

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

1. NT\$ Reporting for 4137 TT	July 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	310.0	9%	-3%
Channel – Beauty Salon Franchise (mainland China)	283.3	14%	0%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	13.8	21%	12%
Channel – Internet Retailing	9.5	-35%	-18%
Channel – Medical Beauty Clinics	3.4	-70%	-74%
NT\$/RMB avg. exchange rate (July)	4.0819	----	----
2. RMB Reporting for 4137 TT	July 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	75.9	10%	7%
Channel – Beauty Salon Franchise (mainland China)	69.3	15%	10%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	3.3	21%	23%
Channel – Internet Retailing	2.3	-32%	-10%
Channel – Medical Beauty Clinics	1.0	-65%	-66%
3. NT\$ Reporting	Jan. to July 2025 (NT\$m)	% MoM	% YoY
Consolidated Sales	2,060.6	----	-12%
Channel – Beauty Salon Franchise (mainland China)	1,836.0	----	-11%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	88.5	----	-12%
Channel – Internet Retailing	59.0	----	-8%
Channel – Medical Beauty Clinics	77.1	----	-25%
NT\$/RMB average exchange rate	4.3344	----	----
4. RMB Reporting	Jan. to July 2025 (RMBm)	% MoM	% YoY
Consolidated Sales	475.4	----	-10%
Channel – Beauty Salon Franchise (mainland China)	423.6	----	-9%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	20.4	----	-10%
Channel – Internet Retailing	13.6	----	-6%
Channel – Medical Beauty Clinics	17.8	----	-23%



CHLITINA (4137 TT)

August 8, 2025

5. Franchise Store Count	End of July 2025	Net Change in July	YTD Net Change	YoY %
Total	4,399	-46	-188	-9%
China	4,155	-46	-187	-9%
Taiwan	225	0	-1	0%
Southeast Asia	19	0	0	0%

II. Major Upcoming Events and Press Release

1. **Investor Conferences:** Next online conference scheduled for August 12.
2. **Major Meetings:** A regular board meeting will be held in late August to present the Q2 2025 financial report and other important proposals.
3. **Other Topics:** None
4. **Press Release:**

CHLITINA HOLDING LIMITED announced a consolidated revenue for July 2025 of NT\$ 310 million, an 8.8% increase month-on-month. Strong summer sales defy seasonal trends thanks to the high performance of new products, while the Company's historical top-sellers enter peak season.

Taipei, August 8, 2025

CHLITINA HOLDING LIMITED (stock code: 4137, hereafter referred to as Chlitina) announced today (August 8) that the consolidated revenue for July 2025 reached NT\$ 310 million, representing an 8.8% increase compared to the previous month, although this figure translates as a 2.8% decrease year-on-year due to foreign exchange fluctuations. When expressed in the Company's functional currency, July revenue reached 76 million, showing an 8.8% month-on-month increase and a 7.0% year-on-year increase, indicating continuous recovery. Overall performance outpaced the impact of foreign exchange fluctuations. Chlitina noted that, excluding foreign exchange losses, actual operating performance has maintained a growth trend, demonstrating its resilient business-model.

Chlitina attributed July's revenue growth primarily to the strong sales of key summer products, driven by high temperatures and the increase of UV intensity. Several star functional items—such as the “White Crystal Dark Spot Correcting Series” and the “SPF50 PA++ Whitening Sunscreen”—both with national-level whitening and spot-reducing certifications, performed strongly. The Company's summer marketing campaign targets three major skincare concerns—heat, oiliness and sun tanning— and promotes experiential activities focused on cleansing, acne control, and whitening. Concurrently, on social media, Chlitina continues to strengthen its image as “The Problem Skin Expert” by publishing educational graphics, influencer videos, and immersive treatment video contents turning its skincare solutions into relatable and tangible experiences. With prolonged high temperatures, demand for spot-fading and sun protection remains robust, while the Company's best-sellers—Protein Cream, E.G. Cream, Nourishing Lotion-11, Wheat Germ-E Oil, and Youthkeeper Serum— are expected to enter peak sales season and help maintain revenue growth.

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Additionally, the Company's new star medical-grade skincare line, the "Skin Radiance Refining Series," was officially launched in Taiwan at the end of July, after its May debut on the China market. This is the world's first high-performance anti-aging product line featuring an active ingredient extracted from deer amniotic liquid, which is combined with PDRN, adenosine and other powerful rejuvenating ingredients to help with three core skincare mechanisms: activation, repair and regeneration. Since its launch, the new series has rapidly penetrated the mid-to-high-end medical aesthetics skincare market, successfully establishing a differentiated positioning and technological competitive edge.

Starting late July, the company launched in-store trial events at Chlitina locations across Taiwan, along with a comprehensive promotional campaign that will run through to the end of October. Promotions include a product unboxing feature on VOGUE's beauty and fashion online platform; digital marketing contents on Meta-owned platforms (Facebook, Instagram, Threads), LINE, Douyin (TikTok China), and other social media; large-format billboard ads, digital outdoor signage, and bus ads in Taoyuan International Airport, as well as in high-traffic commercial districts in Taipei and New Taipei cities. These initiatives aim to enhance brand visibility and retail performance in Taiwan.

The Company emphasized that a synchronized distribution strategy across Chlitina stores in Taiwan and China and omnichannel integrated marketing campaigns will accelerate market penetration and premium market share, positioning the "Skin Radiance Refining Series" as a key growth driver for the second half of the year.

Looking ahead, the Company is confident in its ability to maintain a steady growth trajectory characterized by quarter-over-quarter improvement in overall operations.

As China continues to implement domestic demand policies under the principle of "seeking progress while maintaining stability," and with ongoing urbanization and steady increases in household disposable income, the long-term outlook for the beauty and health industries remains positive, providing a solid foundation for the Group's future development.

Chlitina will remain focused on its two core strategic pillars: Research & Development and cost reduction, for better efficiency. At the same time, it will continue to advance its operational blueprint built on brand leadership, product excellence, dual-engine growth, and a mutually beneficial relationship with its customers. The Company is actively transitioning from a product-oriented model to a precision management approach centered on maximizing consumers' lifetime value.

Through ongoing innovation and the introduction of high value-added products, Chlitina is strengthening its technological fortress and brand competitiveness, further solidifying its leading position in Asia's beauty care and health technology industries.

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.