13
Ratio	%	23	17	15
Number of female employees in IT and Technology fields[3]	Persons	-	16	17
Total number of employees in IT and Technology fields[4]		-	121	123
Ratio	%	-	13	14

1), 2) Based on the number of unregistered officers
3), 4) Based on the number of R&D personnel in the Technology Research Center; aggregated since 2023 Hiring of Socially Vulnerable Individuals

Hiring of Socially Vulnerable Individuals

Category	Unit	2022	2023	2024
People with disabilities	Persons	8	5	6
Percentage of people with disabilities[5]	%	1.2	0.7	0.9

5) Due to the nature of SOOP's business operations, securing employees with specific skills is prioritized, such as developers, and SOOP has made various efforts to hire people with disabilities by creating new positions. However, due to the rapid annual growth in its total workforce each year, SOOP has not been able to meet the required ratio of employees with disabilities to overall staff.

Parental Leave

Category		Unit	2022	2023	2024
Total eligible employees[6]	Male	Persons	71	81	77
	Female		21	25	22
Employees on parental leave	Male		2	0	1
	Female		7	13	9
Employees who have returned to work	Male		1	-	-
	Female		-	7	7
Employees working more than 12 months after returning	Male		1	1	-
	Female		6	2	7
Percentage of employees returning to work[7]	Male	%	-	-	-
	Female		67	88	100

6) Number of employees who have a child aged 8 or younger, or in the second grade or lower at an elementary school, in the relevant year, counted only for those who have provided information on their children.
7) Number of returnees from parental leave in the relevant year / Total number of employees scheduled to return to work in the relevant year after using parental leave.

ESG Performance

Social *Based on SOOP Pangyo Headquarters

Employee Training[1)]

Category		Unit	2022	2023	2024
Training costs		KRW 1,000	451,253	563,539	319,992
Book printing costs			105,528	155,184	116,190
Total training costs			556,781	718,723	436,182
Average training cost per person			867	1,000	569
Average training hours per person[2)]		Hours	-	12	16
By Gender	Male		-	12.3	12.1
	Female		-	12.4	13.1
By Recruitment Type	Full-time		-	12.4	12.4
	Contract		-	-	-

1) Training costs, book printing costs and total training costs are aggregated on a consolidated basis, and average training costs and training hours per person are divided by the number of employees on a separate basis.
2) The average training hours per person has been aggregated from 2023.

Occupational Health and Safety

Category			Unit	2022	2023	2024
Absent rate[3)]			%	0.17	0.25	0.14
Work-related industrial accidents	Employees	Number of accidents and injuries	Cases	0	0	0
		Accident rate	%	0	0	0
		Number of deaths	Persons	0	0	0
	Business partners	Number of accidents and injuries	Cases	0	0	0
		Accident rate	%	0	0	0
		Number of deaths	Persons	0	0	0

3) (Total number of days of sick leaves used)/(Total number of working days)*100
* Criteria for sick leave: sick leave, recuperation leave
** Based on the total number of working days: Based on the total sum of the number of working days of all current employees as of the end of the relevant year.

Information Security

Category		Unit	2022	2023	2024
Privacy complaints and breaches	Number of complaints received from external complainants regarding privacy breaches	Cases	0	0	0
	Number of complaints received from regulators regarding privacy breaches	Cases	0	0	0
	Number of privacy breaches	Cases	0	0	0
	Percentage of breaches involving personally identifiable information (PII)	%	0	0	0
	Number of users affected by privacy breaches	Persons	0	0	0
	Number of used cases of user personal information for purposes other than for the purposes provided	Cases	0	0	0
	Total number of policy violations and amount of monetary losses related to user privacy	KRW million	0	0	0
	(1) Number of legal access requests for user information	Cases	-	0	0
	(2) Number of information requests	Cases	-	0	0
	(3) Percentage of information disclosed in response to information requests	%	-	-	-

Information Security Investments

Category		Unit	2022	2023[4)]	2024
Investment in information security	Investment in information technology	KRW 100 million	484.6	516.2	591.4
	Investment in information security	KRW 100 million	8.6	12.2	15.7

4) Adjusted following the change in data calculation basis.

Information Security Training

Category	Unit	2022	2023	2024
Security training for new hires	%	100	100	90
Security breach drills against malwares	%	100	100	100

ESG Performance

Environmental *Based on SOOP Pangyo Headquarters

Greenhouse Gas Emissions[1)]

Category	Unit	2022	2023	2024
Scope 1	tCO_2eq	87.73	130.81	68.37
Scope 2		296.31	289.47	312.65
Total		384.03	420.27	381.02
Intensity[2)]	tCO_2eq/100 million	0.1379	0.1303	0.0996

1) Greenhouse gas emissions have not been third-party verified.
2) The intensity was calculated by sales on a separate basis, and data for 2022 and 2023 were adjusted due to the correction of the sales amount.

Energy Consumption

Category		Unit	2022	2023	2024
Energy Consumption	Electricity	TJ	5.75	5.62	6.22
	Heat (Steam)		0.58	0.56	0.53
	Fuel		1.30	1.93	1.01
	Total amount of usage[3)]		7.62	8.10	7.75
	Intensity[4)]	TJ/KRW 100 million	0.0027	0.0025	0.0020
Energy Consumption	Electricity	MWh	1,596.38	1,560.35	1,726.75
	Heat (Steam)		159.83	155.07	145.82
	Fuel		359.99	535.86	281.40
	Total amount of usage		2,116.20	2,251.28	2,153.97
	Intensity	MWh/KRW 100 million	0.7500	0.6979	0.5633

3) The figures for 2021 and 2022 were changed due to the inclusion of oil in the calculation of the amount of energy usage.
4) The intensity was calculated by sales on a separate basis, and data for 2022 and 2023 were adjusted due to the correction of the sales amount.

Water Usage

Category	Unit	2022	2023	2024
Amount of water withdrawal[5)]	m^3	1,748.65	1,873.19	1,932.35
Amount of water usage		1,748.65	1,873.19	1,932.35
Amount of water discharge		1,748.65	1,873.19	1,932.35
Percentage of water consumption in high water stress areas	%	N/A	N/A	N/A

5) The volume of water supply, usage, withdrawal and discharge are the same.

Waste Disposal

Category		Unit	2022	2023	2024
Total amount of general wastes[6)]		kg	127.80	136.32	140.58
Disposal method	Incineration		127.80	136.32	140.58
	Landfill		N/A	N/A	N/A
	Recycling		N/A	N/A	N/A

6) Since the amount of wastes discharged could not be calculated by waste type or by each building tenant, it was calculated based on SOOP's share of the wastes (waste woods) from the places of business in the entire building; all wastes were incinerated.

ESG Performance

Governance

*Based on SOOP Pangyo Headquarters

Ownership Structure (Shareholders)

(as of December 31, 2024)

Category	Number of Shares	Value (KRW 1,000)	Ownership (%)
Saint International Co., Ltd.	2,961,109	1,480,554	25.8
Treasury Stock	837,863	418,932	7.3
UBS AG	821,803	410,902	7.2
MORGAN STANLEY & CO. INTERNATIONAL PLC	618,660	309,330	5.4
Other Specially Related Persons	58,982	20,491	0.5
Others	6,196,350	3,107,175	53.8
Total	11,494,767	5,747,384	100

Compliance, Anti-Corruption and Anti-Competitive Behavior

Category			Unit	2024
Legal violations	Number of violations		Cases	0
	Amount imposed due to monetary sanctions		KRW million	0
	Number of non-monetary sanctions		Cases	0
Total number of corruption cases detected			Cases	1
Confirmed cases of corruption and actions taken	Total number of incidents in which a member was fired or disciplined due to a detected corruption incident		Cases	1
	Total number of incidents where contracts with business partners were terminated or not renewed due to corruption-related violations			0
	Public law cases resulting from corruption cases of the organization or its members during the reporting period and the outcome of those cases			0
Incidents of unfair trade practices, including anti-competitive behavior and monopolization, and actions taken	Number of ongoing or completed legal actions related to anticompetitive behavior and violations of antitrust/antimonopoly laws in which the organization was involved during the reporting period		Cases	0
	Total amount of monetary losses resulting from violations of laws and regulations due to anti-competitive behavior		KRW million	0
Violation of marketing and labeling laws and regulations	Product/service information and labeling	Number of cases fined for legal violations	Cases	0
		Number of cases of warnings for legal violations		0
	Marketing communications	Number of cases fined for legal violations		0
		Number of cases of warnings for legal violations		0

Ethics Trainings[1]

Category	Unit	2022	2023[2]	2024
Ethics & human rights training for all employees	Hours	2,456	1,224	503
Number of training participants	Persons	546	537	655
Number and percentage of employees who completed the training	Persons (%)	471(86)	500(93)	643(98)
Training hours per employee	Hours	4.5	2.4	0.8
Disability awareness training	Hours	702	840	800
Sexual harassment prevention training		678	816	781
Workplace harassment prevention training		701	840	873

1) Disability awareness training, sexual harassment prevention training and other legally mandated trainings. The training hours listed do not represent the total company-wide training hours for SOOP (headquarters), but rather reflect a subset of hours extracted to align with the reporting categories.
2) In the case of legally mandated training, the number of hours has been corrected based on the change of internal calculation criteria.

Hotline Report Status

Category		Unit	2022	2023	2024
Total reports		Cases	2	3	9
Reports by type of violation	Workplace harassment		2	2	4
	Sexual harassment		0	0	1
	Breach of duty / embezzlement		0	0	1
	Violation of regulations		0	1	3
	Leakage of personal information		0	0	0
	Others		0	0	0
Actions	Reprimand		1	2	5
	Salary Reduction		0	0	0
	Suspension		0	0	0
	Dismissal		1	1	0
	Termination		0	0	1
	Others (temporary pay cut, etc.)		0	0	1

ESG Performance

Others

Distribution of Economic Values

Category		Unit	2022	2023	2024
Streamers	Commission	KRW million	388,080	476,068	626,889
Employees[1)]	Compensation		63,014	77,456	91,718
Shareholders	Dividend		7,963	9,115	15,985

1) Includes salaries, benefits, stock-based compensation and retirement benefits for employees on a consolidated basis.

R&D Investment

Category	Unit	2022	2023	2024
Personnel expenses[2)]	KRW 1,000	12,064,467	10,589,754	11,780,985
R&D expenses		19,503,018	18,689,235	20,114,482
R&D expenses (% of revenue)	%	6.19	5.38	4.69
R&D personnel[3)]	Persons	111	115	116
R&D personnel (% of total employees)	%	17.2	16.0	15.1

2) Includes the four major insurances and retirement benefits
3) Excluding assistants

Associations

Associations

Association Membership

To maintain political neutrality and to fulfill our ethical responsibilities, SOOP strictly prohibits political donations and sponsorships, as well as the use of company assets for political purposes, in compliance with the Political Funds Act, related laws and regulations, and SOOP's Code of Ethics. However, SOOP is a member of politically neutral industry associations that work to promote public interest, such as industry development and institutional improvement.

Name of Association	Purpose of Membership	Responsible Team
Korea Software Property-Right Council (SPC)	Promoting the growth of the software industry and protecting copyright	General Affairs Team
Korea Internet Corporations Association	Responding to congressional and governmental regulations and contributing to ICT industry growth	Communications Department
Korea VR-AR Content Association	Promoting and developing the VR/AR industry, and developing government projects	Communications Department
KOSDAQ Listed Companies Association	KOSDAQ market disclosure support and various legal advice and training	IR Department
Korea Listed Companies Association (associate member)	Providing legal and accounting tax information for publicly traded companies, and advising on investments and disclosures	IR Department
Korea Digital Advertising Association	Monitoring industry trends and developments in digital advertising, proactively responding to the advertising market, and engaging with the National Assembly, government and other external stakeholders to shape the regulatory environment for digital advertising	Advertising Division

ESG Assessment Results

MSCI ESG RATINGS BB

MSCI
· Rating: BB
· Evaluation Year: 2024

S&P Global

S&P Global CSA(DJSI)
· Score: 37
· Evaluation Year: 2024

한국ESG기준원

KCGS(Korea Institute of Corporate Governance and Sustainability)
· Grade: B+
(Environmental B, Social A, Governance B+)
· Evaluation Year: 2024

GRI Index

Statement of use	SOOP has reported its Sustainability performance for the period from January 1, 2024, to December 31, 2024, in accordance with the GRI Standards.
GRI 1 used	GRI : Foundation 2021
Applicable GRI Sector Standard(s)	Not applicable (as of December 2024, the sector-specific standards for the media industry applicable to SOOP have not yet been released.)

Universal Standards

GRI 2: General Disclosures				
Classification	Disclosure	Contents	Page	Note
Organization and reporting practices	2-1	Organizational details	6-8	
	2-2	Entities included in the organization's sustainability reporting	2, 8	
	2-3	Reporting period, frequency and contact point	2	
	2-4	Restatements of information	27, 67-69, 71	Matters changed since the previous year are indicated in footnotes.
	2-5	External assurance	77	
Activities and workers	2-6	Activities, value chain and other business relationships	6, 8, 9-16	
	2-7	Employees	6, 65	
	2-8	Workers who are not employees	65	
Governance	2-9	Governance structure and composition	18, 52-53	
	2-10	Nomination and selection of the highest governance body	52-53	
	2-11	Chair of the highest governance body	52-53	
	2-12	Role of the highest governance body in overseeing the management of impacts	18, 52-53	
	2-13	Delegation of responsibility for managing impacts	18, 52-53	
	2-14	Role of the highest governance body in sustainability reporting	18, 52	
	2-15	Conflicts of interest	53	Conflicts of interest, such as information on concurrent directorships and controlling shareholders, related party transactions and debtor-creditor relationships, are disclosed in the Annual Report
	2-16	Communication of critical concerns	54	
	2-17	Collective knowledge of the highest governance body	52-53	
	2-18	Evaluation of the performance of the highest governance body	54	Disclosed in the Annual Report
	2-19	Remuneration policies	54	Disclosed in the Annual Report
	2-20	Process to determine remuneration	54	Disclosed in the Annual Report
	2-21	Annual total compensation ratio	71	Disclosed in the Annual Report

GRI Index

Universal Standards

GRI 2: General Disclosures				
Classification	Disclosure	Contents	Page	Note
Strategy, policies and practices	2-22	Statement on sustainable development strategy	4	
	2-23	Policy commitments	18, 27, 29, 32, 35, 38, 40, 42, 44-45, 47, 49, 56	
	2-24	Embedding policy commitments	18, 27, 29, 32, 35, 38, 40, 42, 44-45, 47, 49, 56	
	2-25	Processes to remediate negative impacts	34, 42, 48, 57-61	
	2-26	Mechanisms for seeking advice and raising concerns	43, 48, 57-61	
	2-27	Compliance with laws and regulations	69	
	2-28	Membership associations	70	
Stakeholder engagement	2-29	Approach to stakeholder engagement	19-20	
	2-30	Collective bargaining agreements	72	Not applicable, as SOOP does not have a labor union.

GRI 3: Material Topics 2021				
Classification	Disclosure	Contents	Page	Note
Disclosures on material topics	3-1	Process to determine material topics	21	
	3-2	List of material topics	22-25	
	3-3	Management of material topics	22-25	

GRI Index

Material Topics

Classification	Disclosure	Contents	Page	Note
Responsible content production	3-3	Management of material topics	29-31	No applicable GRI Topic Standards for this material topic

Classification	Disclosure	Contents	Page	Note
Use of AI Technology & strengthening of global competitiveness	3-3	Management of material topics	15-16	No applicable GRI Topic Standards for this material topic

Classification	Disclosure	Contents	Page	Note
Data protection	3-3	Management of material topics		
Consumer information protection	413-1	Substantiated complaints concerning breaches or loss of customer data	32-34	

Classification	Disclosure	Contents	Page	Note
Mutual growth with partners	3-3	Management of material topics	35-37	No applicable GRI Topic Standards for this material topic

Classification	Disclosure	Contents	Page	Note
Enhancing user satisfaction	3-3	Management of material topics	38-39	No applicable GRI Topic Standards for this material topic

GRI Index

Topic Standard

Economic Performance(GRI 200)				
Classification	Disclosure	Contents	Page	Note
Economic performance	201-1	Direct economic value generated and distributed	63-64	
Indirect economic impacts	203-1	Infrastructure investments and services supported	50-51	
	203-2	Significant indirect economic impacts	35-37, 51	
Anti-corruption	205-2	Communication and training on anti-corruption policies and procedures	72	
	205-3	Confirmed incidents of corruption and actions taken	69	
Anti-competitive behavior	206-1	Legal actions for anti-competitive behavior, antitrust, and monopoly practices	69	

Environmental Performance(GRI 300)				
Classification	Disclosure	Contents	Page	Note
Energy	302-1	Energy consumption within the organization	68	
	302-3	Energy intensity	68	
	302-4	Reduction of energy consumption	28	
Water and Effluents	303-3	Water withdrawal	68	
	303-4	Water discharge	68	
	303-5	Water consumption	68	
Emissions	302-1	Direct GHG emissions (Scope 1)	27, 68	
	302-2	Indirect GHG emissions (Scope 2)	27, 68	
	302-3	Other indirect GHG emissions (Scope 3)	-	
	302-4	GHG emissions intensity	27, 68	
Waste	306-3	Waste generated	68	
	306-5	Waste directed to disposal	68	

Social Performance(GRI 400)				
Classification	Disclosure	Contents	Page	Note
Employment	401-1	New employee hires and employee turnover	65	
	401-2	Benefits provided to full-time employees, but not to temporary or part time employees	40	
	401-3	Parental leave	41, 66	
Occupational Health and Safety	403-1	Occupational health and safety management system	47-48	
	403-2	Hazard identification, risk assessment, and incident investigation	48	
	403-3	Occupational health services	40, 47-48	
	403-4	Worker participation, consultation, and communication in occupational health and safety	43, 48	
	403-5	Worker training on occupational health and safety	48	
	403-6	Promotion of workers' health	40, 48	
	403-8	Workers covered by an occupational health and safety management system	47	
	403-9	Work-related injuries	67	
Training and Education	404-1	Average hours of training per year per employee	67	
	404-2	Programs for upgrading employee skills and providing transition assistance	46, 67	
	404-3	Percentage of employees receiving regular performance and career development reviews	45	
Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees	43, 52-53, 65-66	
Non-discrimination	406-1	Incidents of discrimination and corrective actions taken	70	
Child labor	408-1	Operations and suppliers at significant risk for incidents of child labor		No applicable business sites or suppliers
Forced or Compulsory Labor	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor		No applicable business sites or suppliers
Local Communities	413-1	Operations with local community engagement, impact assessments, and development programs	50-51	
Marketing and Labeling	417-2	Incidents of non-compliance related to product and service information and labeling	69	
	417-3	Incidents of non-compliance concerning marketing communications	69	
	418-1	Customer privacy	34, 67	

SASB Index

For Internet Media & Services

Sustainability Disclosure Topics & Accounting Metrics					
Topic	Disclosure	Indicators	Category	Page	Note
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	(1) Total energy consumption (TJ)	Quantitative	68	7.75
		(2) Percentage of grid electricity (%)	Quantitative	68	80
		(3) Percentage of renewables (%)	Quantitative		N/A
	TC-IM-130a.2	(1) Total water withdrawn in thousand cubic meters (m^3)	Quantitative	68	1,932.35
		(2) Percentage in regions with High or Extremely High Baseline Water Stress (%)	Quantitative	68	
	TC-IM-130a.3	Discussion of how environmental considerations are integrated into strategic planning for data center needs.	Analysis		N/A
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Description of policies and practices for targeted advertising and user privacy	Analysis	32-34	
	TC-IM-220a.2	Number of users whose information is used for purposes other than originally intended (cases)	Quantitative	67	0 cases
	TC-IM-220a.3	Total amount of monetary losses from legal proceedings associated with user privacy	Quantitative	67	KRW 0
	TC-IM-220a.4	(1) Number of law enforcement requests for user information (cases)	Quantitative	75	Refer to <Table>
		(2) Number of users whose information was requested (cases)	Quantitative	75	Refer to <Table>
		(3) Percentage resulting in disclosure (%)	Quantitative	75	Refer to <Table>[1]
	TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Analysis	-	N/A
	TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests (%)	Quantitative	-	N/A
Data Security	TC-IM-230a.1	(1) Number of data breaches (cases)	Quantitative	67	0 cases
		(2) Percentage of cases involving personally identifiable information (PII) (%)	Quantitative	67	0%
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including the use of third-party cybersecurity standards	Analysis	33-34	
Employee Recruitment Inclusion & Performance	TC-IM-330a.1	Percentage of employees with foreign nationalities (%)	Quantitative	65	0.26%
	TC-IM-330a.2	Employee satisfaction rate (%)	Quantitative	41	In the 2024 organizational assessment, 34.9% of employees responded positively (4 points or higher out of 5) in the "Organizational Immersion" category.
	TC-IM-330a.3	(1) Percentage of gender and racial/ethnic group representation for management (%)	Quantitative	65-66	-
		(2) Percentage of gender and racial/ethnic group representation for technical staff (%)	Quantitative	66	-
		(3) Percentage of gender and racial/ethnic group representation for all other employees (%)	Quantitative	65-66	-
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1	Total amount of monetary losses from legal proceedings associated with anti-competitive behavior regulations	Quantitative	69	KRW 0

<Table> 2024 Report on User Information Provision[2]

Category (unit: cases)		2024
Search and Seizure Warrant	Requested	501
	Processed	316
	Provided	3,189
	Process ratio (%)	63
Communication Confirmation Data	Requested	65
	Processed	6
	Provided	21
	Process ratio (%)	9
Communication Data	Requested	9
	Processed	8
	Provided	11
	Process ratio (%)	89

1) Refer to the "% of processing" in <Table 1>.
2) In <Table 1>, "Requested" and "Processed" refer to the number of documents received at SOOP and processed by law enforcement agencies, and "Provision" indicates the actual number of user information provided.

UN SDGs

The United Nations Sustainable Development Goals (UN SDGs) are 17 global goals to be achieved by 2030 to address common challenges faced by humanity and to build a more sustainable future. SOOP pursues sustainable management in line with the SDGs' visions, encompassing economic growth, social responsibility and environmental protection, and strives to contribute to the achievement of sustainable growth through various business and social contribution activities.

UN SDGs		SOOP's SDG Activities
	End poverty in all its forms everywhere	· Conducted briquette-sharing volunteering · Hosted the annual "1% Sharing Campaign" · SOOP Streamers' Flea Market
	Ensure healthy lives and promote well-being for all at all ages	· Hosted Mental Health Awareness/suicide prevention campaigns · Supported Counseling services, medical checkups, etc., of streamers/ employees
	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	· Created content to raise cultural awareness · Expanded training programs for employees · Collaborated with high schools and universities to support careers in broadcasting and the arts
	Achieve gender equality and empower all women and girls	· Operated maternity protection programs · Increased the ratio of female outside directors
	Ensure access to affordable, reliable, sustainable and modern energy for all	· Hosted the energy saving campaigns · Installed LED lights
	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	· Implemented Programs to expand sales channels for farmers and SMEs

UN SDGs		SOOP's SDG Activities
	Make cities and human settlements inclusive, safe, resilient and sustainable	· Produced local community expedition content · Produced cultural heritage expedition content for "Baekje Historical Heritage Site"
	Ensure sustainable consumption and production patterns	· Hosted the "SAVE GREEN" Campaign · Adopted the use of FSC-certified paper
	Take urgent action to combat climate change and its impacts	· Hosted the "Giving Commerce for the Earth" event · Measured and managed greenhouse gas emissions
	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	· Organized the "You and I, and the Forest We Create" tree-planting event at Gwanggyo Lake Park. · Clean-up activities at Namhan-sanseong
	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	· Established youth protection policies · Blocked harmful content through a media operation policy and monitoring system · Gathered feedback from users and streamers through community activities.
	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	· Published ESG reports · Strives to comply with global ESG information disclosure guidelines (GRI, IFRS S1, ESRS)

Assurance Opinion Statement

Dear Stakeholders

Korean Foundation for Quality (hereinafter 'KFQ') has been engaged to independently verify the 2024 Sustainability Report (hereinafter 'the Report')2) of SOOP CO., LTD.1) (hereinafter 'the Company'). KFQ is responsible for providing an independent third-party assurance opinion on the report based on the assurance criteria and scope specified below. The responsibility for the preparation of this report lies with the Company's management.

1) Organization Address (based on headquarters) : 15, Pangyo-ro 228beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea

2) Data Collection Period : From January 1, 2024 to December 31, 2024. Some performance results include information from 2025

Assurance Purpose

The purpose of this assurance is to ensure the reliability of the data and information stated in the Company's report.

Assurance Scope

1. **Assurance Boundary :** Reporting boundaries specified in the report (headquarters, domestic and overseas business sites, overseas subsidiaries)

2. **Assurance Items (Based on the GRI Standards 2021)**

Category	GRI Standards	
Universal Standards	· 2-1 to 2-5 (The organization and its reporting practices) · 2-6 to 2-8 (Activities and workers) · 2-9 to 2-21 (Governance)	· 2-22 to 2-28 (Strategy, policies, and practices) · 2-29 to 2-30 (Stakeholder engagement) · 3-1 to 3-3 (Material Topics Disclosures)
Topic Standards*	· GRI 418 (Customer Privacy)	

* Specific topic standards: Criteria for provisions related to major topics

3. **Excluded Items from Assurance :** The following items are not included within the scope of assurance

1) Performance and reporting practices of subsidiaries, affiliates, partners, and third parties

2) Items related to other sustainability initiatives not based on the GRI Standards 2021 presented in the report

3) Other related information such as periodic disclosure reports and financial statements

Assurance Criteria

This verification has been conducted based on [AA1000AS (v3)], [AA1000AP (2018)], and [Type 2 – Moderate]

Assurance Method

The audit team reviewed relevant procedures, systems, and control mechanisms, along with available performance data, to verify the reliability of the report's content based on the aforementioned criteria. The documents reviewed during the assurance process are as follows:

- **Non-financial Information :** Data provided by the company, disclosed Business Reports, and information obtained from media and/or the internet.
- **Financial Information :** Data disclosed in the electronic disclosure system (dart.fss.or.kr) of the Financial Supervisory Service and data posted on the homepage.

(However, the contents of the above data are not included in the assurance scope.)

The assurance was conducted through document review, on-site visits, and interviews with the responsible personnel. The validity of the materiality assessment procedure in the Report, the selection of material issues considering stakeholders, the data collection, management, and report preparation procedures, as well as the accuracy of the descriptions, were evaluated through interviews with the responsible personnel. However, interviews with internal/external stakeholders were not conducted. Subsequently, it was confirmed that any errors, inappropriate information, or unclear expressions identified in the above steps were appropriately corrected before the publication of the Report.

Assurance Limitations

This assurance inherently contains limitations that may arise in the process of applying the criteria and methodology.

Competency and Independence

The audit team for this assurance was duly composed in accordance with KFQ's internal regulations. KFQ has no conflicts of interest that could compromise the independence and impartiality of the assurance, apart from providing third-party assurance services.

Assurance Opinion

As a result of the assurance, it is the opinion of KFQ that:

1) It has been confirmed that the Report was prepared in compliance with the four principles of AA1000AP (2018)

· Inclusivity

The company has appropriately defined stakeholder groups and communicates with them through tailored communication channels that consider the characteristics of each group. The audit team did not identify any missing key stakeholders in this process and confirmed that the company is making efforts to incorporate stakeholder feedback into its management strategy.

· Materiality

The company has identified material issues through an appropriate process and has thoroughly reviewed the relevant impacts to enhance the validity of its materiality assessment. The audit team confirmed that the identified material issues were given due emphasis in this report and that all material issues recognized during the materiality assessment process were reported without omission.

· Responsiveness

The company strives to respond promptly to stakeholders' requirements and key concerns. The audit team did not find any evidence indicating that the organization's response activities and performance regarding material issues were inappropriately reported.

· Impact

The company identifies and monitors the impact of stakeholder-related material issues across its business activities and reports the findings to the extent possible. The audit team did not find any evidence indicating that the impact of material issues was inappropriately measured or reported.

2) The report has been appropriately prepared in accordance with the applicable reporting standards, such as (GRI Standards (2021) - Accordance, SASB, UN SDGs)

3) The data and information used for assurance were limited to the provided materials and were found to be appropriate, with no significant errors or omissions that could affect the assurance opinion.

4) Therefore, an "Unmodified Opinion" is provided for the company's 2024 Sustainability Report.

AA1000 Licensed Report 000-80/V3-TTW2A

kfq Korean Foundation for Quality

June 23, 2025
Ji Young Song, CEO

Ji Young Song


SOOP