

Kia Corporation

Q3 2025 Business Results

October 31st, 2025



Movement that inspires

Note to Investors

This document has been prepared for the convenience of investors and is based on the results for the Q3 2025, which have not yet been audited by an external auditor. Please note that some of the information contained herein may be subject to change during the audit process.

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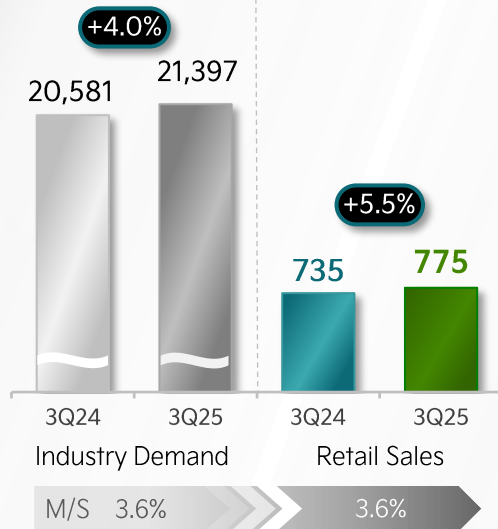
- 01 Sales Summary
- 02 Consolidated Income Statement
- 03 Revenue & Earnings Analysis
- 04 Consolidated Balance Sheet
- 05 Appendix

Global Retail Sales

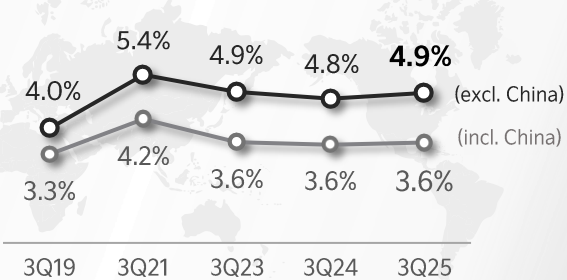


Global

(Unit : '000, %)

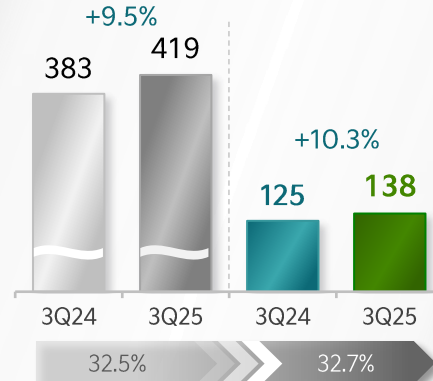


Global M/S Trend



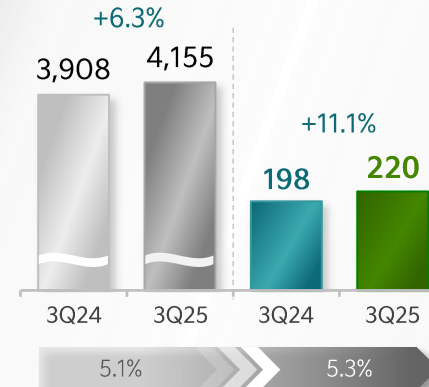
Korea

(Unit : '000, %)



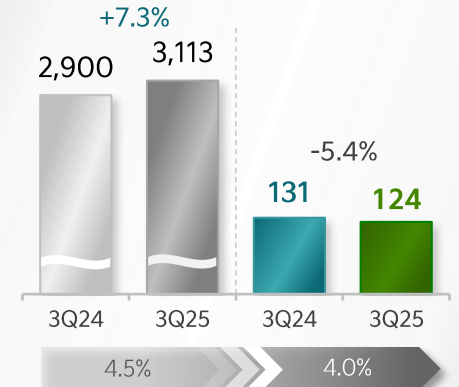
U.S.

(Unit : '000, %)



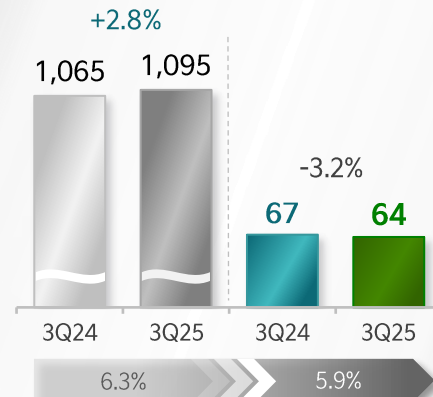
W. Europe

(Unit : '000, %)



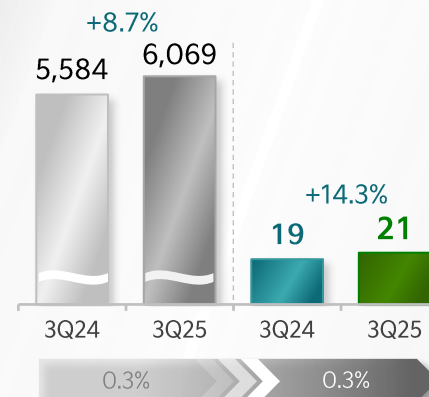
India

(Unit : '000, %)



China

(Unit : '000, %)



Rest of World

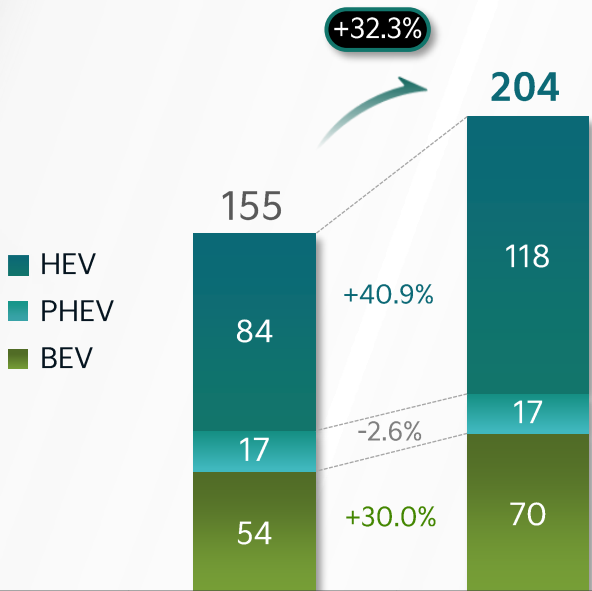
		3Q24	3Q25	YoY(%)
MEA	Demand	895	905	+1.2%
	Sales	55	58	+5.5%
Latin America	Demand	1,129	1,195	+5.8%
	Sales	37	38	+3.5%
Asia Pacific	Demand	1,206	1,190	-1.3%
	Sales	41	41	-1.3%
Russia & CIS	Demand	538	479	-11.0%
	Sales	12	13	+11.5%

Electrified Vehicle Sales



Global Retail Sales

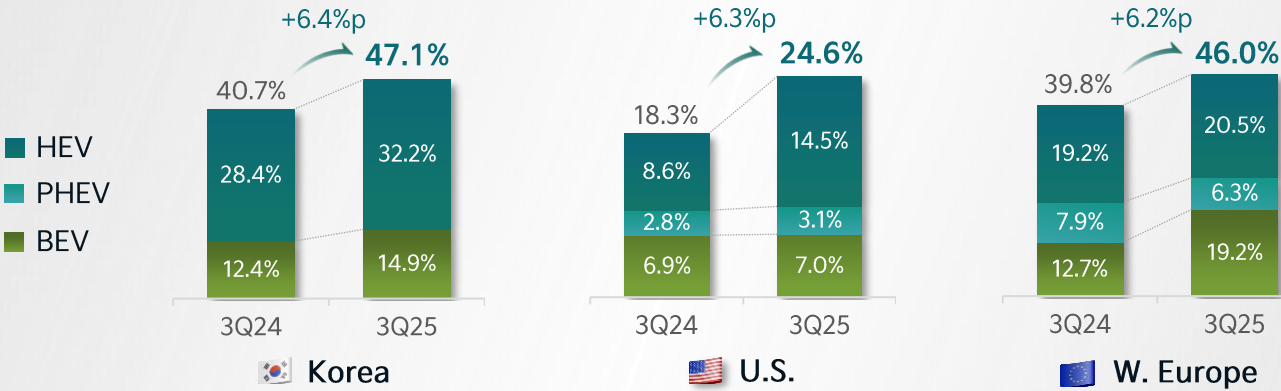
(Unit : '000, %)



Sales Mix	3Q24	3Q25
HEV	11.4%	15.2%
PHEV	2.3%	2.2%
BEV	7.3%	9.0%
xEV	21.0%	26.4%
ICE	79.0%	73.6%
Total Sales	735k units	775k units

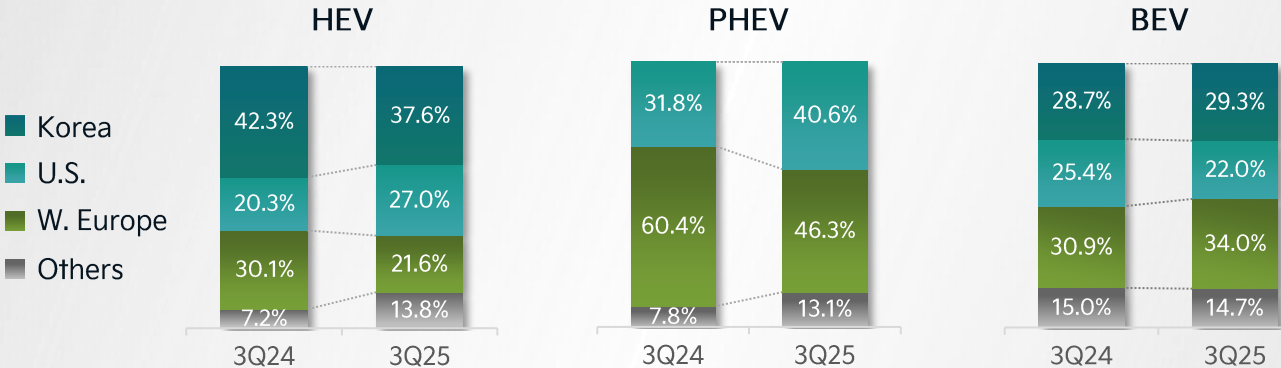
Shares of Electrified Vehicle Sales in Major Markets

(Unit : %)



Shares of Electrified Vehicle Sales by Powertrain (Major Markets)

(Unit : %)



Wholesale by Region



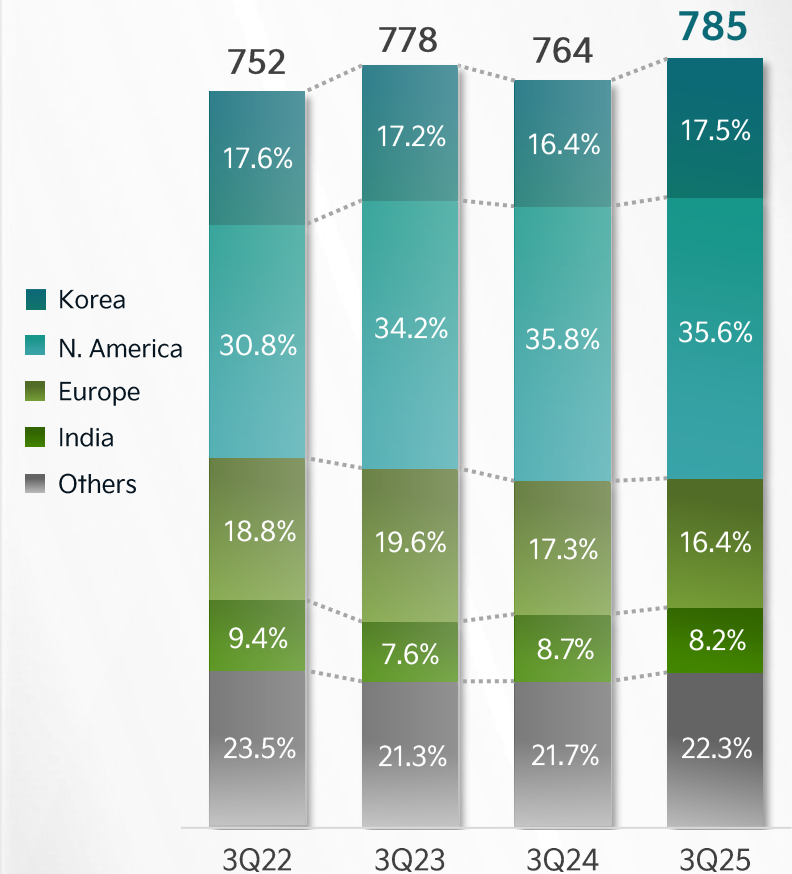
(Unit : '000)

	3Q24	3Q25	YoY (%)
Wholesale by Region	764	785	+2.8%
Korea	125	138	+10.3%
North America	273	279	+2.3%
U. S.	222	225	+1.7%
Europe	132	128	-2.9%
Western Europe	128	124	-3.2%
India	67	64	-3.2%
China	19	21	+14.3%
MEA	59	58	-1.7%
Latin America	38	41	+7.8%
Asia-Pacific	43	44	+1.7%
Russia & CIS	7	11	+45.6%

※ Special Vehicles : [3Q24] 1.9k units (Korea 0.5k, Overseas 1.4k) → [3Q25] 1.5k units (Korea 0.5k, Overseas 1.0k)

Wholesale Trend by Region

(Unit : '000, %)



Consolidated Income Statement



(Unit : ₩ Billion)

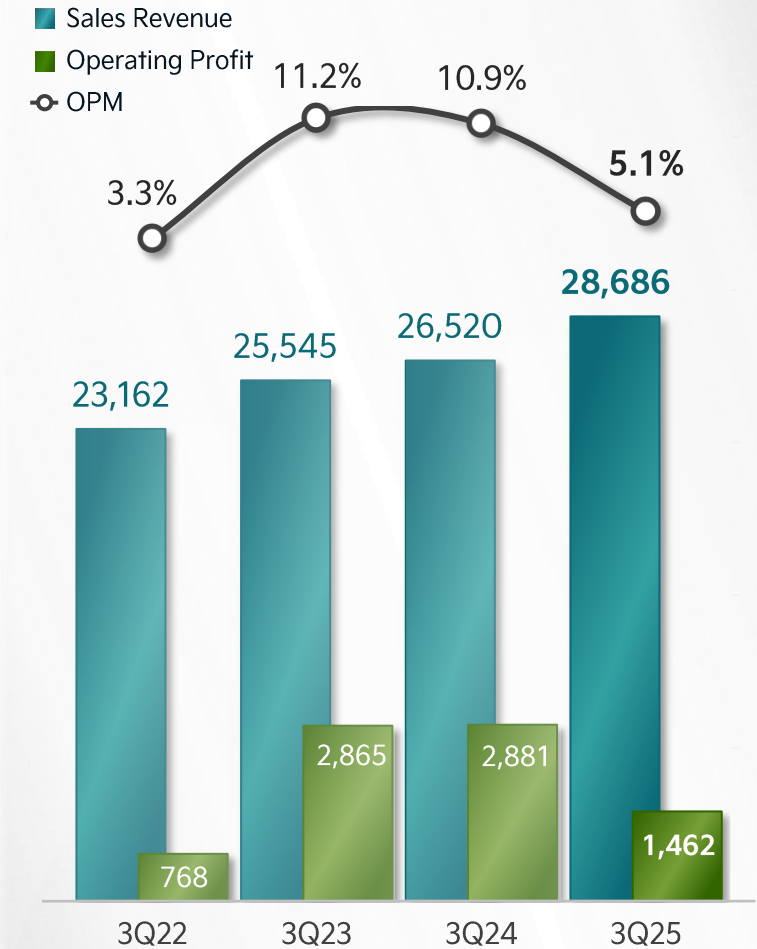
	3Q24	(% of Revenue)	3Q25	(% of Revenue)	YoY (%)
Sales Revenue	26,520	100%	28,686	100%	+8.2%
Cost of Sales	20,380	76.8%	23,277	81.1%	+14.2%
Gross Profit	6,140	23.2%	5,409	18.9%	-11.9%
SG&A	3,258	12.3%	3,947	13.8%	+21.1%
Operating Profit	2,881	10.9%	1,462	5.1%	-49.2%
Pre-tax Profit	3,232	12.2%	1,887	6.6%	-41.6%
Net Profit	2,268	8.6%	1,422	5.0%	-37.3%

※ Consolidated Sales Units : [3Q24] 730,538 units → [3Q25] 743,621 units (+13,083 units, +1.8%)

※ Average Exchange Rate : USD/KRW [3Q24] ₩1,359 → [3Q25] ₩1,385 (+ ₩ 26 ↑, +1.9%)

Operating Profit Trend

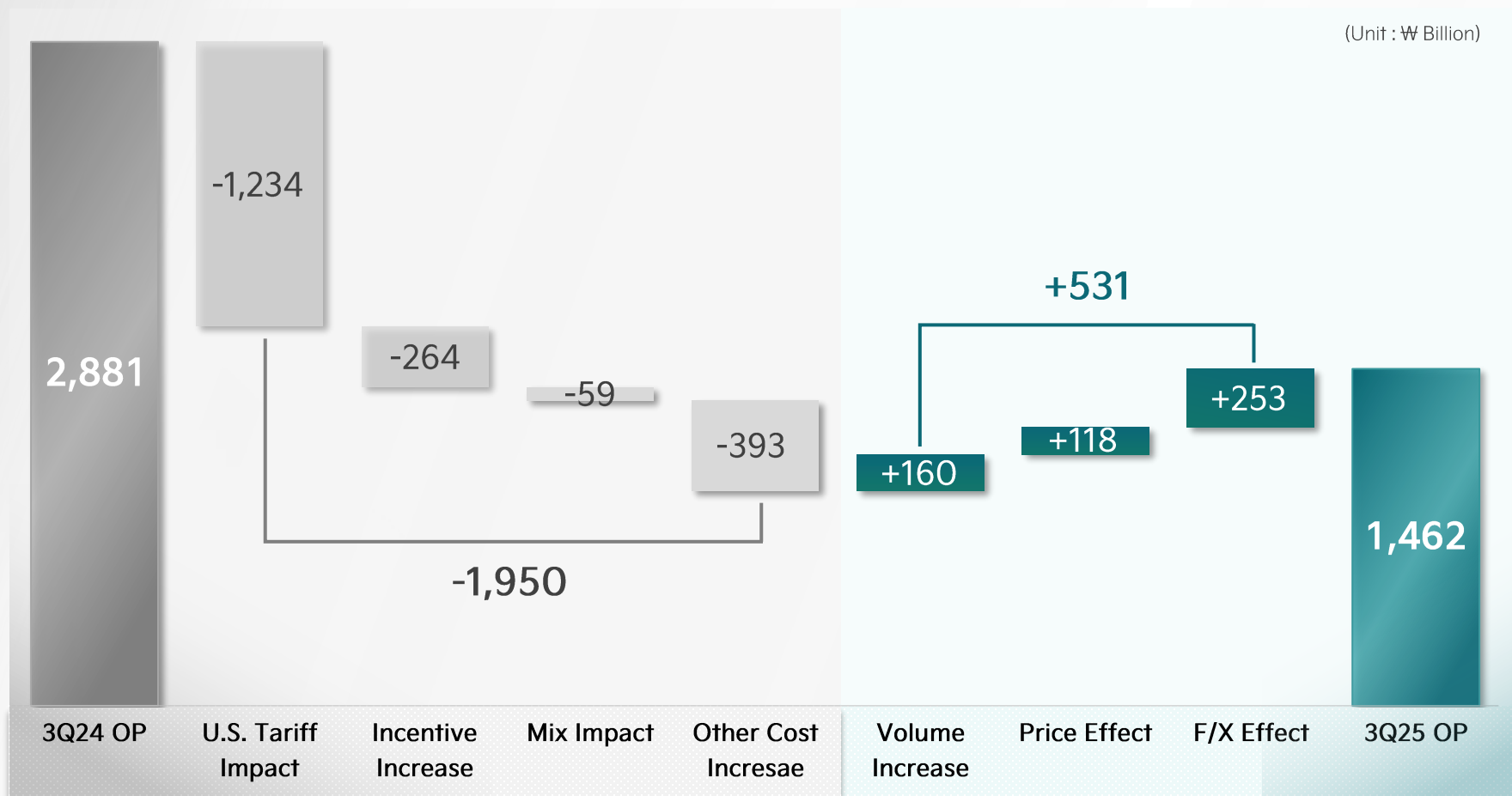
(Unit: ₩ Billion, %)



Operating Profit Analysis



-1,419



(+) Drivers

Volume Increase

Consolidated volume increased to 743,621 units (+1.8% y/y)

Price Effect

Enhanced product value through safety and convenience features

F/X Effect

[USD/KRW] +1.9%, [EUR/KRW] +8.6%

(-) Detractors

U.S. Tariff Impact

25% tariff on imported vehicles & parts

Incentive Increase

N. America : Low base effect from last year
W. Europe : Intensified market competition

Mix Impact

RV Mix : 68.9% → 68.2% (-0.7%p)

Other Cost Increase

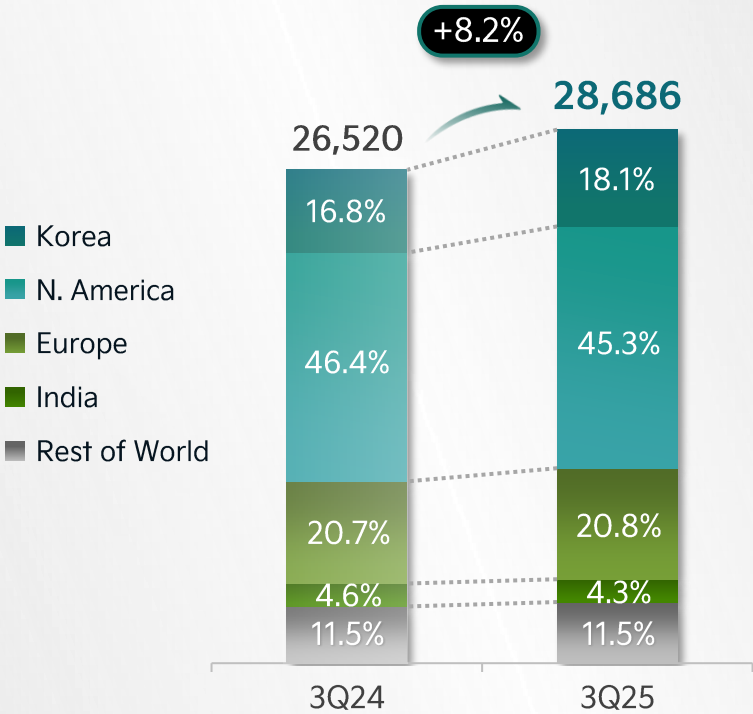
Increase in SG&A expense (Warranty, R&D, etc.)

Revenue Analysis



Revenue by Region

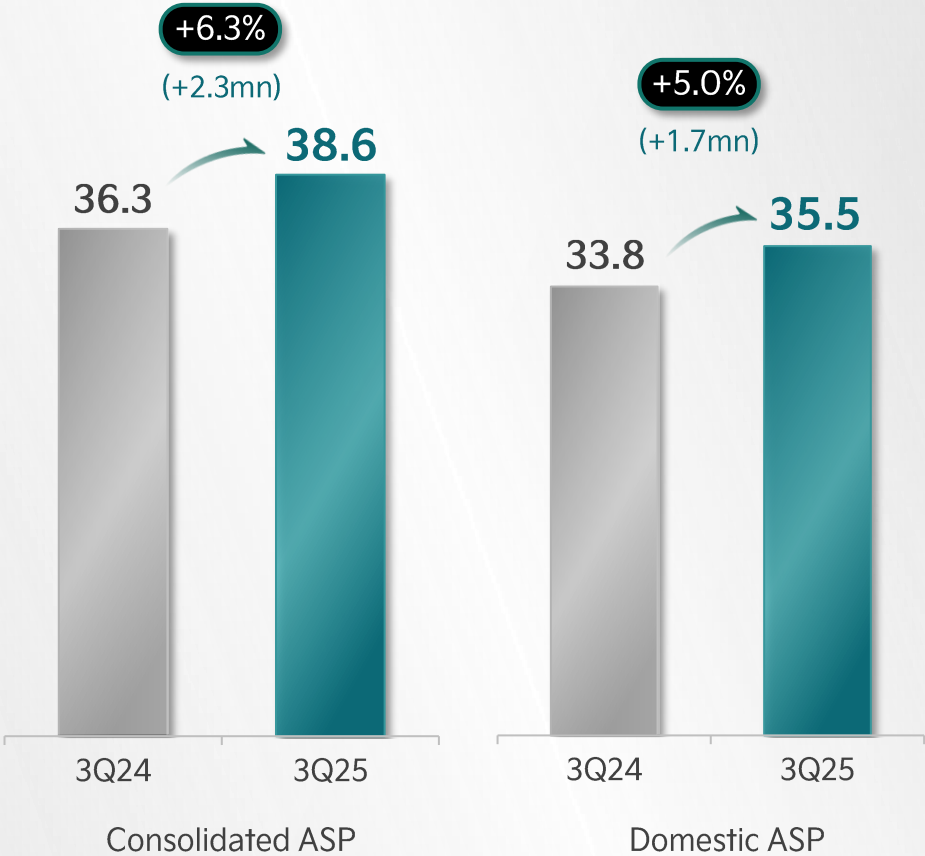
(Unit : ₩ Billion)



* Korea : Korea plant domestic revenue
* North America : U.S./Canada/Mexico wholesale + export revenue
* Europe : Europe wholesale + export revenue
* India : India wholesale + export revenue
* Rest of World : Korea plant direct exports + Asia-Pacific wholesale revenue

ASP

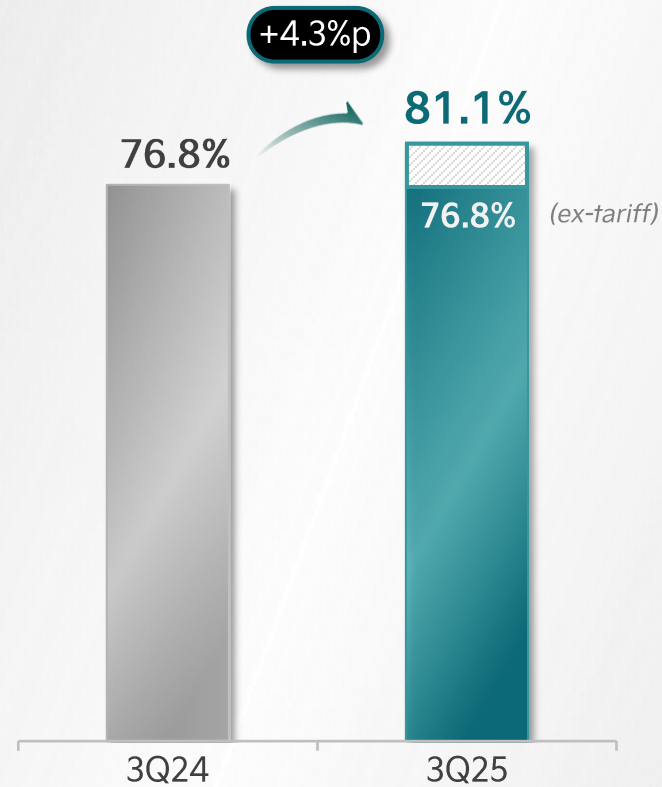
(Unit : ₩ Million)





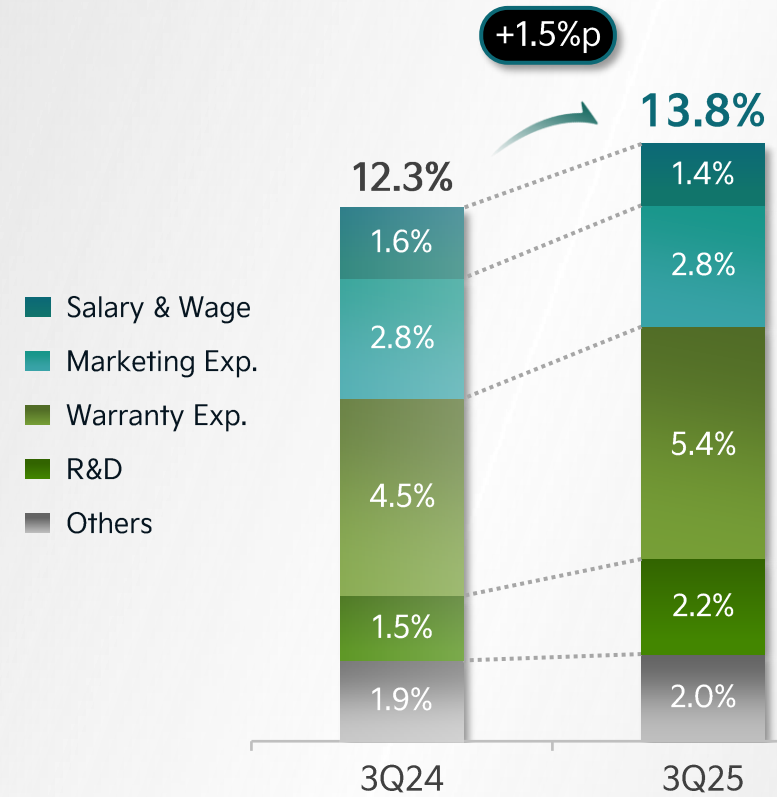
Cost of Sales Ratio

(% of Revenue)



SG&A Expense

(% of Revenue)



※ Marketing Expenses :

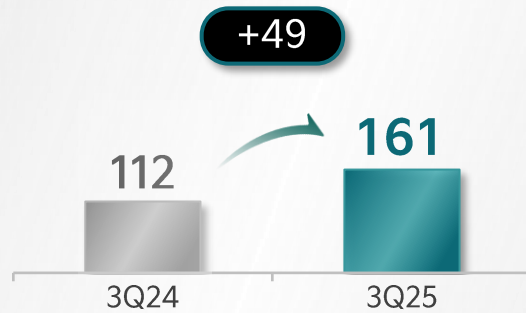
Advertising + Sales Promotion + Overseas Marketing + Sales Commission

Non-Operating Income



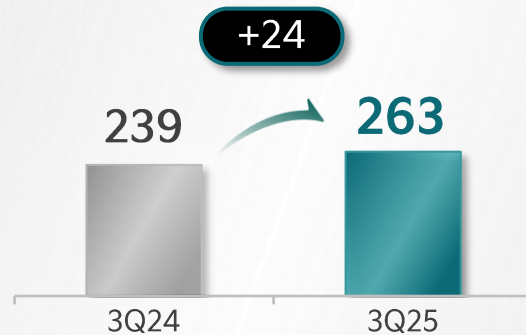
Equity Income (a)

(Unit : ₩ Billion)



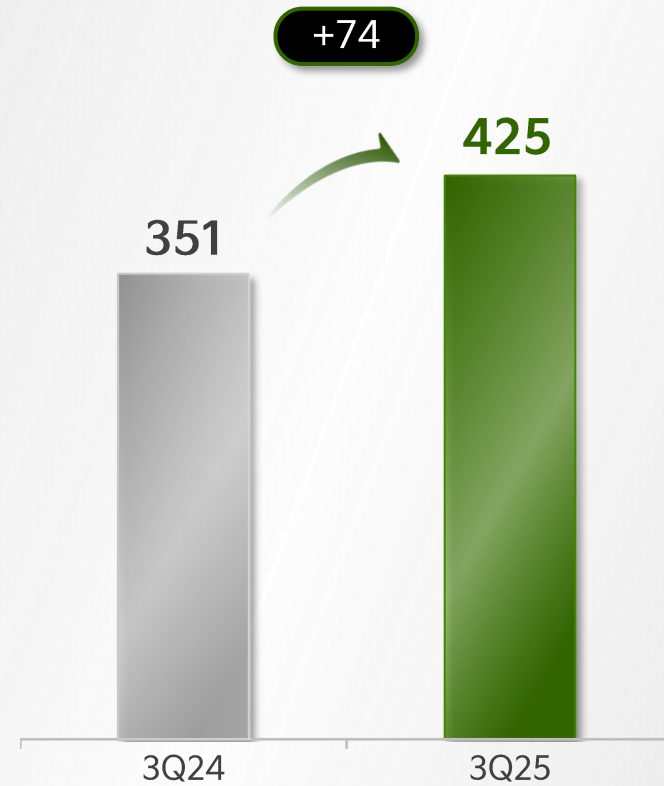
Financial & Other Income / Expense (b)

(Unit : ₩ Billion)



Non-OP Income (a+b)

(Unit : ₩ Billion)



Consolidated Balance Sheet



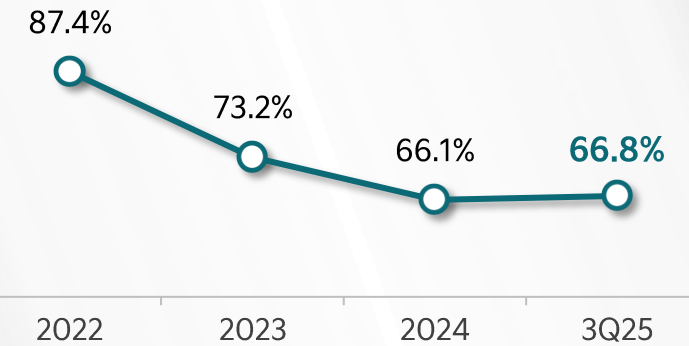
(Unit : ₩ Billion)

	2024 Year-End	Q3 2025-End	Change
Assets	92,756	97,984	+5,228
Current Assets	41,797	44,535	+2,738
* Cash (a)	21,976	22,247	+271
Liabilities (b)	36,916	39,224	+2,308
Current Liabilities	26,977	29,762	+2,785
Debt (c)	3,234	2,311	-923
* Net Cash (a)-(c)	18,741	19,936	+1,195
Equity (d)	55,840	58,759	+2,919
Liabilities to Equity Ratio (b)/(d)	66.1%	66.8%	+0.7%p

* Cash = Cash & Cash Equivalents (Incl. ST Financial Instruments, etc.)

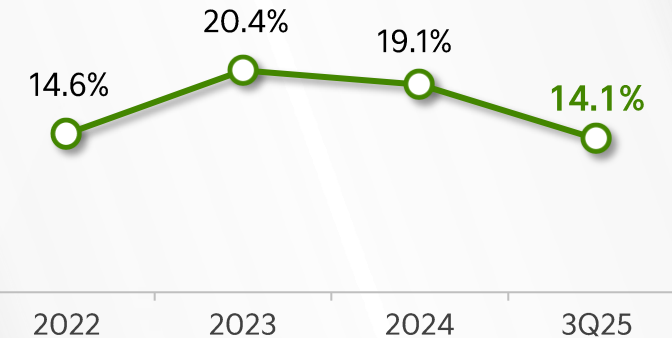
Liabilities to Equity Ratio

(Unit : %)



Return on Equity (ROE)

(Unit : %)



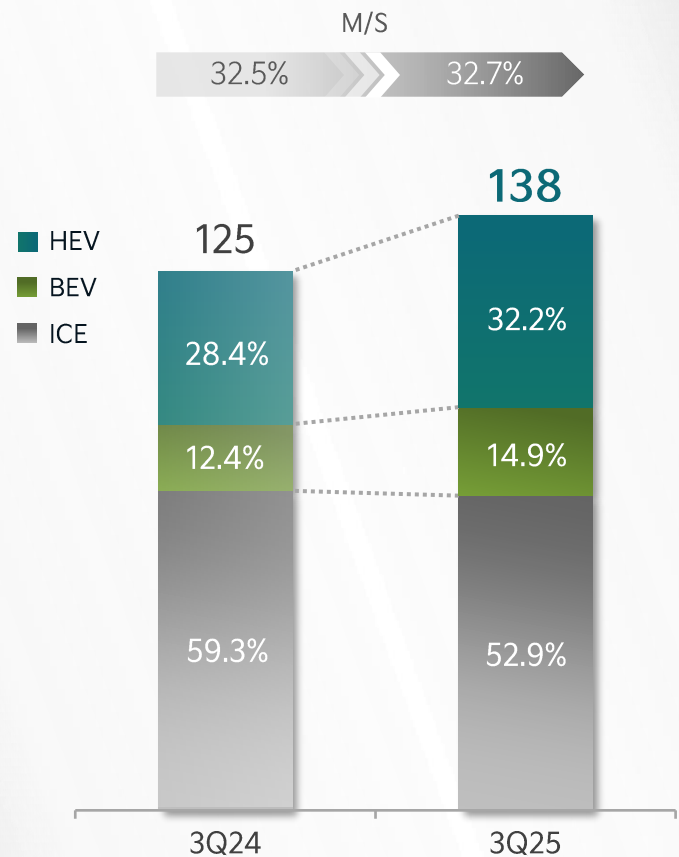
APPENDIX

- 01 **Sales Performance by Market**
(Korea, U.S., Europe, India, China)
- 02 **Global Retail Sales** (3Q25 YTD)
- 03 **Consolidated Income Statement** (3Q25 YTD)
- 04 **Cash Flow Highlights**
- 05 **Global Market Share Trend**



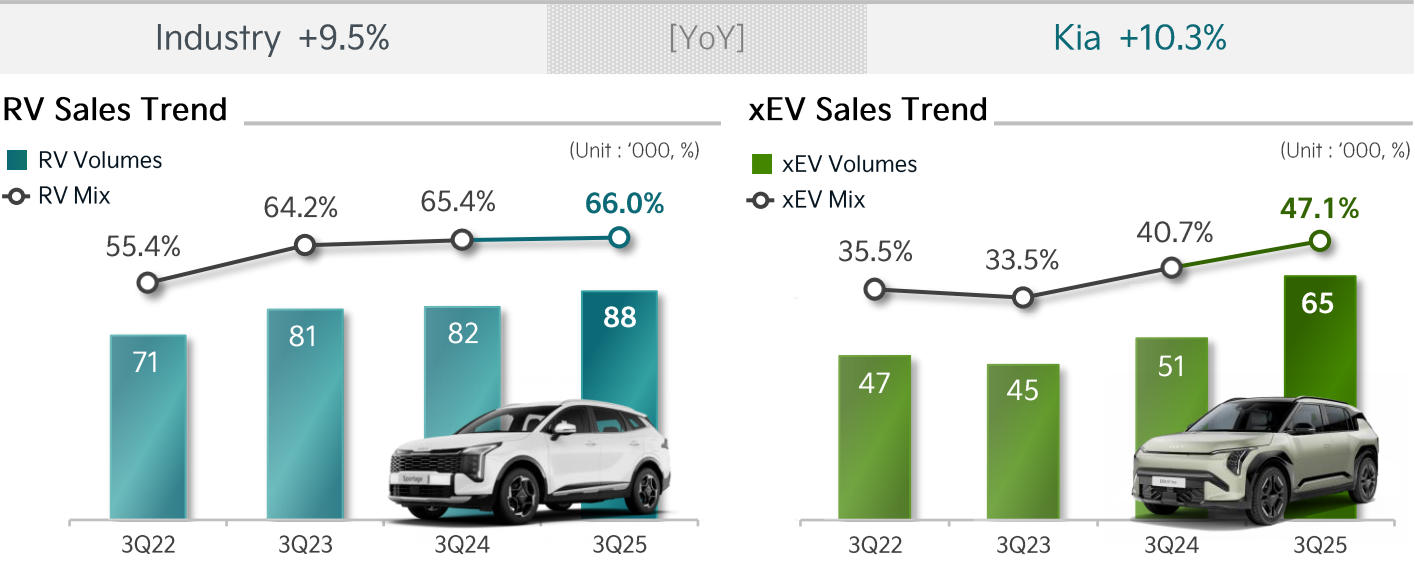
Sales & Market Share

(Unit : '000, %)



※ M/S : incl. imported brands / excl. special vehicles

Sales Summary

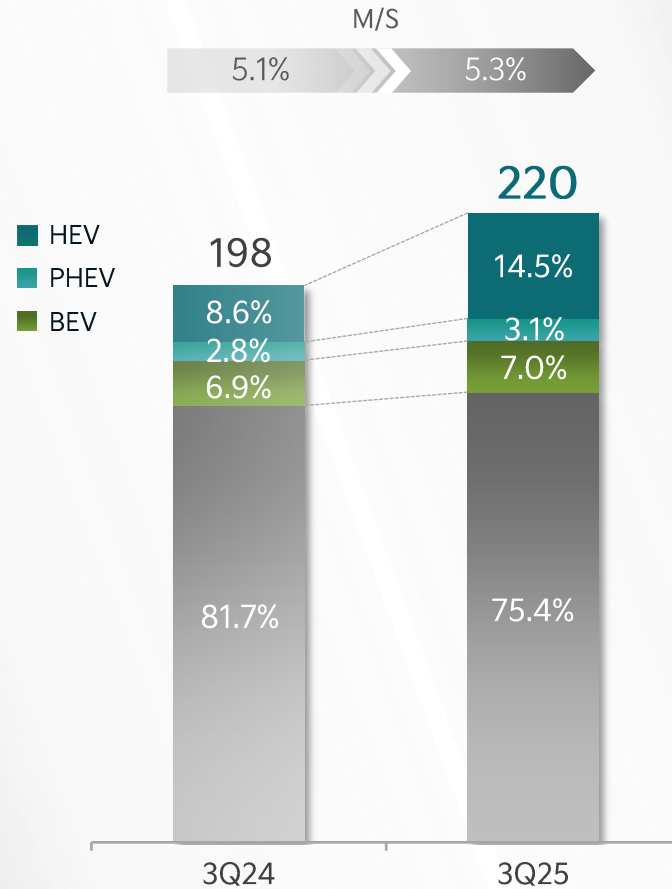


- 3Q25 Results**
- ASP growth trend continued with RV/xEV sales expansion : [3Q24] ₩33.8mn → [3Q25] ₩35.5mn (+5.0% y/y)
 - Strong sales of new mass-market BEVs, EV3/EV4, drove solid BEV sales mix of 14.9% (+2.5%p y/y)
 - RV-centered strong HEV sales resulted in expansion of HEV sales mix to 32.2% (+3.8%p y/y)
- 4Q25 Initiatives**
- xEV mix 47% in 2025 to be achieved with continued momentum of new BEVs and stable HEV supply
 - BEV mix 14% in 2025 to be driven by launch of new BEVs, EV5(C-SUV), PV5(Mid-PBV)
 - HEV mix 33% in 2025 supported by strong backorders for HEVs, such as Sorento and Sportage
 - Enter new segments and generate B2B demand w/ expansion of Kia's first pickup, Tasman, and launch of PV5



Sales & Market Share

(Unit : '000, %)



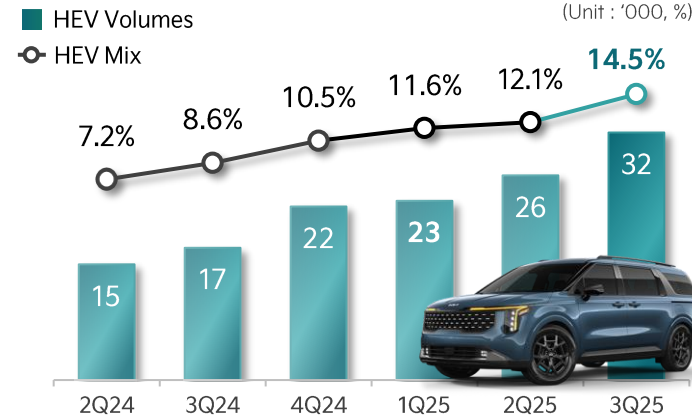
Sales Summary

Industry +6.3%

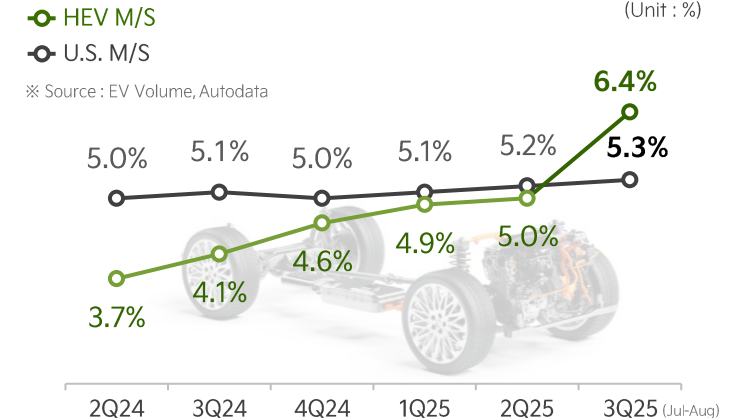
[YoY]

Kia +11.1%

HEV Sales Trend



Residual Value Trend



3Q25 Results

- HEV sales reached 32k (+87.2% y/y), driven by increased HEV supply and robust Carnival HEV sales
 - With few OEMs offering HEVs, **Kia's HEV sales mix reached 14.5%(+5.9%p y/y)**, supporting higher ASP
 - HEV M/S(Jul-Aug) in U.S. recorded 6.4%, surpassing Kia's overall U.S. M/S of 5.3%
- BEV sales reached 15k (+12.9% y/y), w/ strong EV9 sales(+19.2%, y/y) driven by demand surge ahead IRA subsidy end

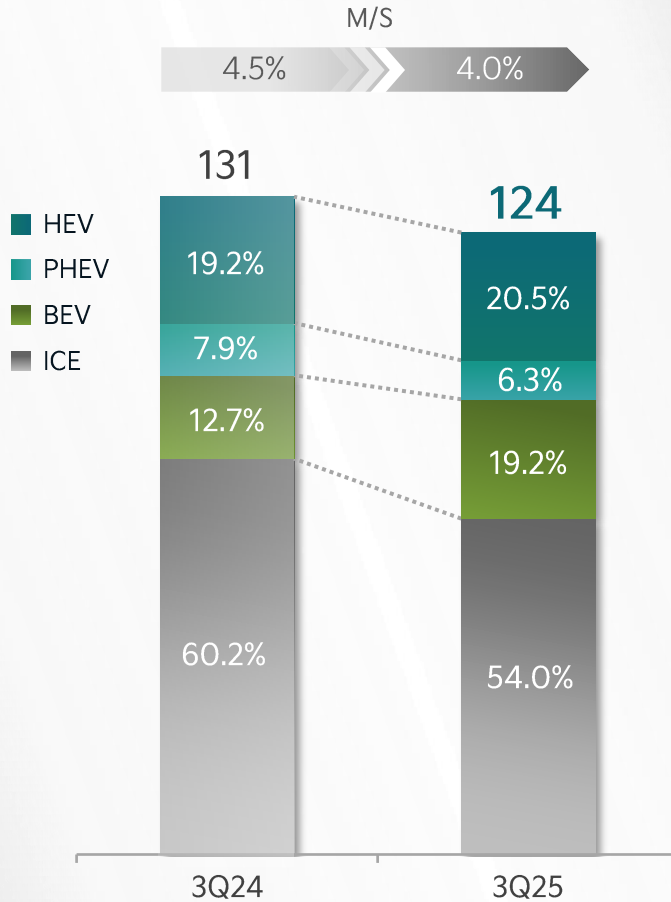
4Q25 Initiatives

- Driven by robust HEV demand, expand HEV supply to support solid profitability and ASP growth momentum
 - HEV sales to grow +82% y/y in 2025, driven by increasing supply of key HEVs, Sportage, Carnival, etc
 - Launch of new mid-size SUV, equipped with 2.5T next-gen HEV system, to propel M/S gain in the near future
- Leverage flexible production system for agile ICE→EV shifts responding to market demand and regulatory changes



Sales & Market Share

(Unit : '000, %)



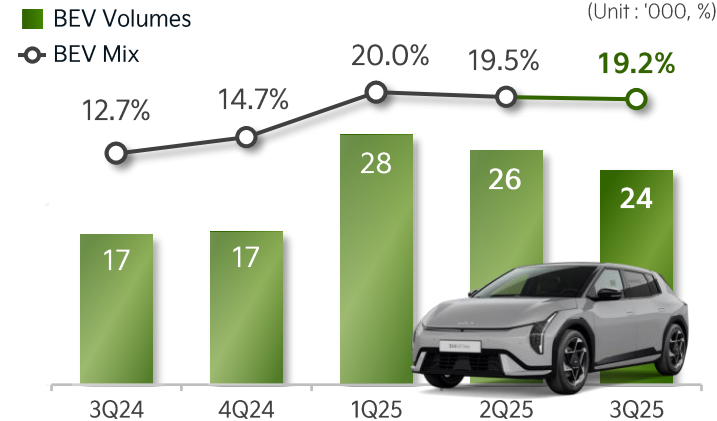
Sales Summary

Industry +7.3%

[YoY]

Kia -5.4%

BEV Sales Trend



The new EV5

Launch : Q4 2025

Battery : 81.4kWh (Extended-Range)

AER : 530km (WTLP)

Fast Charging : 30min
(10-80%)



USP (Unique Selling Points)

- ① Family C-SUV BEV, ② Spacious cargo space (566L)
- ③ Advanced features (HDA/RSPA 2.0, in/outdoor V2L, ccNC-based OTA)

3Q25 Results

- EV3, the '2025 World Car of the Year', propelled BEV sales to 24k(+43.0% y/y), exceeding industry demand growth
- BEV sales mix expanded to 19.2%(+6.5%p), with EV3, Kia's first mass-market BEV, taking 65% of total BEV sales
- Despite discontinuation of Ceed PHEV, xEV sales mix increased to 46%(+6.2%p), driven by strong HEV demand

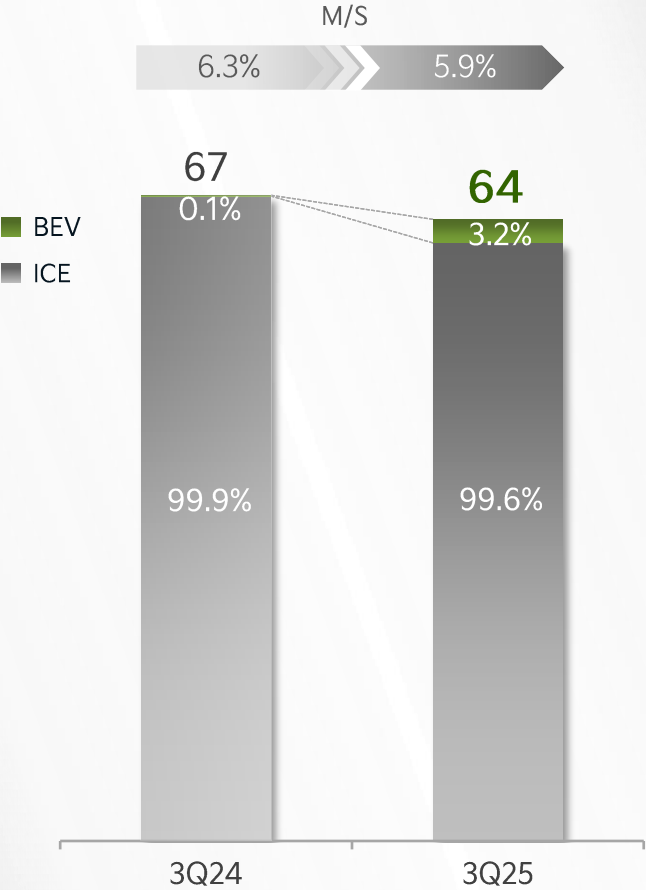
4Q25 Initiatives

- Expand BEV M/S by entering new model cycle featuring competitive pricing and long AER (All-Electric Range)
- Strengthen BEV brand perception through the launches of mass-market BEVs : 1) EV4, 2) EV5, and 3) PBV
- Recapture sales momentum with new ICE/HEV models offering enhanced product competitiveness
- Strengthen ICE/HEV line-up with launches of key models : 1) Sportage PE (ICE/HEV), 2) Stonic CUV PE, 3) K4 5DR



Sales & Market Share

(Unit : '000, %)



※ M/S : Wholesale

Sales Summary

Industry +2.8%

[YoY]

Kia -3.2%

The new Carens Clavis EV

Launch : Q3 2025

Battery : 51.4kWh (Extended-Range)
AER : 490km (ARAI MIDC-Full)
Fast Charging : 39min (10-80%)



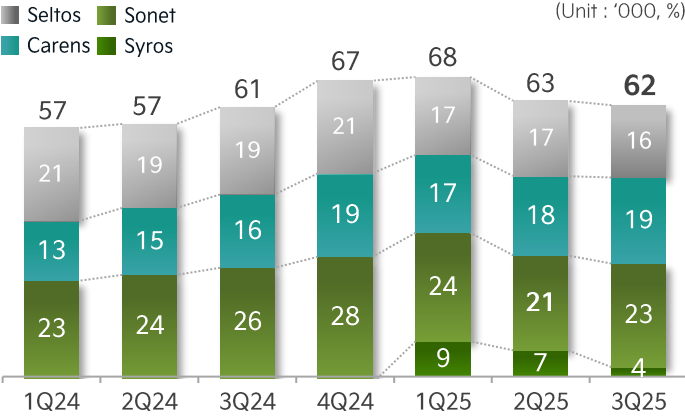
ADAS Level 2 (with 20 features)



7-seater family MPV

Key RV Sales Trend (Retail)

(Unit : '000, %)



3Q25 Results

- Volume growth temporarily slowed due to pre-GST demand; **Carens PE(+17.5% y/y)** led +1.2% y/y retail growth
- **Successfully launched Carens Clavis EV, 1.4k units**, setting the stage for electrification in emerging markets
- **+93 new dealerships (Total : 538 as of 3Q25)** strengthened sales and service network, expanding market coverage

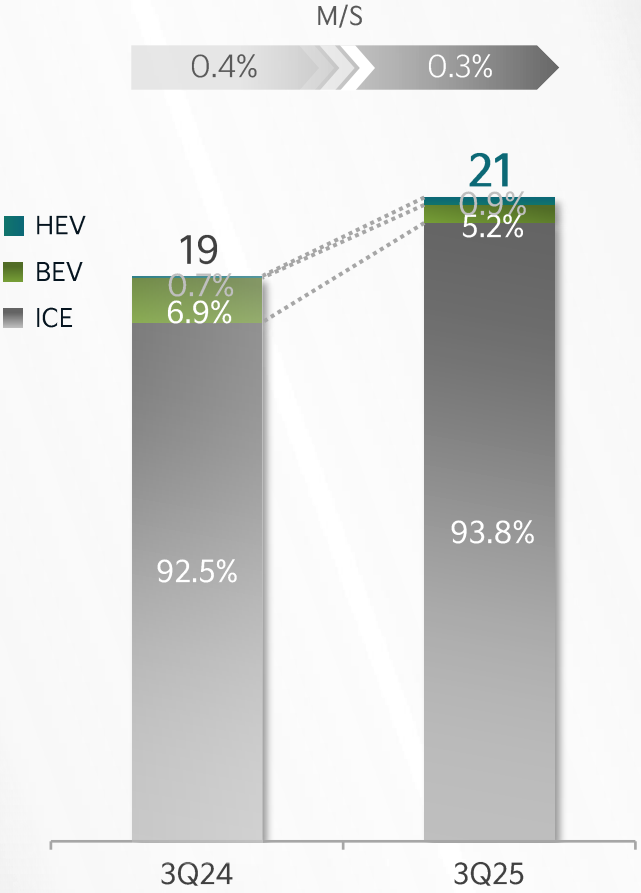
4Q25 Initiatives

- **GST rate cut (28%→18%)** for sub-4m vehicles to boost demand, **benefiting Kia's premium A-SUV portfolio**
- Syros sales momentum with advanced features (ADAS / OTA), and maximizing Sonet supply to gain M/S
- **Seltos full model change aims at premium consumers to enhance mid-high trim mix and initiate a new model cycle**
- **Expanding dealer network to 560 by 2025** to build a 300k sales base and drive mid-to-long-term M/S growth



Sales & Market Share

(Unit : '000, %)



※ M/S : Wholesale

Sales Summary

Industry +8.7%

[YoY]

Kia +14.3%

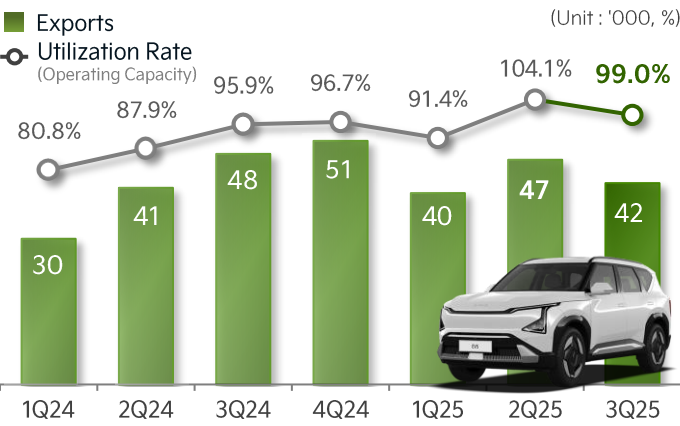
KCN production Models

Line-up Expansion (K5, Sonet, Sportage, EV5)



- Broaden production coverage to improve utilization and profitability
- Drive emerging market volume growth with high-demand models and diversify export markets (MEA / Latin America / Mexico / APAC)

KCN Export Trend



3Q25 Results

- Despite intensifying NEV price-cut competition in the local market, retail volume grew 21k (+13.9% y/y), driven by high-demand RV models leveraging proven ICE technology
- Strong volume growth led by Sportage, with enhanced features, 4.5k(+56.7% y/y) and KX1 6k(+384% y/y)
- Profitability improved due to operating leverage from higher utilization and export volume growth in EM
- KCN export volumes : [3Q24 YTD] : 120k units → [3Q25 YTD] : 129k units (+7.9% y/y)

4Q25 Initiatives

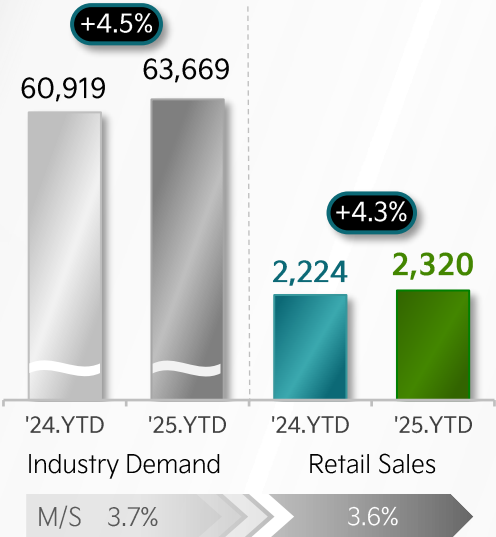
- Strengthen market position through enhanced features of the Seltos (Special Action Model) and EV5 GT-line
- Improve KCN profitability through higher export volumes, increasing UPH and lowering fixed costs per unit
- Expand export models and markets → [Middle East & Africa] 43.0%, [Latin America] 29.9% (as of 3Q25)

Global Retail Sales (3Q25 YTD)

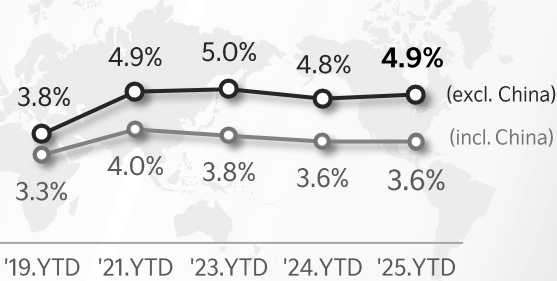


Global

(Unit : '000, %)

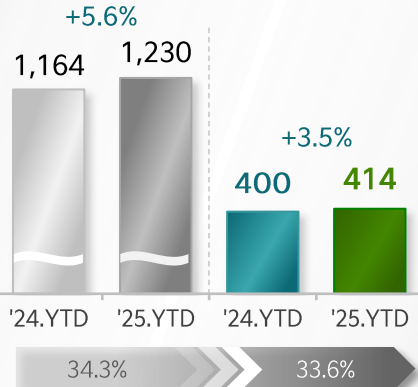


Global M/S Trend



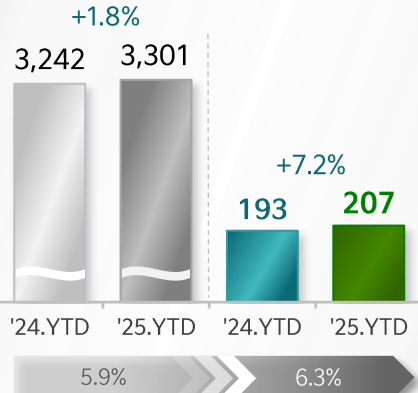
Korea

(Unit : '000, %)



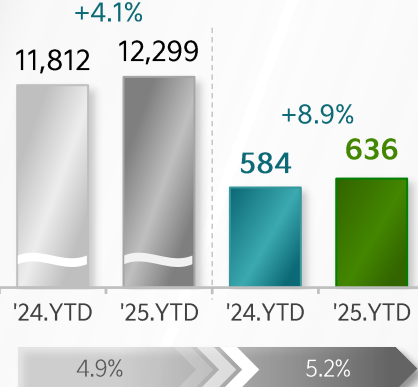
India

(Unit : '000, %)



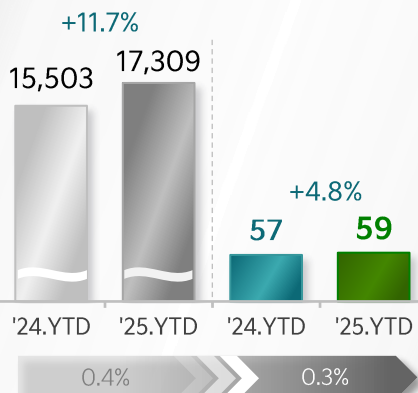
U.S.

(Unit : '000, %)



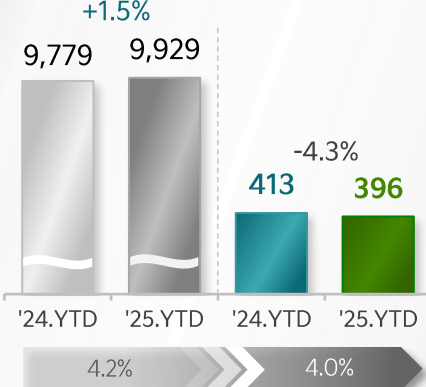
China

(Unit : '000, %)



W. Europe

(Unit : '000, %)



Rest of World

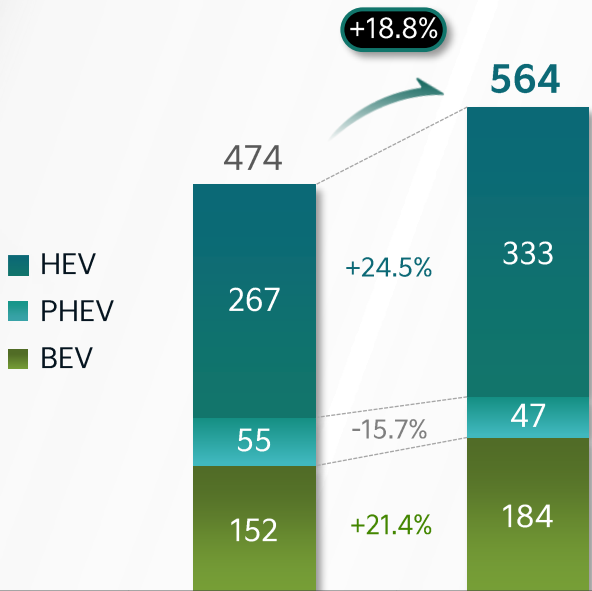
		'24.YTD	'25.YTD	YoY(%)
MEA	Demand	2,479	2,623	+5.8%
	Sales	164	176	+7.6%
Latin America	Demand	3,030	3,318	+9.5%
	Sales	105	107	+2.5%
Asia Pacific	Demand	3,638	3,614	-0.6%
	Sales	119	120	+1.3%
Russia & CIS	Demand	1,417	1,234	-12.9%
	Sales	36	36	-0.1%

Electrified Vehicle Sales (3Q25 YTD)



Global Retail Sales

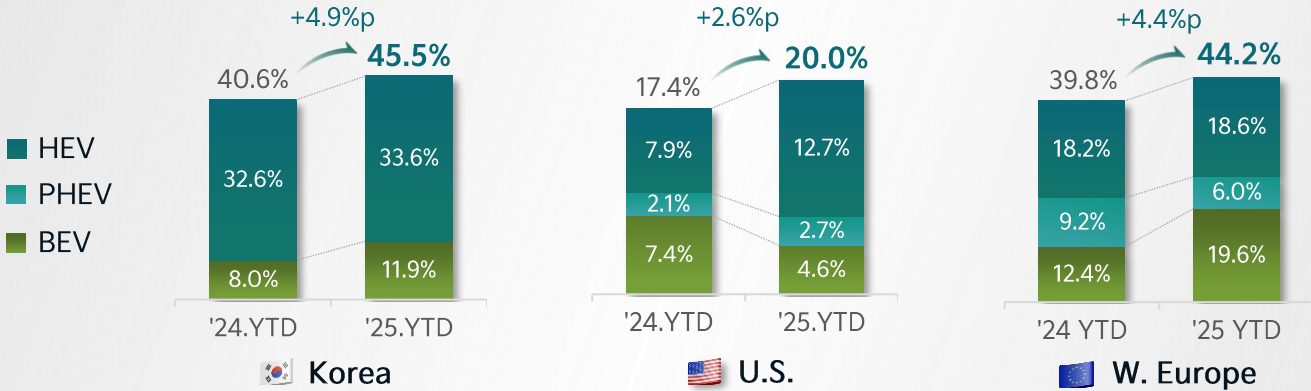
(Unit : '000, %)



Sales Mix	3Q24 YTD	3Q25 YTD
HEV	12.0%	14.3%
PHEV	2.5%	2.0%
BEV	6.8%	7.9%
xEV	21.3%	24.3%
ICE	78.7%	75.7%
Total Sales	2,224k units	2,320k units

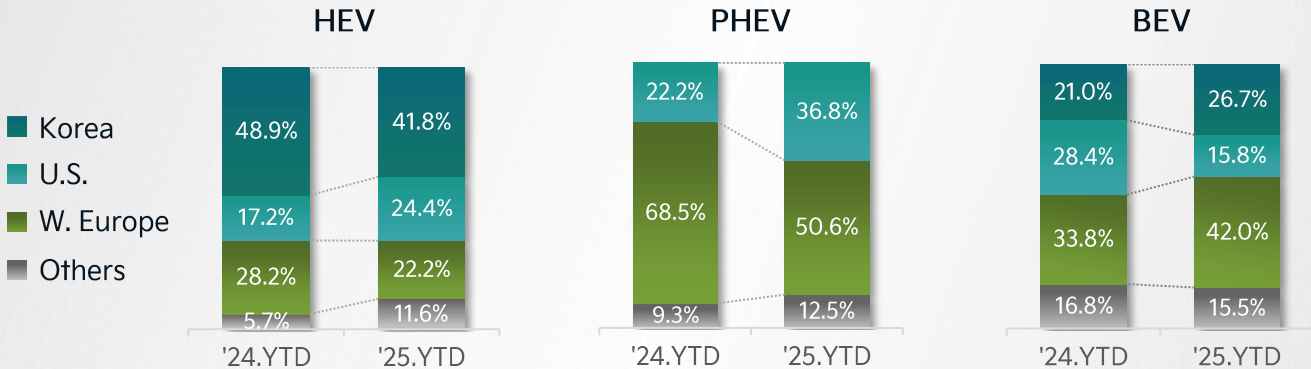
Shares of Electrified Vehicle Sales in Major Markets

(Unit : '000, %)



Shares of Electrified Vehicle Sales by Powertrain (Major Markets)

(Unit : '000, %)



Consolidated Income Statement (3Q25 YTD)



(Unit : ₩ Billion)

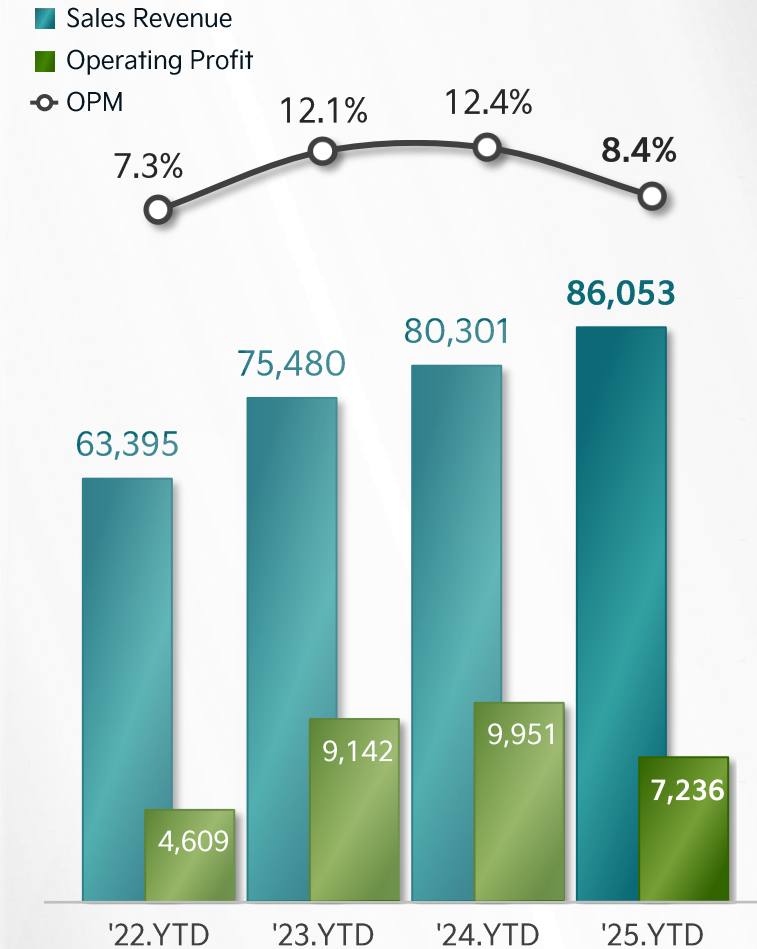
	3Q24 YTD	(% of Revenue)	3Q25 YTD	(% of Revenue)	YoY (%)
Sales Revenue	80,301	100%	86,053	100%	+7.2%
Cost of Sales	61,279	76.3%	68,688	79.8%	+12.1%
Gross Profit	19,021	23.7%	17,365	20.2%	-8.7%
SG&A	9,071	11.3%	10,130	11.8%	+11.7%
Operating Profit	9,951	12.4%	7,236	8.4%	-27.3%
Pre-tax Profit	11,056	13.8%	8,130	9.4%	-26.5%
Net Profit	8,034	10.0%	6,083	7.1%	-24.3%

※ Consolidated Sales Units : [3Q24 YTD] 2,215,097 units → [3Q25 YTD] 2,251,176 units (+36,079 units, +1.6%)

※ Average Exchange Rate : USD/KRW [3Q24 YTD] ₩1,353 → [3Q25 YTD] ₩1,413 (+₩60 ↑, +4.4%)

Operating Profit Trend

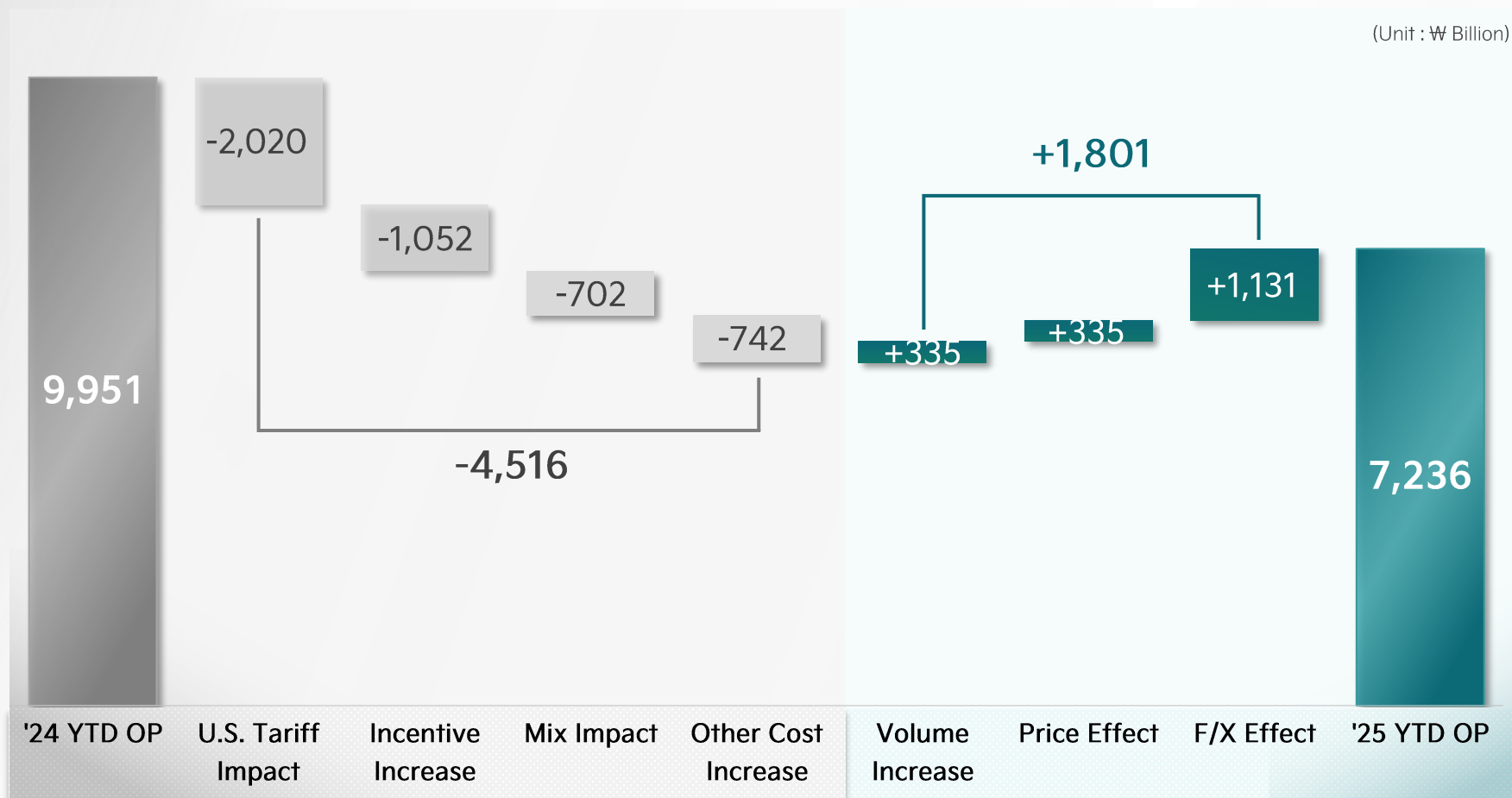
(Unit: ₩ Billion, %)



Operating Profit Analysis (3Q25 YTD)



-2,715



(+) Drivers

Volume Increase

Consolidated volume increased to 2,251,176 units (+1.6% y/y)

Price Effect

Enhanced product value through safety and convenience features

F/X Effect

[USD/KRW] +4.4%, [EUR/KRW] +7.5%

(-) Detractors

U.S. Tariff Impact

25% tariff on imported vehicles & parts

Incentive Increase

N. America : Low base effect from last year
W. Europe : Intensified market competition

Mix Impact

RV Mix : 69.9% → 69.5% (-0.4%p)

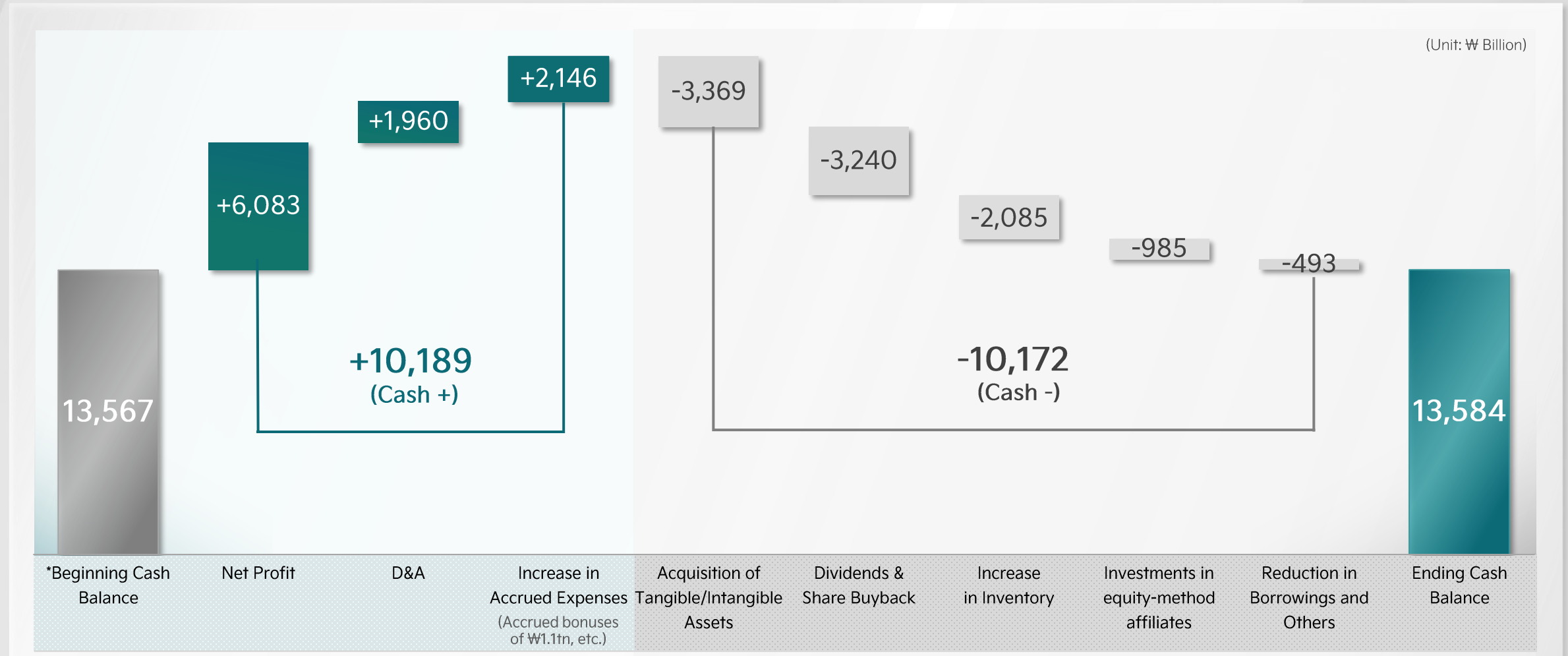
Other Cost Increase

Increase in SG&A expense (R&D, marketing, etc.)

Cash Flow Highlights



+17



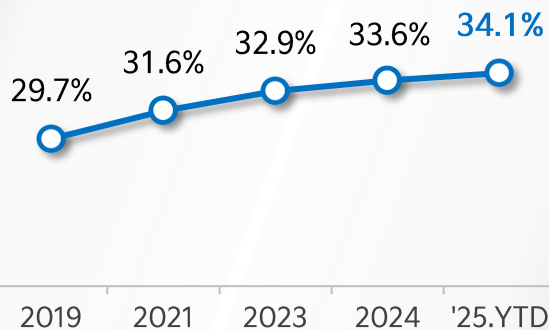
※ Beginning / ending cash balance excludes ST financial instruments, etc.

Global Market Share Trend



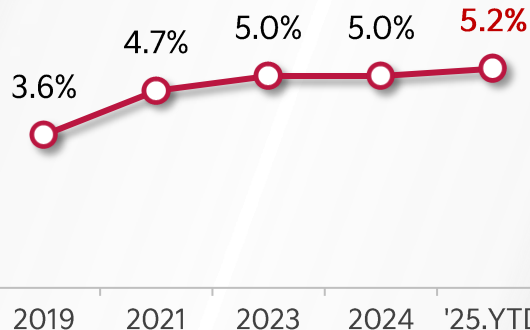
Korea

(Unit: %)



U.S.

(Unit: %)



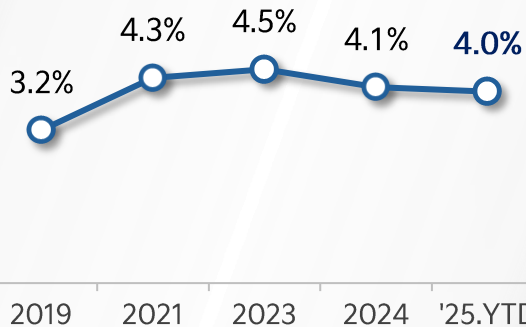
(Unit: %)

	2019	2021	2023	2024	'25.YTD
MEA	5.7%	6.5%	6.3%	6.5%	6.7%
Latin America	3.0%	3.0%	3.4%	3.4%	3.2%
Asia Pacific	2.6%	3.5%	3.2%	3.4%	3.3%
Russia & CIS	11.8%	11.4%	3.7%	2.4%	2.9%



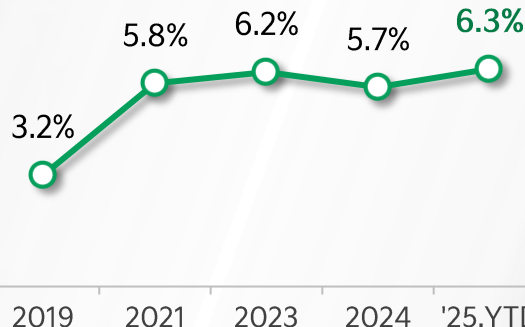
W. Europe

(Unit: %)



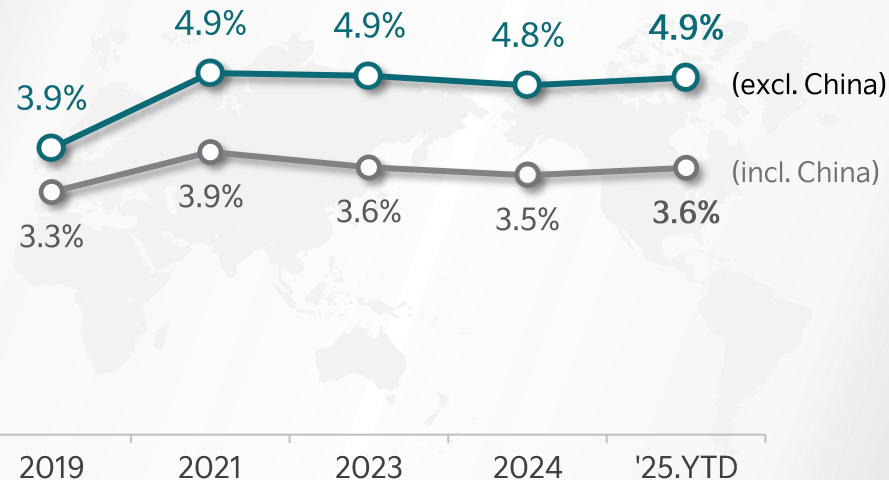
India

(Unit: %)



Global

(Unit: %)





Movement that inspires

Thank you.