

**I. February 2025 Revenue: Summary by Channel**

1. NT\$ Reporting for 4137 TT	Feb. 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	292.1	68%	17%
Channel – Beauty Salon Franchise (mainland China)	269.0	92%	21%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	10.7	-18%	-25%
Channel – Internet Retailing	3.4	-39%	-14%
Channel – Medical Beauty Clinics	9.0	-43%	0%
NT\$/RMB avg. exchange rate (Feb.)	4.5008	----	----
2. RMB Reporting for 4137 TT	Feb. 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	64.9	67%	14%
Channel – Beauty Salon Franchise (mainland China)	59.8	92%	18%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	2.4	-18%	-27%
Channel – Internet Retailing	0.7	-39%	-17%
Channel – Medical Beauty Clinics	2.0	-44%	-3%
3. TWD Reporting	Jan. to Feb. 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	466.4	----	-25%
Channel – Beauty Salon Franchise (mainland China)	408.9	----	-26%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	23.8	----	-22%
Channel – Internet Retailing	8.8	----	-24%
Channel – Medical Beauty Clinics	24.9	----	0%
NT\$/RMB average exchange rate	4.4953	----	----
4. RMB Reporting	Jan. to Feb. 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	103.8	----	-27%
Channel – Beauty Salon Franchise (mainland China)	91.0	----	-28%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	5.3	----	-24%
Channel – Internet Retailing	2.0	----	-26%
Channel – Medical Beauty Clinics	5.5	----	-3%



5. Franchise Store Count	End of February 2025	Net Change in February	YTD Net Change	YoY %
Total	4544	-17	-43	-6%
China	4299	-17	-43	-6%
Taiwan	226	0	0	2%
Southeast Asia	19	0	0	-10%

II. Major Upcoming Events and Press Release

1. **Financial Briefing:** Next financial briefing is tentatively planned for the second half of April.
2. **Major Meetings:** A regular board meeting will be held during the first half of April to discuss and review proposals from shareholders holding more than 1% of shares, and other important proposals.
3. **Other Topics:** The Company intends 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 2025 Shareholders Regular Meeting. In the future, dividend distribution may be planned on a quarterly basis depending on the Company's operations.
4. **Press Release:**

CHLITINA HOLDING LIMITED posted consolidated revenue of NT\$ 292.1 million in February, a 68% increase month on month and a 17% increase year on year. Chlitina develops cross-industry collaborations to enhance its brand power and seize market recovery opportunities through digital transformation and physical store optimization.

Taipei, March 7, 2025

CHLITINA HOLDING LIMITED (stock code: 4137, hereafter referred to as Chlitina) announced today its consolidated revenue for February 2025 of NT\$ 292 million, an increase of 68% compared to the previous month, and 17% compared to the same period last year. Chlitina stated that its main market is still affected by the economic slowdown, and the consumer market is undergoing a structural adjustment, which somewhat limits overall revenue growth momentum. However, considering the current state of the entire beauty and skincare industry, the Chlitina Group, thanks to a stable business model and rigorous cost management, continues to perform on par with other industry peers. This demonstrates that there is a stable demand among end customers for Chlitina high quality skincare products and refined services, but also reflects the market trend towards more professional and technologically advanced high-end skincare. This is evident in the gross profit margin and profitability of the Group. The gross profit margin for the whole year 2024 remained at 83%,

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highlighting the group's strong professionalism, and its ability to maintain quality and value without resorting to price-cutting strategies. Moreover, the group has sufficient funds to support future development of its various businesses. The company also expressed gratitude to its shareholders for their long-term support and approved a special cash dividend. At the end of February, the board of directors resolved to distribute a cash dividend of NT\$ 10 per share for 2024 (NT\$ 7 from retained earnings and NT\$ 3 from capital surplus).

According to a research report by Fortune Business Insights, the market size of the mainland China beauty and personal care market reached US\$ 59.08 billion in 2024 and is projected to grow to US\$ 128.61 billion by 2032, with a compound annual growth rate (CAGR) of 10.43%. Key factors driving market growth include increased consumer focus on skin health, environmental impacts on skincare needs, and the rapid development of social media and e-commerce. This indicates that the beauty and personal care industry remains a fundamental and resilient market.

Chlitina has been actively deepening its product technology research and development, utilizing innovative ingredients and patented technologies to launch several high-performance skincare products. These products address diverse skincare needs such as anti-aging, repair, and brightening. Notable company products include the "Youthkeeper Serum 2.0," which won the 2024 International Quality Institute Gold Quality Award, the "Repair Essence Oil" featuring small-molecule anti-aging peptide technology, the product lines co-developed with a major French cosmetics laboratory, and the "Evening Primrose Vitality Fortifying Product Line," using exclusive patented brightening factors. With its outstanding research and development capabilities and market reputation, Chlitina maintains a stable position in the high-end skincare market, meeting consumers' demands for precise skincare solutions.

Chlitina not only continues to focus on product development but also actively enhances brand awareness through cross-industry collaborations. Recently, Chlitina became the exclusive beauty salon partner for the popular romantic TV drama "Hard to Please" on Youku. By cleverly integrating the characters with the brand's philosophy, it successfully attracted consumer attention and further expanded the brand's influence. Since its premiere on February 18, the drama has quickly become a hot series topping the popularity charts on multiple platforms and widely discussed thanks to its high-quality content. Chlitina took this opportunity to combine its brand philosophy of "Brave Love Doesn't Wait" with the plot, not only deepening consumers' emotional connection with the brand but also further enhancing the brand's value.

Looking ahead to 2025, Chlitina maintains a cautiously optimistic outlook. As the Chinese government continues to implement policies aimed at boosting domestic demand and stimulating consumption to drive economic recovery, Chlitina will continue to increase its brand competitiveness and operational resilience, steadily preparing to seize market recovery opportunities. Last year, the group focused on precisely allocating various expenses to the



development of its digital system, promoting the digital transformation of brick-and-mortar stores. This initiative integrates data technology into the management model of the franchise. Additionally, the company deeply merges online and offline operations. Currently, nearly 80% of Chlitina franchise stores are connected to the company's online platform. By analyzing data to gain insights into consumer behavior and optimizing store management efficiency, the company helps franchise partners accurately grasp market demands, strengthens the connection between the brand and consumers, and enhances overall competitiveness, with the aim to improve overall operational performance. This strategy has the potential to restore the company's profitability to its best level.

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, Chairman 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.