

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

1. NT\$ Reporting for 4137 TT	May 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	333.9	0%	-11%
Channel – Beauty Salon Franchise (mainland China)	303.1	2%	-9%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	13.5	-2%	-1%
Channel – Internet Retailing	8.1	-10%	-17%
Channel – Medical Beauty Clinics	9.2	-30%	-44%
NT\$/RMB avg. exchange rate (May)	4.2327	----	----
2. RMB Reporting for 4137 TT	May 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	78.9	6%	-6%
Channel – Beauty Salon Franchise (mainland China)	71.5	7%	-5%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	3.2	4%	5%
Channel – Internet Retailing	2.0	-5%	-13%
Channel – Medical Beauty Clinics	2.2	-24%	-39%
3. TWD Reporting	Jan. to May 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	1,465.6	----	-14%
Channel – Beauty Salon Franchise (mainland China)	1,304.9	----	-14%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	63.3	----	-14%
Channel – Internet Retailing	34.9	----	-19%
Channel – Medical Beauty Clinics	62.5	----	-20%
NT\$/RMB average exchange rate	4.437	----	----
4. RMB Reporting	Jan. to May 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	330.3	----	-15%
Channel – Beauty Salon Franchise (mainland China)	294.1	----	-15%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	14.2	----	-15%
Channel – Internet Retailing	7.9	----	-19%
Channel – Medical Beauty Clinics	14.1	----	-20%



5. Franchise Store Count	End of May 2025	Net Change in May	YTD Net Change	YoY %
Total	4,511	-11	-76	-7%
China	4,267	-11	-75	-7%
Taiwan	225	0	-1	0%
Southeast Asia	19	0	0	0%

II. Major Upcoming Events and Press Release

1. **Financial Briefing:** Tentatively scheduled for the end of June.
2. **Major Meetings:** None.
3. **Other Topics:** None
4. **Press Release:**

CHLITINA HOLDING LIMITED announced a revenue of NT\$334 million in May, marking the fourth consecutive month of revenue growth.

The ex-dividend date was set as July 9, with a cash dividend of NT\$10 per share, to be paid on July 31.

Taipei, June 6, 2025

CHLITINA HOLDING LIMITED (stock code: 4137, hereafter referred to as Chlitina) announced today that the consolidated revenue for May 2025 was NT\$334 million, the same as the previous month, but representing a 6% growth month-on-month in the original currency (RMB), and marking the fourth consecutive month of positive single-month revenue growth.

The continued growth in Chlitina's monthly revenue is primarily due to the launch of a number of new products in the second quarter, including the "Skin Radiance Refining Series," the White Crystal Dark Spot Correcting Series, " and the "SPF50 PA++ Whitening Sunscreen." These new products have driven sales growth in the main channel, the beauty salon franchise, demonstrating Chlitina's strong brand power and market acuity.

In addition, Chlitina announced that the ex-dividend trading date will be July 3, and the ex-dividend base date will be July 9. A cash dividend of NT\$10 per share will be distributed. Based on today's closing price of NT\$117.5, the dividend yield is as high as 8.51%, and the cash dividend is expected to be distributed on July 31.

Chlitina pointed out that the group's latest medical-grade skincare line, the "Skin Radiance Refining Series," features the world's first deer amniotic fluid extract as its star ingredient. This series combines regenerative medicine and stem cell technology, integrating active ingredients such as PDRN and adenosine to create a triple "activation, repair, and regeneration" cycle mechanism. It precisely targets the needs of the high-end anti-aging market. Since its launch, it has garnered significant market attention, with cumulative sales exceeding NT\$62 million by the end of May. This further validates the brand's product strength in the functional skincare market.

Facing changes and challenges in the overall consumer market, the teams continue to strengthen their online and offline channel layouts and membership management.

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They actively launch high-efficiency, high-value-added, anti-aging skincare product series, driving overall sales momentum through precise marketing strategies. The four consecutive months of positive single-month revenue growth reflect the gradual success of the group's product strategy and integrated marketing resources, laying a solid foundation for the second quarter's operational performance.

In addition to deepening product R&D, Chlitina continues to strengthen cross-industry collaborations with high-traffic online platforms to expand consumer reach. Recently, Chlitina partnered with CCTV and Youku on the co-produced urban drama *The Good Life*, becoming the exclusive beauty salon partner for the series. Since its premiere on April 17, the drama has gained widespread popularity on both CCTV-8 and Youku, thanks to award-winning director Wang Jun and to the stellar performances of actors Sun Li and Dong Zijian. It has also become a hot topic of discussion in Taiwan.

Chlitina adopted a "brand concept contextualization" strategy by integrating its brand message—"Love bravely, don't wait"—into the storyline, which follows the female protagonist as she navigates life's turning points and regains confidence and strength. This approach fosters a subtle but meaningful emotional resonance between the audience and the brand. Notably, this collaboration not only drives traffic to the brand but also initiates an integrated online and offline resource strategy, creating a seamless consumer journey from viewing and awareness to conversion. Through this initiative, Chlitina aims to enhance brand affinity among female consumers, further solidifying its premium positioning in the beauty industry and strengthening its cultural influence and leadership in the broader health and beauty market.

Looking ahead, Chlitina maintains a cautiously optimistic outlook. The company will focus its future operations on two key pillars: "new product development" and "cost reduction with efficiency improvement." It will continue to implement its business strategy of "brand traction, product leadership, dual engine, and win-win partnerships with customers," aiming to shift from a product-oriented approach to a customer lifetime value management model.

With the advancement of China's "seeking progress while maintaining stability" policy, Chlitina is optimistic about the potential of the beauty and health market driven by urbanization and rising disposable income. Although the cosmetics and skincare market is still undergoing structural adjustments, the introduction of new products and technologies is gradually shaping new consumption patterns.

Chlitina will continue to increase R&D investment, enhance the added value of its products and services, and leverage the expansion of its nearly 5,000 Chlitina physical stores to effectively boost consumer penetration and repurchase momentum, thereby increasing brand awareness and sales pull. Additionally, through its digital management system "Dianwutong," it aims to improve operational efficiency and standardization, strengthen operational resilience, and steadily build long-term competitive advantages.

Driven by the combined effects of new product launches, AI technology applications, and improved channel efficiency, Chlitina's revenue in 2025 is expected to show a stable upward trend, achieving quarter-on-quarter growth, creating sustainable

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operational momentum, and steadily progressing toward becoming a leading global brand in the beauty, skincare, and health industry.

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 founded 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.