



CHLITINA HOLDING LIMITED announced consolidated sales of NT\$410 million for March 2022. Against the backdrop of the coronavirus epidemic, the company is striving to keep upstream. Brand promotion and marketing campaigns will continue, demonstrating the company's resilience.

Operational Summary

1. For March 2022, CHLITINA reported consolidated sales of NT\$ 409.6m, with sales from our core business in China, the beauty salon franchise channel, contributing NT\$385.3m –or about 94%– to the total.
2. Expressed in renminbi, CHLITINA's functional currency, in March, consolidated sales reached RMB 91.5m (51% MoM; -4% YoY). Sales in mainland China originating from the beauty salon franchise network contributed RMB 86.2m to this total.
3. Sales for the first three months of 2022 reached NT\$1,023.9m (-7% YoY), with sales from our core business in China, the beauty salon franchise channel, contributing NT\$955.0m to this total. Expressed in renminbi, the currency the most commonly used by CHLITINA, sales for the first three months of 2022 reached RMB 234.2m (-8% YoY), with RMB 216.6m originating from our mainland China operations.
4. As of the end of March, our main business channel, the CHLITINA franchise, included 5,020 stores worldwide. Enriching our product portfolio with new products and expanding our franchise store network will be the two priorities for 2022. In the long run, despite the present epidemic, we remain confident in the industry's prospects and in the company's ability to prosper.

1. TWD Reporting for 4137 TT	Mar. 2022 (NT\$m)	% MoM	% YoY
Consolidated Sales	409.6	54%	-1%
Channel – Beauty Salon Franchise (mainland China)	385.3	56%	3%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	12.5	46%	-3%
Channel – Internet Retailing	8.3	102%	-42%
Channel – Beauty Clinic	3.5	-42%	-76%
TWD/RMB avg. exchange rate (Mar.)	4.4746	----	----

IR contact:
Laurence Marcout

Tel:
(+886-2) 8758-0370

E-mail:
ir@chlitinaholding.com

2. RMB Reporting for 4137 TT	Mar. 2022 (RMBm)	% MoM	% YoY
Consolidated Sales	91.5	51%	-4%
Channel – Beauty Salon Franchise (mainland China)	86.2	53%	0%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	2.8	43%	-6%
Channel – Internet Retailing	1.8	99%	-43%
Channel – Beauty Clinic	0.7	-46%	-78%
3. TWD Reporting	Jan. to Mar. 2022 (NT\$m)	% MoM	% YoY
Consolidated Sales	1,032.9	----	-7%
Channel – Beauty Salon Franchise (mainland China)	955.0	----	-6%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	33.5	----	-2%
Channel – Internet Retailing	15.1	----	-45%
Channel – Beauty Clinic	29.3	----	1%
TWD/RMB average exchange rate	4.4100	----	----
4. RMB Reporting	Jan. to Mar. 2022 (RMBm)	% MoM	% YoY
Consolidated Sales	234.2	----	-8%
Channel – Beauty Salon Franchise (mainland China)	216.6	----	-7%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	7.6	----	-3%
Channel – Internet Retailing	3.4	----	-46%
Channel – Beauty Clinic	6.6	----	0%

5. Franchise Store Count	End of March 2022	Net Change in March	Yearly Net Change	YoY %
Total	5020	26	59	4%
China	4774	21	54	4%
Taiwan	223	4	4	2%
Southeast Asia	23	1	1	5%

2022 Outlook and Targets

- ◆ **Returning to stable growth, emphasizing products' strengths:** Our core business, the CHLITINA beauty salon franchise network, has maintained a stable

IR contact:
Laurence Marcout

Tel:
(+886-2) 8758-0370

E-mail:
ir@chlitinaholding.com

growth thanks to the company's strong fundamentals. We will emphasize simultaneous improvements in terms of quality and quantity, while keeping our yearly expansion target at 400 to 500 franchise stores added to our global network. Active franchisee recruitments and efficient marketing and branding campaigns will help enlarge our business scale and profits.

- ◆ **Improving the business model of our aesthetic surgery clinics and anti-ageing clinics:** Products and procedures available at our 4 UPLIDER aesthetic surgery clinics as well as at our 2 general practice clinics (HEDENG and JINGHE clinics) will be expanded. These clinics situated in Beijing, Nanjing and Shanghai will allow us to increase individual customer contribution to our profits and will bring new momentum to the Group.
- ◆ **Raising brand exposure on e-commerce platforms and expanding customer base:** We will use our XINMEILI e-shop and TMALL Flagship Store to keep up with economic development and changing consumer behavior, and we will also connect them with RnD Nail & Eyelash physical stores. Our online strategy will follow that of our physical stores, and consumers will be able to connect with us online and offline. E-commerce and beauty salons will share resources, complementing each other.
- ◆ **Better utilizing resources and maximizing benefits for the group, considering long-term and all-round company development:** Strategic investments will continue to play a key supporting role. Resources will be used efficiently in order to maximize benefits for the company, and in turn for shareholders, employees, and society.

About CHLITINA

- **Main Business:** Skin care products. Channels: Beauty salon franchise; Self-owned medical beauty clinics; Self-owned e-shop.
- **Current Market Positioning:** Industry leader in the mid-to-high-end beauty salon franchise business.
- **Current Market Focus:** China (above 90% of sales).
- **Business Model:** We control R&D, manufacture, marketing and sales. We sell our CHLITINA skin care products to 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 our e-commerce activities on XINMEILI and TMall, 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.