CEO Message on Fair Trade Compliance Program (CP)

Dear valued shareholders, partners, users, and employees,

The digital landscape is changing faster than ever with the proliferation of AI, and social expectations for the wide range of activities taking place on the NAVER platform are rising accordingly. NAVER is building an ecosystem where all stakeholders grow together, grounded in technology that creates better possibilities for everyone. The foremost principle we must uphold in order to operate this ecosystem responsibly is fair trade. Creating a market where free and fair competition thrives and protecting the rights and interests of users and business operators are core values that underpin NAVER's sustainable growth.

The year 2026, in particular, is a time when the regulatory environment for online platforms grows considerably stronger. Amendments to the Act on the Consumer Protection in Electronic Commerce, Etc. have been made to address gaps in consumer protection, and with the Framework Act on the Development of Artificial Intelligence and the Creation of a Foundation for Trust (the "AI Framework Act") taking effect, new standards for the responsible use of technology have been established. Moreover, public discourse around the responsibilities of platform operators is more active than ever. Rather than waiting for new laws and regulations to be put in place, creating and upholding higher standards ourselves — that, I believe, is the essence of the Fair Trade Compliance Program (CP).

To this end, NAVER has introduced and operates its own CP. Following a resolution by the Board of Directors, a Fair Trade Compliance Officer has been appointed to oversee the entire operation of the CP, and the Officer, in an independent capacity, monitors all of NAVER's business activities to ensure they are conducted in accordance with fair trade principles.

As a result of these efforts, NAVER earned an AA rating in the Korea Fair Trade Commission's CP evaluation for two consecutive years, in 2024 and 2025. This achievement affirms that the values of fairness, trust, and mutual growth have taken deep root in NAVER's everyday operations. Yet a rating is only an outcome. What matters more to us is that the principles of fair trade compliance operate naturally within our day-to-day work.

Trust takes years to build, but only moments to lose. For this reason, NAVER will continue to uphold fair trade compliance as a core principle of company-wide management, reflect it in the business objectives of all relevant departments, and continually work to ensure that it takes hold as part of the working culture across the organization.

NAVER will continue to innovate on the foundation of fair competition and move forward as a company ever more trusted by all those connected to us.

July 2026

Choi Soo-yeon

CEO, NAVER Corporation