

CHLITINA

CHLITINA HOLDING LIMITED

Q1 2025 BUSINESS REPORT

2025 Beauty, Healthcare & Biotech Seminar

聚焦優勢 精準發展
立即行動 引領增長

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聚焦優勢 精準發展
立即行動 引領增長

1

Company Profile & Business Outlook

2

Financial Overview

3

Q&A

聚焦優勢 精準發展
立即行動 引領增長

Company History: 30 Years of Milestones and Brand Value

The Company has a strong presence in the beauty and skincare industry, with **close to 40 years of expertise**. Focusing on independent female consumers, the company holds **the top market share in China's beauty chain market**. In 2024, Interbrand, an authoritative international brand valuation agency, announced that the value of the CHLITINA brand had reached USD 102 million.

Establishing the Brand

1989

Dr. Wu-Kang Chen successfully introduced the use of **amino acids** in skin care formulation and created the **CHLITINA 克麗緹娜** brand.



Setting Up a Supply Chain

2001-2003

- **Manufacturing and training facilities** built in Shanghai Songjiang Industrial Zone.
- CHLITINA awarded **China Famous Brand** label.



Branding, Portfolio, and Network Upgrade

- **UPLIDER** medical beauty and anti-aging clinic channel created.
- Launched **RnD Manicure & Eyelash**.
- Launched HomeSPA.
- Established public and private domain **e-commerce channels**.



Brand Value

- **Network Consolidation**
- **Digitalization**
- **ESG**

1989

1997

2001-2003

2007-2015

2017-2023

2025

Fast Expansion

1997

Chairwoman Joanna Chen brought the **CHLITINA products and franchise model** into China, ushering in a period of strong growth for the company.

1999

Shanghai flagship store opened.



Stable Growth around China & Capitalization

- 2008: **Centre de R&D Chlitora France** established.
- 2013: Company listed on the **Taiwan Stock Exchange**.
- CHLITINA ranked repeatedly among **Taiwan Best 25 Global Brands, Top 500 Asia Brands and China Top 100 Franchise**, and awarded **Asia Best Brand, Most Influential Beauty Franchise Organization, China Beauty Service Industry Quality Leading Brand and Enterprise**, etc.



Company Overview: Leader in China's Beauty and Health Industry

CHLITINA | 克麗緹娜

Five Main Business Channels

CHLITINA | 克麗緹娜



CHLITINA
HOME SPA



+ UPLÍDER 雅樸麗德



 GÉRMES
INSTITUTE
哲美



 WEISHUO



Business Entities



Positioning

Beauty Salon
Franchise

E-commerce
+ New Retail

Medical Beauty +
General Medicine

Training School

Manufacturing
Plant



Scale

4,511 franchise stores
5 self-owned stores

1m+ members

3 medical beauty
clinics
2 anti-aging
clinics

2 central training centers
29 regional training centers

Annual production
capacity:
20m+ bottles



Members

Active VIP members:
1,000,000+

Consumers reached:
20,000,000+

Patients/Customers:
about 10,000

Beauty professionals
trained: already
300,000+ people

Finished product QC
pass rate: 100 %

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立即行動 引領增長

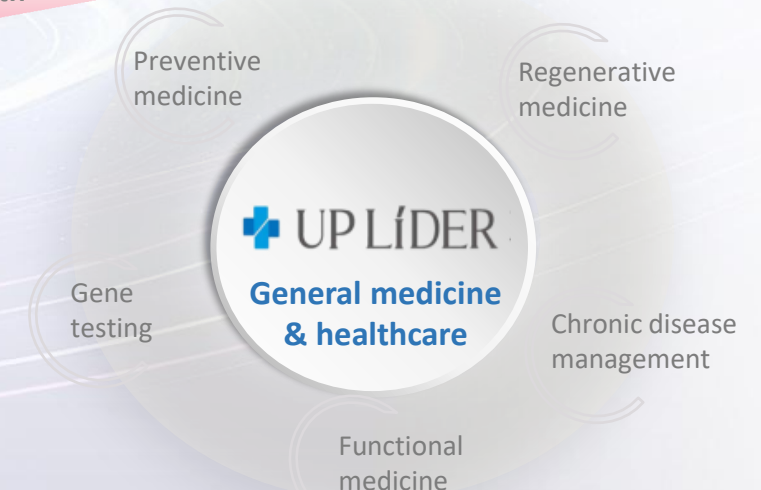
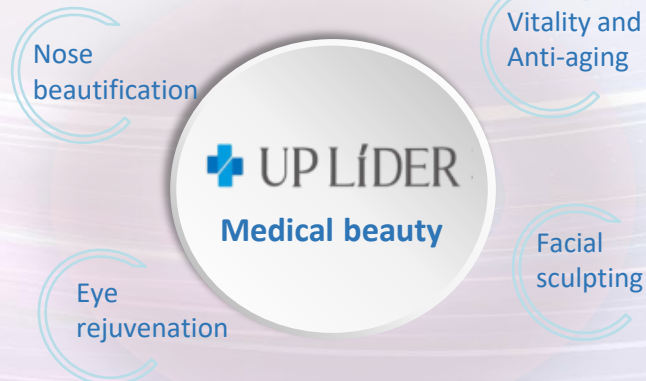
* As of 2025/5/31

Full-channel coverage and full lifecycle products & services, aiming to build the most promising comprehensive health industry group.



CRM member management system

Synergistic growth



Main Channel : CHLITINA Beauty Salon Franchise

- **Training sessions:** intensive or not
- **Beauty products:** for customers to bring back home or for beauticians to use inside salon
- **Joined marketing:** assisting stores with online sales

- **Sale of skin care products**
(GP around 50%)
- **Sale of services**
(GP around 90%)



- One-time franchise fee and product sales
- Minimum purchase requirement
- Standard storefront requirement

- Investment needed: RMB700,000 to RMB1m
- Rent, salaries, and other expenses borne by franchisees
- It takes franchisees about 2-3 years to break even

Reinforcing product-oriented strategy; Increasing quality both at C- and B-ends through product sales and marketing, and turning product sales into a long-term driving force for growth

Beauty Salon Franchise Business: A Large Presence All Around China, More Than 1 Million Members

- Northeast China
- North China
- East China
- Southeast China
- Northwest China
- Southwest China
- Taiwan Area

Total: 4,511 stores (end of May 2025)

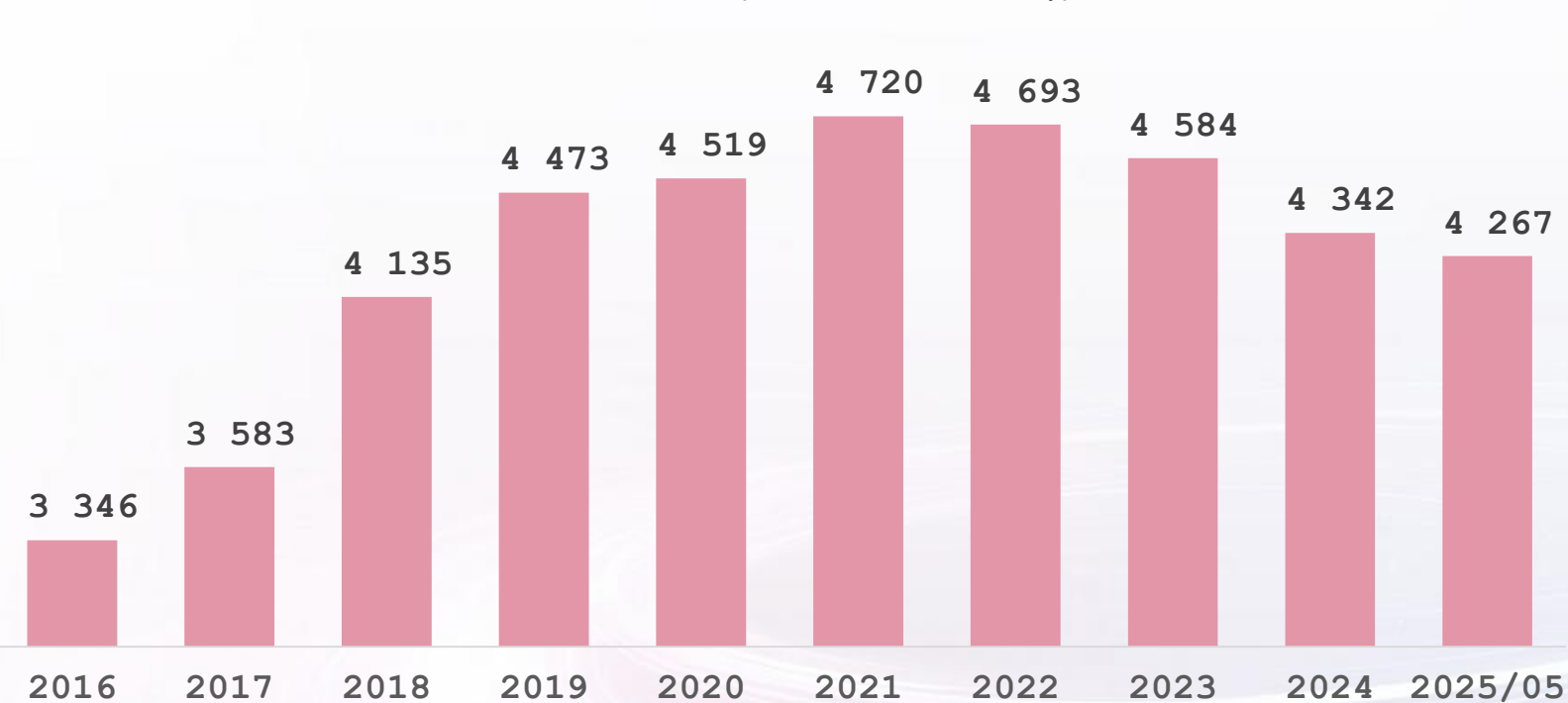
China: 4,267 franchise stores

Taiwan: 225 distributors

Vietnam, Hong Kong: 19 franchise stores
& directly operated stores (Vietnam)



Store Count Evolution
(Mainland China Only)



聚焦優勢 精準發展
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CHLITINA
HOME SPA

Website followers:
1,000,000+

Accumulated visits:
650,000+

Tri-channel
e-commerce
operations

Self-operated
e-commerce platform

E-commerce

Live sales

- Reaching an entirely new consumer group
- Rich product setup
- Multi-faceted face and body care
- Achieving a second growth curve

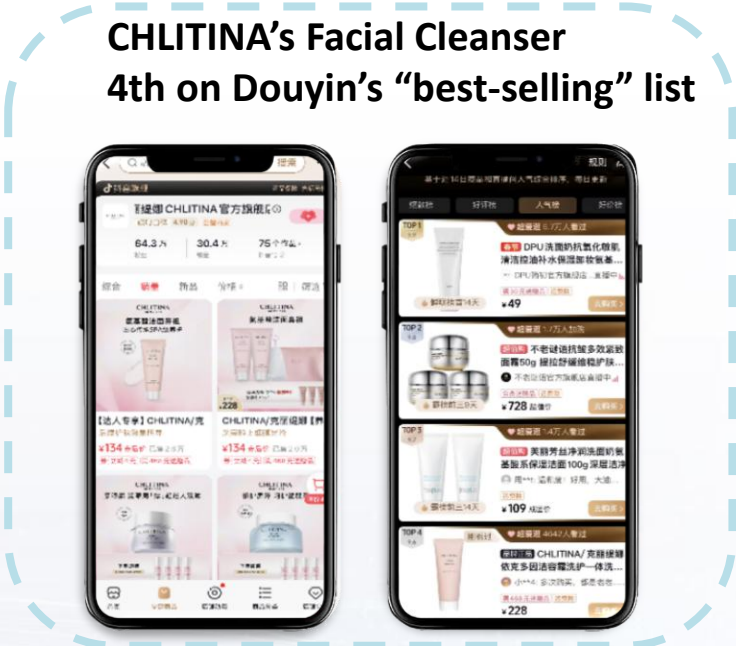
Official stores: Tmall & Douyin flagship stores



CHLITINA live streaming rooms
Influencer live streaming rooms



CHLITINA's Facial Cleanser
4th on Douyin's "best-selling" list



Relying on the strongest beauty network to drive traffic, our medical beauty business is expected to scale up

+ UPLÍDER 雅樸麗德



Number of
patients/customers:

10,000+



Average spending per
patient/customer (RMB):

23,000+

Daily beauty efficiently drives customers
towards medical beauty



CHLITINA
克麗緹娜

+ UPLÍDER
雅樸麗德



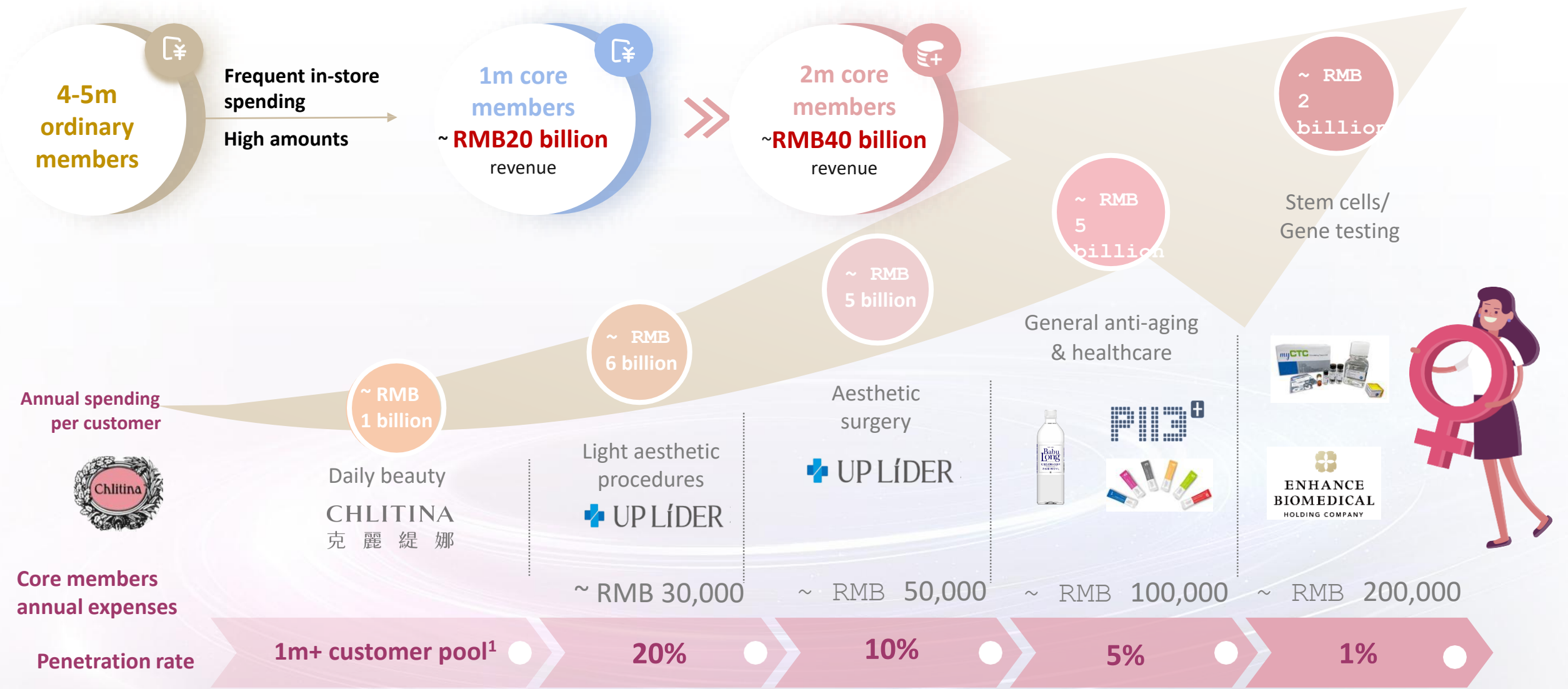
Medical beauty provides support for
post-surgery repair

Synergistic dual business model

- Clinics are **fully certified**, operated according to applicable regulations for a listed company
- Relying on a team of **physicians from Taiwan and the US** with high aesthetic standards and a rich professional experience
- Offering a **large choice of products and services**, from basic care to surgery & body reshaping
- General practitioners provide medical consultations and health management **at every stage in life**

Enlarging Core Member Base, Continuously Scaling Up Revenue,
Aiming at the Multibillion-Dollar Beauty Industry Market

CHLITINA | 克麗緹娜





Digitalization



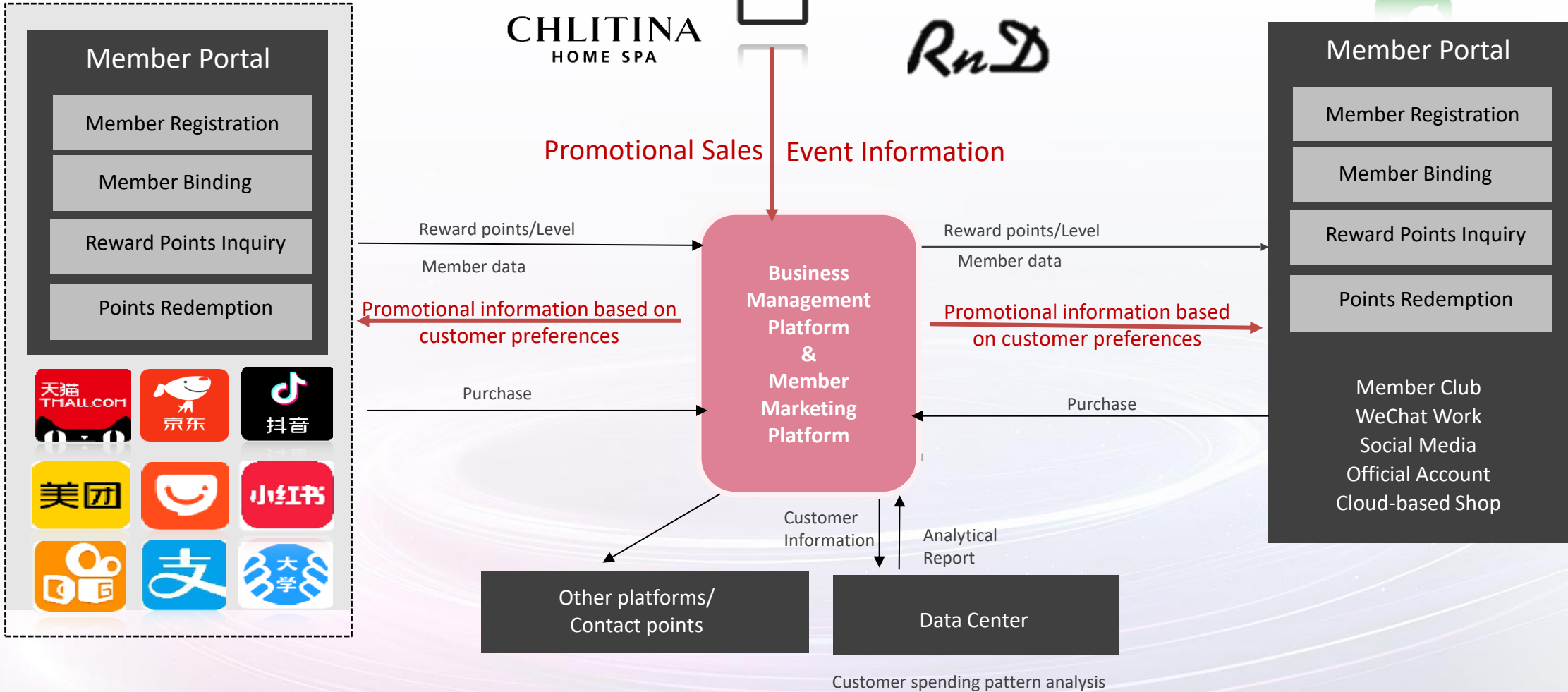
Brand Power



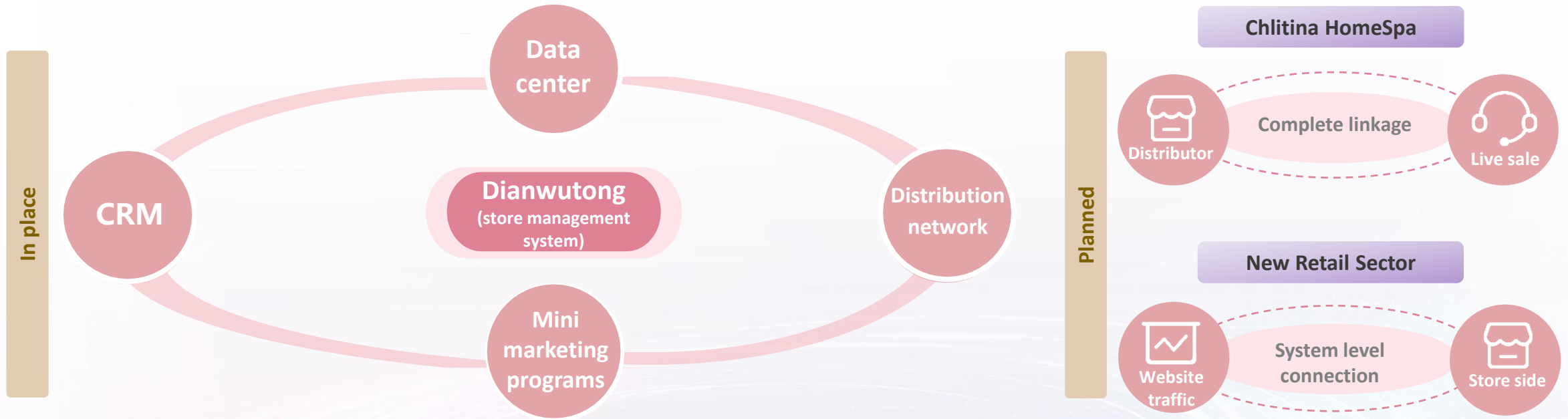
Product Power

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Digitalization: Unified Customer Data Management, Channels Linkage, and Integration of Internal Systems



Marketing linkage and integration between various systems



Before

We were selling products to stores and training beauticians but we were not able to gather customer information directly.



Now

Thanks to information gathered on customer spending patterns, product sales, and store inventory, we can now identify precisely each individual store's weaknesses and better customize assistance in order to help stores increase revenue, for instance through beautician re-training or improving their sales techniques.



Future

We will further analyze consumer behavior and preferences through data center analytical reports, and push promotional information from all business units across the group.

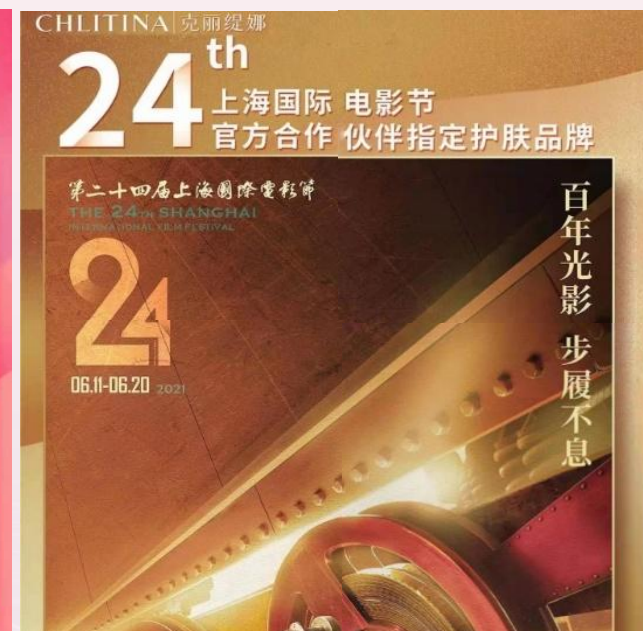
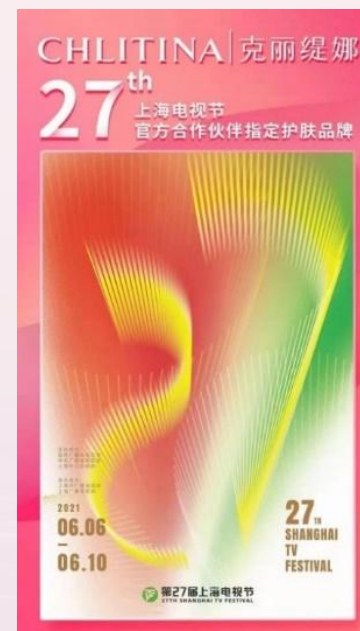
Customized support solutions ➡ Strong Management

Brand Power: Numerous Awards and Certifications

- 2024 Top 500 Asia Brands
 - 2024 Brand Power Forum: “2024 Influential Enterprise,” and CEO Ryan Chao “Economic Person of the Year”
 - 2024 Taiwan Top 25 Global Brands
 - 2025 Forbes China Beauty Industry Top 100 Outstanding Beauty Brands
 - 2025 Brand Influence Conference: “Beauty Chain Industry Benchmark Brand Award,” and CEO Ryan Chao “Industry Leader of the Year”
- 2025 Taiwan Directors’ Association Top 100 Selected Foreign Enterprises: 2025 Mid-Cap Potential Award

CHLITINA | 克麗緹娜





- ❑ Brand and products that are **integrated into drama series** get deeply rooted in people's hearts
- ❑ Cooperation with film festivals, TV festivals and popular TV series increases brand exposure and enhances brand image and identity

Chlitina-sponsored drama series on Youku:

- “Most popular”, breaking the record for the highest popularity
- “fastest climb to 10,000 views”
- “Top 1 for pre-broadcasting booking”

Brand Power: Launching a Number of Major New Products

CHLITINA | 克麗緹娜

全新克麗緹娜晶钻白透淡斑系列

祛斑美白
[特证]

国家药品监督管理局
特殊化妆品注册证

产品名称	克麗緹娜晶钻白透淡斑霜
产品类别	祛斑美白类
注册人	薇妮(上海)日用品有限公司
住所地址	上海市长宁区江苏路58号2幢1层及3层
生产信息	1.境内自行生产 生产企业名称: 薇妮(上海)日用品有限公司 住所地址: 上海市松江区工业园区58号2幢1层及3层 生产地址: 上海市松江区工业园区58号2幢1层及3层 生产许可证编号: 沪妆20170001
审批结论	经审查, 该产品符合《化妆品监督管理条例》的有关规定, 准予批准。
注册证号	国妆特字202411136
批准日期	2024年10月22日 注册有效期至 2029年10月22日
备注	国家药品监督管理局未组织核查, 本注册证不作为对产品

持祛斑美白特证
权威检测认证功效
市场上只有少数产品
拿到祛斑美白特证



Using certified whitening active ingredients, opening a new chapter in whitening and irregular pigmentation correction

-Technology-empowered beauty, dual-mode physiotherapy: introducing AI-powered suboptimal health improvement system
-Constitution regulation, meridian unblocking, blood stasis and cold removal, sleep quality improvement, pain relief

“5-in-1”
Formula:

- ✓ Sunscreen
- ✓ Whitening
- ✓ Nourishing
- ✓ Lotion
- ✓ Primer

防晒+美白双特证

能美白的防晒霜

克麗緹娜「全新美白防晒霜」



SPF 50 PA+++

防晒+美白
双特证

Joanna Chen 花精部络

花精部络AI智能机器人定制调理

解锁AI新科技

精准调理 穴位舒压 驱寒除湿

全新仪器 2025



羊水干细胞提纯 蕴培专利技术

高科技萃取活性成分, 锁住原生修护活性



1. 只取珍稀干细胞
2. 只在超低温液氮中保存锁鲜

Skin Radiance Refining Essence Series
Revitalize / Repair/ Rejuvenate

Regenerative medicine-grade formula using deer amniotic liquid stem cell extracts, revitalizing cell’s original self-healing power



Youthkeeper Serum
2024 Monde Selection
(Belgium) Gold Award



CHLITINA, YOUTHKEEPER EYE SERUM
The ingredients in this hydrating eye cream are nine kinds of anti-ageing peptides, the brand's patented T+ Nano Intelligent encapsulated active, retinol (a form of vitamin A), microspheres, glucosyl hesperidin (known for its ability to diminish dark under-eye circles) and hibiscus abelmoschus extract (a growth factor enhancer). The main benefits of the eye cream include its ability to nourish skin, minimise fine lines and wrinkles around the eye area, reduce the appearance of dark circles and improve under-eye bags. Apply an appropriate amount to the skin around the eyes and gently massage in until the product is completely absorbed.

Youthkeeper Eye
Serum
2025 Pure Beauty
Awards (UK)
Finalist



At the 2025 March 15 International Consumer Rights Day themed activities, the Company was once again honored with three authoritative certifications awarded by the China Quality Inspection Association:

“National Advanced Enterprise for Quality and Integrity,” “National Quality Leading Brand in the Beauty Service Industry,” and “National Quality Leading Enterprise in the Beauty Service Industry”



1

Company Profile & Business Outlook

2

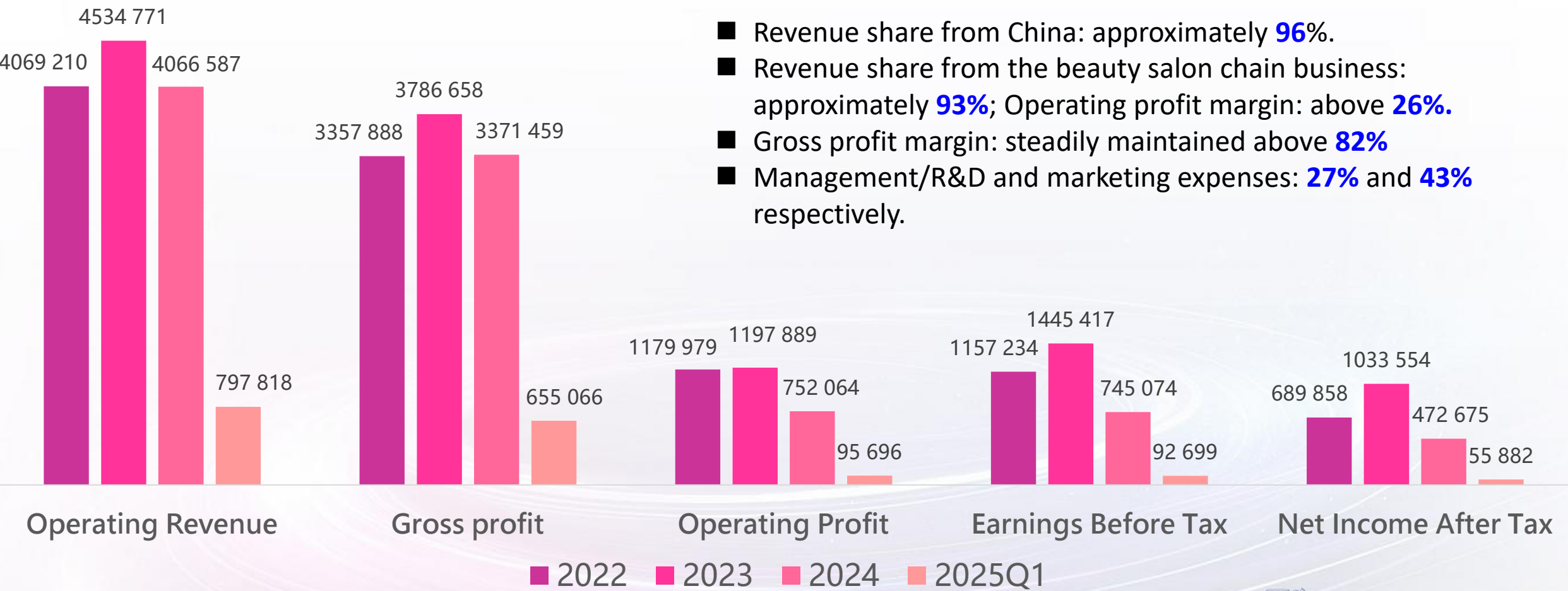
Financial Overview

3

Q&A

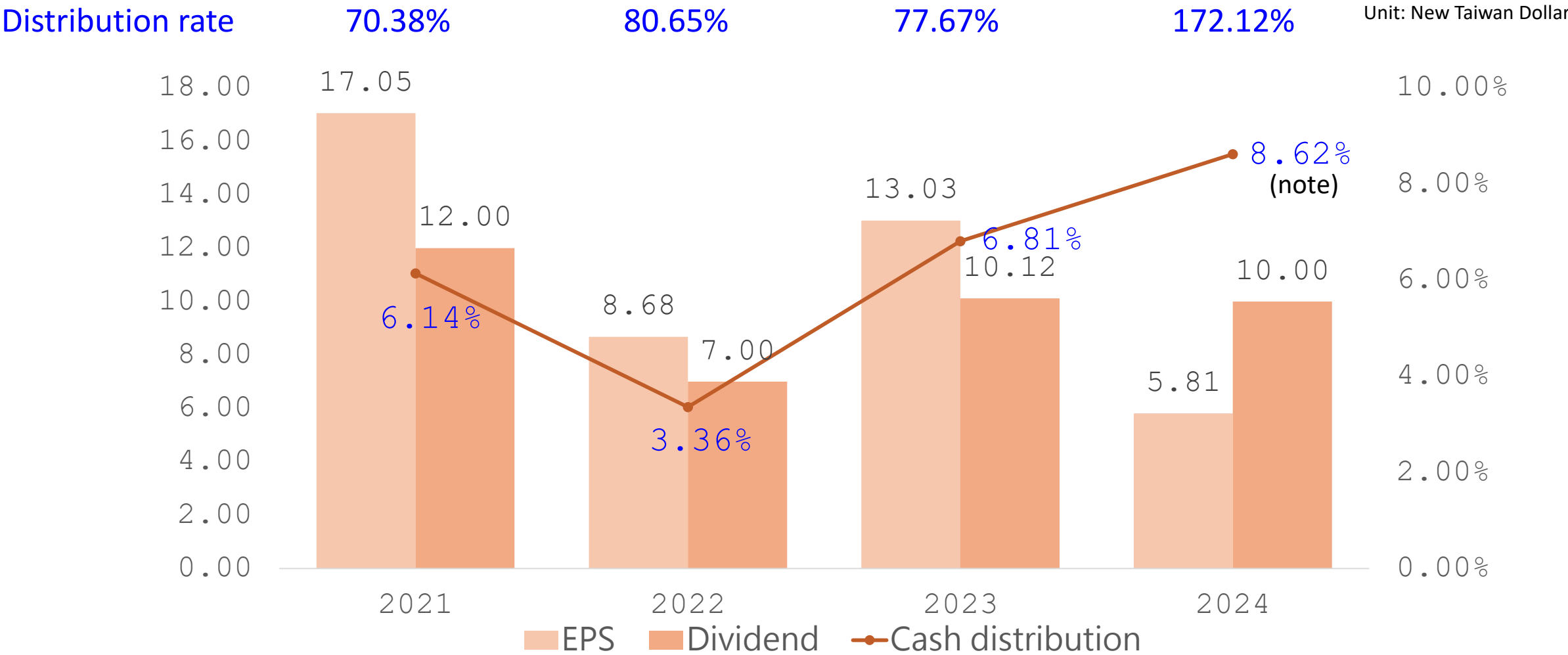
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立即行動 引領增長

Historical Financial Data



Unit: NT\$1,000

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立即行動 引領增長



Note: Calculated on the closing price of June 25: NT\$116

2025/06/20

Source: Hong Kong/Taipei Economic and Cultural Office Economic Team

China's economy is
slowly recovering

Mainland China's Total Retail Sales of Consumer Goods Grew 6.4% in May 2025

Source: National Bureau of Statistics of China, June 16, 2025

According to the National Bureau of Statistics of China, the total retail sales of consumer goods in Mainland China reached 4,1326 billion yuan in May 2025, an increase of 6.4% compared to May 2024. From January to May 2025, total retail sales of consumer goods amounted to 20,317.1 billion yuan, a year-on-year increase of 5%.

By type of consumption, in May 2025, the retail sales of goods amounted to 3,674.8 billion yuan, an increase of 6.5% compared to May 2024. **Catering revenue** was 457.8 billion yuan, up 5.9%. From January to May 2025, consumer goods retail totaled 18,039.8 billion yuan, up 5.1%, and **catering revenue** was 2,277.3 billion yuan, up 5.0%.

Building up
strength,
**waiting for
next
opportunities**

Financial Information: Condensed Income Statements

CHLITINA | 克麗緹娜

Unit: \$1000

Item	2022		2023		2024		Q1 2025	
	RMB	NT\$	RMB	NT\$	RMB	NT\$	RMB	NT\$
Operating revenue	920,261	4,069,210	1,032,202	4,534,771	912,671	4,066,587	176,759	797,818
Operating costs	-160,867	-711,322	-170,285	-748,113	-156,009	-695,128	-31,627	-142,752
Gross profit	759,394	3,357,888	861,917	3,786,658	756,662	3,371,459	145,132	655,066
Gross profit rate	83%		84%		83%		82%	
Selling exp.	-330,536	-1,461,564	-417,531	-1,834,334	-404,666	-1,803,068	-76,201	-343,940
Admin exp.	-162,003	-716,345	-171,724	-754,435	-183,210	-816,327	-47,729	-215,430
Operating profit	266,855	1,179,979	272,662	1,197,889	168,786	752,064	21,202	95,696
Total non-operating	-5,144	-22,745	56,342	247,528	-1,569	-6,990	-664	-2,997
Profit before tax	261,711	1,157,234	329,004	1,445,417	167,217	745,074	20,538	92,699
Income tax exp.	-105,698	-467,376	-93,748	-411,863	-61,135	-272,399	-8,157	-36,817
Profit for the period	156,013	689,858	235,256	1,033,554	106,082	472,675	12,381	55,882
EPS (NT\$)	1.96	8.68	2.97	13.03	1.3	5.81	0.15	0.68
Cash dividend (distributed the following year)	NT\$7 per share (cash)		NT\$10.5 per share (cash)		NT\$10 per share (cash)			

Financial Information: Condensed Balance Sheets

Item	2022 (after adjustment)		2023		2024		Q1 2025		Unit: \$1,000
	NT\$	%	NT\$	%	NT\$	%	NT\$	%	
Cash and cash equivalents	5,644,321	65%	5,789,769	65%	5,501,769	62%	3,043,386	34%	
Financial assets - current, measured at amortized cost			1,163,535	13%	2,145,195	24%	2,423,603	27%	
Net accounts receivable	2,103	0%	4,153	0%	3,984	0%	4,693	0%	
Inventories	486,317	6%	388,179	4%	463,052	5%	474,184	5%	
Investment (Equity method)	213,149	2%	267,084	3%	261,641	3%	246,594,	3%	
Property, plant and equipment, net	1,229,695	14%	1,139,762	13%	1,657,693	18%	1,667,439	19%	
Right-of-use assets	410,275	5%	350,249	4%	299,247	3%	298,411	3%	
Others assets	691,379	8%	965,814	11%	705,783	8%	764,847	9%	
Total Assets	8,677,239	100%	8,905,010	100%	8,893,169	100%	8,923,157	100%	
Bank loans	2,180,408	25%	1,980,472	22%	705,554	8%	706,556	8%	
Company debt payable	0	0%	0	0%	1,035,203	12%	1,041,184	12%	
Accounts payable	81,045	1%	86,95	1%	75,064	1%	70,674	1%	
Other payables	449,444	5%	423,966	5%	330,92	4%	234,215	3%	
Lease liabilities	413,655	5%	357,401	4%	310,433	3%	310,237	3%	
Other liabilities	899,19	10%	907,432	10%	892,038	11%	832,826	9%	
Total liabilities	4,023,742	46%	3,756,221	42%	3,349,212	38%	3,195,692	36%	
Common capital	794,924	9%	794,924	9%	824,924	9%	824,924	9%	
Capital surplus & legal reserve	2,732,977	31%	2,729,281	31%	3,333,680	37%	3,333,680	37%	
Unappropriated retained earnings	1,768,678	20%	2,265,122	25%	1,808,626	20%	1,864,508	21%	
Other equities	-643,082	-7%	-640,538	-7%	-423,273	-5%	-295,647	-3%	
Total equity	4,653,497	54%	5,148,789	58%	5,543,957	62%	5,727,465	64%	

Financial Information: Three-Year Condensed Cash Flow Chart

Unit: \$1000

Item	2022		2023		2024		Q1 2025	
	RMB	NT\$	RMB	NT\$	RMB	NT\$	RMB	NT\$
Net cash provided by operations	62,767	277,546	279,967	1,230,096	128,949	574,539	-14,970	-67,572
Net cash provided by (used in) investments	217,718	962,707	-311,532	-1,369,496	-287,084	-1,275,043	-84,443	-381,649
Acquisition or disposal of real estate or equipment	-12,850	-56,820	-56,570	-248,740	-110,304	-486,361	-14,119	-64,234
Other items	230,568	1,019,527	-254,962	-1,120,756	-176,780	-788,682	-70,324	-317,415
Net cash used in financing activities	-363,159	-1,604,041	-173,421	-750,679	-182,591	-796,409	-8,959	-40,436
Dividend distribution	-216,061	-953,908	-129,135	-556,446	-188,116	-834,670	-	-
Other items	-147,098	-650,133	-44,286	-194,233	-5,525	38,261	-8,959	40,436

1

Company Profile & Business Outlook

2

Financial Overview

3

Q&A

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CHLITINA

勇敢愛 不等待

Thank you

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