



I. January 2025 Revenue: Summary by Channel

1. NT\$ Reporting for 4137 TT	Jan. 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	174.4	-50%	-53%
Channel – Beauty Salon Franchise (mainland China)	140.0	-53%	-58%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	13.0	-11%	-19%
Channel – Internet Retailing	5.5	-76%	-29%
Channel – Medical Beauty Clinics	15.9	20%	0%
NT\$/RMB avg. exchange rate (Jan.)	4.4862	----	----
2. RMB Reporting for 4137 TT	Jan. 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	38.9	-50%	-54%
Channel – Beauty Salon Franchise (mainland China)	31.2	-53%	-59%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	2.9	-12%	-22%
Channel – Internet Retailing	1.2	-77%	-31%
Channel – Medical Beauty Clinics	3.6	20%	-3%

3. Franchise Store Count	End of January 2025	Net Change in January	YTD Net Change	YoY %
Total	4561	-26	-26	-5%
China	4316	-26	-26	-6%
Taiwan	226	0	0	2%
Southeast Asia	19	0	0	-10%

II. Major Upcoming Events and Press Release for January

- Financial Briefing:** Next financial briefing is tentatively planned for early March.
- Major Meetings:** Next regular board meeting is tentatively planned for late February to present the 2024 financial statements and other important agenda items.
- Other Topics:** The Company plans to amend its articles of association to increase flexibility in the distribution of dividends. This proposal has been submitted to the Board of Directors for approval at the end of 2024 and will take effect upon approval at the shareholders regular meeting in 2025. In the future, dividend distribution may be planned on a quarterly basis depending on the Company's operations.

**4. Press Release:**

CHLITINA HOLDING LIMITED's January revenue was affected by the long Lunar New Year holiday and is gradually returning to normal. Looking forward to a healthy rebound in the Year of the Golden Snake, the group continues to reinforce its channel operations and brand power.

Taipei, February 10, 2025

CHLITINA HOLDING LIMITED (stock code: 4137, hereafter referred to as Chlitina) announced today consolidated revenue for January 2025 at NT\$173 million, a result mainly affected by the long Lunar New Year break.

Starting from mid-January, beauticians working at CHLITINA franchise salons began taking leave to return home, reducing the actual number of working days throughout the network. Additionally, Lunar New Year vacations occurred at a different time from 2024, which partly explains the 52.9% decrease in revenue in January compared to the same period last year.

However, judging from the actual operations of group's main channel – the CHLITINA franchise beauty salon network – there is still strong demand for beauty and body care services, as well as relaxation and other services available in physical stores.

This year, the group will focus on its core business. Chlitina currently has sufficient funds available, and its bank loans denominated in US dollars are at their lowest level since the third quarter of last year. Therefore, in times of economic downturn, the company can maintain a strong operation resilience and support. In 2025, the company will continue to develop its competitiveness and brand power, and achieve profit stability and growth by actively optimizing its corporate structure and strictly controlling costs.

According to the latest statistics from Meituan, a Chinese shopping platform, the number of its users grew in 2024 compared to 2023, and looking at the overall Chinese beauty industry, the number of stores partnering with Meituan saw a net increase of over 120,000 locations. The annual average consumption frequency also increased, and the store closure rate is slowing down. Related data indicates that the reduction in store closures is due to some stores upgrading through franchising or brand repositioning. This shows that the upgrade of the beauty industry and the development of chain stores will be key factors in securing a place in the market in the future.

Additionally, available market information suggests that hair care, beauty, nail care, eyelash extensions and light medical beauty treatments – the “six major beauty industries” – are showing increased potential in second and third-tier markets. This

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trend is expected to drive the overall market towards more diversified and frequent consumption patterns. Although China's economy and consumption are currently impacted by many external uncertainties, Chlitina, as a leading player in the Chinese beauty industry, can maintain its brand advantage and attractiveness by stabilizing its operations and continuing to implement digital transformation. This will allow the company to integrate online and offline operational resources and to wait for economic recovery and for new business opportunities.

About CHLITINA

- ◆ **Main Business:** Beauty and personal care products. Channels: Beauty salon franchise; Self-operated medical beauty clinics; Self-operated e-commerce platform.
- ◆ **Current Market Positioning:** Mid-to-high-end beauty salon franchise business – Industry leader in the franchise business, while also developing related ancillary channels and products.
- ◆ **Primary Market Focus:** Chinese-speaking regions in Asia.
- ◆ **Business Model:** The Company develops, manufactures, markets and sells its own brand of beauty and personal care products through franchised beauty salons. In recent years, we have been working on business diversification through new strategies including creating the UPLIDER medical beauty clinics and the JINGHE and HEDENG general clinics, developing the CHLITINA HOME SPA omnichannel retail and investing in RnD Nail & Eyelash stores among other subsidiary channels.
- ◆ **Brand Background:** CHLITINA was created in Taiwan in 1989 by Dr. Chen Wu-kang who successfully developed skin care products based on amino acids. In 1997, CEO Joanna Chen brought the CHLITINA brand to the Chinese mainland market where its high-quality products and effective business model have been keys to its remarkable success.
- ◆ **New Developments:** In addition to operating a large beauty salon franchise, in recent years, CHLITINA has been collaborating with academic and medical circles on R&D projects regarding stem cells, as well as anti-ageing and regenerative medicine. We have also made strategic investments in the biotechnology industry. In the long term, we are confident that this strategy will inject new blood into the group.