

SM ENTERTAINMENT EARNINGS RELEASE - CEO Message

2Q25

1. SME x TME Strategic Alliance – Driving Force for Global IP Expansion

Global Producing Capabilities + Local Platform Power = Synergistic Collaboration from Production-Distribution-Fanbase Artists Development







Extensive global distribution network & Global fandom management expertise

World-class A&R system & Music/MV production capabilities

Strong experience in artist-driven MD planning & execution of global concerts

Structured casting & training management system

Dominant platform influence & Localized marketing power in China

Supporting China-tailored content creation through in-house studios

Platform traffic based on 550 mil MAUs & Diversified monetization channels

Advanced fandom analysis & Market forecasting capabilities based on user data



Value chain expansion through end-to-end collaboration

Tangible results from IP monetization

Establishment of a success model for idol development



2. IP Highlight – Super Junior, 20th Anniversary

A Multifaceted Achievement Through Super Junior's 20th Anniversary Project – Physical Album, Exhibition, and Concert

20 years of accumulated global fandom and brand power

Proven ability to expand across diverse content formats

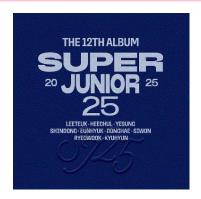


Sustained content consumption driven by strong fan loyalty

Verified global concert demand

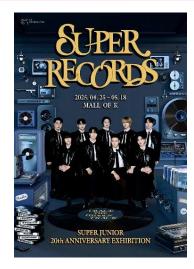
IP Milestones - Album

12th Full Album 'Super Junior25'
Over 300K initial sales
& double crown on Circle Chart



IP Milestones - Exhibition

20th Anniversary Exhibition 'SUPER RECORDS'

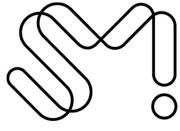


IP Milestones - Concert

Concert 'SUPER SHOW 10', Tickets sold out through fan club pre-sale







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