

Kia Corporation Q2 2025 Business Results

July 25th, 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 Q2 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.

CONTENTS

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

Global Retail Sales

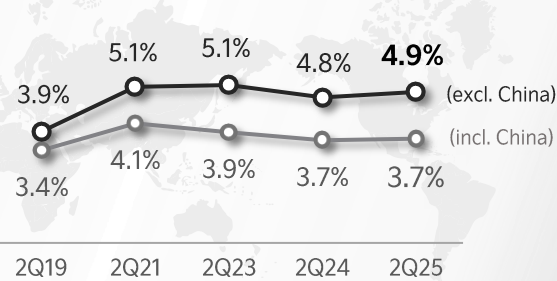


Global

(Unit : '000, %)

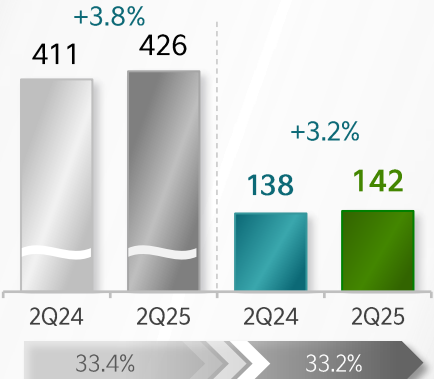


Global M/S Trend



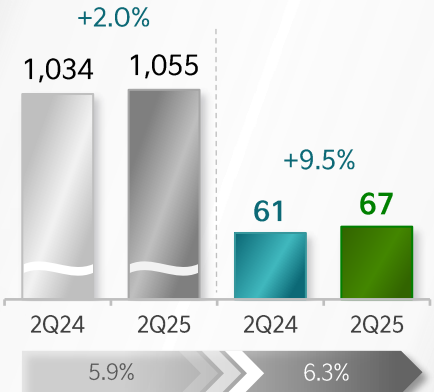
Korea

(Unit : '000, %)



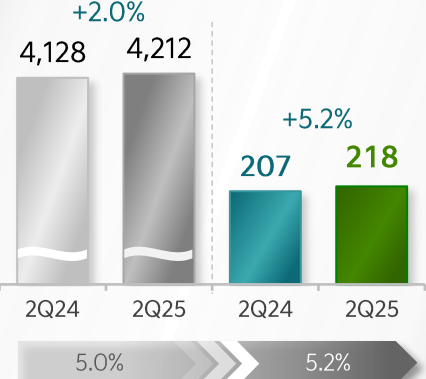
India

(Unit : '000, %)



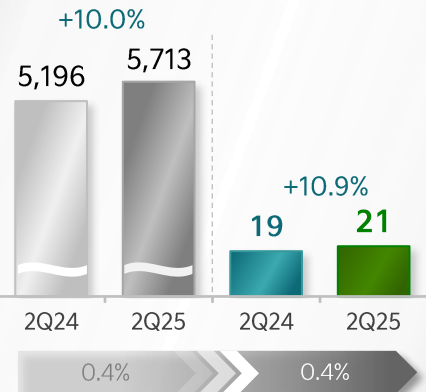
U.S.

(Unit : '000, %)



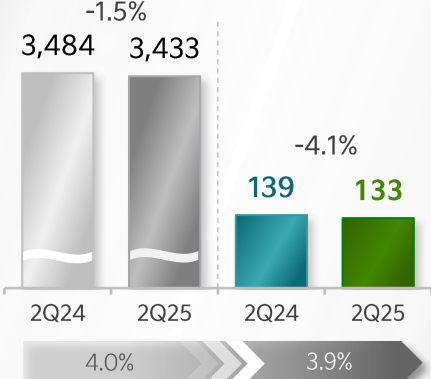
China

(Unit : '000, %)



W. Europe

(Unit : '000, %)



Rest of World

		2Q24	2Q25	YoY(%)
MEA	Demand	774	825	+6.7%
	Sales	54	58	+6.0%
Latin America	Demand	1,013	1,106	+9.2%
	Sales	35	37	+4.5%
Asia Pacific	Demand	1,205	1,174	-2.6%
	Sales	41	41	+0.1%
Russia & CIS	Demand	487	416	-14.6%
	Sales	11	13	+14.4%

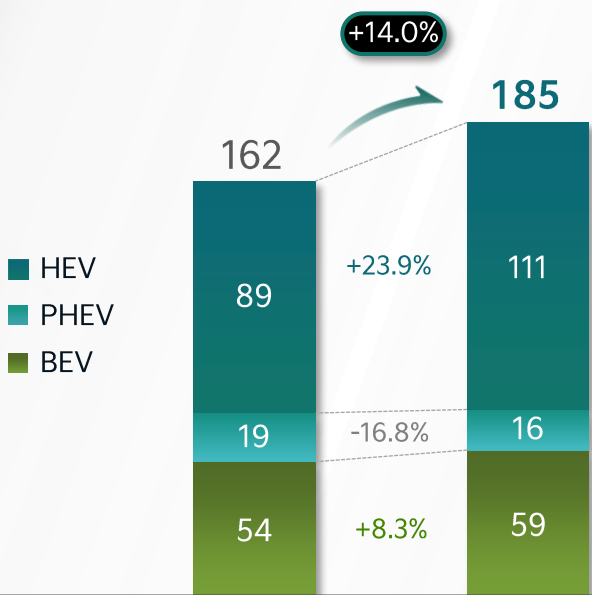
※ 1) W. Europe Industry Demand : ACEA; China/India Sales : Wholesale basis, 2) M/S & Sales Volume by Region : Excludes Special Vehicles (Total Sales Volume : Includes Special Vehicles)

Electrified Vehicle Sales



Global Retail Sales

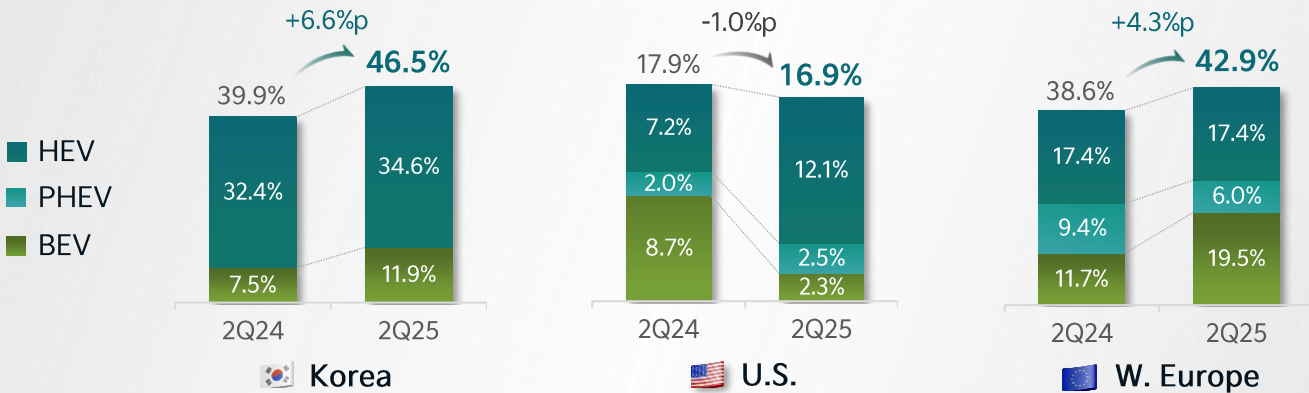
(Unit : '000, %)



Sales Mix	2Q24	2Q25
HEV	11.8%	14.0%
PHEV	2.5%	2.0%
BEV	7.1%	7.4%
xEV	21.4%	23.4%
ICE	78.6%	76.6%
Total Sales	760k units	792k units

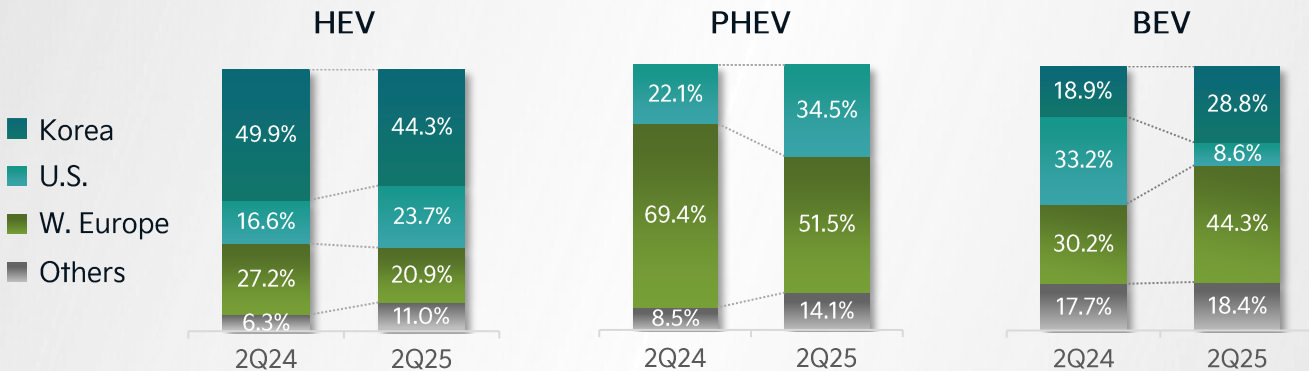
Shares of Electrified Vehicle Sales in Major Markets

(Unit : %)



Shares of Electrified Vehicle Sales by Powertrain (Major Markets)

(Unit : %)



Wholesale by Region



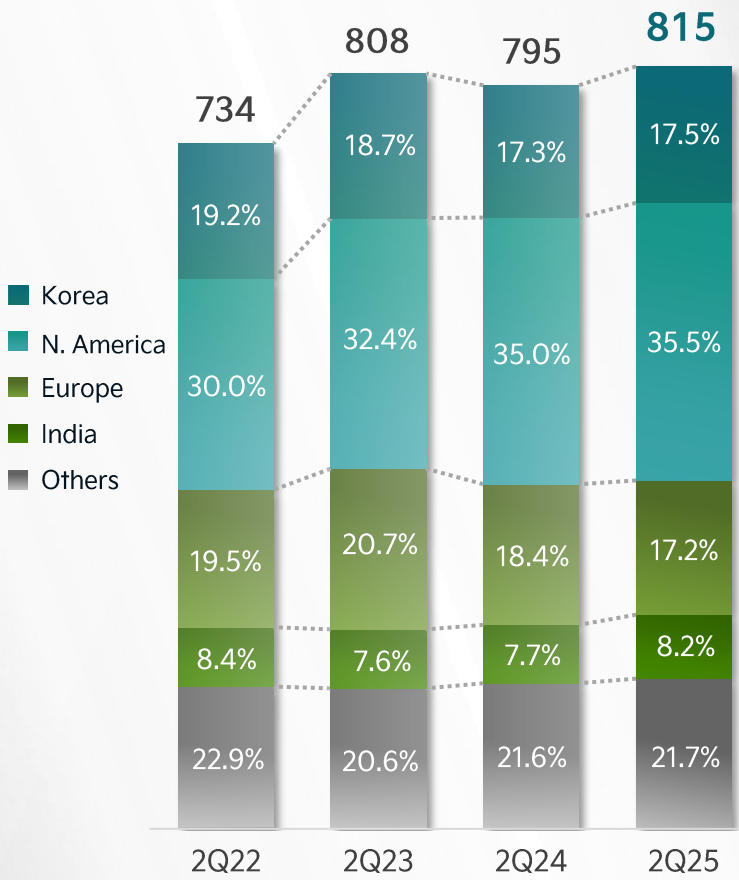
(Unit : '000)

	2Q24	2Q25	YoY (%)
Wholesale by Region	795	815	+2.5%
Korea	138	142	+3.2%
North America	278	289	+4.1%
U. S.	225	232	+3.5%
Europe	146	140	-4.5%
Western Europe	138	131	-4.8%
India	61	67	+9.5%
China	19	21	+10.9%
MEA	57	62	+9.9%
Latin America	39	39	-1.0%
Asia-Pacific	43	42	-2.0%
Russia & CIS	14	13	-11.1%

※ Special Vehicles : [2Q24] 1.3k units (Korea 0.5k, Overseas 0.8k) → [2Q25] 1.3k units (Korea 0.5k, Overseas 0.7k)

Wholesale Trend by Region

(Unit : '000, %)



Consolidated Income Statement



(Unit : ₩ Billion)

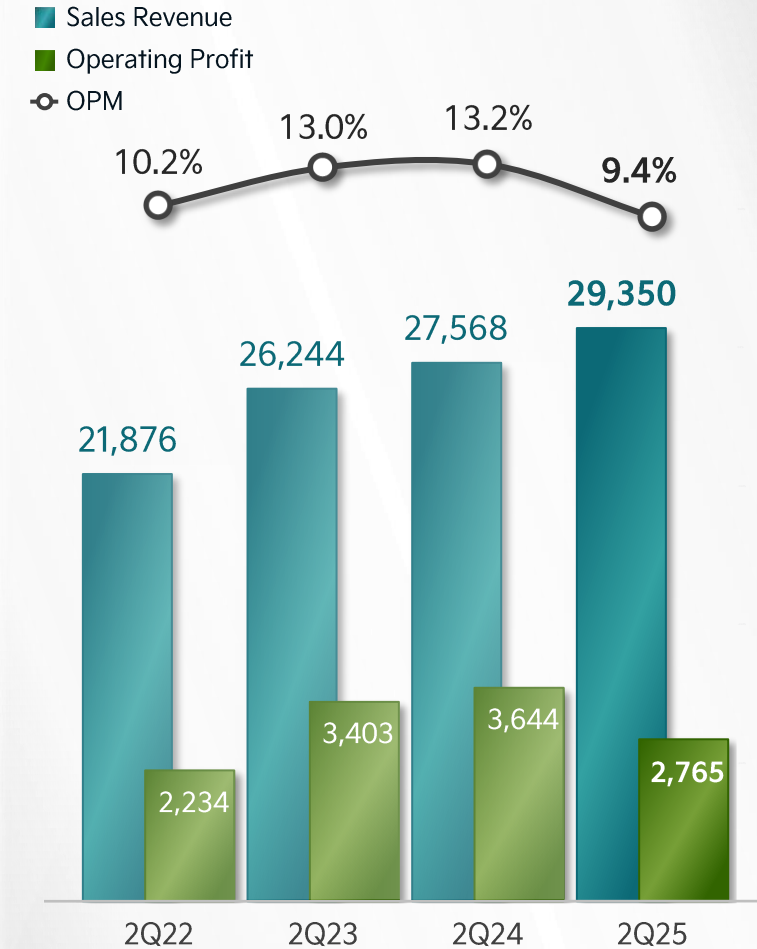
	2Q24	(% of Revenue)	2Q25	(% of Revenue)	YoY (%)
Sales Revenue	27,568	100%	29,350	100%	+6.5%
Cost of Sales	20,922	75.9%	23,474	80.0%	+12.2%
Gross Profit	6,646	24.1%	5,875	20.0%	-11.6%
SG&A	3,002	10.9%	3,111	10.6%	+3.6%
Operating Profit	3,644	13.2%	2,765	9.4%	-24.1%
Pre-tax Profit	4,040	14.7%	3,000	10.2%	-25.7%
Net Profit	2,957	10.7%	2,268	7.7%	-23.3%

※ Consolidated Sales Units : [2Q24] 759,131 units → [2Q25] 770,671 units (+11,540 units, +1.5%)

※ Average Exchange Rate : USD/KRW [2Q24] ₩1,371 → [2Q25] ₩1,404 (+ ₩ 33 ↑, +2.4%)

Operating Profit Trend

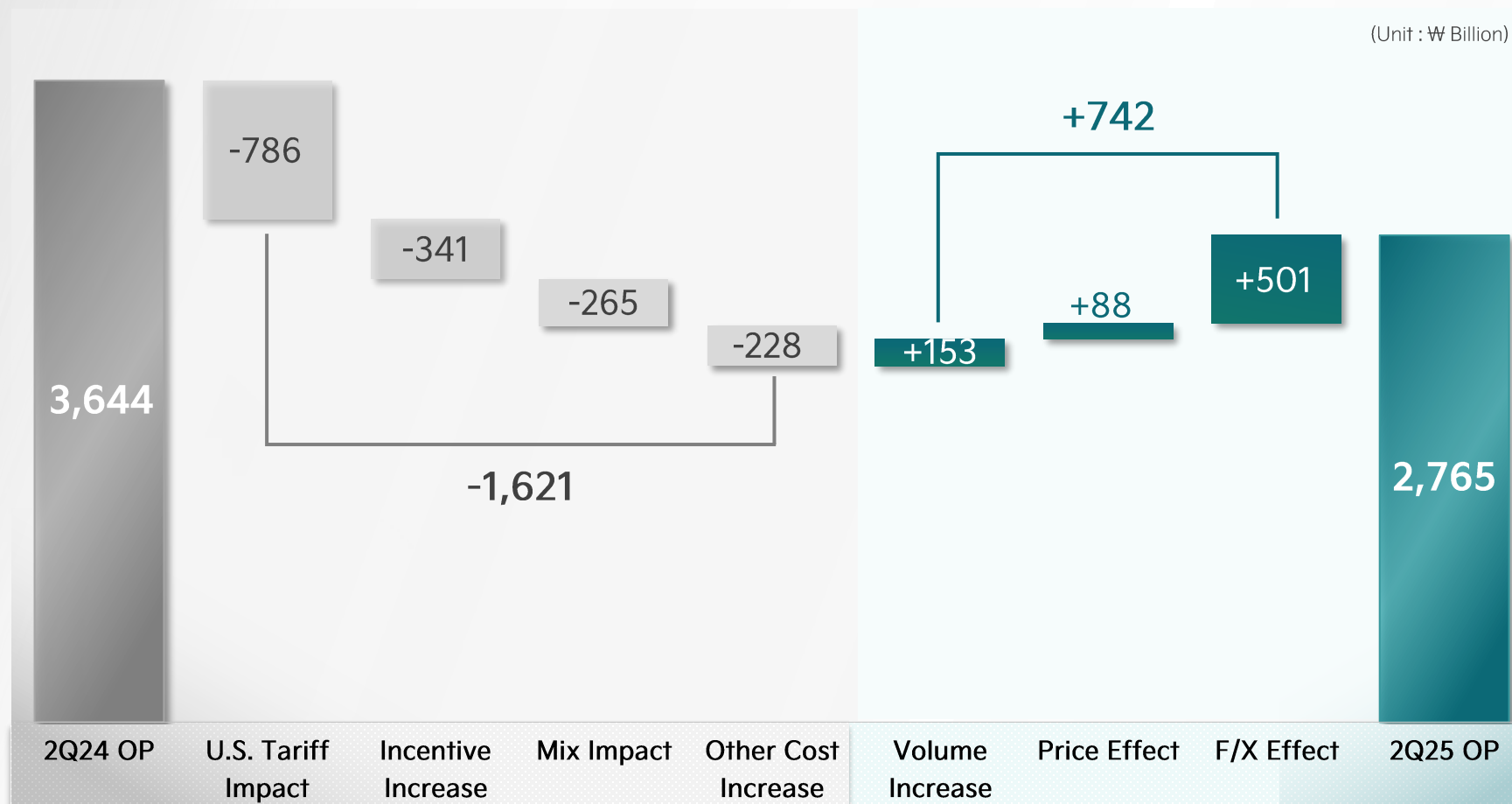
(Unit: ₩ Billion, %)



Operating Profit Analysis



-879



(+) Drivers

Volume Increase

Consolidated volume increased by +1.5%, driven by strong demand for xEVs

Price Effect

Enhanced product value through safety and convenience features

F/X Effect

[USD/KRW] +2.4%, [EUR/KRW] +7.7%

(-) Detractors

U.S. Tariff Impact

25% tariff on imported vehicles & parts

Incentive Increase

Intensified competition as industry normalizes

Mix Impact

RV Mix : 70.2% → 69.3% (-0.9%p)
Decline in BEV profitability and mix in N.A.

Other Cost Increase

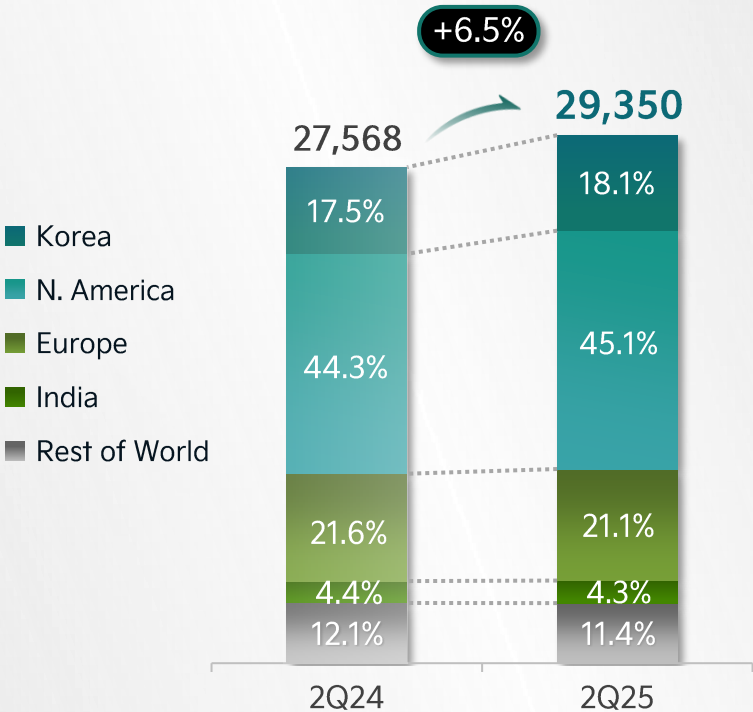
Increase in SG&A expense (R&D, marketing, etc.)

Revenue Analysis



Revenue by Region

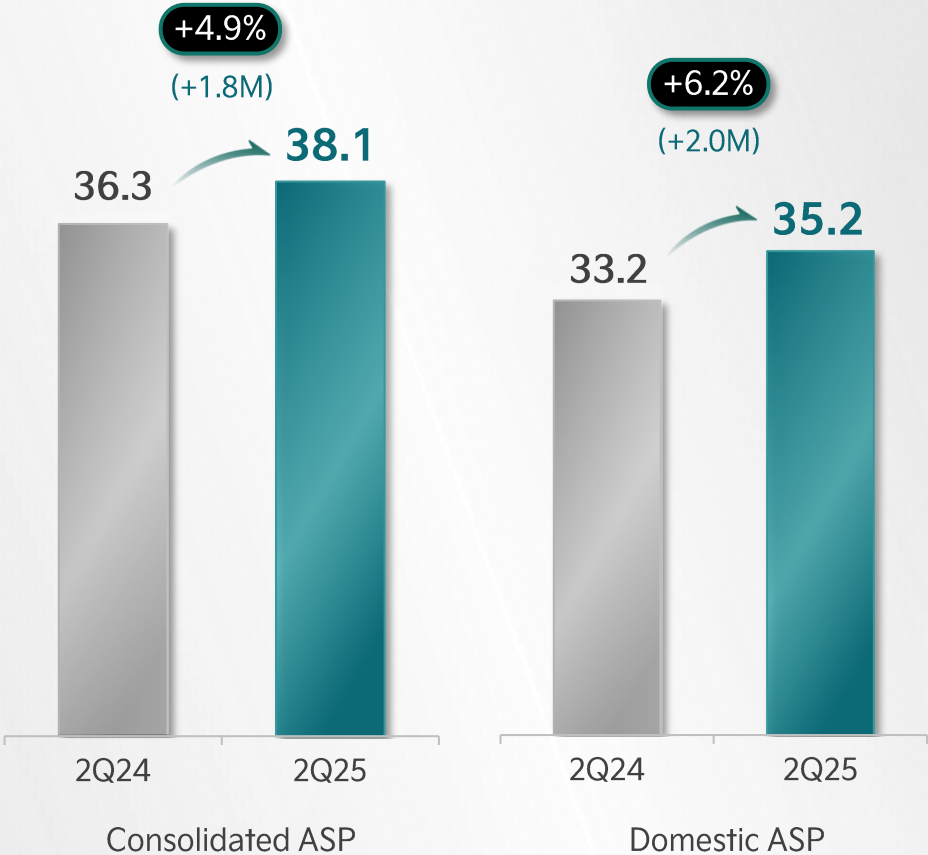
(Unit : ₩ Billion)



* 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

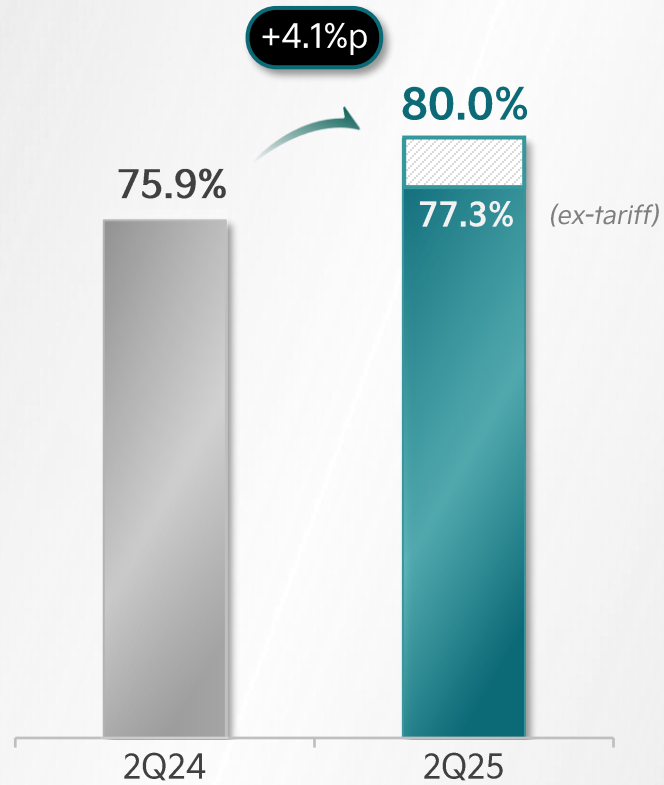
(Unit : ₩ Million)





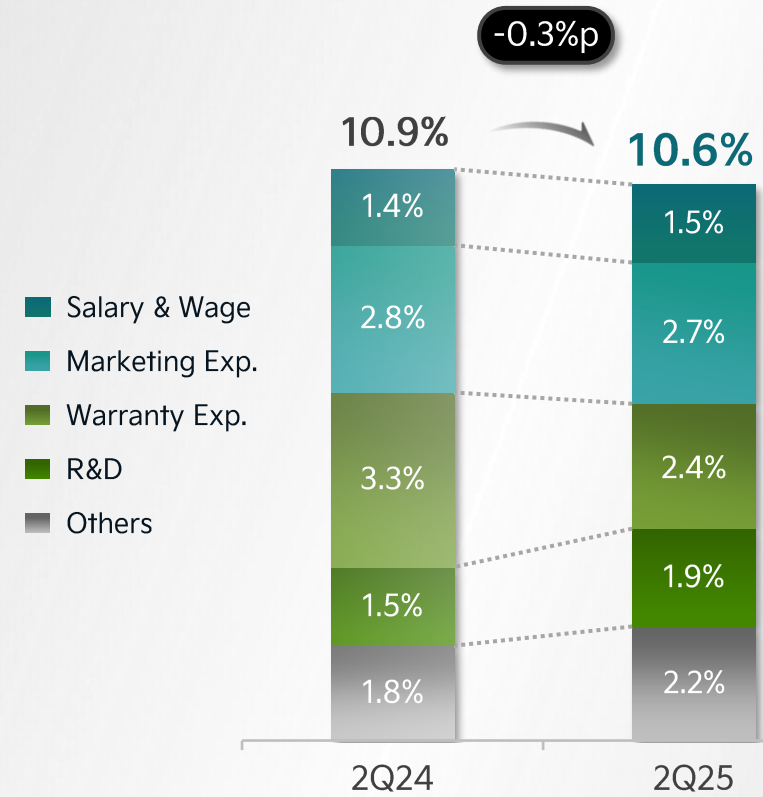
Cost of Sales Ratio

(% of Revenue)



SG&A Expense

(% of Revenue)



※ Marketing Expenses :

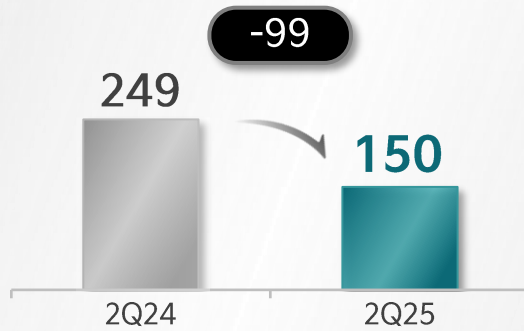
Advertising + Sales Promotion + Overseas Marketing + Sales Commission

Non-Operating Income



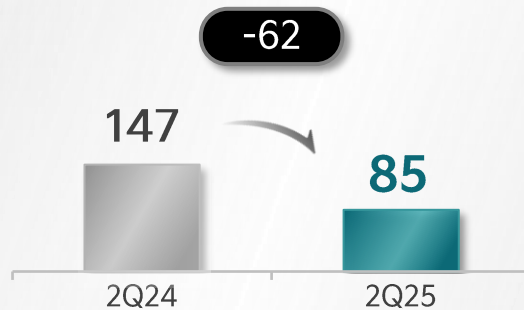
Equity Income (a)

(Unit : ₩ Billion)



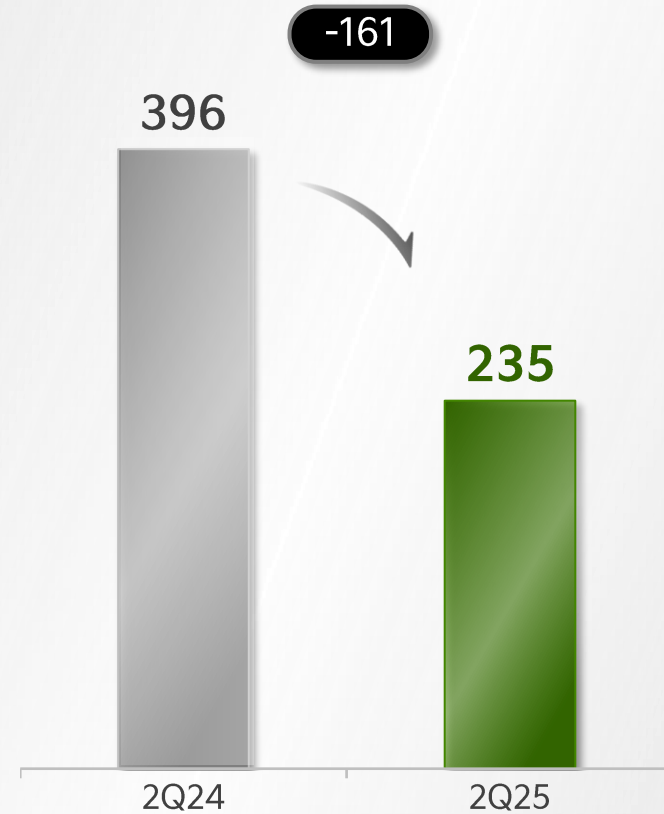
Financial & Other Income / Expense (b)

(Unit : ₩ Billion)



Non-OP Income (a+b)

(Unit : ₩ Billion)



Consolidated Balance Sheet



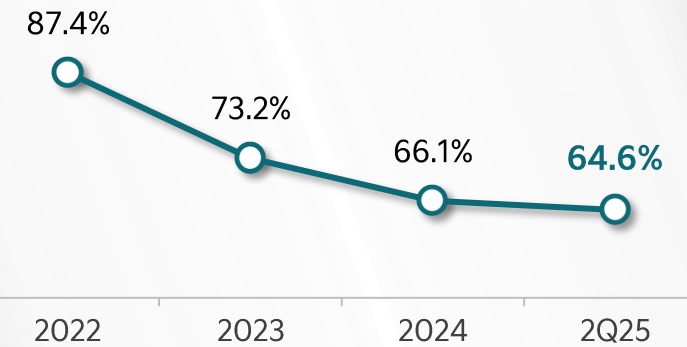
(Unit : ₩ Billion)

	2024 Year-End	2Q25-End	Change
Assets	92,756	93,662	+906
Current Assets	41,797	41,271	-526
* Cash (a)	21,976	20,082	-1,894
Liabilities (b)	36,916	36,752	-164
Current Liabilities	26,977	27,473	+496
Debt (c)	3,234	2,242	-992
* Net Cash (a)-(c)	18,741	17,840	-901
Equity (d)	55,840	56,911	+1,070
Liabilities to Equity Ratio (b)/(d)	66.1%	64.6%	-1.5%p

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

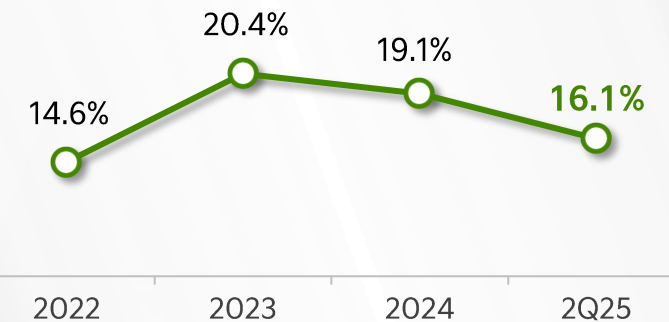
Liabilities to Equity Ratio

(Unit : %)



Return on Equity (ROE)

(Unit : %)



APPENDIX

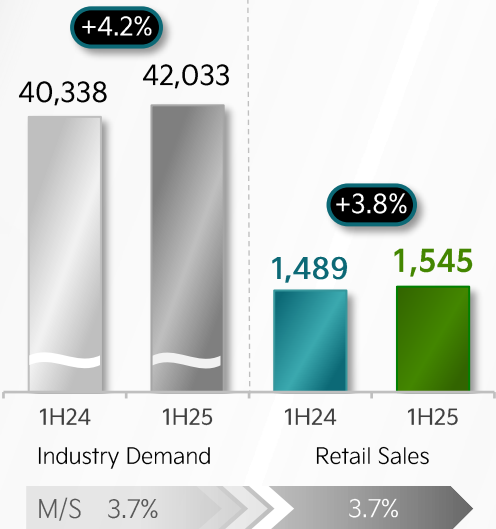
- 01 **Global Retail Sales (1H)**
- 02 **Consolidated Income Statement (1H)**
- 03 **Cash Flow Highlights**
- 04 **Sales Performance by Market**
(Korea, U.S., Europe, India, China)
- 05 **Global Market Share Trend**

Global Retail Sales (1H)

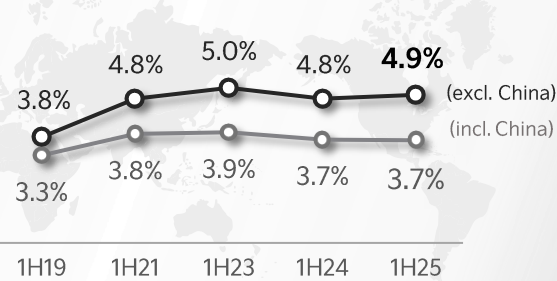


Global

(Unit : '000, %)

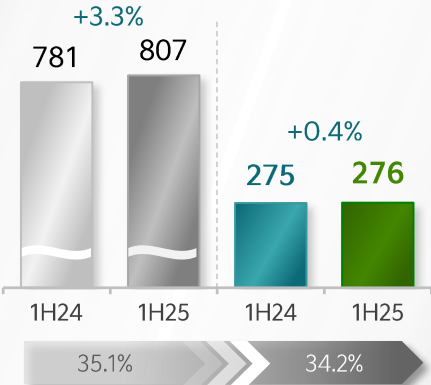


Global M/S Trend



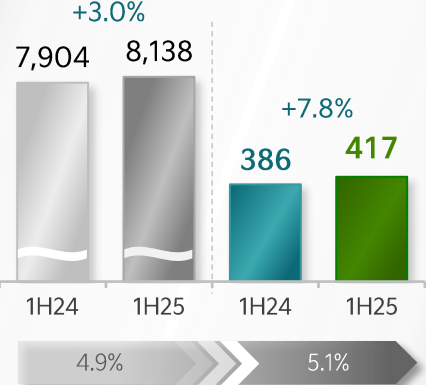
Korea

(Unit : '000, %)



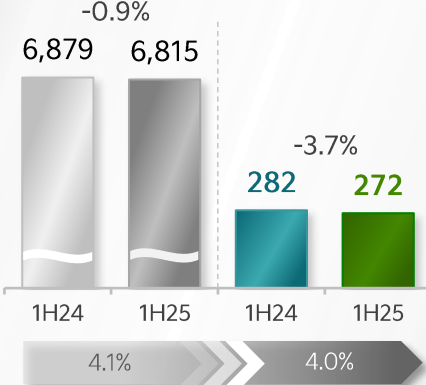
U.S.

(Unit : '000, %)



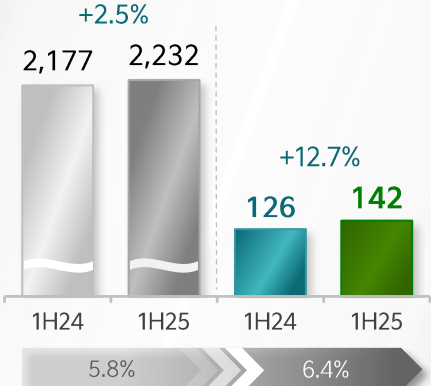
W. Europe

(Unit : '000, %)



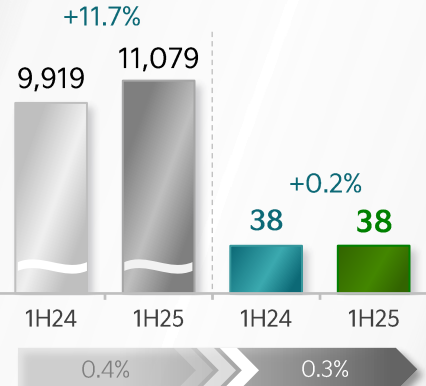
India

(Unit : '000, %)



China

(Unit : '000, %)



Rest of World

		1H24	1H25	YoY(%)
MEA	Demand	1,584	1,713	+8.2%
	Sales	109	118	+8.7%
Latin America	Demand	1,900	2,107	+10.9%
	Sales	68	69	+1.9%
Asia Pacific	Demand	2,432	2,387	-1.8%
	Sales	78	80	+2.6%
Russia & CIS	Demand	878	753	-14.3%
	Sales	24	23	-5.8%

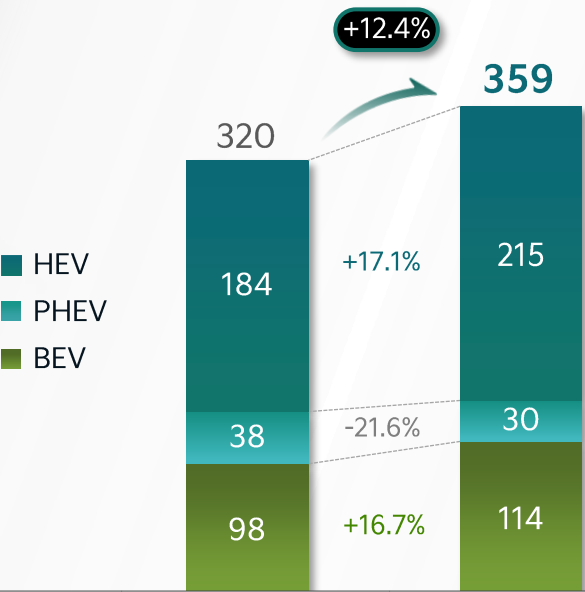
※ 1) W. Europe Industry Demand : ACEA; China/India Sales : Wholesale basis, 2) M/S & Sales Volume by Region : Excludes Special Vehicles (Total Sales Volume : Includes Special Vehicles)

Electrified Vehicle Sales (1H)



Global Retail Sales

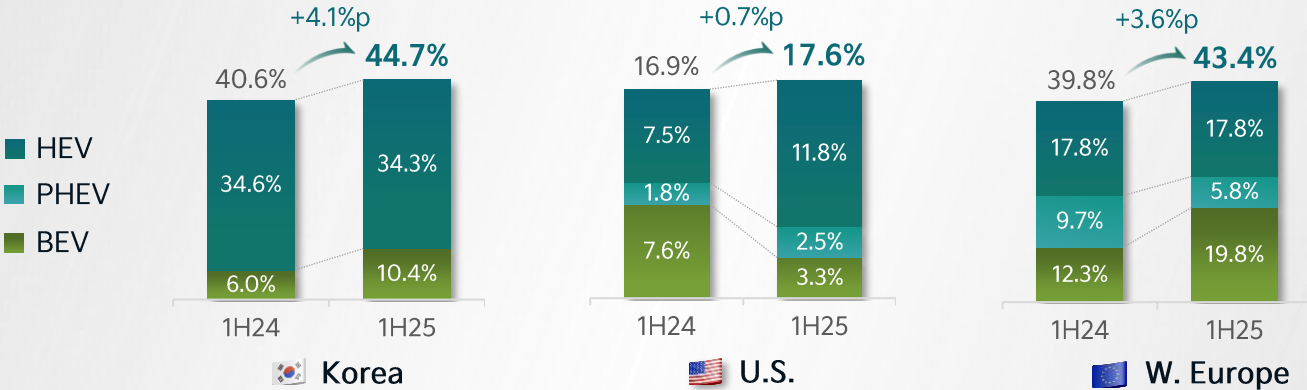
(Unit : '000, %)



Sales Mix	1H24	1H25
HEV	12.3%	13.9%
PHEV	2.6%	1.9%
BEV	6.6%	7.4%
xEV	21.5%	23.3%
ICE	78.5%	76.7%
Total Sales	1,489k units	1,545k units

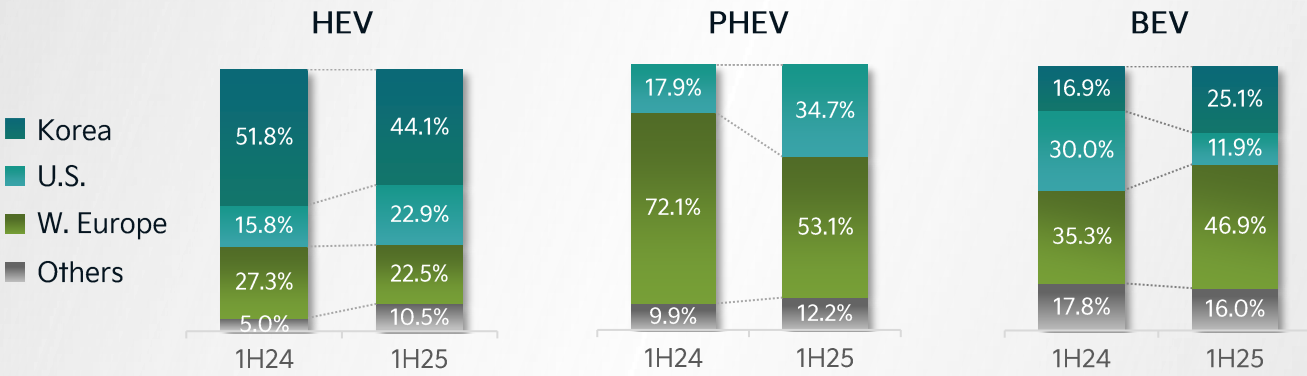
Shares of Electrified Vehicle Sales in Major Markets

(Unit : '000, %)



Shares of Electrified Vehicle Sales by Powertrain (Major Markets)

(Unit : '000, %)



Consolidated Income Statement (1H)



(Unit : ₩ Billion)

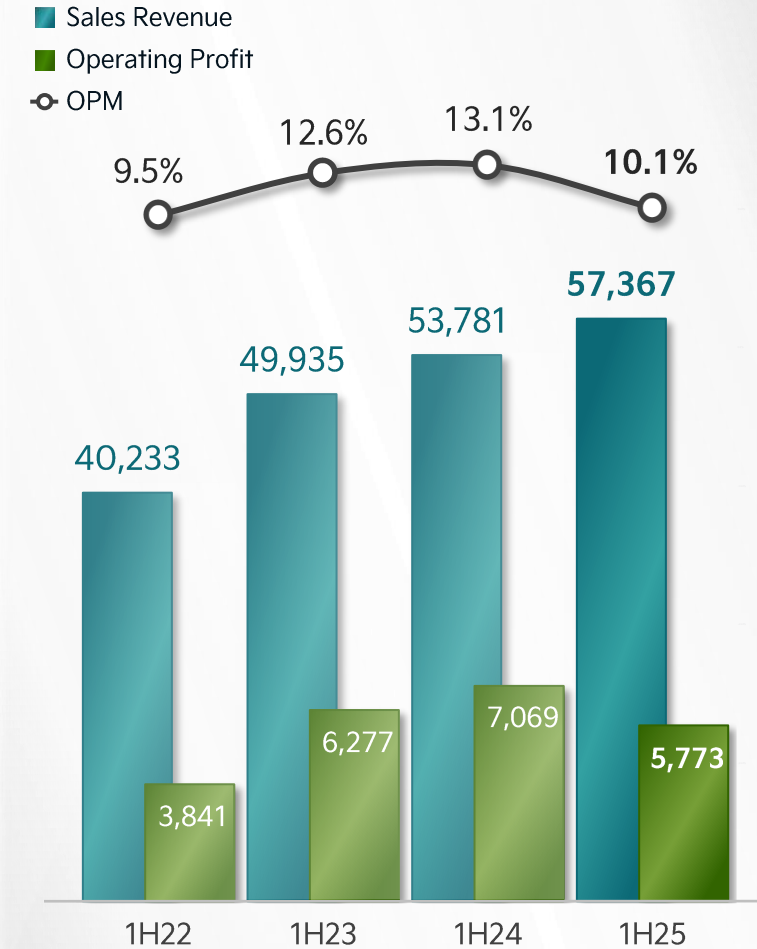
	1H24	(% of Revenue)	1H25	(% of Revenue)	YoY (%)
Sales Revenue	53,781	100%	57,367	100%	+6.7%
Cost of Sales	40,899	76.0%	45,411	79.2%	+11.0%
Gross Profit	12,882	24.0%	11,956	20.8%	-7.2%
SG&A	5,812	10.8%	6,183	10.8%	+6.4%
Operating Profit	7,069	13.1%	5,773	10.1%	-18.3%
Pre-tax Profit	7,824	14.5%	6,244	10.9%	-20.2%
Net Profit	5,766	10.7%	4,661	8.1%	-19.2%

※ Consolidated Sales Units : [1H24] 1,484,559 units → [1H25] 1,507,555 units (+22,996 units, +1.5%)

※ Average Exchange Rate : USD/KRW [1H24] ₩1,350 → [1H25] ₩1,428 (+₩78 ↑, +5.8%)

Operating Profit Trend

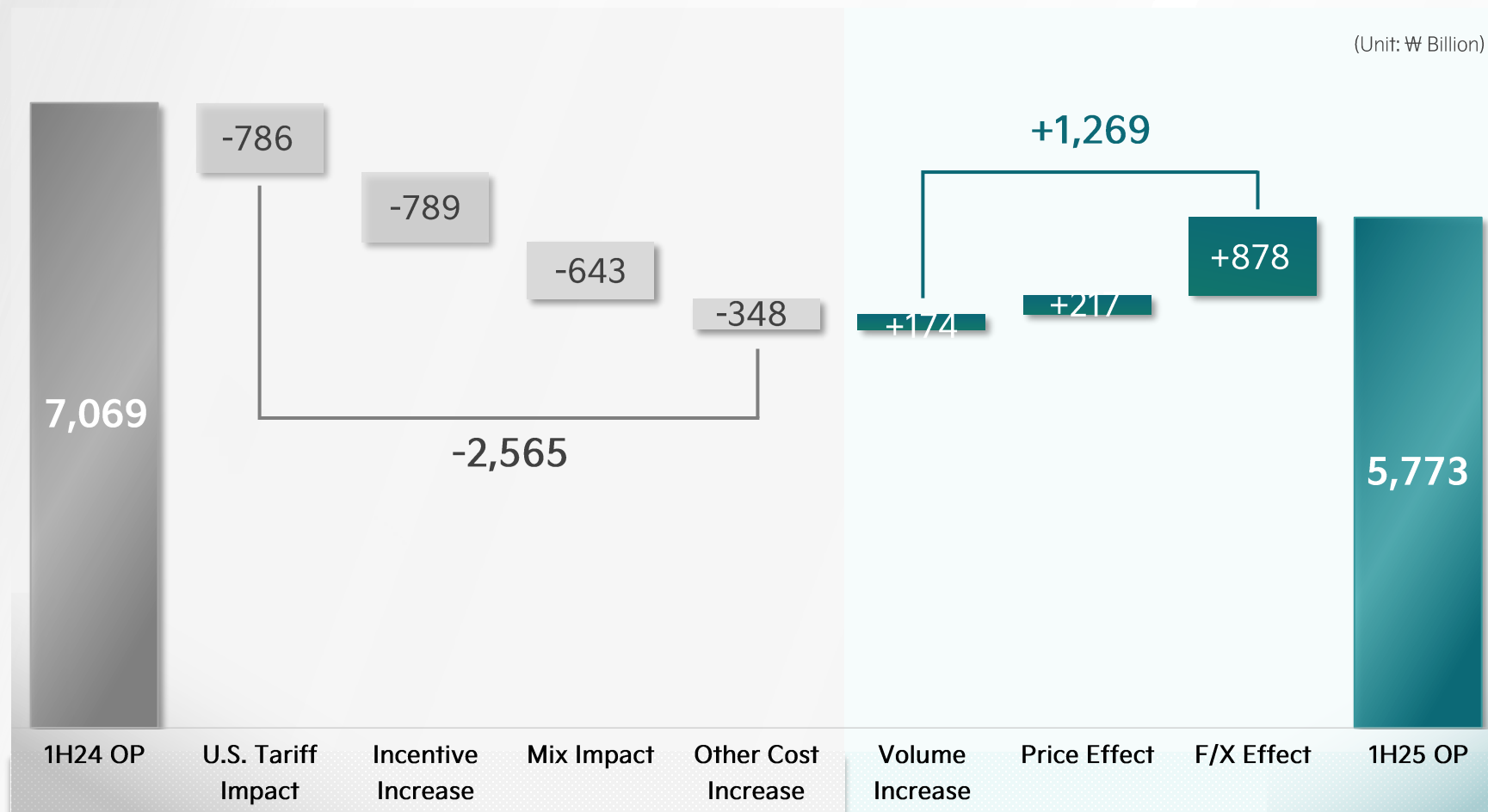
(Unit: ₩ Billion, %)



Operating Profit Analysis (1H)



-1,296



(+) Drivers

Volume Increase

Consolidated volume increased by +1.5%, driven by strong demand for xEVs

Price Effect

Enhanced product value through safety and convenience features

F/X Effect

[USD/KRW] +5.8%, [EUR/KRW] +6.9%

(-) Detractors

U.S. Tariff Impact

25% tariff on imported vehicles & parts

Incentive Increase

Intensified competition as industry normalizes

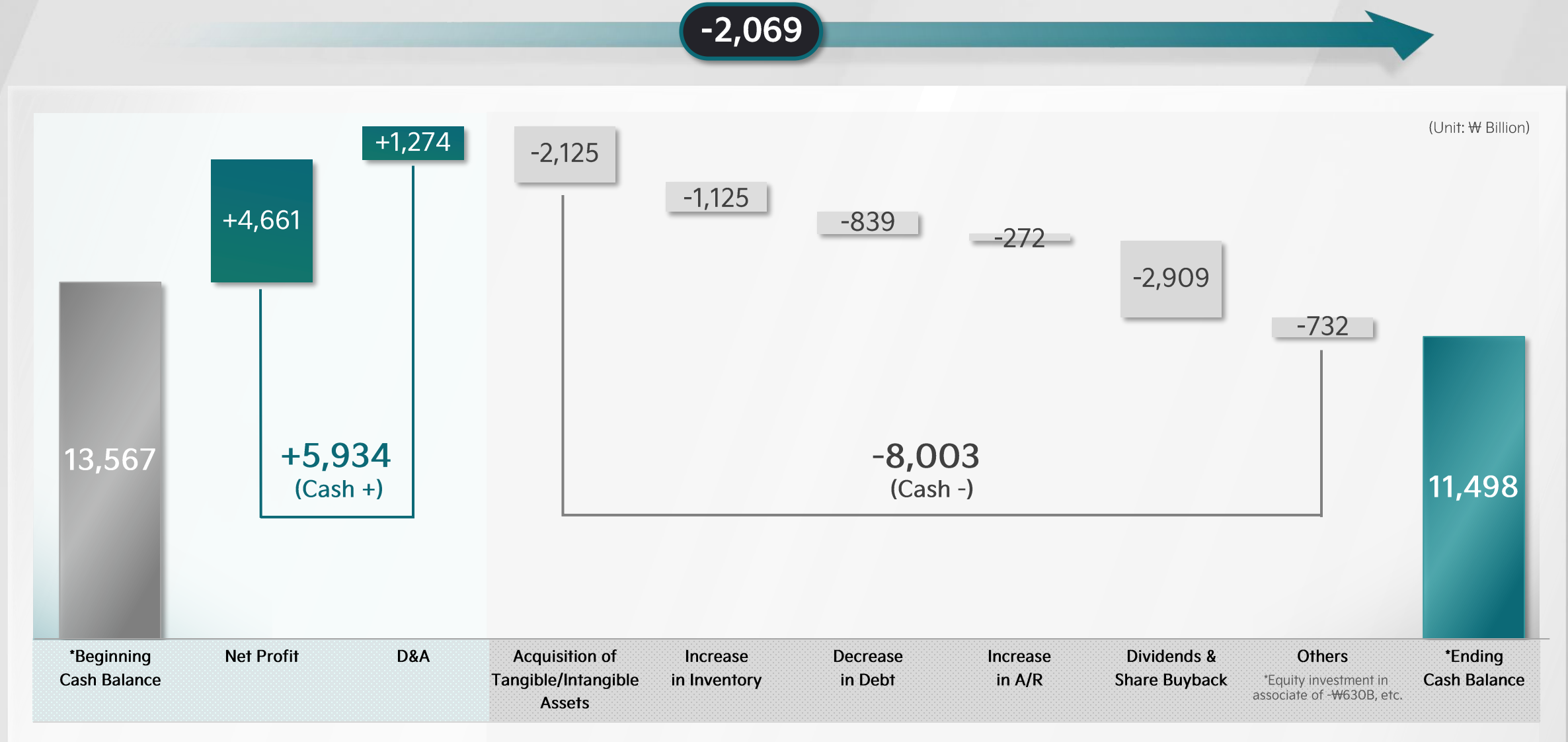
Mix Impact

RV Mix : 70.4% → 70.1% (-0.3%p)
Decline in BEV profitability and mix in N.A.

Other Cost Increase

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

Cash Flow Highlights

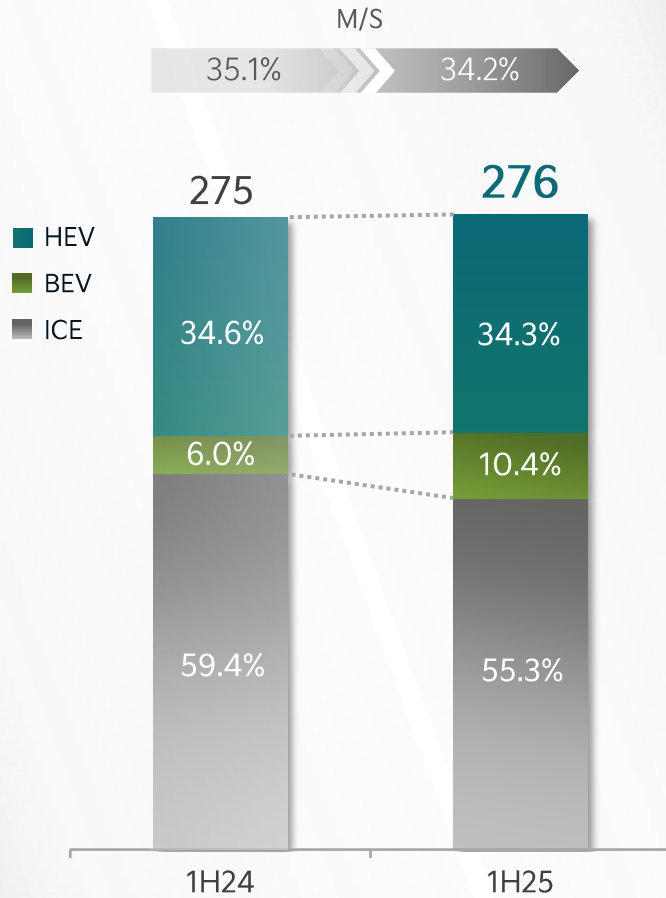


※ Beginning / ending cash balance excludes ST financial instruments, etc.



Sales & Market Share

(Unit : '000, %)



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

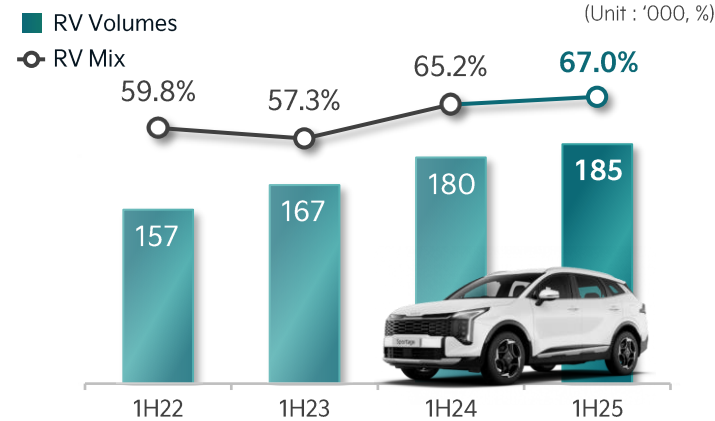
Sales Summary

Industry +3.3%

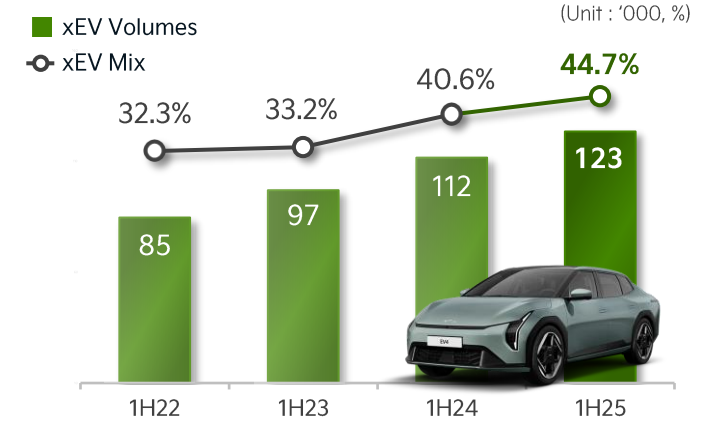
[YoY]

Kia +0.4%

RV Sales Trend



xEV Sales Trend



1H25 Results

- Despite volume decline from K3 (compact sedan) discontinuation, **strong sales of high-margin RVs** (Sorento, Sportage)
- Strong sales of volume BEV models, **EV3/EV4 secured the No.1 position in local BEV sales and M/S (31.1%)**
 - **RV** : [1H24] 65.2% → [1H25] 67.0% (+1.8%p YoY) / **BEV** : [1H24] 6.0% → [1H25] 10.4% (+4.4%p YoY)
- **ASP growth** : [1H24] ₩33.1M → [1H25] ₩34.9M (+5.4% YoY)

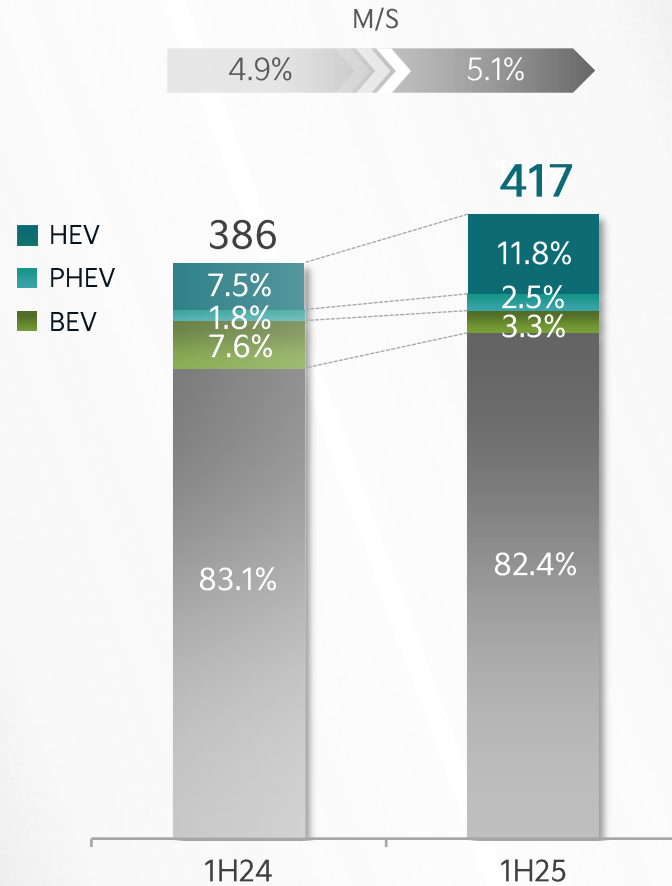
2H25 Initiatives

- **Target 57% xEV mix** by sustaining momentum from volume BEV launches and stable supply of key HEVs
- **Target 20% BEV mix** through full BEV line-up expansion with the launch of EV5(C-SUV), PV5(Mid-PBV)
- **Target 37% HEV mix** by fulfilling strong backorders for key models such as Sorento and Carnival
- **Entering new segments and generating B2B demand** through sales of first pickup (Tasman) and launch of PBV (PV5)

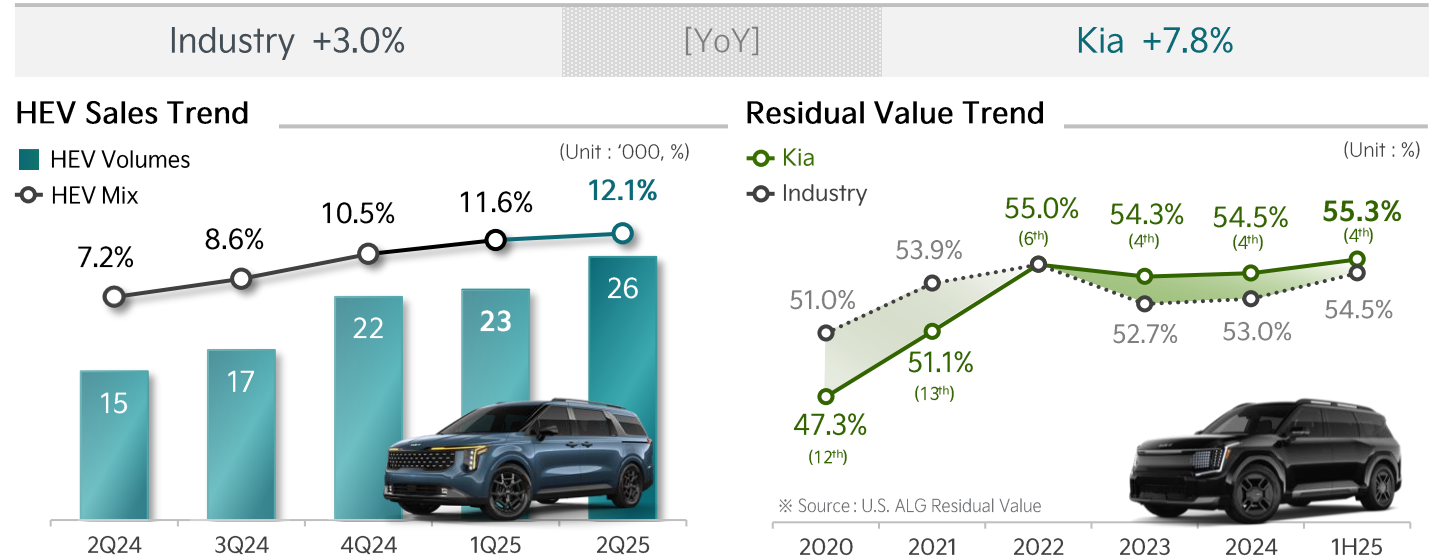


Sales & Market Share

(Unit : '000, %)



Sales Summary



1H25 Results

- HEV sales reached 49k(+70.0% YoY), driven by expanded HEV P/T supply and strong Carnival HEV performance
 - In a market with few OEMs supplying HEVs, HEV mix rose to **11.8% (+4.3%p YoY)**, contributing to ASP growth
- Maintained top-tier industry standing through improved brand perception and higher residual value, driven by efficient incentive spending based on strong product competitiveness
 - [2021] 51.1%(13th) → [2022] 55.0%(6th) → [2023] 54.3%(4th) → [2024] 54.5%(4th) → [1H25] 55.3%(4th)

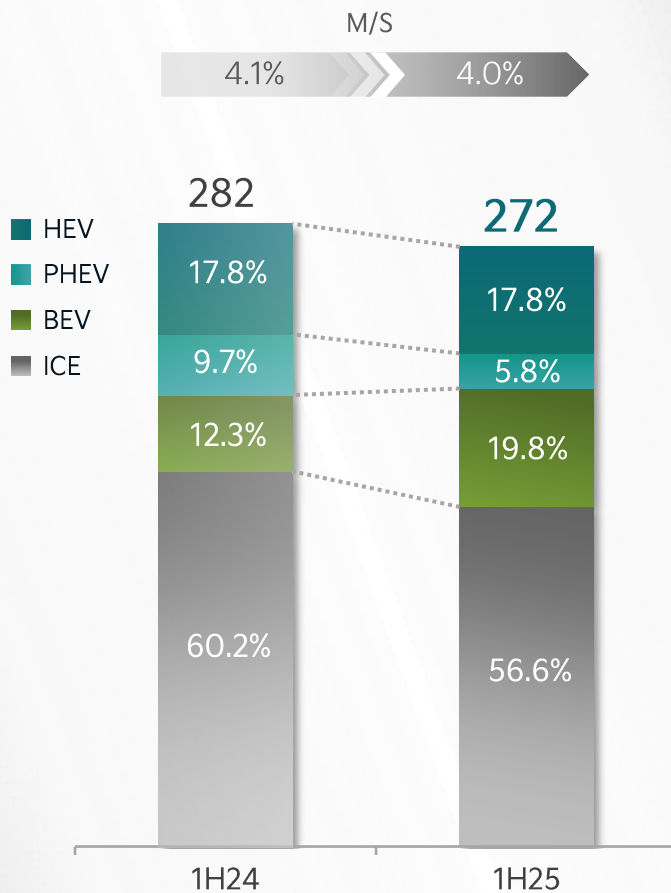
2H25 Initiatives

- Driven by robust HEV demand, expand HEV supply to support solid profitability and ASP growth momentum
 - Target **+100% YoY HEV volume growth** by increasing the supply of key HEV models, Sportage, Carnival, etc.
- Leverage flexible prod. system for agile ICE↔EV shift in response to market demand and regulatory changes



Sales & Market Share

(Unit : '000, %)



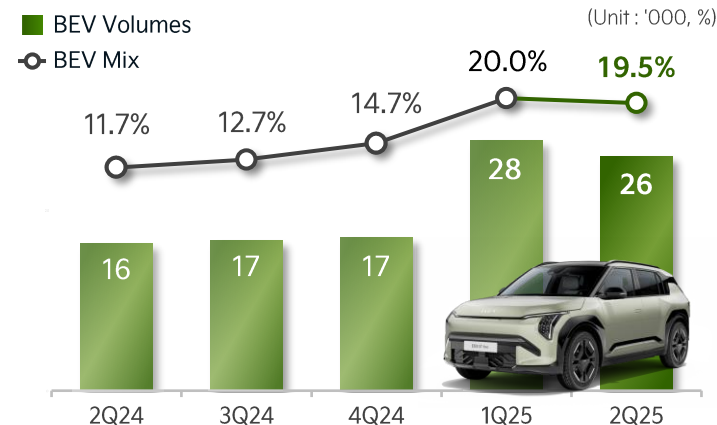
Sales Summary

Industry -0.9%

[YoY]

Kia -3.7%

BEV Sales Trend



The new EV4 (5DR)

Launch : 3Q25

Battery : 81.4kWh (Extended Range)

AER : 590km (WLTP)

Fast Charging : 31min (10-80%)



USP (Unique Selling Points)

- ① Best-in-class AER, ② Spacious cabin (400L cargo capacity), ③ Advanced features (ADAS F+, dual wireless charging console)

1H25 Results

- BEV sales reached **53.7k(+55.1% YoY)**, with BEV mix at **19.5%**, driven by launch of volume BEV model EV3
- EV3 : Early success in Europe in 1H25 with **34.3k** sold, backed by strong pricing and advanced features
- Despite Ceed PHEV phase-out reducing PHEV volume, **strong EV/HEV demand drove xEV mix to 43.4%**
- Ceed PHEV : [1H24] 7.8k units → [1H25] 1.9k units (-76.0%, YoY)

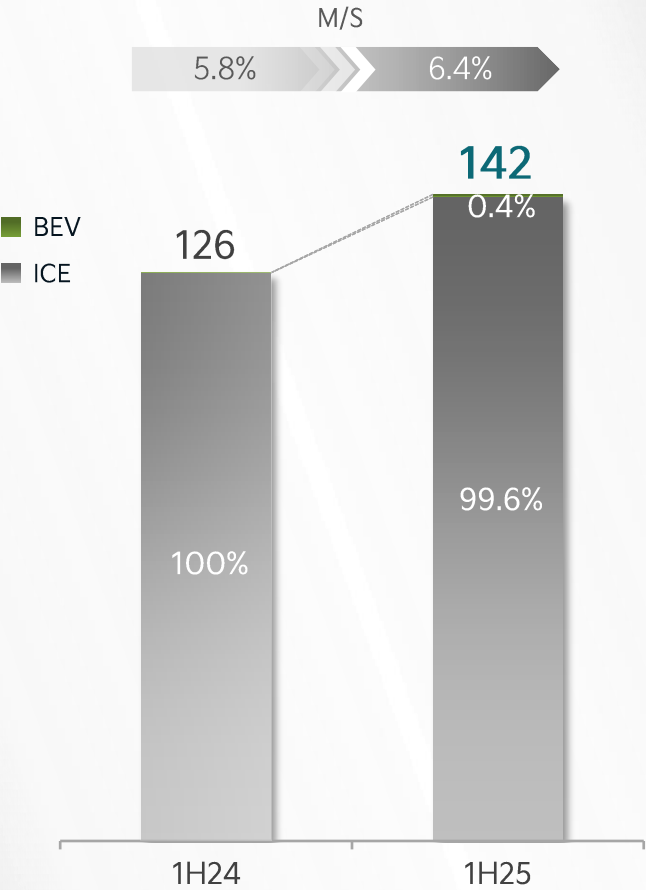
2H25 Initiatives

- Target **28% BEV** mix by launching volume BEVs priced for the early majority, addressing CO₂ regulations
- Strengthen BEV brand perception through launch of volume BEVs and PBV, including EV4, EV5, and PV5
- Target **52% xEV** mix by capturing robust HEV demand in a market dominated by a few HEV-supplying OEMs



Sales & Market Share

(Unit : '000, %)



※ M/S : Wholesale

Sales Summary

Industry +2.5%

[YoY]

Kia +12.7%

The new Carens Clavis EV

Launch : 3Q25

Battery : 51.4kWh (Extended Range)

AER : 490km (ARAI MIDC-Full)

Fast Charging : 39min (10-80%)

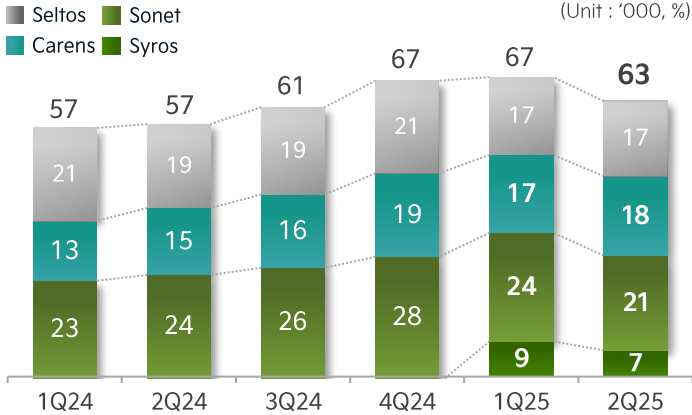


ADAS Level 2 (with 20 features)



7-seater family MPV

Key RV Sales Trend (Retail)



1H25 Results

- Syros launch in high-demand A-SUV segment, with ADAS/OTA features, drove a +0.6%p M/S increase
- Solid retail sales growth of +14.4% YoY, driven by high-demand RV models with customer-preferred features
 - Entering a new model cycle, the launch of Syros and Carens PE(+24.1% YoY) led retail volume growth
- +70 new dealerships (Total : 515 as of 1H25) strengthened sales and service network, expanding market coverage

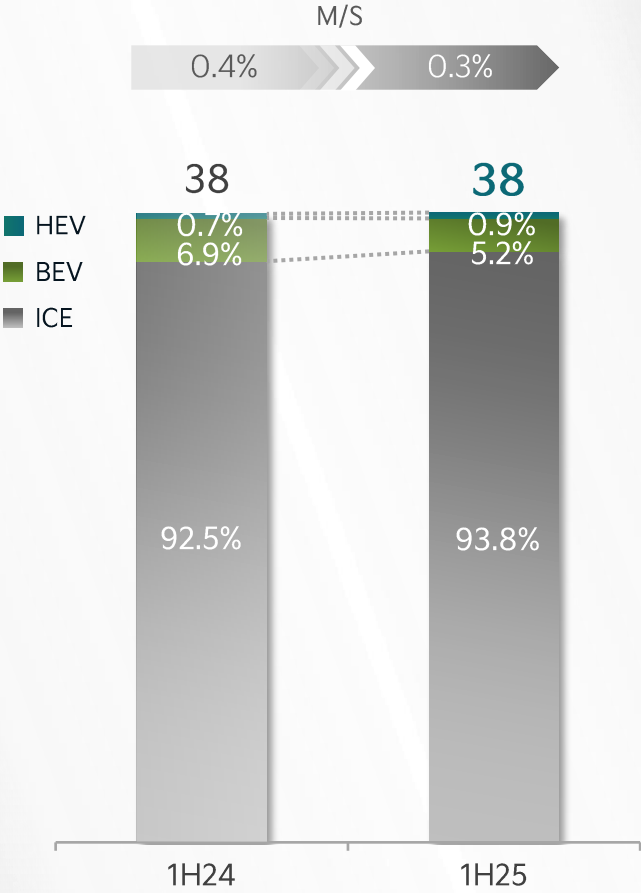
2H25 Initiatives

- Enhance BEV brand perception through launch of 7-seater MPV Carens Clavis EV, a market-specific model
 - Up to 490km AER and 39-minute fast charging(10-80%) with a 51.4kWh NCM extended-range battery
- Increase M/S by securing 300k unit annual sales capacity through establishment of 530 dealership by 2H25



Sales & Market Share

(Unit : '000, %)



※ M/S : Wholesale

Sales Summary

Industry +11.7%

[YoY]

Kia +0.2%

KCN-Produced Models

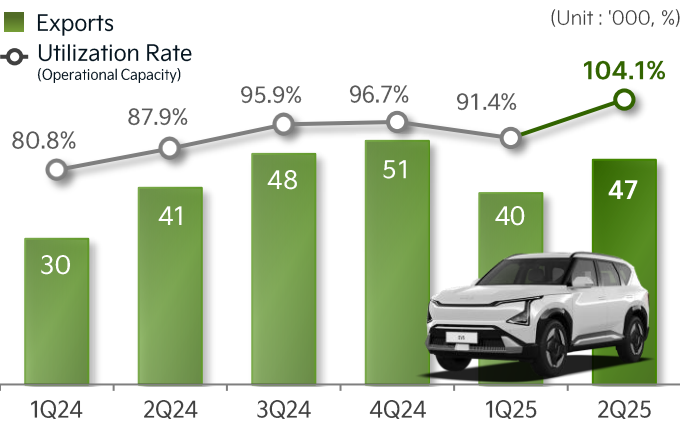
Line-up Expansion (7 models in total after 2024)



Expansion of Local / Export Models (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



1H25 Results

- Despite intensifying NEV price competition in the local market, **stable sales volumes were maintained by strengthening the product competitiveness of key RV models**, leveraging proven ICE technology
- Responded to market demand in a timely supply of Sportage SAM and promotional support for KX1
- **Higher utilization led to increased operating leverage, supporting margin gains and volume growth in EM**
- KCN export volumes : [1H24] 71.4k units → [1H25] 86.8k units **(+21.5% YoY)**

2H25 Initiatives

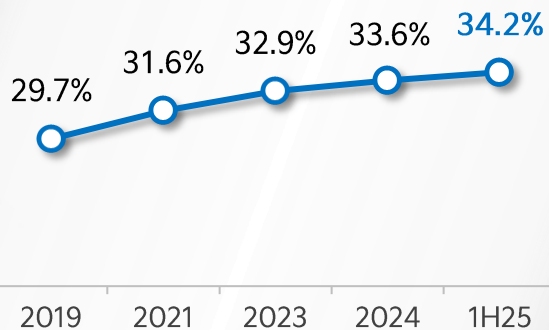
- Strengthen product competitiveness of high-demand RV models, including **Seltos SAM and EV5 GT-line**
- **Improve KCN profitability through higher export volumes, increasing UPH and lowering fixed cost per unit**
- Expand export models and markets → **[Middle East & Africa] 41.2%, [Latin America] 29.7%** (as of 1H25)

Global Market Share Trend



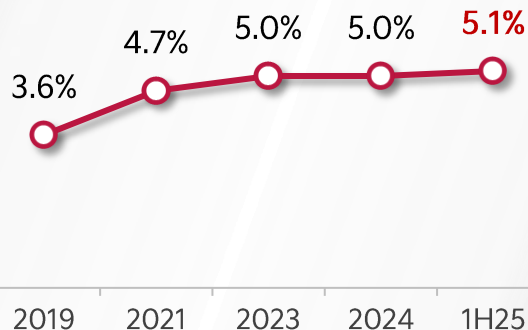
Korea

(Unit: %)



U.S.

(Unit: %)



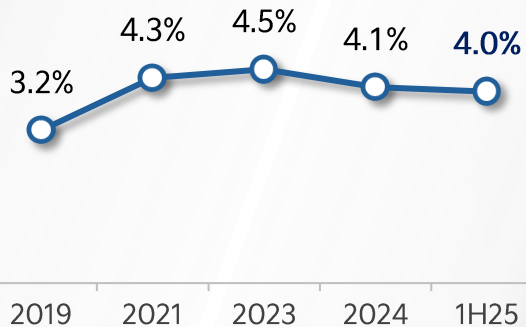
(Unit: %)

	2019	2021	2023	2024	1H25
MEA	5.7%	6.5%	6.3%	6.5%	6.9%
Latin America	3.0%	3.0%	3.4%	3.4%	3.3%
Asia Pacific	2.6%	3.5%	3.2%	3.4%	3.3%
Russia & CIS	11.8%	11.4%	3.7%	2.4%	3.0%



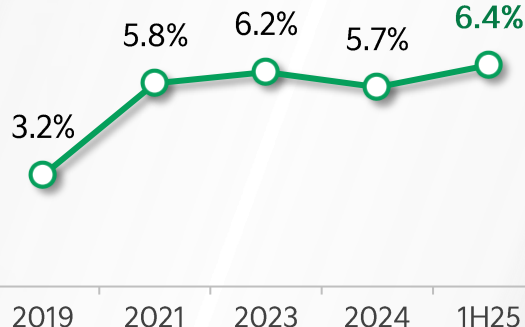
W. Europe

(Unit: %)



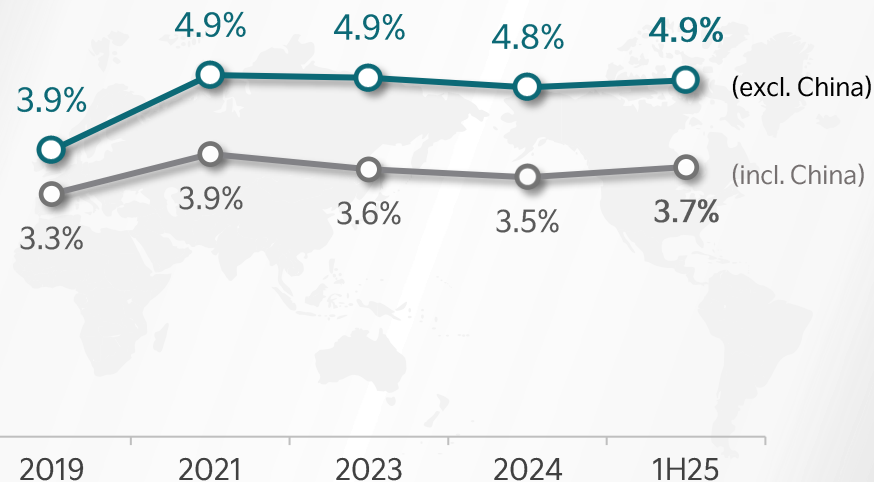
India

(Unit: %)



Global

(Unit: %)



Thank you.

