FY2026 2Q
Earnings Results

HYBE

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2Q26 Earnings Summary

Revenue KRW 1tn 450.0bn *QoQ +107.6%* *YoY +105.5%*
Operating Profit KRW 170.9bn *QoQ +192.4%* *YoY +159.3%*

(Unit : KRW mn)	FY2025 Q2	FY2026 Q1	FY2026 Q2	QoQ	YoY
Revenue	**705,649**	**698,348**	**1,449,998**	**107.6%**	**105.5%**
Artist Direct-involvement	447,858	403,650	1,039,880	157.6%	132.2%
Recorded Music	228,567	271,521	326,793	20.4%	43.0%
Concerts	188,685	88,722	647,699	630.0%	243.3%
Ads & Appearances	30,606	43,408	65,388	50.6%	113.6%
Artist Indirect-involvement	257,791	294,698	410,117	39.2%	59.1%
Merchandising & Licensing	152,937	137,422	310,592	126.0%	103.1%
Contents	70,221	105,945	41,639	-60.7%	-40.7%
Fan Clubs, etc	34,632	51,331	57,886	12.8%	67.1%
Operating Expense	**639,730**	**894,923**	**1,279,073**	**42.9%**	**99.9%**
Operating Profit	**65,919**	**-196,575**	**170,925**	*Turned to Profit*	**159.3%**
Operating Profit Margin(%)	*9.3%*	*-28.1%*	*11.8%*	*+39.9%p*	*+2.4%p*
Adj. Operating Profit*	**65,919**	**58,455**	**170,925**	**192.4%**	**159.3%**
Adj. Operating Profit Margin(%)	*9.3%*	*8.4%*	*11.8%*	*+3.4%p*	*+2.4%p*
Net Profit	**15,458**	**-156,670**	**109,765**	*Turned to Profit*	**610.1%**

** Adjusted to exclude KRW 255bn in stock based compensation expenses during 1Q26*

Recorded Music Highlights

1H26 Key Achievments

ARIRANG (26.03.20 발매)

- #1 on Billboard 200 for Three Weeks, Top 10 for Ten Weeks (Consecutive)
- 'SWIM' charted in Billboard Hot 100 for 17 weeks
- 'SWIM' #1 on Spotify Global Weekly Top Songs for Four Weeks

Iconic By Mistake (26.06.12)

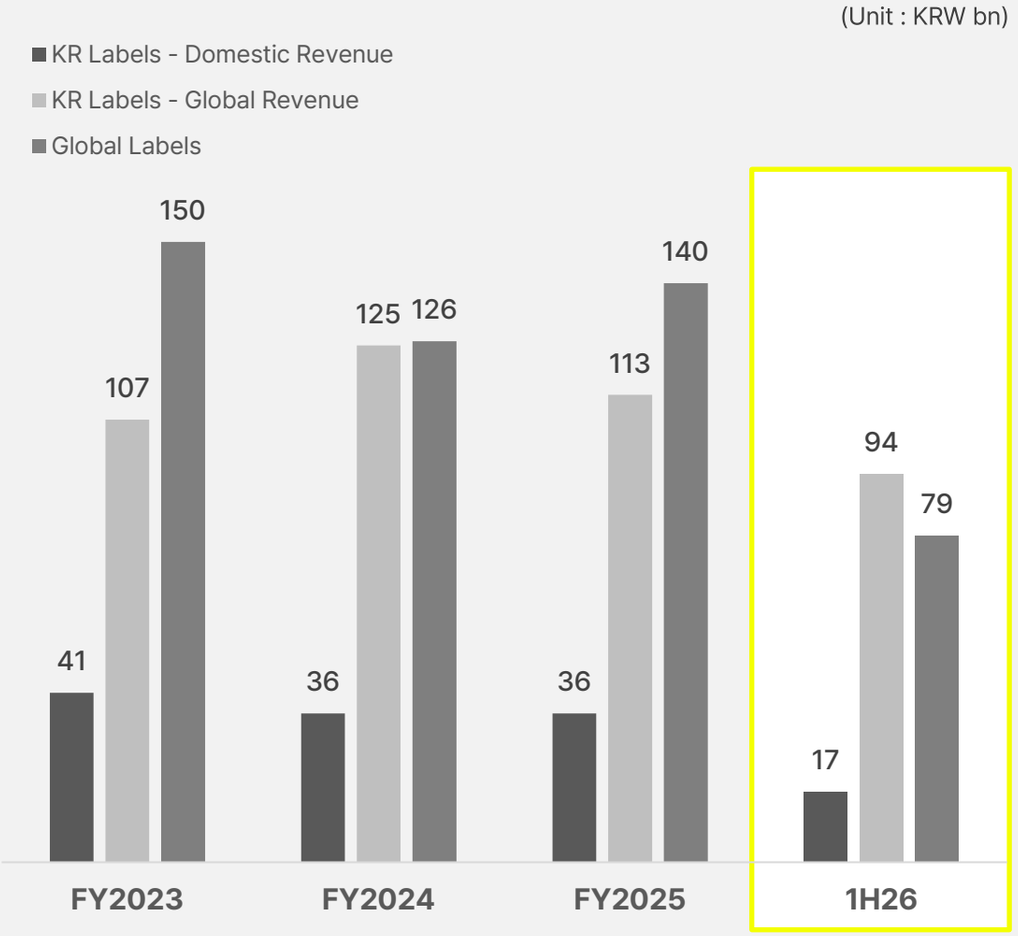
- #38 on Billboard Hot 100
- #1 among YouTube Weekly Top Songs
- #25 among Spotify Global Weekly Top Songs

1H26 US Top 10 Vinyl Albums

Rank	Artist	Title	Sales
1	BTS	*ARIRANG*	*331,000*
2	Bad Bunny	*DeBÍ TiRAR MáS FOToS*	*283,000*
3	Harry Styles	*Kiss All the Time. Disco, Occasionally.*	*247,000*
4	Olivia Rodrigo	*you seem pretty sad for a girl so in love*	*206,000*
5	Noah Kahan	*The Great Divide*	*185,000*
6	Michael Jackson	*Thriller*	*162,000*
7	Olivia Dean	*The Art of Loving*	*159,000*
8	Bruno Mars	*The Romantic*	*113,000*
9	Michael Jackson	*Number Ones*	*101,000*
10	J. Cole	*The Fall-Off*	*96,000*

** Source: Luminate Midyear Report (2026.07.15.)*

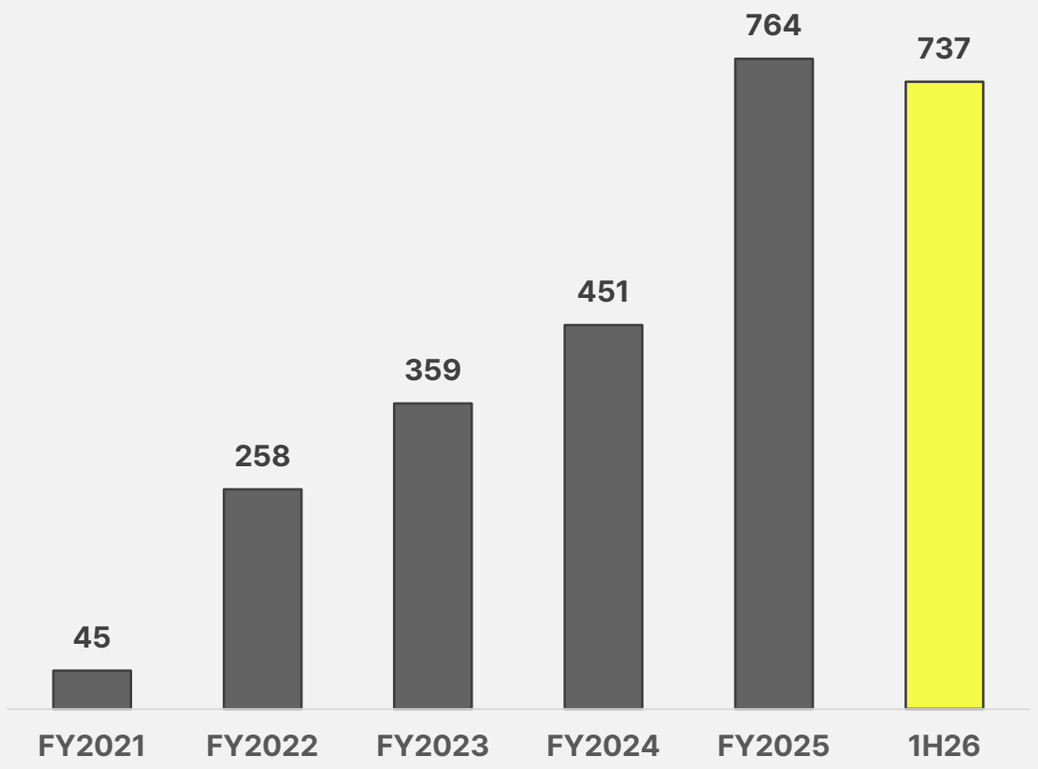
1H26 Streaming Revenue Breakdown



Concert Highlights

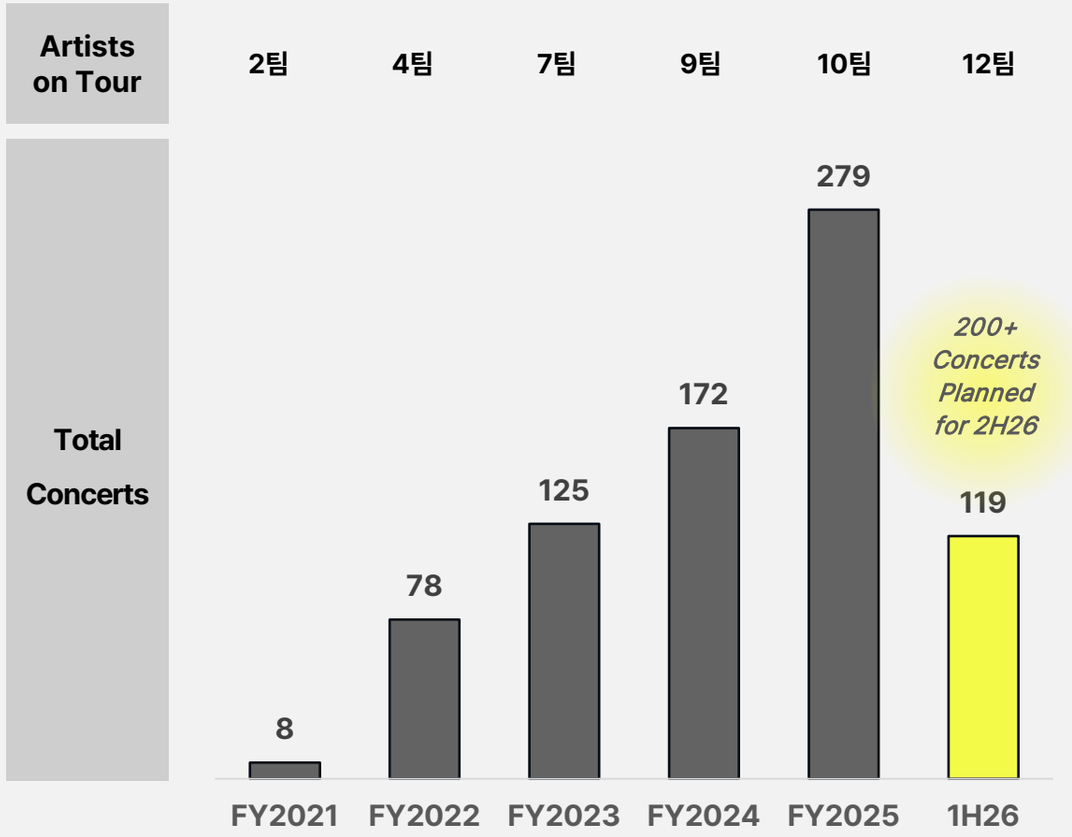
Concert Revenues

(Unit : KRW bn)



Concert Trends

(Unit : No. of Concerts)



** HYBE Music Group Artists*

BTS ‘ARIRANG’: Beyond the Stadium



Online Live Streaming



Cinema Live Viewing



The City Project

Expanding Concert Experiences with Diversified Concert Formats

- Personalized Fan Experience and Cultures (Multi-screen view, Live Chat, etc.)
- 7 Live Streams and 4 Live Viewing Events in Goyang, Tokyo, Busan during 1H26

Scaling Fandom Culture and Brand Presence

- “ARIRANG” Themed Landmarks, Infrastructure, and Cultural Spaces
- Hosted in Seoul, Las Vegas, Busan, London, New York and more to come

Cortis Highlights

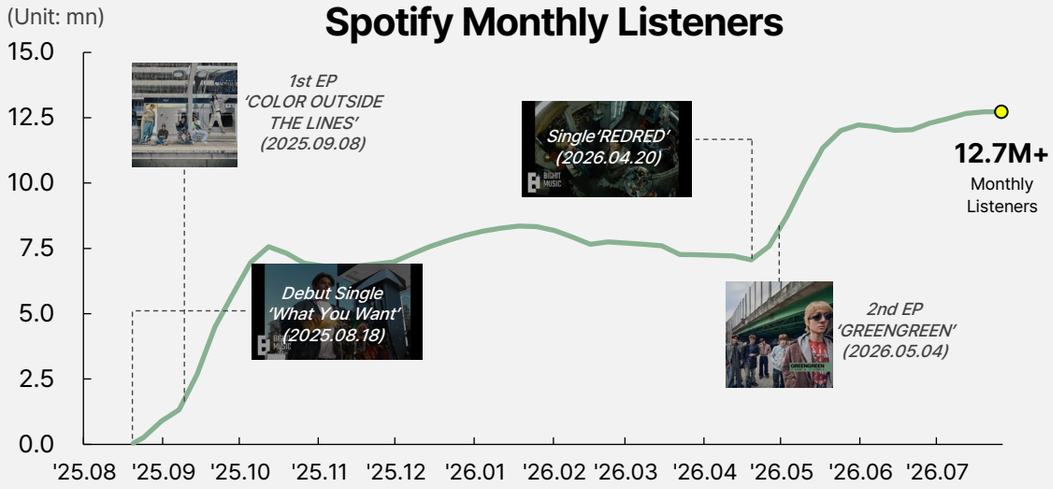


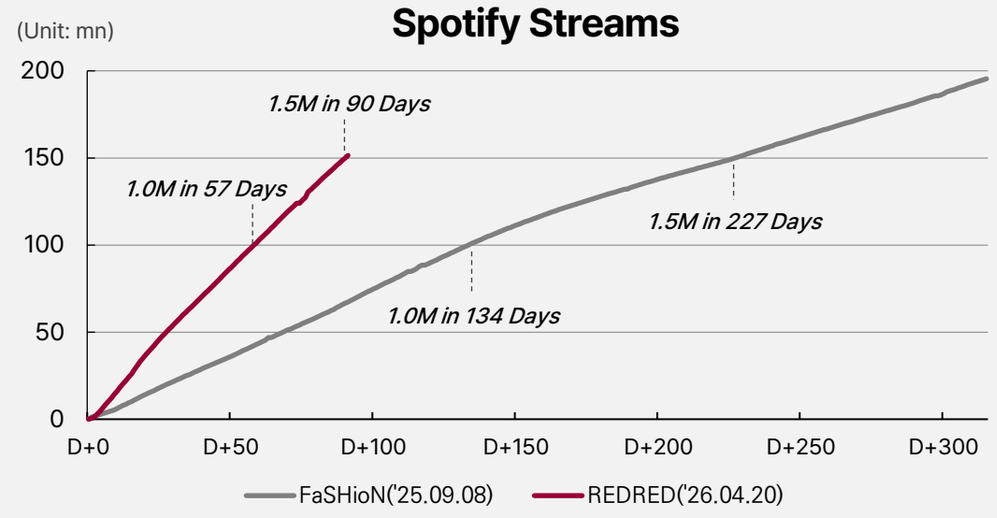
2nd EP ‘GREENGREEN’ (26.05.04)

- 3 Million+ Copies Sold
- #3 on Billboard 200 and charted for 11 consecutive weeks

2026 CORTIS TOUR

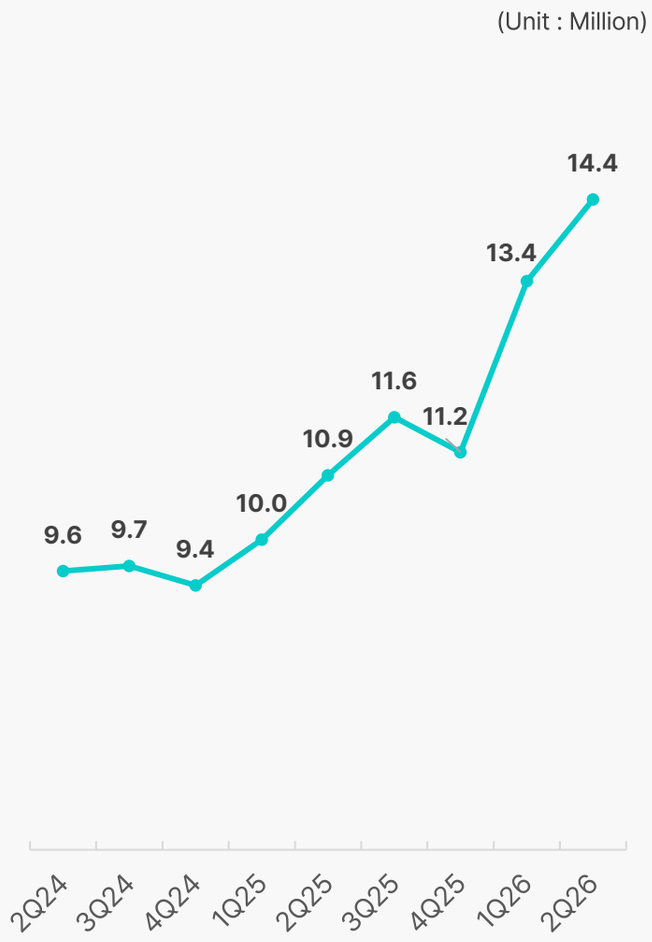
- Total of 14 Concerts in 9 Cities across Korea, US, and Japan
- Solo Performance at Lollapalooza Chicago



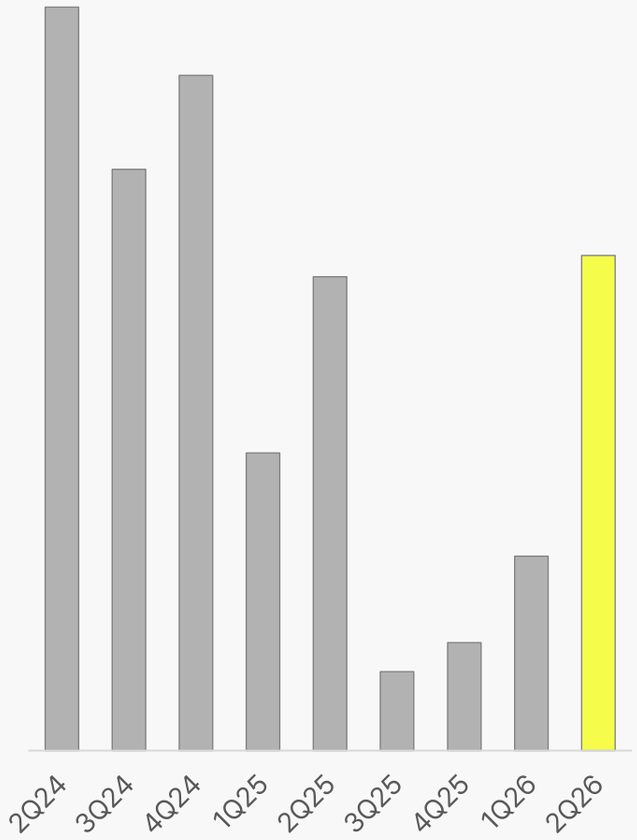


Weverse

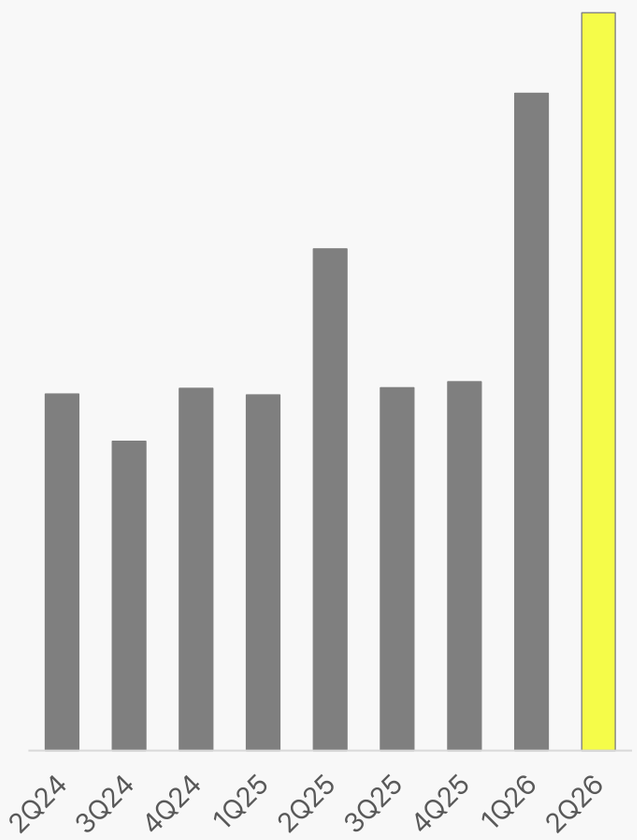
MAU



ARPPU Trend



Paying Amount Trend



Financial Statements

Consolidated Income Statement

(Unit: KRW mn)	2Q25	3Q25	4Q25	1Q26	2Q26
Revenue	705,649	727,181	716,427	698,348	1,449,998
COGS	421,355	525,557	484,639	399,647	988,572
Gross Margin	284,295	201,624	231,788	298,701	461,425
SG&A	218,376	243,822	227,814	495,276	290,501
Labor Cost	108,554	103,017	113,621	376,798	155,756
Logistics Cost	14,781	11,404	11,613	19,949	21,735
Dep. & Amortization	17,974	17,865	18,856	17,538	16,939
Rent/Upkeep	15,621	15,003	13,524	15,490	15,428
Outsourcing/Fees	41,759	76,290	49,883	50,720	57,967
Other Costs	19,686	20,244	20,316	14,782	22,675
Operating Profit	65,919	-42,198	3,975	-196,575	170,925
Margin(%)	*9.3%*	*-5.8%*	*0.6%*	*-28.1%*	*11.8%*
Non-operating Income	65,149	34,390	45,161	101,061	37,436
Non-operating Expenses	99,760	22,132	308,075	37,094	43,689
Profit before Income Tax	31,308	-29,940	-258,940	-132,607	164,671
Income Tax	15,851	22,093	13,261	24,063	54,906
Net Profit	15,458	-52,033	-272,201	-156,670	109,765
Controlling Interest	18,060	-50,269	-265,244	-158,481	102,324
Non-controlling Interest	-2,602	-1,763	-6,956	1,811	7,441
Adj. Operating Profit*	65,919	-42,198	3,975	58,455	170,925

** Adjusted to exclude KRW 255bn in stock based compensation expenses during 1Q26*

Consolidated Balance Sheet

(Unit: KRW mn)	FY2024	FY2025	1H26
Current Assets	1,787,699	2,363,994	2,771,691
Non-current Assets	3,691,488	3,121,481	3,307,024
Total Assets	5,479,187	5,485,474	6,078,715
Current Liabilities	830,932	734,356	1,486,906
Non-current Liabilities	1,134,476	1,199,662	865,181
Total Liabilities	1,965,408	1,934,018	2,352,086
Paid-in Capital	20,826	21,305	21,551
Capital Surplus	1,522,336	1,736,715	1,849,122
Other Components of Equity	270,891	344,286	486,396
Retained Earnings	1,400,600	1,154,721	1,077,077
Non-controlling Interests	299,126	294,430	292,483
Total Equity	3,513,779	3,551,456	3,726,629

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