

# SM Entertainment

## Record-high merchandise/licensing revenue

### 2Q25 review: Record performance backed by highest-ever merchandise revenue

For 2Q25, SM Entertainment reported consolidated revenue of W302.9bn (6% above the consensus) and operating profit of W47.6bn (23% above the consensus). Standalone revenue reached a record high of W220.3bn.

The key driver of the strong standalone results was the merchandise/licensing unit, which posted revenue of W64bn—equivalent to 48% of combined album/digital music and concert revenue and 37% above the FactSet consensus of W46.8bn. Taken together, solid album/digital music and merchandise sales suggest meaningful fan base expansion, particularly for Riize and NCT Wish. Albums released in 2Q25 by Riize (May 19) and NCT Wish (Apr. 14) saw significantly stronger sales than their previous releases (+45% and +72%, respectively). In addition, Spotify streams during the quarter were up 20% for Riize and 156% for NCT Wish. Riize's strong streaming performance immediately after its debut is now translating into meaningful monetization via albums and concerts, and we expect NCT Wish to follow a similar trajectory. The merchandise/licensing business launched multiple initiatives in 2Q25, including the "We Little Riize" pop-up store, an NCT Wish photo exhibition and Everland collaboration, and pop-up stores tied to new releases by Aespa and NCT Dream. Meanwhile, consolidated subsidiaries that are closely linked to the core entertainment business (SM Brand Marketing, SM Life Design, Dream Maker, and SM Entertainment Japan) all reported improved earnings. In contrast, subsidiaries that operate more independently, such as SM C&C and KeyEast, saw declines in both revenue and profits.

### 3Q25 and 2025 outlook: Merchandise sales growth to continue

We expect merchandise/licensing revenue to remain strong in 3Q25. Riize is scheduled to hold concerts in Japan and other locations in Asia known for high per-fan spending. Upcoming concerts by NCT Dream and a pop-up store tied to NCT Wish's new album release should also contribute to merchandise revenue. We also note recent collaborations with the games *PUBG: Battlegrounds* and *Street Fighter 6* (Aespa) and the children's series *Catch! Teenieping* (Hearts2Hearts). Reflecting robust merchandise revenue in 2Q25, we revised up our 2H25 merchandise revenue forecast and raised our full-year forecast to W235.3bn (from W202bn).

### Maintain Buy and TP of W180,000

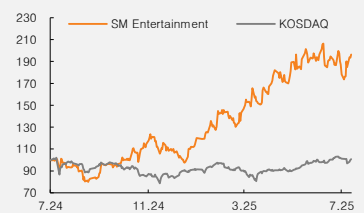
We maintain our target price on SM Entertainment at W180,000, which is based on a target P/E of 26.7x and our 2026F net profit attributable to owners of the parent of W152.8bn. Our upward forecast revision for merchandise revenue was offset by downward revisions for subsidiaries SM C&C and KeyEast.

(Maintain)	<b>Buy</b>
Target price	<b>W180,000</b>
Current price (8/6/25)	W137,400
Upside	31.0%

OP (25F, Wbn)	203
Consensus OP (25F, Wbn)	163
EPS growth (25F, %)	1,624.8
Market EPS growth (25F, %)	24.0
P/E (25F, x)	10.2
Market P/E (25F, x)	11.8
KOSDAQ	803.49

Market cap (Wbn)	3,146
Shares (mn)	23
Free float (%)	58.2
Foreign ownership (%)	25.7
Beta (12M)	0.39
52-week low (W)	56,000
52-week high (W)	144,500

(%)	1M	6M	12M
Absolute	5.3	56.3	110.4
Relative	1.7	44.0	91.9



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(Dec.)	2022	2023	2024	2025F	2026F
Revenue (Wbn)	851	961	990	1,242	1,319
OP (Wbn)	91	113	87	203	251
OP margin (%)	10.7	11.8	8.8	16.3	19.0
NP (Wbn)	80	87	18	329	153
EPS (W)	3,363	3,664	778	13,421	6,547
ROE (%)	12.2	12.3	2.6	37.4	14.3
P/E (x)	22.8	25.1	97.2	10.2	21.0
P/B (x)	2.6	2.9	2.5	3.2	2.8
Dividend yield (%)	1.6	1.3	0.5	0.9	0.9

Notes: Under consolidated K-IFRS; NP is attributable to owners of the parent

Source: Company data, Mirae Asset Securities Research estimates

Table 1. Quarterly and annual earnings (consolidated)

(Wbn)

	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25F	3Q25F	4Q25F	2024	2025F	2026F
<b>Revenue</b>	220.1	253.9	242.2	273.8	231.4	302.9	342.9	364.4	989.9	1,241.6	1,319.4
YoY	8%	6%	-9%	10%	5%	19%	42%	33%	3%	25%	6%
SME	136.1	174.1	172.1	181.8	165.5	220.3	227.9	229.8	664.1	843.5	873.9
SM C&C	23.9	27.9	24.8	33.4	17.7	21.1	37.6	35.8	109.9	112.3	114.7
KeyEast	25.4	16.1	13.3	21.0	4.5	3.0	4.7	7.9	75.8	20.0	17.1
Dream Maker	12.9	7.5	10.5	5.0	23.0	14.9	23.0	32.2	35.9	93.1	114.7
SMC	27.4	18.8	21.2	20.1	21.8	26.0	28.5	33.3	87.5	109.7	114.4
Dear U						20.2	26.3	27.3		73.8	113.9
<b>OP</b>	15.5	24.7	13.3	33.9	32.6	47.6	59.5	63.2	87.5	202.9	250.5
YoY	-15%	-31%	-74%	210%	110%	92%	346%	87%	-24%	132%	23%
OP margin	7%	10%	6%	12%	14%	16%	17%	17%	9%	16%	19%
<b>NP (attr. to owners of the parent)</b>	12.1	7.3	6.3	-7.3	248.2	28.8	43.1	8.5	18.3	328.6	152.8
YoY	-44%	-71%	-92%	-83%	1959%	297%	584%	TTB	-79%	1695%	-54%
Net margin	5%	3%	3%	-3%	107%	10%	13%	2%	2%	26%	12%
<b>Standalone revenue</b>											
Albums/digital music	55.1	71.7	72.9	86.0	67.8	99.0	97.5	101.8	285.7	366.1	355.9
Appearances	19.9	20.6	22.5	21.4	18.8	23.2	22.7	23.2	84.5	87.9	91.5
Concerts	24.7	37.2	38.2	22.5	39.0	33.6	39.0	39.4	122.5	150.9	179.5
Merch/licensing	36.0	43.8	37.9	51.2	39.4	63.9	67.8	64.2	168.9	235.3	243.7
Other	0.5	0.7	0.7	0.6	0.5	0.6	0.9	1.3	2.6	3.3	3.4
<b>Standalone revenue breakdown</b>											
Albums/digital music	40%	41%	42%	47%	41%	45%	43%	44%	43%	43%	41%
Appearances	15%	12%	13%	12%	11%	11%	10%	10%	13%	10%	10%
Concerts	18%	21%	22%	12%	24%	15%	17%	17%	18%	18%	21%
Merch/licensing	26%	25%	22%	28%	24%	29%	30%	28%	25%	28%	28%
Other	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Source: Company data, Mirae Asset Securities Research

Table 2. 2Q25 earnings

(Wbn)

	2Q24	1Q25	2Q25P				
			Actual	Mirae Asset Securities	Diff.	Consensus	Diff.
Revenue	254	231	303	324	-6%	285	6%
OP	25	33	48	40	20%	39	23%
NP	7	238	29	26	12%	27	7%

Source: Company data, QuantiWise, Mirae Asset Securities Research estimates

Table 3. Earnings forecast revisions

(Wbn)

	Previous		Revised		Chg.		Notes
	25F	26F	25F	26F	25F	26F	
Revenue	1,271	1,358	1,242	1,319	-2%	-3%	Lowered revenue forecasts for SM C&C and KeyEast, while lifting merchandise/licensing revenue forecasts
OP	182	251	203	251	12%	-	
NP	308	152	329	153	7%	1%	

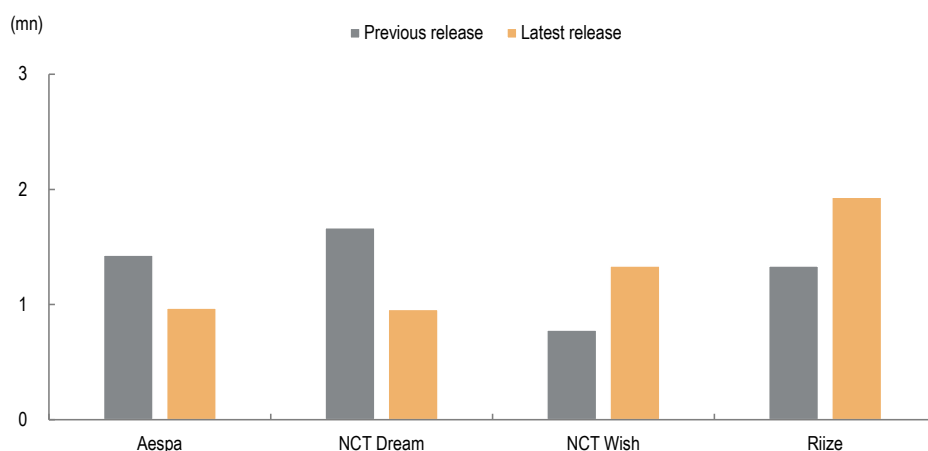
Source: Company data, Mirae Asset Securities Research

**Table 4. Valuation table**

	Value	Notes
2026F NP attr. to owners of the parent (Wbn)	153	
Target P/E (x)	26.7x	
Target market cap (Wbn)	4,079	Avg. P/E was 24.3x in 2017-18, when major boy bands resumed activities in Japan; 10% premium reflects expectations for China's reopening to Korean content (top three agencies' shares rose 10% in May 2024 following reports of China's potential approval of Korean indie band concerts)
No. of shares ('000)	22,895	
TP (W)	180,000	
CP (W)	137,400	
Upside	31.0%	

Source: Mirae Asset Securities Research

**Figure 1. Sales comparison: Latest album vs. previous release (quarterly)**



Notes: Data for Aespa (latest album released on Jun. 27) and NCT Dream (latest album released on Jul. 14) are still being tracked.  
Source: Circle Chart, Mirae Asset Securities Research

## SM Entertainment (041510 KQ)

## Income statement (summarized)

(Wbn)	2023	2024	2025F	2026F
<b>Revenue</b>	<b>961</b>	<b>990</b>	<b>1,242</b>	<b>1,319</b>
<b>Cost of revenue</b>	<b>620</b>	<b>682</b>	<b>742</b>	<b>744</b>
<b>GP</b>	<b>341</b>	<b>308</b>	<b>500</b>	<b>575</b>
<b>SG&amp;A expenses</b>	<b>228</b>	<b>220</b>	<b>314</b>	<b>325</b>
<b>OP (adj.)</b>	<b>113</b>	<b>87</b>	<b>203</b>	<b>251</b>
<b>OP</b>	<b>113</b>	<b>87</b>	<b>203</b>	<b>251</b>
<b>Non-operating profit</b>	<b>6</b>	<b>-61</b>	<b>175</b>	<b>14</b>
Net financial income	8	7	10	14
Net income from associates	47	-2	219	4
Pretax profit	119	26	360	265
Income tax	36	25	38	79
Profit from continuing operations	83	1	321	185
Profit from discontinued operations	0	0	0	0
<b>NP</b>	<b>83</b>	<b>1</b>	<b>329</b>	<b>185</b>
Attributable to owners	87	18	313	153
Attributable to minority interests	-5	-17	8	33
<b>Total comprehensive income</b>	<b>80</b>	<b>6</b>	<b>321</b>	<b>185</b>
Attributable to owners	86	23	1,266	731
Attributable to minority interests	-6	-17	-945	-546
EBITDA	171	149	252	317
FCF	94	111	295	222
EBITDA margin (%)	17.8	15.1	20.3	24.0
OP margin (%)	11.8	8.8	16.3	19.0
Net margin (%)	9.1	1.8	25.2	11.6

## Balance sheet (summarized)

(Wbn)	2023	2024	2025F	2026F
<b>Current assets</b>	<b>858</b>	<b>814</b>	<b>1,029</b>	<b>1,200</b>
Cash & equivalents	303	358	458	593
AR & other receivables	153	246	308	328
Inventory	26	28	35	37
Other current assets	376	182	228	242
<b>Non-current assets</b>	<b>683</b>	<b>605</b>	<b>744</b>	<b>765</b>
Investments in associates	168	156	292	310
PP&E	71	76	74	76
Intangible assets	204	140	136	134
<b>Total assets</b>	<b>1,541</b>	<b>1,419</b>	<b>1,773</b>	<b>1,965</b>
<b>Current liabilities</b>	<b>519</b>	<b>485</b>	<b>477</b>	<b>508</b>
AP & other payables	301	290	264	281
Short-term financial liabilities	70	41	20	22
Other current liabilities	148	154	193	205
<b>Non-current liabilities</b>	<b>112</b>	<b>105</b>	<b>115</b>	<b>117</b>
Long-term financial liabilities	76	69	69	69
Other non-current liabilities	36	36	46	48
<b>Total liabilities</b>	<b>632</b>	<b>590</b>	<b>592</b>	<b>625</b>
<b>Equity attributable to owners</b>	<b>722</b>	<b>665</b>	<b>1,009</b>	<b>1,134</b>
Capital stock	12	12	12	12
Capital surplus	362	353	353	353
Retained earnings	365	320	624	750
<b>Minority interests</b>	<b>187</b>	<b>164</b>	<b>172</b>	<b>205</b>
<b>Shareholders' equity</b>	<b>909</b>	<b>829</b>	<b>1,181</b>	<b>1,339</b>

## Cash flow statement (summarized)

(Wbn)	2023	2024	2025F	2026F
<b>Operating cash flow</b>	<b>113</b>	<b>136</b>	<b>325</b>	<b>257</b>
NP	83	1	321	185
Non-cash income/expenses	94	152	95	132
Depreciation	30	33	32	33
Amortization	28	29	34	33
Other	36	90	29	66
Chg. in working capital	-34	6	-62	5
Chg. in AR & other receivables	-1	4	-40	-12
Chg. in inventory	1	-3	-7	-2
Chg. in AP & other payables	-27	-18	54	17
Income tax	-35	-30	-38	-79
<b>Cash flow from investing activities</b>	<b>-83</b>	<b>56</b>	<b>-101</b>	<b>-78</b>
Chg. in PP&E	-19	-22	-30	-35
Chg. in intangible assets	-32	-26	-31	-31
Chg. in financial assets	27	67	-40	-12
Other	-59	37	0	0
<b>Cash flow from financing activities</b>	<b>-43</b>	<b>-144</b>	<b>11</b>	<b>-25</b>
Chg. in financial liabilities	33	-36	-21	2
Chg. in equity	-5	-9	0	0
Dividends	-28	-28	-9	-27
Other	-43	-71	41	0
<b>Chg. in cash</b>	<b>-14</b>	<b>55</b>	<b>99</b>	<b>135</b>
Beginning balance	318	303	358	458
Ending balance	303	358	458	593

Source: Company data, Mirae Asset Securities Research estimates

## Key valuation metrics/ratios

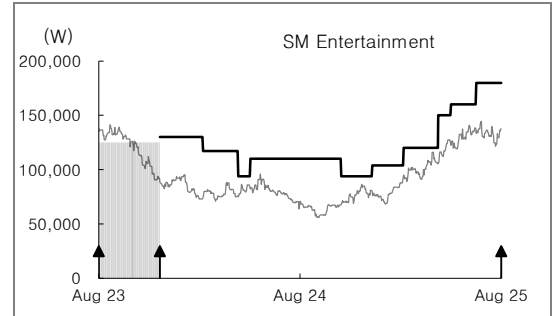
	2023	2024	2025F	2026F
P/E (x)	25.1	97.2	10.2	21.0
P/CF (x)	12.4	11.7	7.7	10.1
P/B (x)	2.9	2.5	3.2	2.8
EV/EBITDA (x)	11.9	10.4	11.1	8.5
EPS (W)	3,664	778	13,421	6,547
CFPS (W)	7,427	6,487	17,806	13,576
BPS (W)	31,631	30,150	43,179	48,550
DPS (W)	1,200	400	1,200	1,200
Dividend payout ratio (%)	34.0	1,118.4	8.6	14.8
Dividend yield (%)	1.3	0.5	1.4	1.4
Revenue growth (%)	13.0	3.0	25.5	6.3
EBITDA growth (%)	12.9	-13.0	68.6	25.8
OP growth (%)	24.7	-23.1	112.2	35.2
EPS growth (%)	8.9	-78.8	1,624.8	-51.2
AR turnover (x)	6.2	6.4	7.0	6.5
Inventory turnover (x)	41.8	36.9	39.2	36.3
AP turnover (x)	2.9	3.2	3.1	2.7
ROA (%)	5.5	0.1	20.1	9.9
ROE (%)	12.3	2.6	37.4	14.3
ROIC (%)	31.2	-1.8	73.4	67.3
Debt-to-equity ratio (%)	69.4	71.2	50.1	46.7
Current ratio (%)	165.3	168.0	215.7	236.3
Net debt-to-equity ratio (%)	-37.8	-44.8	-44.2	-49.7
Interest coverage ratio (x)	19.9	16.0	43.7	65.1

# Appendix 1

## Important disclosures and disclaimers

### Two-year rating and TP history

Company	Date	Rating	TP (W)
SM Entertainment (041510)	06/23/25	Buy	180,000
	05/08/25	Buy	160,000
	04/15/25	Buy	150,000
	02/11/25	Buy	120,000
	12/16/24	Buy	104,000
	10/21/24	Buy	94,000
	05/09/24	Buy	110,000
	04/17/24	Buy	94,000
	02/13/24	Buy	117,000
	11/27/23	Buy	130,000
	10/11/22	No Coverage	



### Stock ratings

Buy	Expected 12-month return: +20% or greater
Hold	Expected 12-month return: Greater than -10% and less than +10%
Sell	Expected 12-month return: -10% or less

### Sector ratings

Overweight	Expected to outperform the market over 12 months
Neutral	Expected to perform in line with the market over 12 months
Underweight	Expected to underperform the market over 12 months

As of May 12, 2025, the Trading Buy rating category has been removed from our investment rating system.

Stocks expected to deliver a 12-month return between +10% and less than +20% may be rated either Buy or Hold at the discretion of the research analyst.

Rating and TP history: Share price (—), TP (—), Not Rated (■), Buy (▲), Trading Buy (■), Hold (●), Sell (◆)

\* Our investment rating is a guide to the expected return of the stock over the next 12 months.

\* Outside of the official ratings of Mirae Asset Securities Co., Ltd., analysts may call trading opportunities should technical or short-term material developments arise.

\* The TP was determined by the research analyst through valuation methods discussed in this report, in part based on estimates of future earnings.

\* TP achievement may be impeded by risks related to the subject securities and companies, as well as general market and economic conditions.

### Ratings distribution and investment banking services

	Buy	Trading Buy	Hold	Sell
Ratings distribution	84.91%	5.59%	8.94%	0.56%
Investment banking services	88.89%	0%	11.11%	0%

\* Based on recommendations in the last 12-months (as of June 30, 2025)

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