

**I. December 2024 Revenue: Summary by Channel**

<b>1. NT\$ Reporting for 4137 TT</b>	<b>Dec. 2024 (NT\$m)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>349.7</b>	<b>3%</b>	<b>-11%</b>
Channel – Beauty Salon Franchise (mainland China)	298.5	1%	-16%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	14.7	-3%	-3%
Channel – Internet Retailing	23.2	59%	178%
Channel – Medical Beauty Clinics	13.3	-2%	3%
NT\$/RMB avg. exchange rate (Dec.)	4.4674	----	----
<b>2. RMB Reporting for 4137 TT</b>	<b>Dec. 2024 (RMBm)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>78.3</b>	<b>3%</b>	<b>-13%</b>
Channel – Beauty Salon Franchise (mainland China)	66.8	1%	-18%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	3.3	-2%	-5%
Channel – Internet Retailing	5.2	59%	173%
Channel – Medical Beauty Clinics	3.0	-2%	0%
<b>3. TWD Reporting</b>	<b>Jan. to Dec. 2024 (NT\$m)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>4,066.6</b>	----	<b>-10%</b>
Channel – Beauty Salon Franchise (mainland China)	3,610.4	----	-12%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	165.0	----	7%
Channel – Internet Retailing	122.4	----	20%
Channel – Medical Beauty Clinics	168.8	----	-6%
NT\$/RMB average exchange rate	4.4557	----	----
<b>4. RMB Reporting</b>	<b>Jan. to Dec. 2024 (RMBm)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>912.7</b>	----	<b>-12%</b>
Channel – Beauty Salon Franchise (mainland China)	810.3	----	-13%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	37.0	----	6%
Channel – Internet Retailing	27.5	----	19%
Channel – Medical Beauty Clinics	37.9	----	-7%



5. Franchise Store Count	End of December 2024	Net Change in December	YTD Net Change	YoY %
Total	4587	-55	-238	-5%
China	4342	-54	-242	-5%
Taiwan	226	-1	6	3%
Southeast Asia	19	0	-2	-10%

## II. Major Upcoming Events and Press Release for December

1. **Financial Briefing:** Next financial briefing is tentatively planned for early March.
2. **Major Meetings:** Next regular board meeting is tentatively planned for late February or early March to present the 2024 financial statements and other important agenda items.
3. **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 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 is going forward with Chlitina franchise channel consolidation and digital integration. This dual strategy is expected to help the Company return to growth.**

Taipei, January 8, 2025

CHLITINA HOLDING LIMITED (stock code: 4137, hereafter referred to as Chlitina) announced today its consolidated revenue for December 2024 of NT\$350 million, an increase of 3% compared to the previous month. The cumulative consolidated revenue for the entire year 2024 is NT\$4,067 million, a decrease of approximately 10% compared to the year before. In the face of a challenging economic environment and weak consumer demand in 2024, the Chlitina Group has continued to forge ahead, steadily implementing various important strategies. In addition to brand promotion and new product development, the group has placed a stronger emphasis on optimizing Chlitina franchise stores through a “survival of the fittest” approach and integrating digital operations. During this period of economic slowdown, the company has focused on internal reorganization to maintain stable operations in 2024 while awaiting a macroeconomic recovery. This strategy positions the company to rebound, setting the stage for future success.

As a leading group in the Asian beauty and skincare industry, Chlitina has always focused on “products” and “brand and channels” as its core competitive strengths.



Over the past two years, the Group has intensified the development and implementation of digital management for franchise stores to enhance their connection with the headquarters. This enables the Group to better understand the operations of franchise stores and the latest consumer trends and wants in terms of beauty and skincare products, thereby allowing us to develop products tailored to different skin types and seasonal needs.

Chlitina also announced that many of its products were strongly endorsed by consumers in a recent internet poll, including “Evening Primrose Vitality Fortifying Cream”, “Youkeeper Serum 2.0,” and the iconic “E.P.O. Cleansing Cream”, among others, demonstrating customers’ long-standing love for Chlitina skin care products. This support serves as a strong foundation for the stable development of the Company’s beauty franchise business.

In December, Chlitina was once again honored as one of Taiwan’s Top 25 Global Brands, receiving this accolade for the ninth time. This recognition strengthens the brand’s emotional connection and loyalty, laying a solid foundation for future market expansion.

The primary operating region for Chlitina is mainland China, where the local authorities have planned to issue up to 3 trillion yuan in special treasury bonds in 2025. The aim is to stimulate the economy through fiscal measures in the face of expected increases in export tariffs and other economic challenges. Related press releases have highlighted nine key economic tasks for this year to revitalize the Chinese economy, including comprehensive expansion of domestic demand and boosting consumption rates.

Looking ahead to 2025, Chlitina maintains a cautiously optimistic outlook. As the Chinese government’s policies begin to take effect, the current sluggish consumer sentiment in mainland China, largely driven by uncertainty about the future, is expected to improve. If these policies successfully address concerns related to education, healthcare, and elderly care, the market should gradually recover. In response to the dynamic external market environment, Chlitina will allocate resources more precisely and proactively implement a dual-channel strategy to navigate these challenges, so as to restore operations to their original levels as swiftly as possible.

In the future, Chlitina will remain steadfast in its corporate vision and adaptable in its business strategies, continuing to focus on its core business, expanding market potential, creating greater value for shareholders and customers, and driving sustained brand development.

**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.