

CHLITINA

CHLITINA HOLDING LIMITED

Q2 2025 BUSINESS REPORT

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

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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

CHLITINA | 克麗緹娜

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
2007-2015

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

2001-2003



1999
Shanghai flagship store opened.

2007-2015

Stable Growth around China & Capitalization

- 2008: **Centre de R&D Chlritina 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.

2017-2023



2025

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

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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

4,309 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 %

聚焦優勢 精準發展
立即行動 引領增長

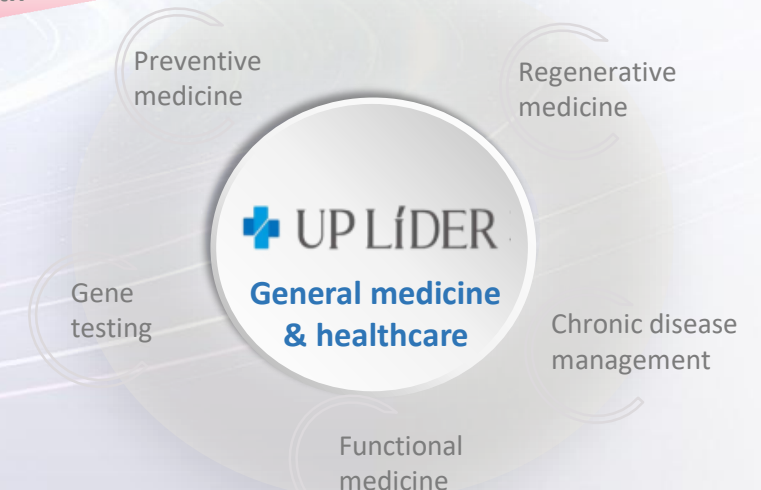
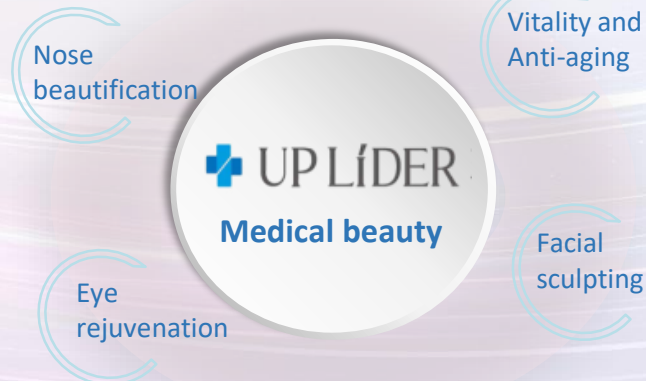
* As of 2025/8/31

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

Total: 4,309 stores (end of August 2025)

China: 4,067 franchise stores
Taiwan: 223 distributors
Vietnam, Hong Kong: 19 franchise stores & directly operated stores (Vietnam)

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



Chlitina Store Count Evolution (Mainland China)



聚焦優勢 精準發展
立即行動 引領增長

CHLITINA
HOME SPA



Website followers:

1,000,000+

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 streams
Influencer live streams



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



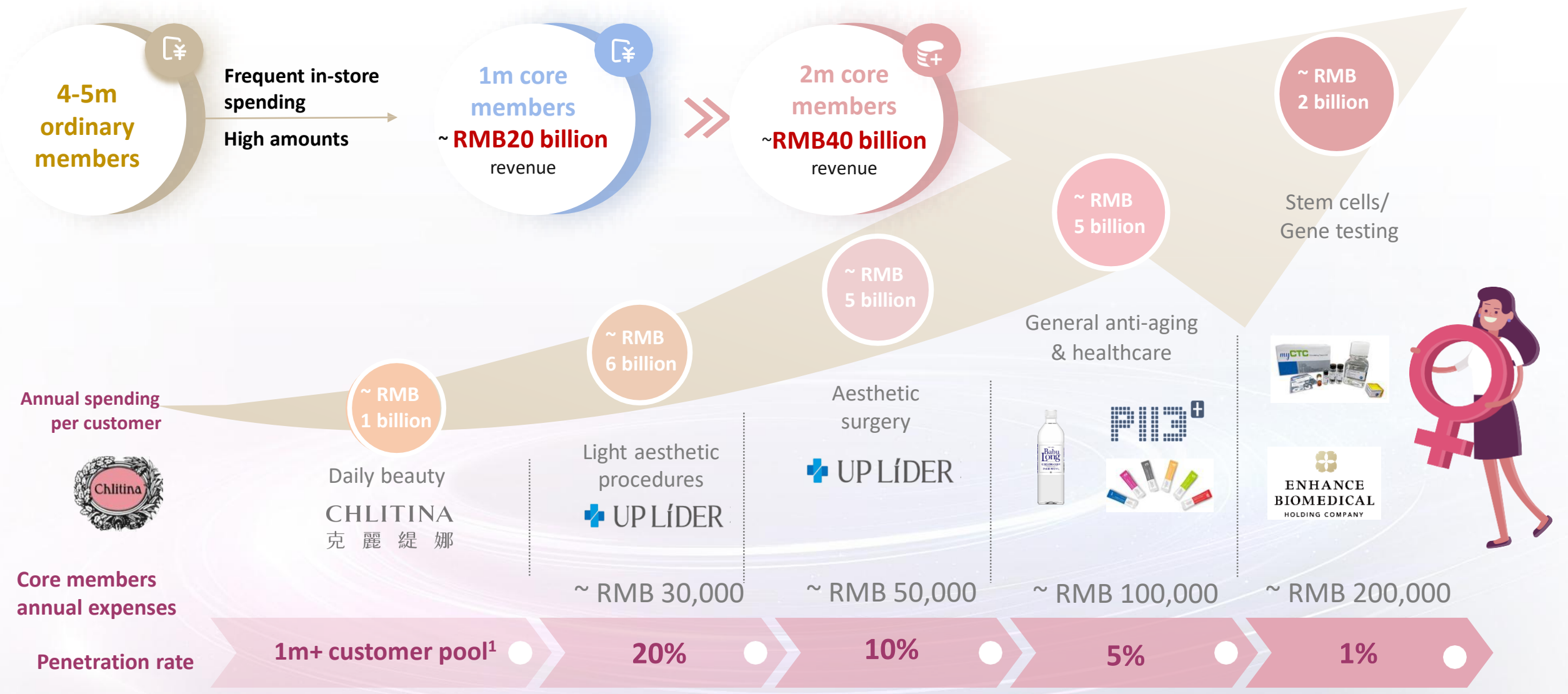
Medical beauty provides support for
post-surgery repair

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



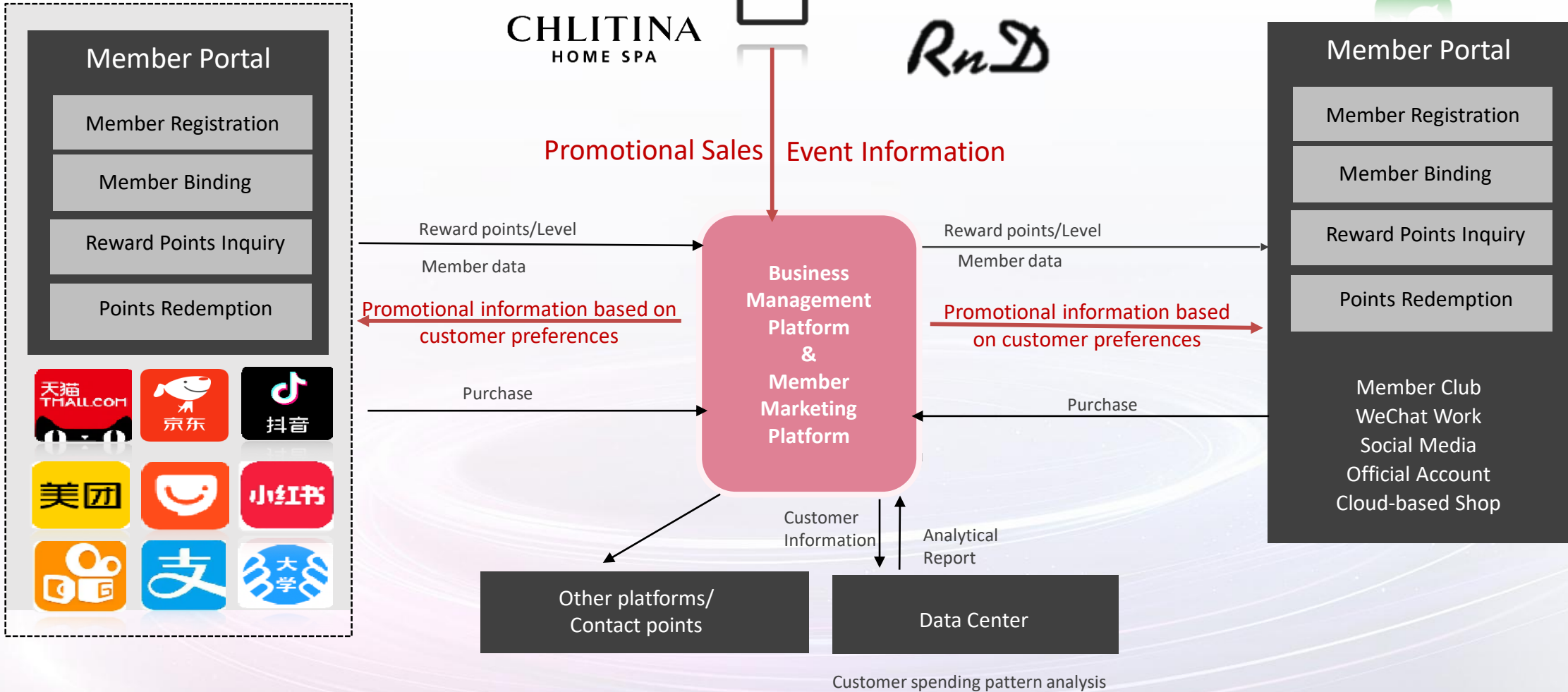
Brand Power



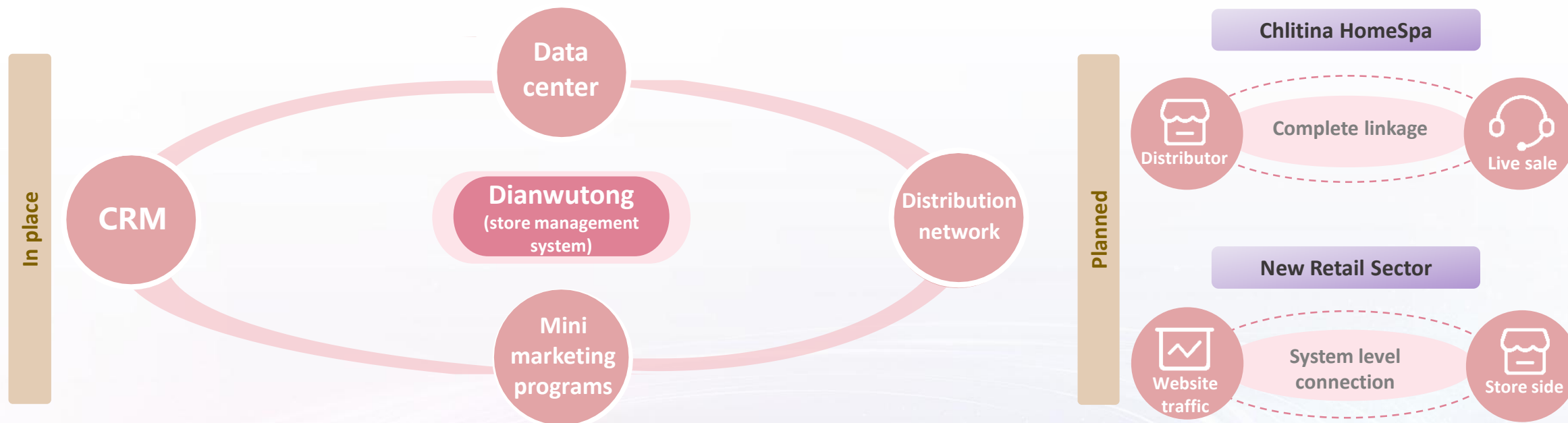
Product Power

聚焦優勢 精準發展
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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.

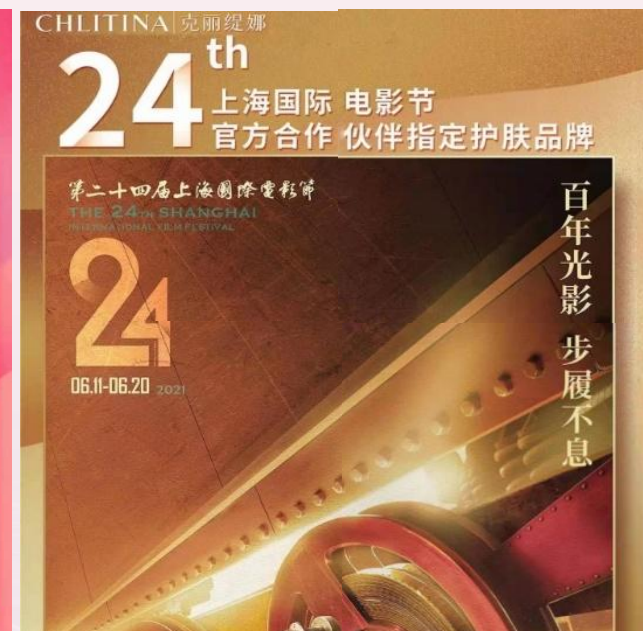
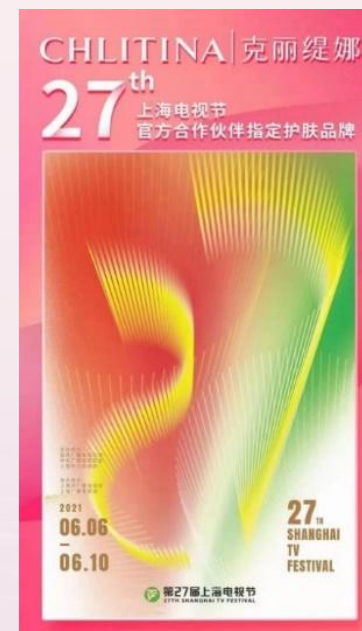
Customized support solutions → Strong Management

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	上海浦东新区川沙新镇川沙路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: 上海市浦东新区川沙新镇川沙路58号2幢1层及3层 生产地址: 上海市浦东新区川沙新镇川沙路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2024111136
批准日期	2024年10月22日 注册证有效期至 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 穴位解压 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

获得2024年比利时 国际品质评鉴大奖

Monde Selection 金奖

见证童妍实力派



Youthkeeper Serum
2024 Monde Selection
(Belgium) Gold Award

Le spa Jolie Rose
Face Cleansing
Nectar



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

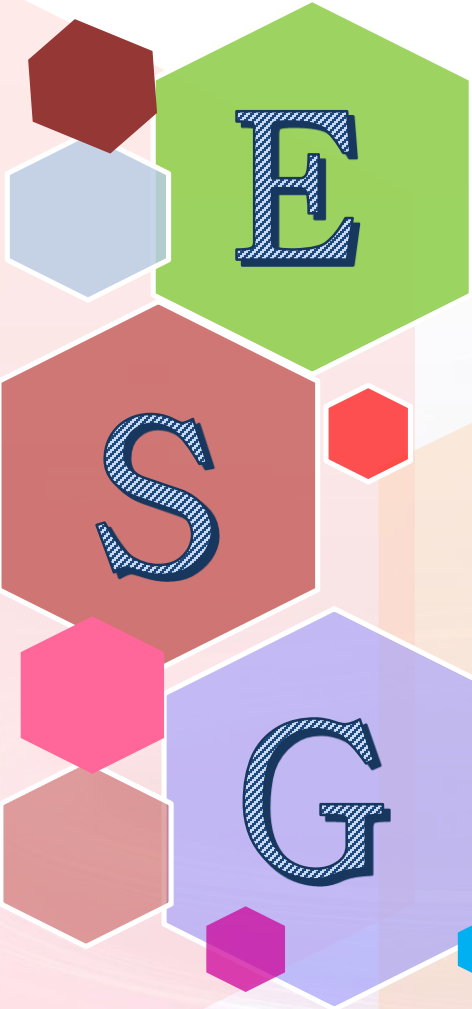


At the 2025 March 15 International Consumer Rights Day themed activities, the Company was once again honored with three authoritative certifications awarded by the China Quality Inspection Association: **“National Advanced Enterprise for Quality and Integrity,” “National Quality Leading Brand in the Beauty Service Industry,” and “National Quality Leading Enterprise in the Beauty Service Industry”**



Business Update: ESG Policy Implementation

Chlitina Holding Limited
uploaded its ESG 2024
Report at the end of August



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聚焦優勢 精準發展
立即行動 引領增長

According to data released by China’s National Bureau of Statistics :

-Total retail sales of cosmetics amounted to RMB 40.7 billion in June 2025, a year-on-year decrease of 2.3%.

-From January to June 2025, total retail sales of cosmetics amounted to RMB229.1 billion, a year-on-year increase of 2.9%.

指 标	6月		1—6月	
	绝对量 (亿元)	同比增长 (%)	绝对量 (亿元)	同比增长 (%)
社会消费品零售总额	42287	4.8	245458	5.0
其中：除汽车以外的消费品零售额	37649	4.8	221990	5.5
其中：限额以上单位消费品零售额	18327	5.0	99219	6.1
其中：实物商品网上零售额	-	-	61191	6.0
按经营地分				
城镇	36559	4.8	213050	5.0
乡村	5728	4.5	32409	4.9
按消费类型分				
餐饮收入	4708	0.9	27480	4.3
其中：限额以上单位餐饮收入	1372	-0.4	7996	3.6
商品零售额	37580	5.3	217978	5.1
其中：限额以上单位商品零售额	16955	5.5	91223	6.3
其中：粮油、食品类	2050	8.7	11952	12.3
饮料类	296	-4.4	1620	-0.6
烟酒类	516	-0.7	3316	5.5
服装、鞋帽、针纺织品类	1275	1.9	7426	3.1
化妆品类	407	-2.3	2291	2.9
金银珠宝类	287	6.1	1948	11.3

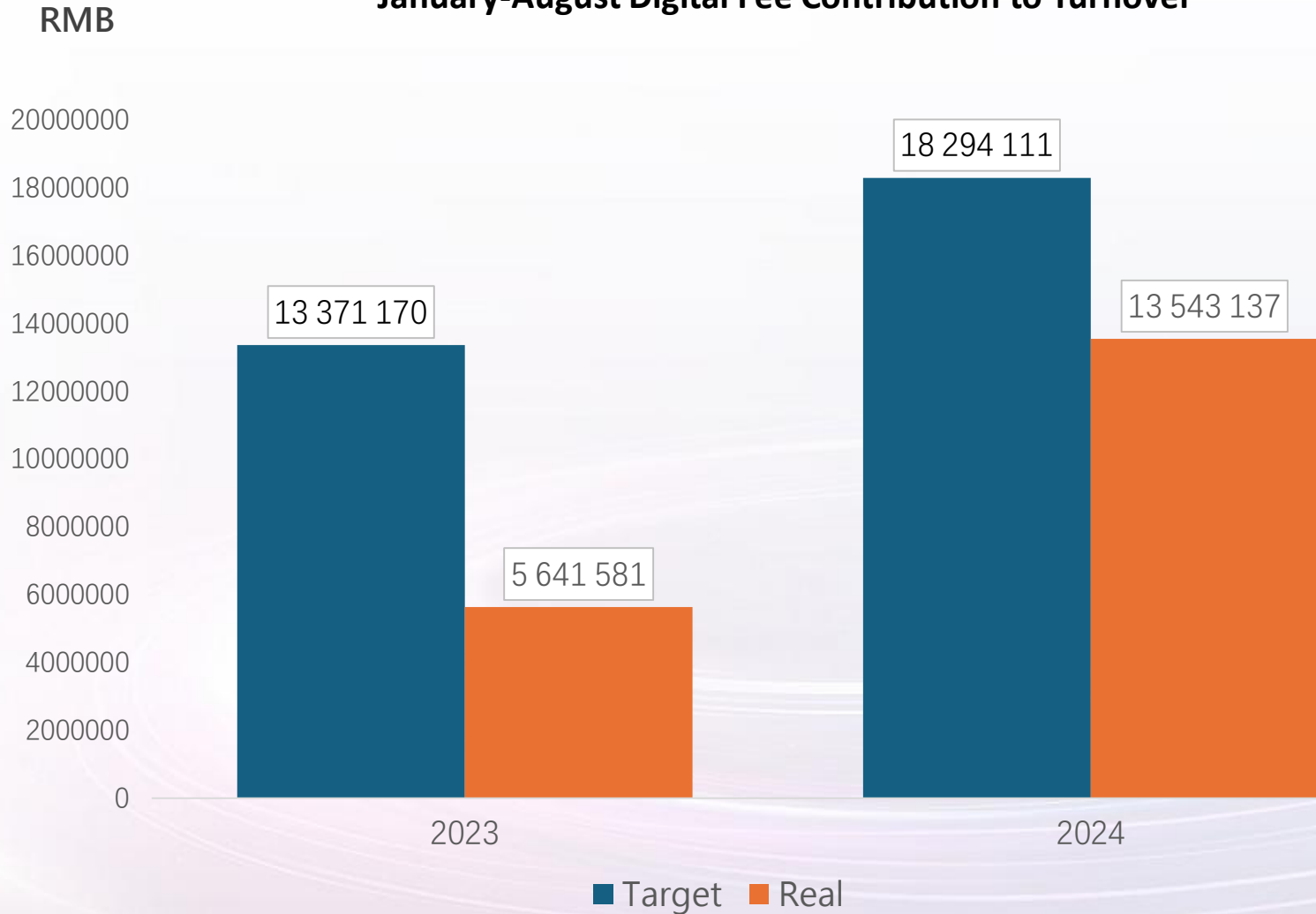
According to data released by
China’s National Bureau of Statistics:

-In July 2025, total retail sales of
cosmetics amounted to RMB26.5
billion, a year-on-year increase of
4.5%.

-From January to July 2025, total
retail sales of cosmetics reached
RMB256.2 billion, a year-on-year
increase of 3.1%

指 标	7月		1—7月	
	绝对量 (亿元)	同比增长 (%)	绝对量 (亿元)	同比增长 (%)
社会消费品零售总额	38780	3.7	284238	4.8
其中：除汽车以外的消费品零售额	34931	4.3	257014	5.3
其中：限额以上单位消费品零售额	15214	2.8	114258	5.6
其中：实物商品网上零售额		-	70790	6.3
按经营地分				
城镇	33620	3.6	246669	4.8
乡村	5160	3.9	37569	4.7
按消费类型分				
餐饮收入	4504	1.1	31984	3.8
其中：限额以上单位餐饮收入	1309	-0.3	9318	3.1
商品零售额	34276	4.0	252254	4.9
其中：限额以上单位商品零售额	13905	3.1	104940	5.8
其中：粮油、食品类	1817	8.6	13741	11.8
饮料类	285	2.7	1905	-0.2
烟酒类	433	2.7	3740	5.2
服装、鞋帽、针纺织品类	961	1.8	8371	2.9
化妆品类	265	4.5	2562	3.1
金银珠宝类	221	8.2	2168	11.0

January-August Digital Fee Contribution to Turnover

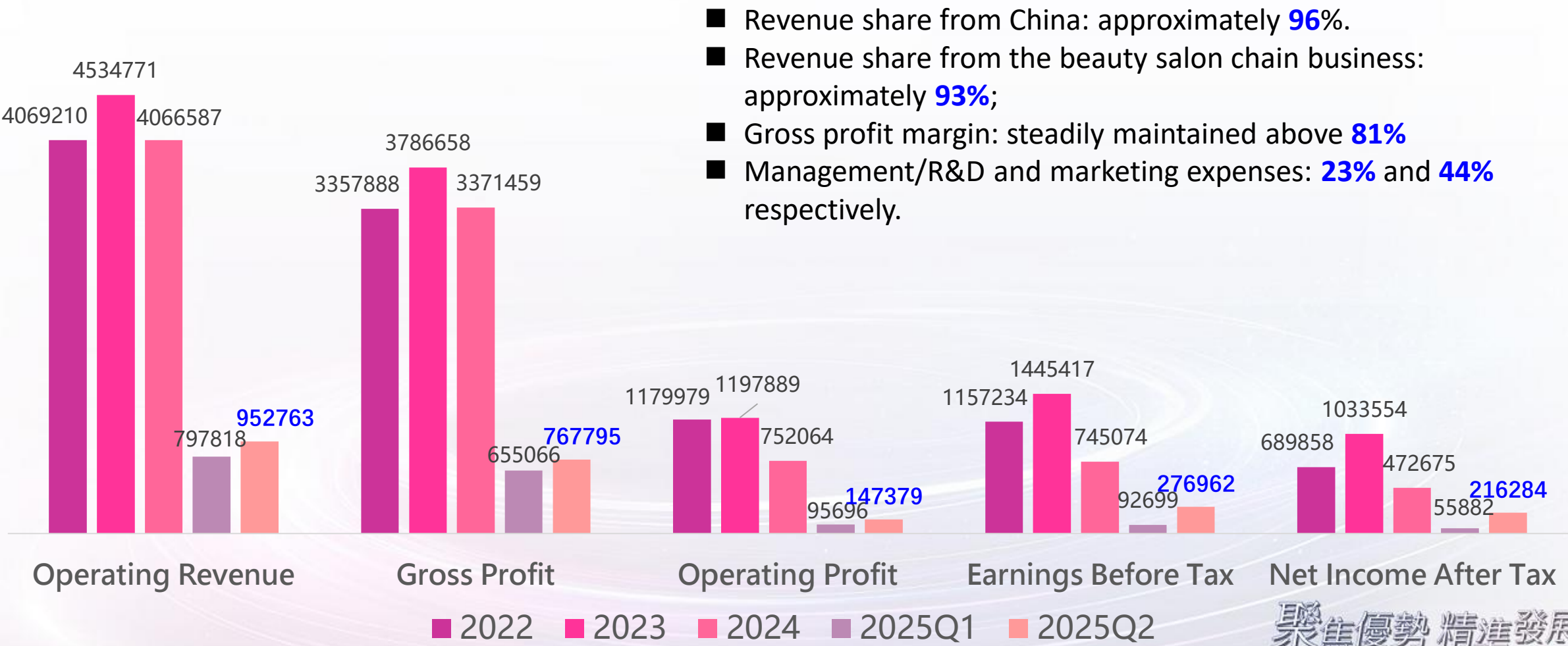


As of the end of August, **3,360** Chlitina franchise stores were already on **Meituan (83%)**, and **3,319** Chlitina franchise stores were already on **Douyin (82%)**.

From June to August, **106,712** vouchers or coupons had been redeemed online across all e-commerce platforms (Meituan, Dazhong Dianping, Douyin) (YoY +44%).

聚焦優勢 精準發展
立即行動 引領增長

Historical Financial Data



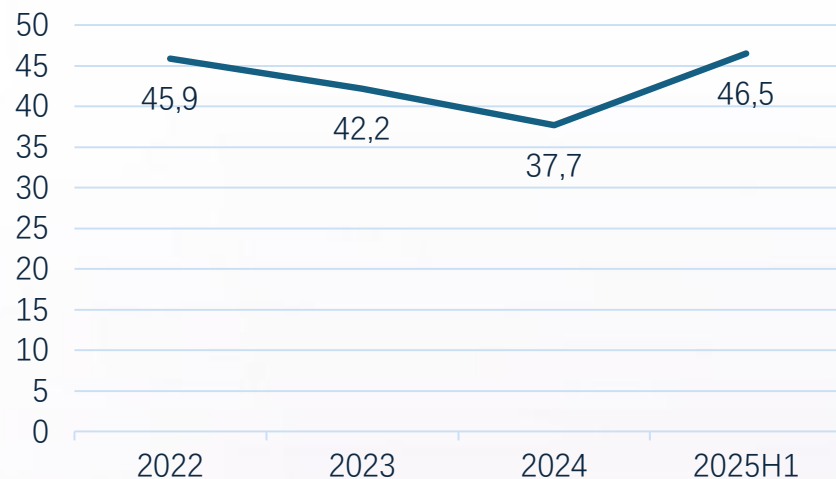
Unit: NT\$1,000

聚焦優勢 精準發展
立即行動 引領增長

Historical Financial Ratios

CHLITINA | 克麗緹娜

Debt-to-Assets Ratio



Current Ratio

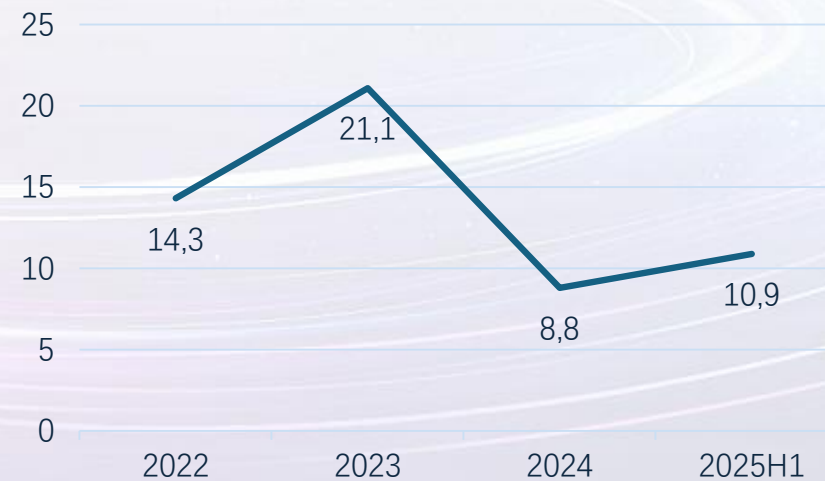


All financial ratios
are within
appropriate levels

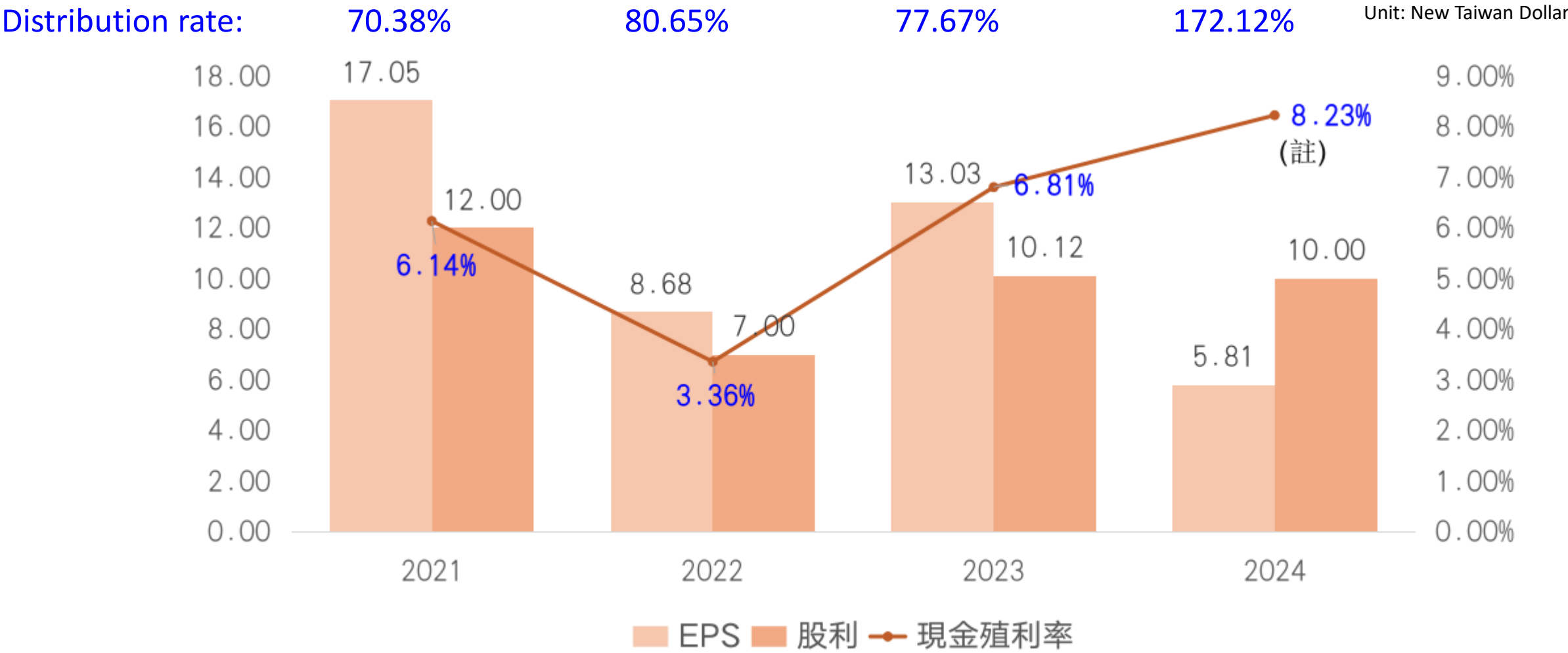
Return on Assets (Annualized)



Return on Equity (Annualized)



聚焦優勢 精準發展
立即行動 引領增長



Note: Calculated on the closing price of July 2: NT\$121.5

Financial Information: Condensed Income Statements

CHLITINA | 克麗緹娜

Item	Unit: \$1000							
	2022		2023		2024		H1 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	399,457	1,750,581
Operating costs	-160,867	-711,322	-170,285	-748,113	-156,009	-695,128	-74,781	-327,720
Gross profit	759,394	3,357,888	861,917	3,786,658	756,662	3,371,459	324,676	1,422,861
Gross profit rate	83%		84%		83%		81%	
Selling exp.	-330,536	-1,461,564	-417,531	-1,834,334	-404,666	-1,803,068	-177,304	-777,017
Admin exp.	-162,003	-716,345	-171,724	-754,435	-183,210	-816,327	-90,711	-397,532
Operating profit	266,855	1,179,979	272,662	1,197,889	168,786	752,064	55,466	243,075
Total non-operating	-5,144	-22,745	56,342	247,528	-1,569	-6,990	28,885	126,586
Profit before tax	261,711	1,157,234	329,004	1,445,417	167,217	745,074	84,351	369,661
Income tax exp.	-105,698	-467,376	-93,748	-411,863	-61,135	-272,399	-22,247	-97,495
Profit for the period	156,013	689,858	235,256	1,033,554	106,082	472,675	62,104	272,166
EPS (NT\$)	1.96	8.68	2.97	13.03	1.3	5.81	0.75	3.30
Cash dividend (distributed the following year)	NT\$7 per share (cash)		NT\$10.12 per share (cash)		NT\$10 per share (cash)			

Financial Information: Condensed Balance Sheets

Item	2022 (after adjustment)		2023		2024		H1 2025		Unit: NT\$1,000
	NT\$	%	NT\$	%	NT\$	%	NT\$	%	
Cash and cash equivalents	5,644,321	65%	4,626,234	52%	3,356,574	38%	3,057,699	37%	
Financial assets - current, measured at amortized cost			1,163,535	13%	2,145,195	24%	1,898,228	23%	
Net accounts receivable	2,103	0%	4,153	0%	3,984	0%	6,459	0%	
Inventories	486,317	6%	388,179	4%	463,052	5%	390,776	4%	
Investment (Equity method)	213,149	2%	267,084	3%	261,641	3%	220,391	3%	
Property, plant and equipment, net	1,229,695	14%	1,139,762	13%	1,657,693	18%	1,612,198	20%	
Right-of-use assets	410,275	5%	350,249	4%	299,247	3%	271,859	3%	
Others assets	691,379	8%	965,814	11%	705,783	8%	777,368	10%	
Total Assets	8,677,239	100%	8,905,010	100%	8,893,169	100%	8,235,720	100%	
Bank loans	2,180,408	25%	1,980,472	22%	705,554	8%	573,579	7%	
Accounts payable	81,045	1%	86,950	1%	75,064	1%	56,207	1%	
Other payables	449,444	5%	423,966	5%	330,920	4%	1,031,153	13%	
Company debt payable					1,035,203	12%	1,047,200	13%	
Lease liabilities	413,655	5%	357,401	4%	310,433	3%	284,390	3%	
Other liabilities	899,19	10%	907,432	10%	892,038	11%	834,733	9%	
Total liabilities	4,023,742	46%	3,756,221	42%	3,349,212	38%	3,827,262	46%	
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%	2,897,144	35%	
Unappropriated retained earnings	1,768,678	20%	2,265,122	25%	1,808,626	20%	1,690,611	21%	
Other equities	-643,082	-7%	-640,538	-7%	-423,273	-5%	-1,004,221	-11%	
Total equity	4,653,497	54%	5,148,789	58%	5,543,957	62%	4,408,458	54%	

Financial Information: Three-Year Condensed Cash Flow Chart

Unit: \$1000

Item	2022		2023		2024		H1 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	59,414	260,377
Net cash provided by (used in) investments	217,718	962,707	-311,532	-1,369,496	-287,084	-1,275,043	-16,458	-69,530
Acquisition or disposal of financial assets measured at amortized cost	241,962	1,069,908	-268,901	-1,181,362	-210,151	-936,370	15,051	65,959
Acquisition or disposal of property, plant and equipment	-12,850	-56,820	-56,570	-248,740	-110,304	-486,361	-39,470	-170,377
Other items	-11,394	-50,381	-13,939	60,606	33,371	147,688	7,961	34,888
Net cash used in financing activities	-363,159	-1,604,041	-173,421	-750,679	-182,591	-796,409	-35,551	-155,800
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	-35,551	-155,800

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Q&A

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Thank you

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