

Korea Internet

Naver Corporation

Rating

Outperform

Price Target

 **035420.KS**

330,000 KRW (290,000 OLD)



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Korea Internet & Naver: Thank you, Jensen; Naver PT to 330K

Naver's bold reinvention. Naver is pursuing the most ambitious transformation in its history, pivoting toward a B2B AI factory model. The strategy centers on leveraging its search and cloud software strengths to run high-utilization GPU data centers and capture Asia's accelerating AI compute demand. Management is targeting 40-50 trillion won in group revenue within five years, with roughly 20 trillion won expected from new AI factory and AI-driven businesses. At scale, the AI factory alone is expected to deliver margins of about 20%.

AI factory: from zero to 1GW. Naver is accelerating its AI buildout, targeting 100MW by end-2027 and doubling to ~200MW in 2028 via leased capacity in Korea. Over the next five years, it aims to scale to 1GW through a mix of 200MW secured leases, 200MW at its Sejong data center, another 200MW of new leases, and ~300MW of greenfield projects.

Capital structure and external funding. Management estimates 1GW of AI factory capacity will require 40-60 billion USD of total capex, broadly in line with global benchmarks where GPU costs are the dominant component. Naver plans to inject 1 billion USD of equity funded by internal cash flow into a special purpose vehicle for the initial 200MW phase, match that with 1 billion USD from a strategic partner, and raise the remaining funding from PE and debt investors, with the debt largely off Naver's own balance sheet.

Customer visibility and margin ambition. Naver says a potential anchor customer is already in sight, and a single client could fully absorb the first 200MW phase by 2028 and is willing to take more capacity if available. Management argues that securing long-term, large-scale contracts for the initial 200MW will effectively lock in 20% margins or better for the AI factory, a level it says is higher than Naver's current group margin.

Why NVIDIA is partnering with Naver. Naver is positioning itself as NVIDIA's key AI-native cloud partner outside the US. For NVIDIA, the partnership offers a strong non-US ally with deep software and search capabilities that can inform chip and data center innovation. For Naver, the upside lies in privileged access to cutting-edge GPUs and NVIDIA's Cosmos platform, enabling joint development across AI models, physical AI, and sovereign AI solutions.

Investment Implications

We have Outperform rating on Naver.

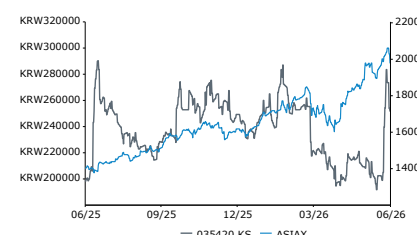
	F25A	F26E	F27E
035420.KS (KRW)	13,065	14,089	15,745
OLD	--	14,072	15,396

Financials	F25A	F26E	F27E	CAGR
Net Earnings (M)	1,953*	2,108*	2,355*	9.8%
Operating Earnings (M)	2,208*	2,242*	2,613*	8.8%
Revenues (M)	12,035*	13,537*	16,071*	15.6%

*Values shown in billions; Source: Bloomberg, Bernstein estimates and analysis.

Close Date	8 Jun 2026			
035420.KS Close Price (KRW)	288,500			
Price Target (KRW)	330,000			
Upside/(Downside)	14%			
52-Week Range	307,000/190,800			
ASIAX	1,975.13			
FYE	Dec			
Div Yield	0.9%			
Market Cap (KRW) (B)	45,258.08			
EV (KRW) (B)	42,634.91			
Performance	YTD	1M	6M	12M
Absolute (%)	18.5	33.3	15.6	50.9
ASIAX (%)	20.8	0.8	22.1	42.1
Relative (%)	(2.3)	32.5	(6.5)	8.8
Source: Bloomberg, Bernstein estimates and analysis.				

Price Performance, 1YR



DETAILS

Investment Implications

We raise our PT for Naver to 330K, driven by a 2-7% uplift in 2027-2029 EPS and a higher target multiple of 20x (from 18x), reflecting a stronger earnings growth profile.

Incorporating management's guidance of an incremental KRW20tn revenue opportunity by 2031-2032, we lift 2027-2028 revenue estimates by 6-19% to reflect the AI data centre build-out. With partners secured for the initial 200MW capacity over the first two years, revenue visibility is improving, alongside a targeted 20% OP margin at scale.

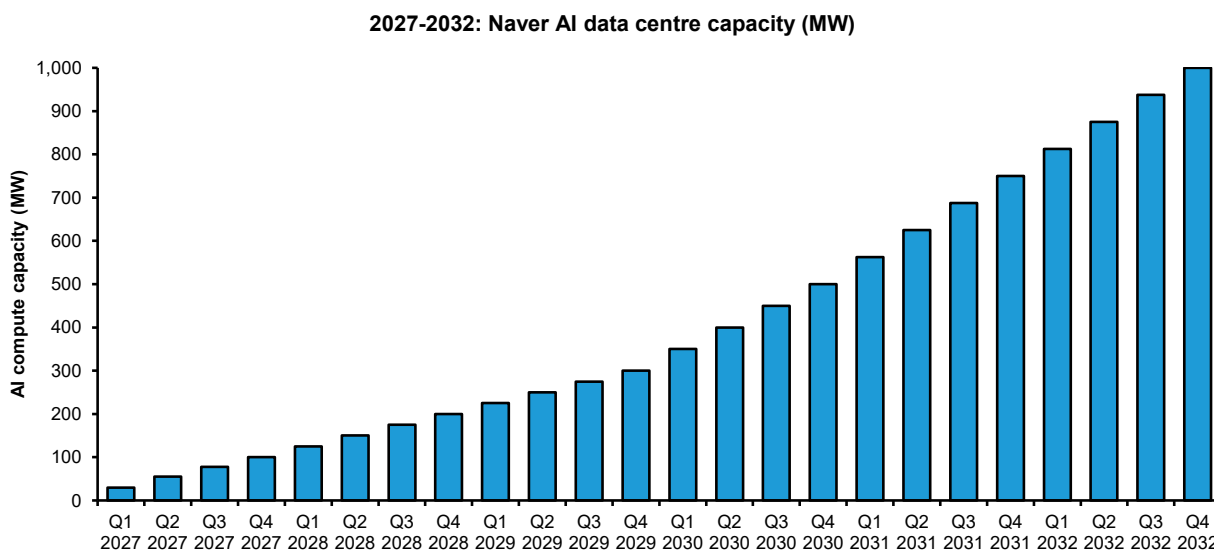
Our AI factory modelling is anchored on compute capacity and revenue per GW, benchmarked against global peers (c.KRW20tn per 1GW), with quarterly ramp-up and utilization assumptions. On the cost side, we model CapEx based on incremental AI server installations, applying a five-year depreciation schedule and deriving quarterly depreciation, in line with China cloud peers such as Alibaba.

We assume a 20% long-term margin profile by 2031-2032, translating into c.30% incremental cloud EBITDA margin net of GPU depreciation. Earnings contribution from the AI factory is expected to accelerate meaningfully as scale builds into 2031-2032.

Naver's shift to a capital-intensive B2B model may weigh on operating margins. Despite strong top-line growth expectations, we factor in softer margin assumptions due to the transition from high-margin digital advertising to a cloud business with higher depreciation costs.

KOREA INTERNET & NAVER: THANK YOU, JENSEN; NAVER PT TO 330K

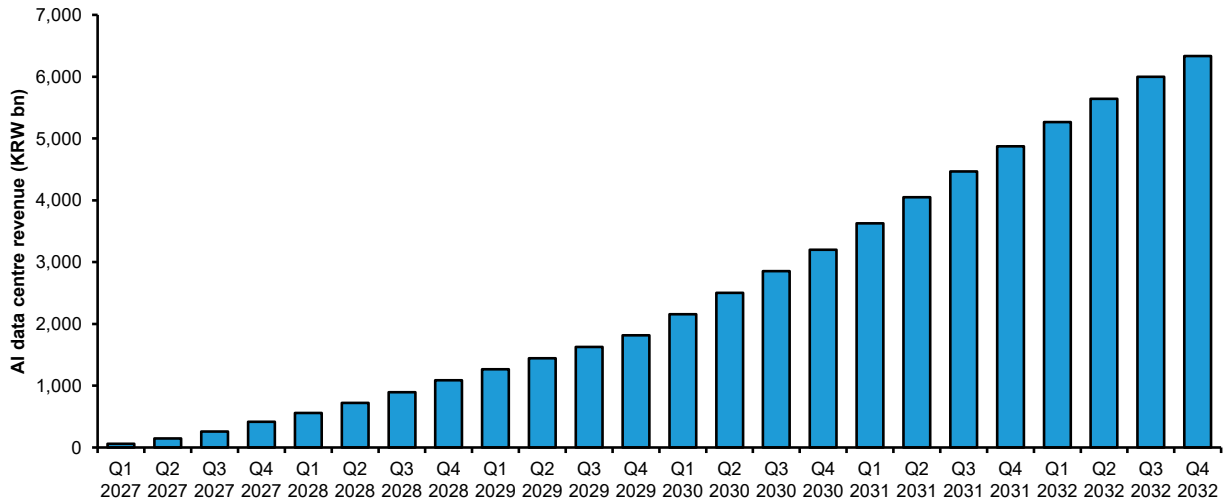
EXHIBIT 1: Naver is rapidly expanding its AI data centre buildout, aiming to reach 100MW by end-2027 and scale up to 1GW within 5 to 6 years.



Source: Bernstein estimate and analysis.

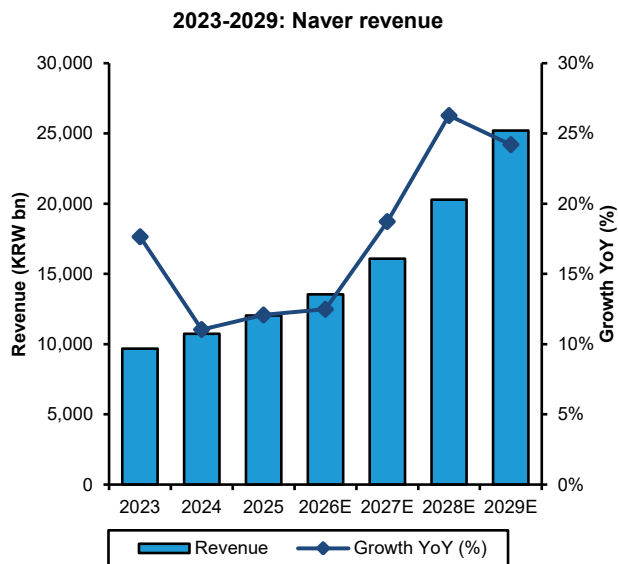
EXHIBIT 2: Management is targeting 20 trillion won in incremental revenue from its AI factory over the next 5 to 6 years.

2027-2032: Naver AI data centre revenue (KRW bn)



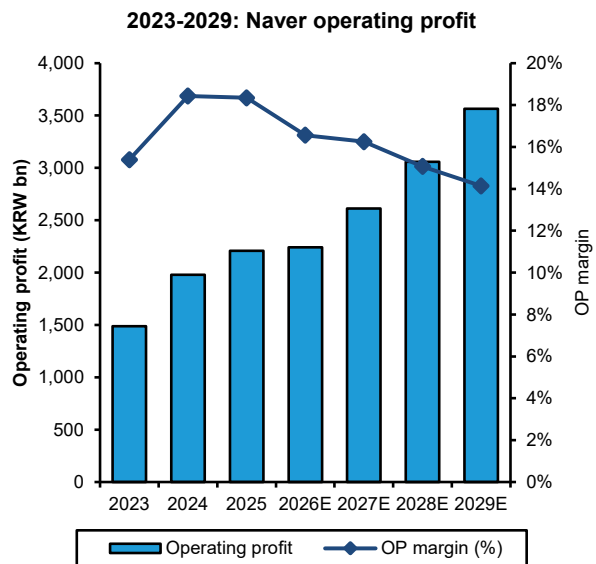
Source: Bernstein estimate and analysis.

EXHIBIT 3: Incorporating management's guidance of an incremental KRW20tn revenue opportunity by 2031-2032, we lift 2027-2029 revenue estimates by 8-38% to reflect the AI data centre build-out.



Source: Corporate reports, Bernstein estimates and analysis.

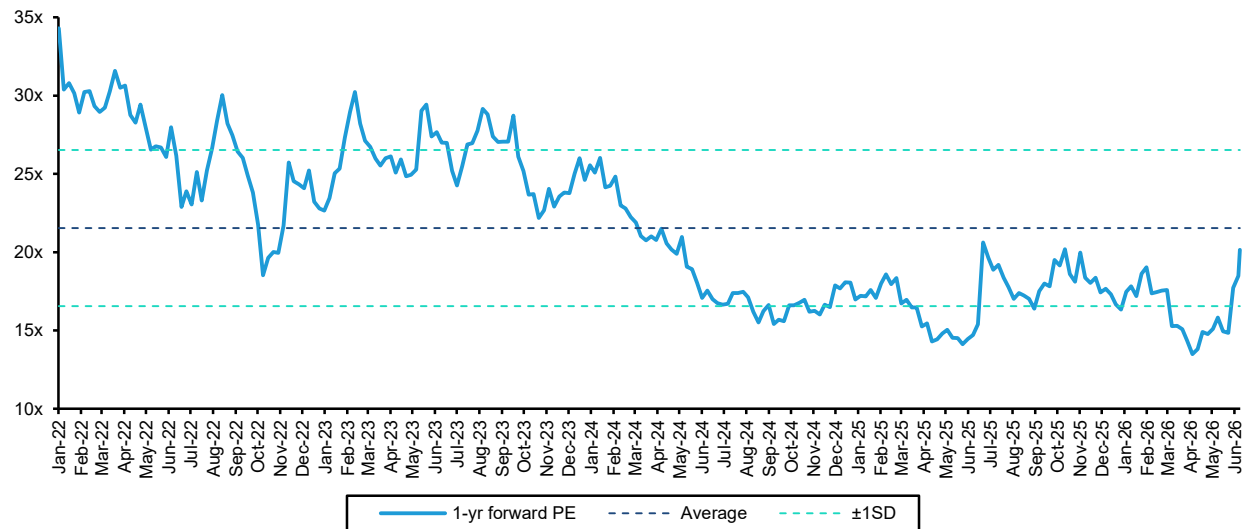
EXHIBIT 4: We modelled Naver's operating margin to decline over the next few years, driven by a slowdown in high-margin digital advertising revenue and the burden of GPU depreciation.



Source: Corporate reports, Bernstein estimates and analysis.

EXHIBIT 5: Naver is undertaking its most ambitious transformation yet, pivoting to a B2B AI factory model. The market is responding positively, while the stock has traded at 21.5x over 2022 - 2026.

2022-2026: Naver 1-year blended forward PE



Source: Bloomberg, Bernstein estimate and analysis.

EXHIBIT 6: We have valued Naver at a price target of KRW 330,000 based on a DCF valuation method, implying one year forward PER of 20x (Q2 2027-Q1 2028).

DCF									
	2023	2024	2025	Est. 2026	Est. 2027	Est. 2028	Est. 2029	Est. 2030	Est. 2035
KRW billion									
Revenue	9,671	10,738	12,035	13,537	16,071	20,294	25,206	30,551	46,225
Growth YoY	17.6%	11.0%	12.1%	12.5%	18.7%	26.3%	24.2%	21.2%	5.0%
Operating profit	1,489	1,979	2,208	2,242	2,613	3,059	3,564	4,326	6,591
% of revenue	15.4%	18.4%	18.3%	16.6%	16.3%	15.1%	14.1%	14.2%	14.3%
Less: income tax	-298	-396	-442	-448	-523	-612	-713	-865	-1,318
Effective tax rate %	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%
NOPAT	1,191	1,583	1,766	1,794	2,090	2,447	2,851	3,461	5,273
Depreciation & amortization costs	174	172	183	310	370	445	505	612	925
Change in net working capital	-579	536	601	676	802	1,013	1,258	1,369	564
Capital expenditure	-692	-580	-1,317	-1,501	-1,400	-1,400	-1,400	-1,357	-852
Additions to intangibles	-1,964	-212	236	239	255	290	325	197	195
Free cash flow	-1,870	1,499	1,469	1,517	2,117	2,795	3,538	4,280	6,106
% of revenue	-19.3%	14.0%	12.2%	11.2%	13.2%	13.8%	14.0%	14.0%	13.2%
WACC	12.0%								
Terminal growth rate	2.0%								
Discount factor	-1.4	-0.4	0.6	1.6	2.6	3.6	4.6	9.6	
Present value of FCF - per share	0.0	0.0	5,368.1	11,852.7	13,969.9	15,791.8	17,056.2	13,805.7	
Sum of discounted cash flows - per share	142,822								
NPV of terminal value - per share	140,818								
Enterprise value per share (KRW)	283,640								
Less: debt, preferred capital, minority interest	10,749								
Add: cash & equivalents	53,267								
Add: value of listed equity investments									
Implied 12-month forward price (KRW)	330,000.0								

(DCF assumptions: WACC=12%, Terminal growth rate: 2%; Risk-Free Rate of Return (Rf) = 3.6%, Market Risk Premium (Rm - Rf) = 17%, Beta = 0.5)

Source: Corporate reports, Bloomberg, Bernstein estimates and analysis.

EXHIBIT 7: **Naver: Summary of estimates**

Summary of estimate changes	2026E	2027E	2028E
Revenue			
Bernstein - Old	13,537	15,222	17,100
Growth YoY	12.5%	12.4%	12.3%
Bernstein - New	13,537	16,071	20,294
Growth YoY	12.5%	18.7%	26.3%
Consensus	13,680	15,146	16,560
Growth YoY	13.1%	10.7%	9.3%
New vs. old	0.0%	5.6%	18.7%
New vs. consensus	-1.0%	6.1%	22.6%
Operating income			
Bernstein - Old	2,282	2,591	2,943
Growth YoY	3.3%	13.6%	13.6%
Margin	16.9%	17.0%	17.2%
Bernstein - New	2,242	2,613	3,059
Growth YoY	1.6%	16.5%	17.1%
Margin	16.6%	16.3%	15.1%
Consensus	2,390	2,780	3,061
Growth YoY	8.7%	16.3%	10.1%
Margin	17.5%	18.4%	18.5%
New vs. old	-1.7%	0.8%	3.9%
New vs. consensus	-6.2%	-6.0%	-0.1%
EPS			
Bernstein - Old	14,072	15,396	17,242
Growth YoY	620.5%	9.4%	12.0%
Margin	22.6%	22.4%	0.0%
Bernstein - New	14,089	15,745	18,063
Growth YoY	621.3%	11.8%	14.7%
Margin	25.6%	23.5%	23.1%
Consensus	12,624	15,007	16,610
Growth YoY	500.2%	18.9%	10.7%
Margin	14.3%	15.4%	15.6%
New vs. old	0.1%	2.3%	4.8%
New vs. consensus	11.6%	4.9%	8.7%

Source: Bloomberg, Corporate reports, Bernstein estimates and analysis.

APPENDIX - FINANCIAL FORECASTS

EXHIBIT 8: Naver: Income Statement

KRW billion	2021	2022	2023	2024	2025	2026E	2027E	2028E	2029E
Revenue	6,818	8,220	9,671	10,738	12,035	13,537	16,071	20,294	25,206
Operating, general and administrative	-5,492	-6,915	-8,182	-8,758	-9,827	-11,295	-13,459	-17,236	-21,642
Operating profit	1,325	1,305	1,489	1,979	2,208	2,242	2,613	3,059	3,564
Profit before tax	2,126	1,084	1,481	2,322	2,420	2,621	2,973	3,407	3,882
Income tax expense	-649	-411	-496	-390	-601	-491	-595	-681	-776
Net Income	1,478	673	985	1,932	1,819	2,131	2,379	2,726	3,105
Net profit attributable to SHs	1,490	760	1,012	1,923	1,953	2,108	2,355	2,702	3,081
EPS	10,004	5,075	6,414	12,758	13,065	14,089	15,745	18,063	20,596

Source: Corporate reports, Bernstein estimates and analysis.

EXHIBIT 9: Naver: Balance Sheet

KRW billion	2021	2022	2023	2024	2025	2026E	2027E	2028E	2029E
Cash & cash equivalents	3,455	3,941	4,385	7,055	8,321	11,075	13,708	17,284	21,153
Accounts receivable	1,455	1,540	1,724	1,655	1,690	1,908	2,361	2,977	3,644
Other current assets	618	959	919	664	918	1,272	1,574	1,985	2,429
Total current assets	5,528	6,440	7,028	9,375	10,929	14,254	17,643	22,246	27,226
Investment assets	24,612	22,337	21,262	20,918	21,369	23,475	23,475	23,475	23,475
Tangible assets	2,111	2,458	2,742	2,910	3,608	4,463	5,437	6,766	8,549
Right of use assets	290	739	692	318	922	990	990	990	990
Other non-current assets	1,150	1,926	4,015	4,648	4,229	6,362	8,446	11,011	14,188
Total assets	33,691	33,899	35,738	38,168	41,057	49,544	55,992	64,487	74,428
Accounts payable	628	893	1,308	997	978	1,302	1,611	2,031	2,486
Advance received	374	416	498	568	787	813	1,007	1,269	1,554
Income tax payable	515	353	321	364	371	518	641	808	989
Short-term borrowings	0	0	250	0	1,597	182	206	236	274
Other current liabilities	2,406	3,819	3,929	4,163	4,255	6,803	6,803	6,803	6,803
Total Current Liabilities	3,923	5,481	6,306	6,092	7,988	9,618	10,268	11,148	12,106
Long-term debt	1,637	1,705	1,656	2,007	382	234	265	303	352
Long-term operating lease obligations	206	589	519	388	955	995	995	995	995
Other non-current liabilities	3,898	2,674	3,020	2,680	2,774	3,406	3,406	3,406	3,406
Total liabilities	9,664	10,449	11,500	11,167	12,099	14,253	14,933	15,852	16,859
Shareholders' equity	24,027	23,450	24,238	27,001	28,958	35,291	41,059	48,635	57,569
Total liabilities & shareholders' equity	33,691	33,899	35,738	38,168	41,057	49,544	55,992	64,487	74,428

Source: Corporate reports, Bernstein estimates and analysis.

EXHIBIT 10: Naver: Cash Flow Statement

KRW billion	2021	2022	2023	2024	2025	2026E	2027E	2028E	2029E
Net (loss) income	1,478	673	985	1,932	1,819	2,131	2,379	2,726	3,105
Depreciation & amortization	127	157	174	172	183	310	370	445	505
Changes in working capital	265	298	-4	283	-129	-41	-95	-114	-117
Other	-182	-64	116	-100	728	0	0	0	0
Cash flow from operations	1,688	1,065	1,271	2,286	2,600	2,399	2,653	3,057	3,493
Capex	-125	-190	-113	-193	-566	-231	-284	-377	-500
Other	180	-302	447	-472	547	547	547	547	547
Cash flow from investments	55	-492	334	-666	-19	315	263	170	46
Cash flow from financing	10,872	-497	-183	-1,133	-559	-1,715	31	35	40
Net effect of exchange rate changes	-88	45	-90	140	-39	-518	-518	-518	0
Net change in cash	12,528	121	1,331	627	1,983	482	2,429	2,744	3,579
Beginning cash	3,846	2,781	2,902	4,233	4,860	6,843	7,325	9,754	12,498
Ending cash	16,373	2,902	4,233	4,860	6,843	7,325	9,754	12,498	16,077

Source: Corporate reports, Bernstein estimates and analysis.

BERNSTEIN TICKER TABLE

Ticker	Rating	Cur	8 Jun 2026		TTM Rel. Perf.	Adjusted EPS				Adjusted P/E (x)		
			Closing Price	Price Target		Cur	2025A	2026E	2027E	2025A	2026E	2027E
035420.KS (Naver)	O	KRW	288,500	330,000	8.8%	KRW	13,065	14,089	15,745	22.1	20.5	18.3
OLD				290,000				14,072	15,396			
ASIAx			1,975.13									

PRICE TARGET CHANGE / ESTIMATE CHANGE IN BOLD

O - Outperform, M - Market-Perform, U - Underperform, NR - Not Rated, CS - Coverage Suspended

Source: Bloomberg, Bernstein estimates and analysis.



DISCLOSURE APPENDIX

I. REQUIRED DISCLOSURES

References to "Bernstein" or the "Firm" in these disclosures relate to the following entities: Bernstein Institutional Services LLC (April 1, 2024 onwards), Sanford C. Bernstein & Co., LLC (pre April 1, 2024), Bernstein Autonomous LLP, BSG France S.A. (April 1, 2024 onwards), Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司, Sanford C. Bernstein (Canada) Limited, Sanford C. Bernstein (India) Private Limited (SEBI registration no. INH000006378), Sanford C. Bernstein (Singapore) Private Limited, Sanford C. Bernstein Japan KK (サンフォード・C・バーンスタイン株式会社) and analysts employed by Société Générale Africa Technologies & Services to produce Bernstein research under a Global Services Agreement in place between Bernstein and Société Générale.

Bernstein is part of a joint venture between Société Générale (SG) and AllianceBernstein, L.P. (AB). Unless specifically noted otherwise, for purposes of these disclosures, references to Bernstein's "affiliates" relate to both SG and AB and their respective affiliates.

VALUATION METHODOLOGY**Naver Corporation**

We have valued Naver at a price target of KRW 330,000 based on a DCF valuation method, implying one year forward PER of 20x (Q2 2027-Q1 2028). (DCF assumptions: WACC=12%, Terminal growth rate: 2%; Risk-Free Rate of Return (Rf) = 3.6%, Market Risk Premium (Rm - Rf) = 17%, Beta = 0.5).

RISKS**Naver Corporation**

Downside risk: Weaker-than-expected e-commerce GMV growth; faster-than-expected user engagement decline in the search domain; additional investment in non-core business; government disapproval of the stock swap with Dunamu.

RATINGS DEFINITIONS, BENCHMARKS AND DISTRIBUTION**EQUITY RATINGS DEFINITIONS****Bernstein brand**

The Bernstein brand rates stocks based on forecasts of relative performance for the next 12 months versus the S&P 500 for stocks listed on the U.S. and Canadian exchanges, versus the Bloomberg Europe Developed Markets Large and Mid Cap Price Return Index EUR (EDME) for stocks listed on the European exchanges and emerging markets exchanges outside of the Asia Pacific region, versus the Bloomberg Japan Large and Mid Cap Price Return Index USD (JPL) for stocks listed on the Japanese exchanges, and versus the Bloomberg Asia ex-Japan Large and Mid Cap Price Return Index (ASIAX) for stocks listed on the Asian (ex-Japan) exchanges -unless otherwise specified.

The Bernstein brand has three categories of ratings:

- Outperform: Stock will outpace the market index by more than 15 pp
- Market-Perform: Stock will perform in line with the market index to within +/- 15 pp
- Underperform: Stock will trail the performance of the market index by more than 15 pp

Coverage Suspended: Coverage of a company under the Bernstein research brand has been suspended. Ratings and price targets are suspended temporarily, are no longer current, and should therefore not be relied upon.

Not Rated: A rating assigned when the stock cannot be accurately valued, or the performance of the company accurately predicted, at the present time. The covering analyst may continue to publish research reports on the company to update investors on events and developments.

Not Covered (NC) denotes companies that are not under coverage.

Bernstein brand stock ratings are based on a 12-month time horizon.

Autonomous brand – common stocks

The Autonomous brand rates common stocks as indicated below. As our benchmarks we use the Bloomberg Europe 500 Banks And Financial Services Index (BEBANKS) and Bloomberg Europe Dev Mkt Financials Large and Mid Cap Price Ret Index EUR (EDMFI) index for developed European banks and Payments, the Bloomberg Europe 500 Insurance Index (BEINSUR) for European insurers, the S&P 500 and S&P Financials for US banks and Payments coverage, S5LIFE for US Insurance, the S&P Insurance Select Industry (SPSIINS) for US Non-Life Insurers coverage, and the Bloomberg Emerging Markets Financials Large, Mid and Small Cap Price Return Index (EMLSF) for emerging market banks and insurers and Payments. Ratings are stated relative to the sector (not the market).

The Autonomous brand has three categories of common stock ratings:

- Outperform (OP): Stock will outpace the relevant index by more than 10 pp
- Neutral (N): Stock will perform in line with the market index to within +/- 10 pp
- Underperform (UP): Stock will trail the performance of the relevant index by more than 10 pp

Coverage Suspended: Coverage of a company under the Autonomous research brand has been suspended. Ratings and price targets are suspended temporarily, are no longer current, and should therefore not be relied upon.

Not Rated: A rating assigned when the stock cannot be accurately valued, or the performance of the company accurately predicted, at the present time. The covering analyst may continue to publish research reports on the company to update investors on events and developments.

Those denoted as 'Feature' (e.g., Feature Outperform FOP, Feature Under Outperform FUP) are our core ideas.

Not Covered (NC) denotes companies that are not under coverage.

Autonomous brand common stock ratings are based on a 12-month time horizon.

Autonomous brand – preferred stocks

The Autonomous brand has three categories of preferred stock ratings:

- Outperform (OP): The total return of the preferred instrument is expected to outperform preferred securities of other issuers operating in similar sectors or rating categories over the next six months.
- Neutral (N): The total return of the preferred instrument is expected to perform in line with preferred securities of other issuers operating in similar sectors or rating categories over the next six months.
- Underperform (UP): The total return of the preferred instrument is expected to underperform preferred securities of other issuers operating in similar sectors or rating categories over the next six months.

Autonomous preferred stock ratings are based on a 6-month time horizon.

AUTONOMOUS CREDIT RESEARCH

Where this report contains investment recommendations for credit instruments, as defined in article 3(1)(35) of the Market Abuse Regulation, the information below is presented to comply with its disclosure requirements.

The report may also include reference(s) to published opinions by other Autonomous or Bernstein analysts covering the equity securities of the issuer(s) referenced herein. Please note an investment recommendation for credit instruments published by the author(s) of this report may differ from the published view of the analyst covering equity securities for the issuer(s) contained in this report and vice versa.

CREDIT RATINGS DEFINITIONS

The Autonomous brand has three categories of credit ratings:

- **Credit Outperform (C-OP):** The total return of the Reference Credit Instrument is expected to outperform the credit spread of bonds of other issuers operating in similar sectors or rating categories over the next six months.
- **Credit Neutral (C-N):** The total return of the Reference Credit Instrument is expected to perform in line with the credit spread of bonds of other issuers operating in similar sectors or rating categories over the next six months.
- **Credit Underperform (C-UP):** The total return of the Reference Credit Instrument is expected to underperform the credit spread of bonds of other issuers operating in similar sectors or rating categories over the next six months.

Autonomous credit ratings are based on a 6-month time horizon.

A list of all investment recommendations produced by the author(s) of this report alongside credit ratings history are available upon request.

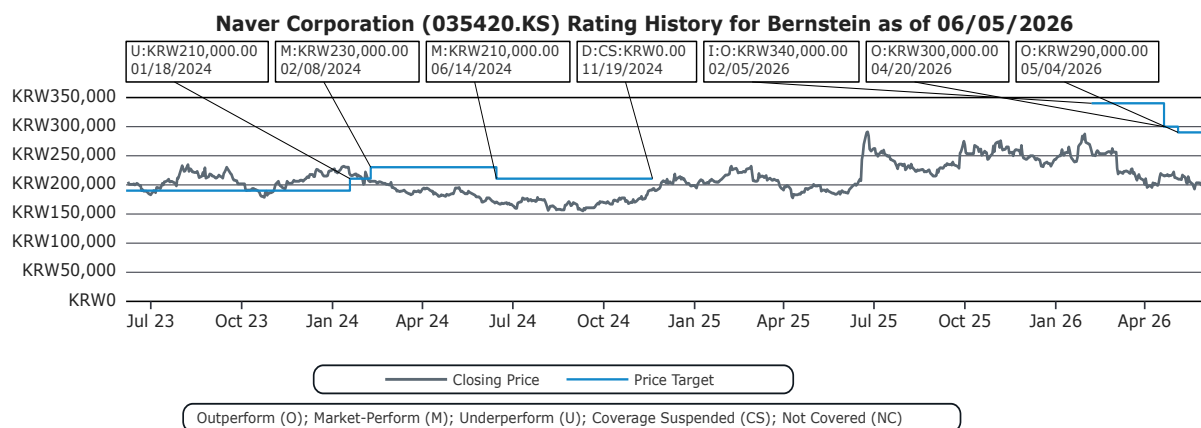
It is at the sole discretion of the Firm as to when to initiate, update and cease research coverage. The Firm has established, maintains and relies on information barriers to control the flow of information contained in one or more areas (i.e. the private side) within the Firm, and into other areas, units, groups or affiliates (i.e. public side) of the Firm

DISTRIBUTION OF EQUITY RATINGS/INVESTMENT BANKING SERVICES

Equity Rating	Market Abuse Regulation (MAR) and FINRA Rating Category	Global Rating Distribution	Investment Banking Relationships*
Outperform	BUY	51.1%	16.5%
Market-Perform (Bernstein Brand) Neutral (Autonomous Brand)	HOLD	36.3%	17.8%
Underperform	SELL	12.6%	14.9%

* These figures represent the percentage of companies within each equity rating category for which affiliates of Bernstein have provided investment banking services within the previous 12 months.
As of March 31, 2026. All figures are updated quarterly.

PRICE CHARTS / RATINGS AND PRICE TARGET HISTORY



All price target and closing price data in the chart(s) above are denominated in the currency noted in the Ticker Table of this report.

OTHER MATTERS

The legal entity(ies) employing the analyst(s) listed in this report, and their location, can be determined by the country code of their phone number, as follows:

- +1 Bernstein Institutional Services LLC; New York, New York, USA
- +44 Bernstein Autonomous LLP; London UK
- +212 Société Générale Africa Technologies & Services; Casablanca, Morocco
- +33 BSG France S.A.; Paris, France
- +34 BSG France S.A.; Madrid, Spain
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