

CEO Message on Compliance

Dear valued shareholders, partners, users, and employees,

The environment surrounding businesses is changing rapidly. As new technologies, including AI, continue to transform the way we work and the shape of society, the social standards expected of NAVER are rising ever higher. In times like these, compliance and ethics become all the more important — not merely as obligations, but as core values that underpin NAVER's sustainable growth. This is because business results can only be sustained on the foundation of a culture of honesty and transparency.

This year, those responsibilities are taking on more concrete form. Regulations on AI are now in force, and the obligations and roles demanded of platform operators are growing ever greater. Social expectations around the responsible use of AI, user protection, the secure management of data, and ensuring the fairness and transparency of platforms are also on the rise. NAVER will practice compliance and ethics at every stage — ensuring that technology and services operate fairly and transparently, that the data of users and partners is kept secure, and that a trustworthy transaction environment is created for all ecosystem participants, including small business owners and creators.

To this end, grounded in compliance with relevant laws and regulations, NAVER systematically operates its compliance and anti-corruption management systems in accordance with its Compliance Management Policy and Anti-Corruption Management Policy. Building on these efforts, NAVER has obtained ISO 37301 and ISO 37001 international certifications, earning external recognition for its commitment to compliance and anti-corruption. In addition, a Compliance Officer with guaranteed independence and authority has been appointed as the officer responsible for compliance and anti-corruption, and NAVER continues to provide the resources and support necessary for the management systems to function effectively.

These systems ultimately operate on the basis of clear principles. NAVER will make no exceptions when it comes to corruption and violations of laws and regulations. NAVER will not stop at after-the-fact sanctions, but will strive to create an environment and corporate culture in which violations do not occur in the first place.

As CEO, I will continue to give my close attention and full support to ensuring that the values of compliance and ethics take root naturally throughout the organization. Using our company-wide code of ethics, the Integrity Code, as our compass, I will ensure that the principles of honesty and transparency do not remain confined to systems and documents, but carry through into the everyday working culture of all NAVER members.

Going forward, NAVER will continue to meet the heightened expectations of all stakeholders through the practice of compliance and ethics, and will continuously review and improve its management systems to ensure they remain effective, growing into an ever more responsible and trusted company. I believe that as the pace of change accelerates, our strength in upholding the fundamentals will prove to be NAVER's most durable competitive advantage.

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Choi Soo-yeon

CEO, NAVER Corporation

