

CHLITINA

2026 Anti-Aging Industry New Track Seminar

CHLITINA HOLDING LIMITED

2026.4.24 Investor Conference

聚焦门店经营
双核驱动增长
品质引领未来

FOCUS ON STORE OPERATION AND GROWTH

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Company History: Close to 40 Years of Milestones and Brand Value

The Company has a strong presence in the beauty and skincare industry, with **close to 40 years of expertise**. Focusing on independent female consumers, the company holds **the top market share in China's beauty chain market**. In 2025, the globally recognized valuation agency Asiabrand placed the brand value of CHLITINA at RMB 6.888 billion.

Brand Creation

1989: Dr. Wu-Kang Chen successfully introduced the use of **amino acids** in skin care formulation and created the **CHLITINA 克麗緹娜** brand.



Establishment of the Supply Chain

2001-2003

- Manufacturing and training facilities built in Shanghai Songjiang Industrial Zone.
- CHLITINA awarded **China Famous Brand** label.



Branding, Portfolio, and Network Upgrade

- **UPLIDER** medical beauty and anti-aging clinic channel created.
- Launched **RnD Nail & Eyelash**.
- Launched **HomeSPA**.
- Established public and private domain **e-commerce channels**.



Brand Value
—
Network Consolidation
—
Digitalization
—
ESG

1989

1997

2001-2003

2007-2015

2017-2024

2025

Fast Expansion

1997: Chairwoman Joanna Chen brought the **CHLITINA products and franchise model** into China, ushering in a period of strong growth for the company.
1999: Shanghai flagship store inaugurated.

Stable Growth around China & Capitalization

- **2008:** Centre de R&D Chlitora France established.
- **2013:** Company listed on the **Taiwan Stock Exchange**.



The only company in the beauty industry to have received the following awards multiple times:
2025: Top 500 Asia Brands; Taiwan Best 25 Global Brands, China Top 100 Franchise, Asia Best Brand, Most Influential Beauty Franchise Organization, China Beauty Service Industry Quality Leading Brand and Enterprise...



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Company Overview: Leader in China's Beauty and Health Industry

CHLITINA | 克麗緹娜

Five Main Business Channels

CHLITINA | 克麗緹娜



CHLITINA
HOME SPA



+ UPLÍDER 雅樸麗德



WS WEISHUO



Sales Business Entities



Positioning

Beauty Salon
Franchise

E-commerce
+ New Retail

Medical Beauty +
General Medicine

Training School

Supply Chain
Center



Scale

4,103 franchise stores

5 self-owned stores

1.2m+ members

2 medical beauty clinics

1 anti-aging clinics

2 central training centers

29 regional training centers

Annual production capacity:

20m+ bottles

Finished product QC pass rate: **100%**



Membership

Active VIP members:
1,000,000+

Consumers reached:
20,000,000+

Patients/Customers:
about 10,000

Beauty professionals trained: already
300,000+ people

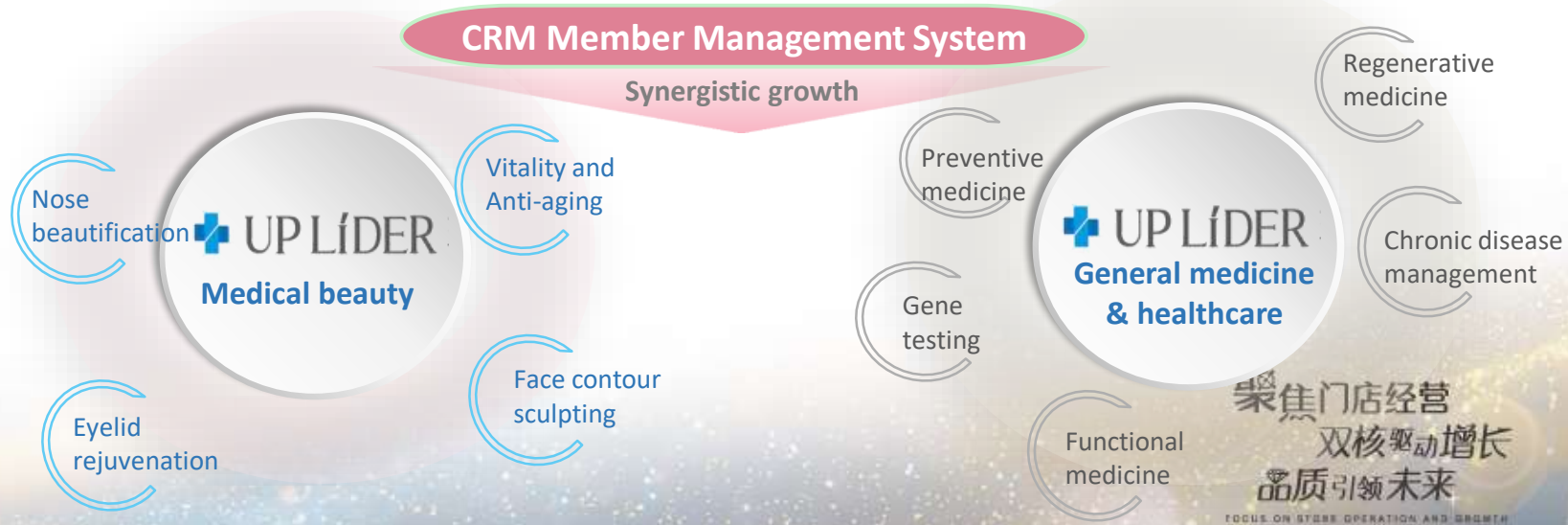
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* As of 2025/11/30

Strategic Development and Business Model

Full-channel coverage and full lifecycle products & services, aiming to build the most promising comprehensive health industry group.



- The CHLITINA brand, products, and business model have accumulated 35+ years of validation.
- A comprehensive ecosystem encompassing R&D, production, marketing, and training.
- New products are launched every year to meet market demands, with products consistently garnering international awards.

Mature
business model
& excellent
products

- Standardized system output
- Comprehensive Empowerment: Franchisees receive complete courses ranging from product knowledge and technical operation to marketing to team management, ensuring that stores have professional service capabilities from day one.

Standardization
Profit model

- “Products, service, experience, O2O, instant retail”: a 5-in-1 consumer system.
- Online traffic generation and offline in-store experience.
- Instant retail increases product reach and creates a virtuous cycle by building trust through offline experiences and facilitates repeat online purchases.

5-in-1
fusion

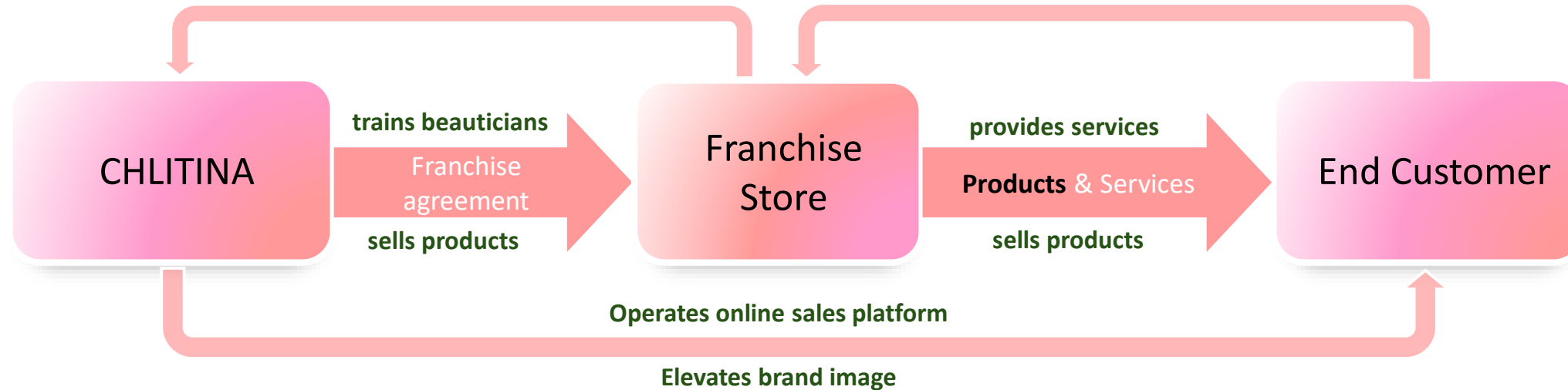
- Wide geographical distribution, low regional concentration risk.
- Long product cycle, stable gross profit.
- Stable profitability & bonus policy.
- High resilience and replicability demonstrated by historical evidence.

Sound financial
structure

CHLITINA Beauty Salon Franchise: Business Model

- One-time franchise fee income and product sales revenue
- Minimum purchase requirement
- Standard storefront requirement
- Online sales platform operation income

- Investment needed: RMB700,000 to RMB1m
- Rent, salaries, and other expenses borne by franchisees
- It takes franchisees about 2-3 years to break even

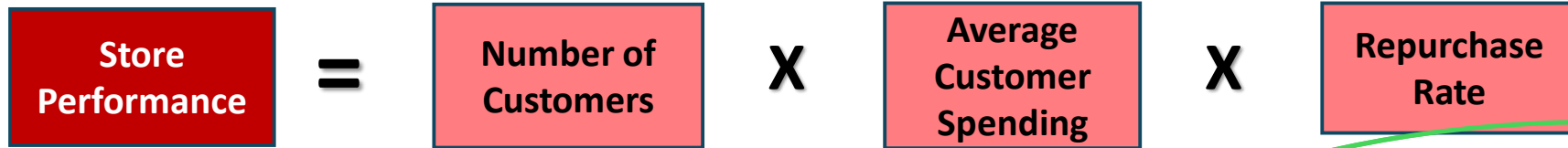


Product-oriented focus.

The mainstay of the Company's revenue stems from continuous product purchase and sale by franchisees.

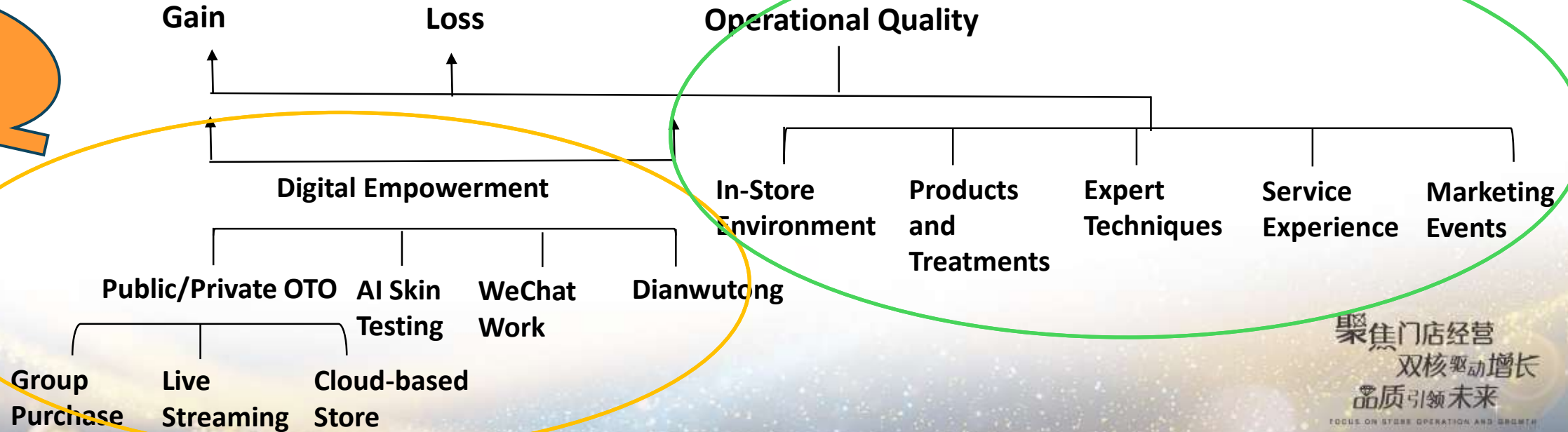


Traditional Operation Model + Digital Business = **Dual Engine Growth Strategy**



Traditional Operational Model

Digital Business



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1. Brand building
2. Global brand ambassador
3. Market orderliness and price control
4. Store profitability model development and promotion
5. Store refinement classification management and support
6. Promoting standardization of store services
7. Professional skills enhancement
8. Helping stores improve their basic digital management capabilities
9. New products and upgrade of treatment equipment
10. Harmonisation and improvement of store image
11. Strict quality control for new stores
12. Skills enhancement and incentives for employees and directors

Beauty Salon Franchise Business: Stores Distributed Across 34 Provinces and 380+ Cities

- Northeast China
- North China
- East China
- Southeast China
- Northwest China
- Southwest China
- Taiwan Area

Total: 4,103 stores (end of March 2026)

China: 3,863 franchise stores

Taiwan: 221 distributors

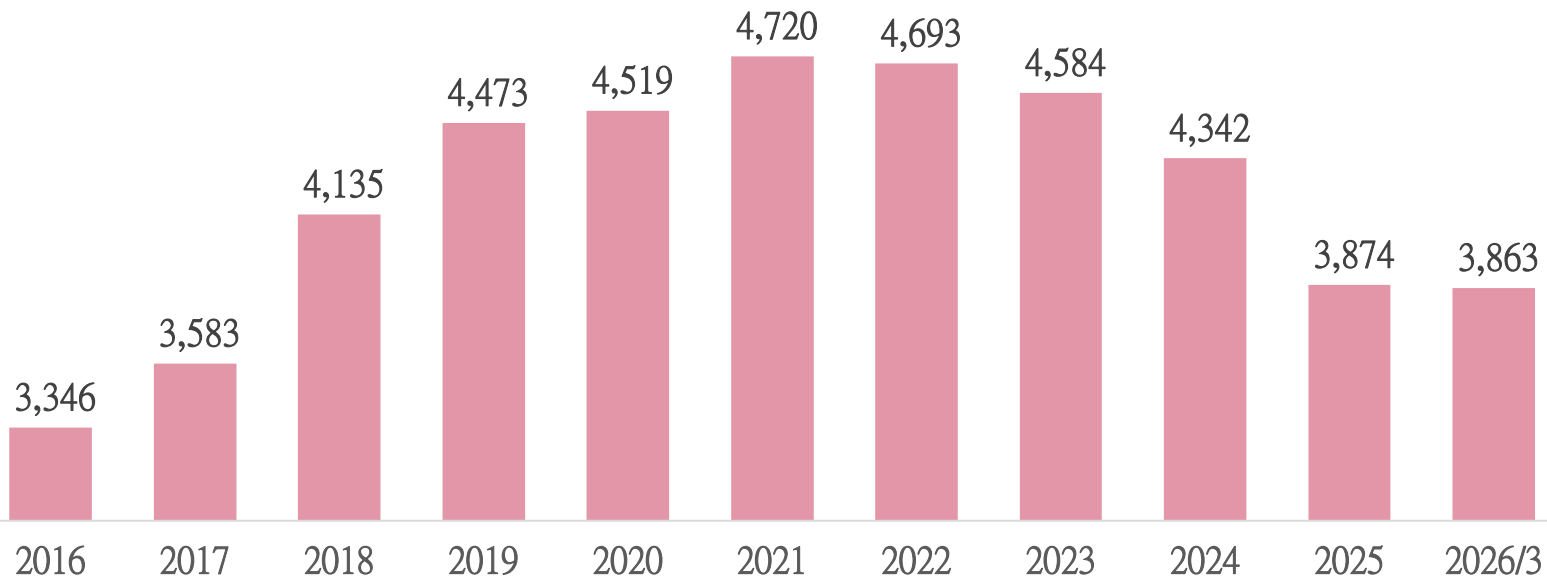
Vietnam, Hong Kong: 19 franchise stores & directly operated stores (Vietnam)



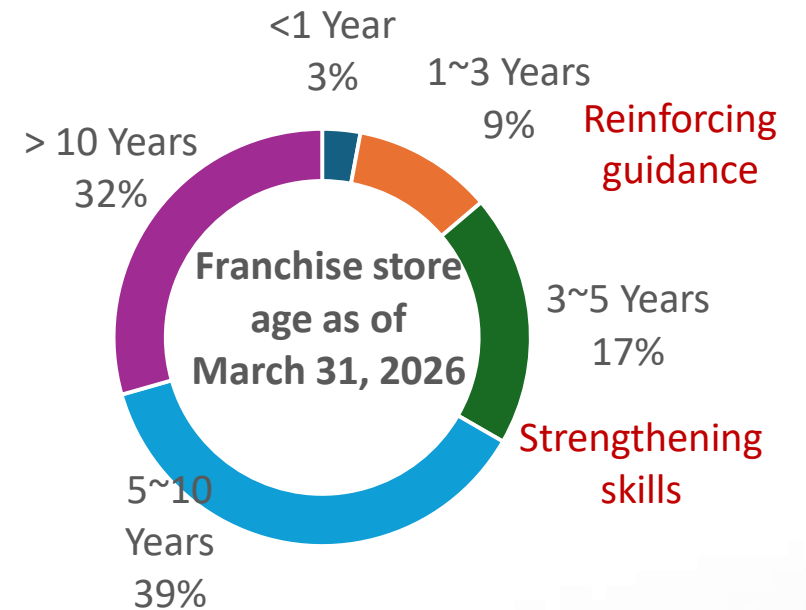
A clear growth strategy



Chlitina Store Count Evolution (Mainland China)



Actively recruiting new franchisees



Providing **customers** with high-quality products and precise skin care solutions
Providing **partners** with a platform for long-term development and mutual benefit



Focus on store operations

- Achieving healthy and profitable store operations

Dual-Core Growth

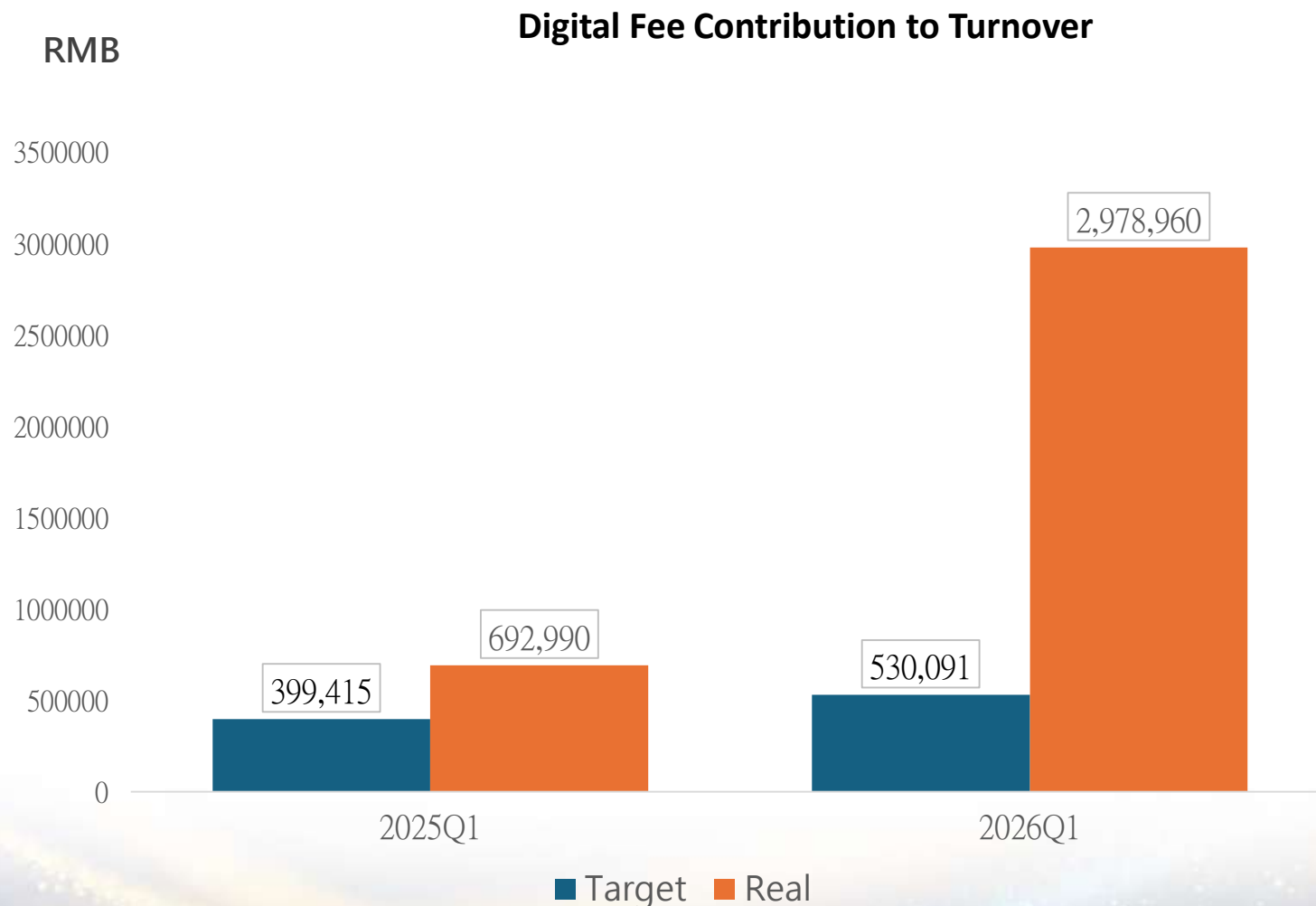
- Identifying growth sources, establishing an online-offline closed loop.

Quality as key to the future

- Ensuring sustainability of operations and steady growth

Business Strategy for 2026

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3,066 Chlitina franchise stores – or **79%** – are on **Meituan** (YoY +11%), and **3,292** stores – or **85%** – are on **Douyin** (YoY +18%).

In Q1 2026, a total of **92,428** vouchers or coupons had been redeemed online across all e-commerce platforms (Meituan, Dianping, Douyin) (YoY +53%).

CHLITINA
HOME SPA



Website followers:

1,200,000+



Accumulated visits:

650,000+

E-commerce operated on 3 channels

Self-operated e-commerce platform

Distribution e-commerce

Live sales

- Reaching an entirely new consumer group
- Rich product setup
- Multi-faceted face and body care
- Achieving a second growth curve

Official stores: Tmall & Douyin



CHLITINA live streams
Beauty influencer live streams



CHLITINA's Facial Cleanser
4th on Douyin's "best-selling" list

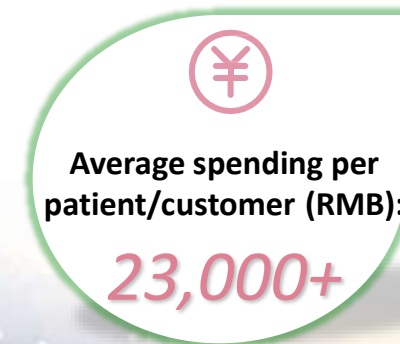


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ATION AND GROWTH

Relying on the strongest beauty network to drive traffic, our medical beauty business is expected to scale up

+ UP LÍDER 雅樸麗德



- Clinics are **fully certified**, operated according to applicable regulations for a public company.
- Relying on a team of **physicians from Taiwan and the US** with high aesthetic standards and a rich professional experience.
- Offering a **large choice of products and services**, from basic care to surgery & body reshaping.
- General practitioners provide medical consultations and health management **at every stage in life**.

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Digitalization



Brand Power

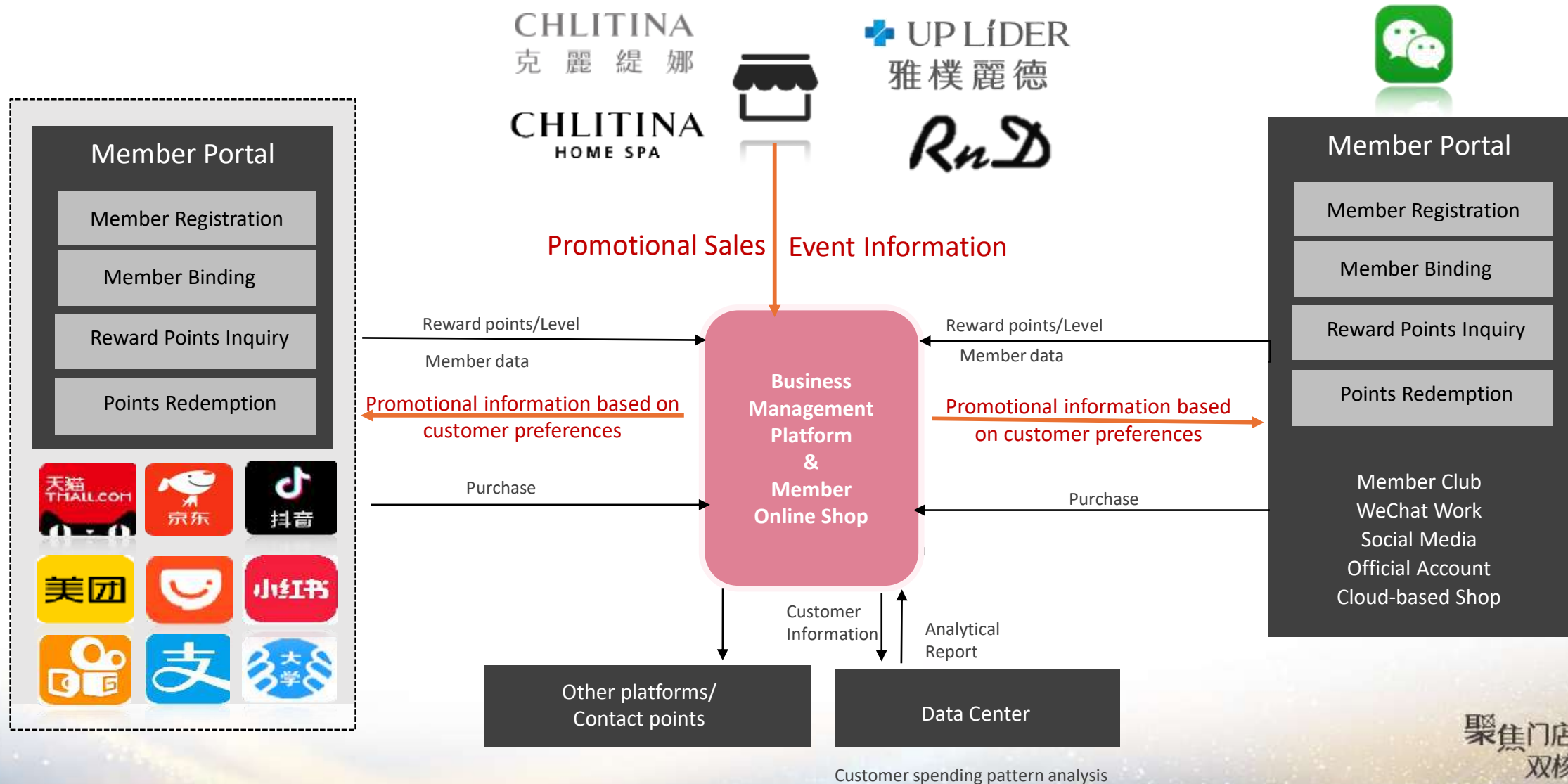


Product Power

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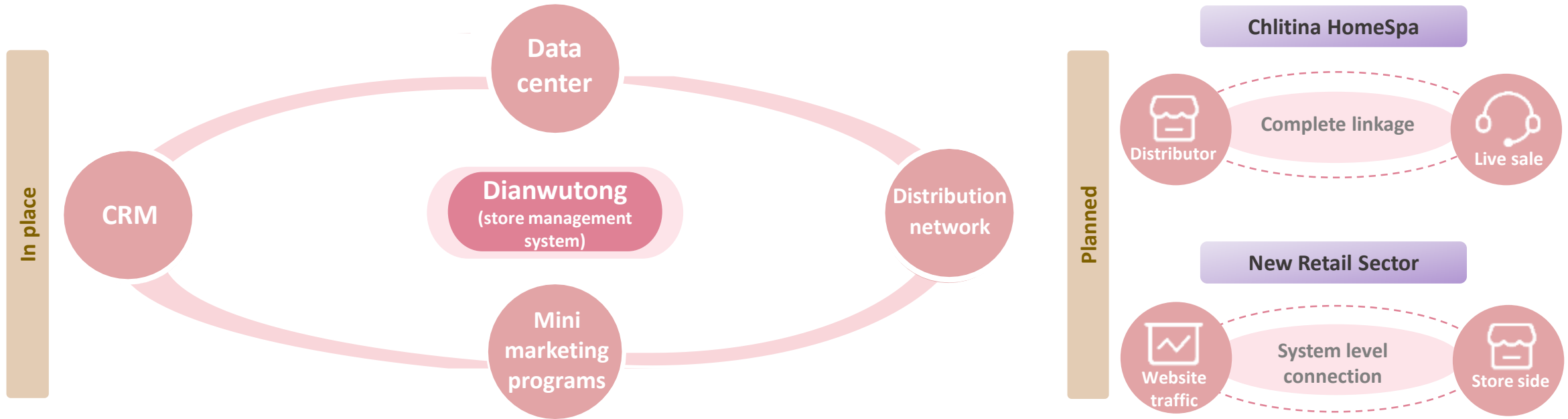
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Digitalization: Unified Customer Data Management, Channels Linkage, and Integration of Internal Systems



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Marketing linkage and integration between various systems



Before

We were selling products to stores and training beauticians but we were not able to gather customer information directly.



Now

Thanks to information gathered on customer spending patterns, product sales, and store inventory, we can now identify precisely each individual store's weaknesses and better customize assistance in order to help stores increase revenue, for instance through beautician re-training or improving their sales techniques.

Customized support solutions → Strong Management



Future

Analyzing consumer behavior and preferences through data center analytical reports helps us select which promotional information to relay to each business unit across the group, enabling a multi-brand, multi-product, and multi-service consumption cycle.



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OPERATION AND GROWTH



Chlitina-sponsored drama series on Youku:

- "Most popular," breaking the record for the highest popularity
- "Fastest climb to 10,000 views"
- "Top 1 for pre-broadcasting booking"

- ❑ Brand and products that are **integrated into drama series** get deeply rooted in people's hearts
- ❑ Cooperation with film festivals, TV festivals and popular TV series increases brand exposure and enhances brand image and identity

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Brand Power: Numerous Awards and Certifications

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- 2024, 2005 Top 500 Asian Brands
- CFS Finance Summit – “2025 Sustainable Development Model Enterprise” and CEO Ryan Chao “2025 Outstanding Influential Entrepreneur”
- 2025 Taiwan Board of Directors Association Top 100 Selected Foreign Enterprises: “2025 Mid-Cap Potential Award”
- 2025 Brand Influence Conference: “Beauty Chain Industry Benchmark Brand Award,” and CEO Ryan Chao “Industry Leader of the Year”
- 2025 Forbes China Beauty Industry Top 100 Outstanding Beauty Brands
- 8th time winner of the China Chain Store & Franchise Association Top 100
- 2024 Taiwan Top 25 Global Brands
- ...



Product Power

Product portfolio covers every skin type, using mild and efficient ingredients

Combining “suitable for all skin types” with targeted problem-solving (such as sensitive skin, oily skin, etc.)



White Crystal Series

Skin Radiance Refining Series

Classic Series

A rich and diverse portfolio

Moisturizing creams, facial cleansers, serums, body lotions, make-up, sunscreen... We have it all.



Body aromatherapy



Oral Care



Sunscreen

Product technology leads the trend

- ❖ Chlitina was the first in the world to advocate the use of a mildly acidic facial cleanser—the famous E.P.O Cleanser.
- ❖ A professional product series offering highly concentrated formulas for intensive repair.
- ❖ Paired with a massaging device, products reach deeper into the epidermis.



E.P.O. Facial Cleanser



Salon-grade functional plant extract-infused products



Meridian Essential Oils Ai Massage Robot

Multiple technology patents

- ❖ Nearly a hundred technologies and products successfully developed over the past 5 years.
- ❖ Already 5 invention patents and 27 utility model patents.
- ❖ China High-tech Enterprise Certification received in 2025.



Multiple ISO certifications, stringent quality control

- We adhere to ISO22716 and GMPc standards.
- We hold ISO900 (quality management), ISO14001 (environmental management), ISO45001 (occupational health and safety) certifications.
- We have been receiving authoritative certifications from the China Association for Quality Inspection for many years.



*“Targeted functional drinks x Refining skincare treatments
For a complete radiance upgrade from the inside out”*



The oral beauty market is a new segment with strong growth potential, maintaining a stable annual growth rate of approximately 8.5%.

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Product Power: A Long List of International Awards

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Global Beauty and Wellness Awards (UK)



Green Parent Natural Beauty Awards (UK)



Monde Selection Gold Award (Belgium)



Monde Selection Silver Award (Belgium)



Taste Institute Superior Taste Award (Belgium)



Victoires de la Beauté Top Innovation (France)



ELLE Beauty Star (China)

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克麗緹娜榮獲

GLOBAL BEAUTY & WELLNESS AWARDS 2025 全球美容與健康大獎

以專業科研力，榮獲站上國際舞台

GBWA Certificate of Outstanding Achievement

RnD Eternal Nude Feel Air Cushion Cream Foundation WINNER MOST INNOVATIVE MAKE-UP PRODUCT

In Recognition of an Outstanding Achievement in Shaping Global Standards in Creating an Industry-Leading Beauty Product, for Quality, Innovation, and Sustainability.

CHLITINA

- 「彩妝產品最佳創新獎」 [RnD恆致模感氣墊粉霜]
- 「彩妝產品最佳成分獎」 [RnD柔霧美肌粉底液]
- 「臉部產品最佳成分獎」 [晶鑽白透淡斑精華乳]

PURE BEAUTY GLOBAL AWARDS 2025

「英國美妝奧斯卡」

童妍眼部精華乳

最佳眼部產品

BEAUTY AWARDS 2025 FINALIST

健康產品醫療專家品質評測認證計劃

金牌證書

International Society of Family Health (ISFH) Medical Experts Quality Assessment and Certification Program.

貴公司 克麗生醫有限公司 符合100位專科醫師審核評定標準，特頒此證書。

評選產品：1. 舒冷T113+高致效透視噴霧

百位醫師推薦

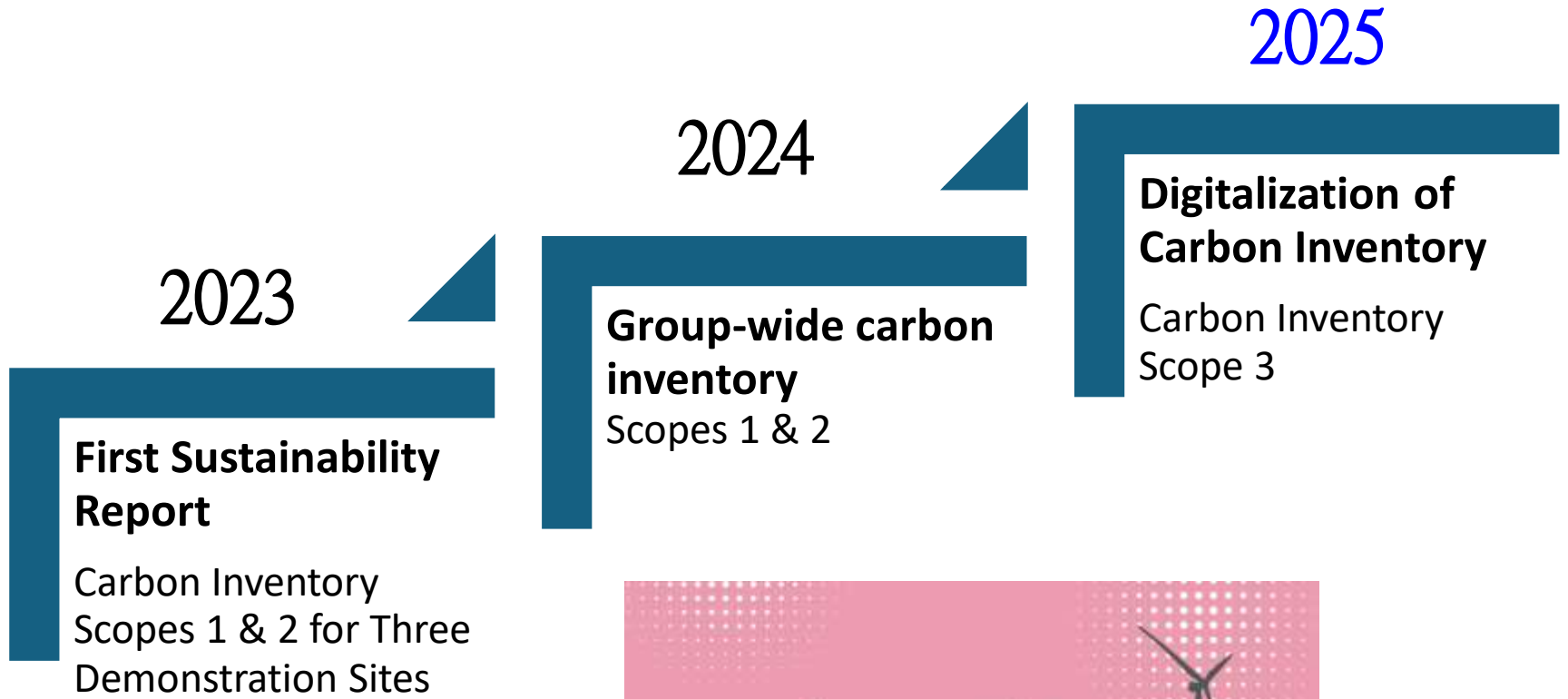
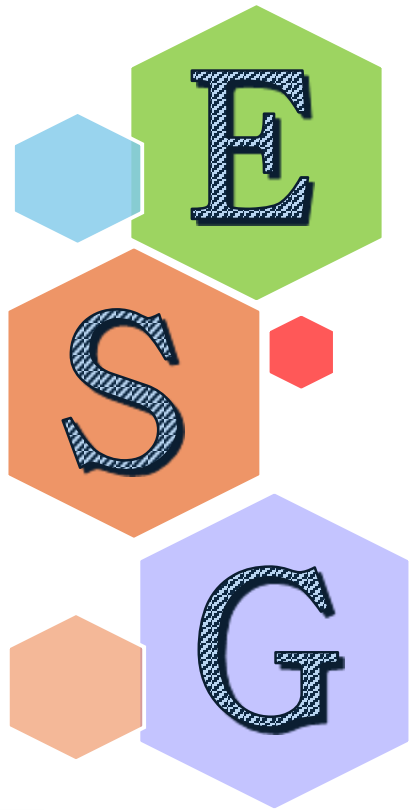
舒冷 T113+ 高致效透視噴霧

楊仕傑 (Chia-Hsin, Yang)

總經理 | Chia-Hsin, Yang

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Chlitina Holding Limited uploaded its 2024 ESG Report at the end of August 2025



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Main Channel: Business Environment Overview

According to data released by China's National Bureau of Statistics:

-Total retail sales of cosmetics amounted to RMB 46.3 billion in March 2026, up 8.3% year-over-year.

-From January to March 2026, total retail sales of cosmetics amounted to RMB122 billion, a year-over-year increase of 5.9%.

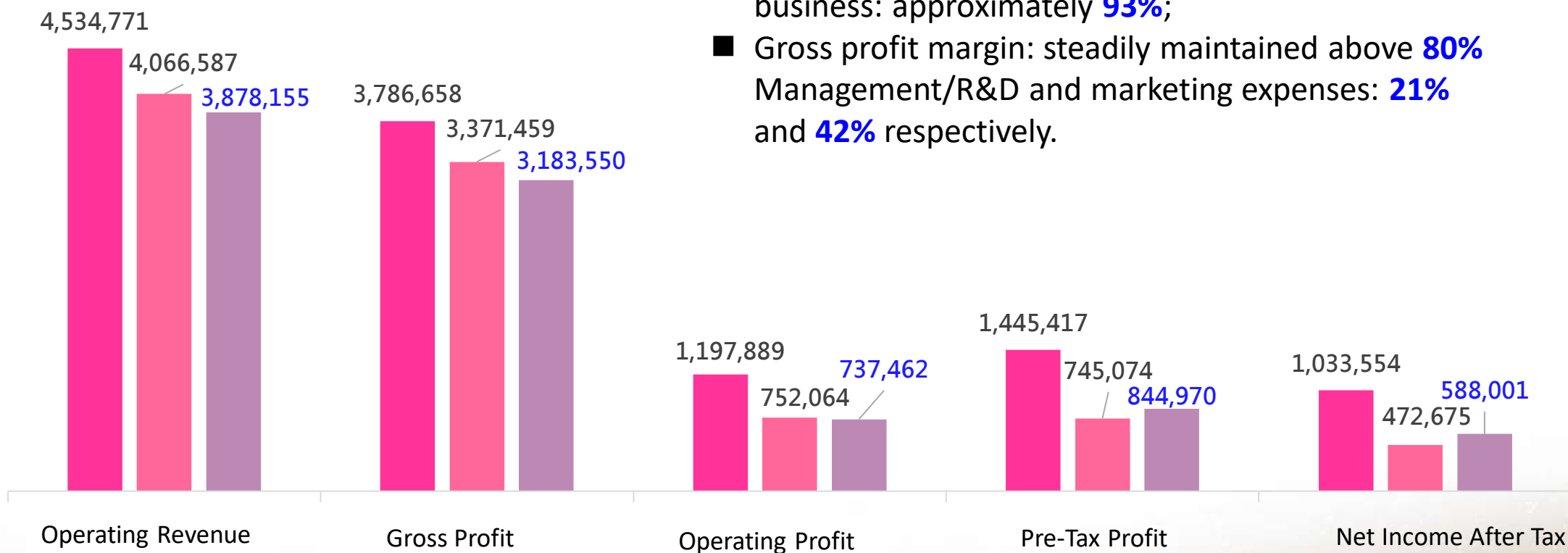
Total Retail Sales of Consumer Goods in March 2026

Indicator	March		January- March	
	Absolute Value (100 million yuan)	Growth Rate Y/Y (%)	Absolute Value (100 million yuan)	Growth Rate Y/Y (%)
Total retail sales of consumer goods	41616	1.7	127695	2.4
Of which: Retail sales of consumer goods excluding automobiles	37875	3.2	117727	3.6
Of which: Retail sales of the enterprises (units) above the designated size	17066	1.3	49260	2.2
Of which: Online retail sales of goods	-	-	31614	7.5
By area				
Urban	36125	1.5	110574	2.3
Rural	5491	2.7	17121	3.1
By consumption pattern				
Income of the catering industry	4359	2.9	14623	4.2
Of which: Income of the catering industry by enterprises (units) above the designated size	1406	2.0	4229	3.8
Retail sales of goods	37257	1.5	113072	2.2
Of which: Retail sales of goods by enterprises (units) above the designated size	15660	1.2	45031	2.0
Of which: Grain, oil and food	2058	9.5	6565	10.0
Beverage	264	8.2	818	6.7
Tobacco and liquor	539	7.7	2122	16.0
Clothes, shoes, hats and textiles	1296	7.0	4122	9.3
Cosmetics	463	8.3	1220	5.9
Gold, silver and jewelry	356	11.7	1194	12.6
Daily necessities	750	4.6	2191	5.9

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Historical Financial Data

Unit: NT\$1,000



- Revenue share from China: approximately **96%**.
- Revenue share from the beauty salon chain business: approximately **93%**;
- Gross profit margin: steadily maintained above **80%**
Management/R&D and marketing expenses: **21%** and **42%** respectively.

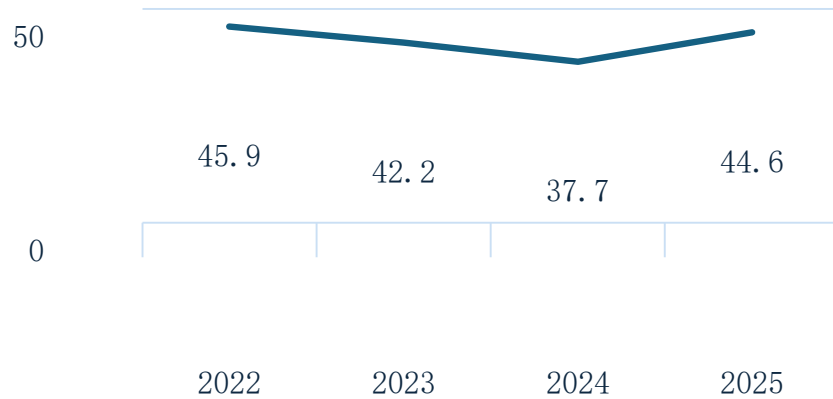
■ 2023 ■ 2024 ■ 2025

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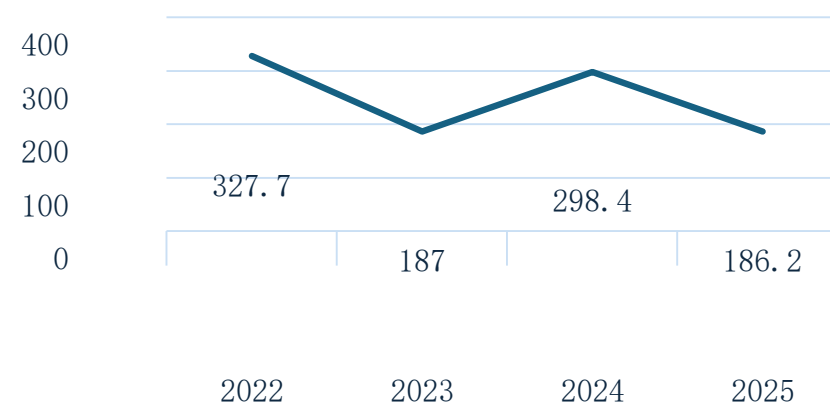
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Historical Financial Ratios

Debt-to-Assets Ratio

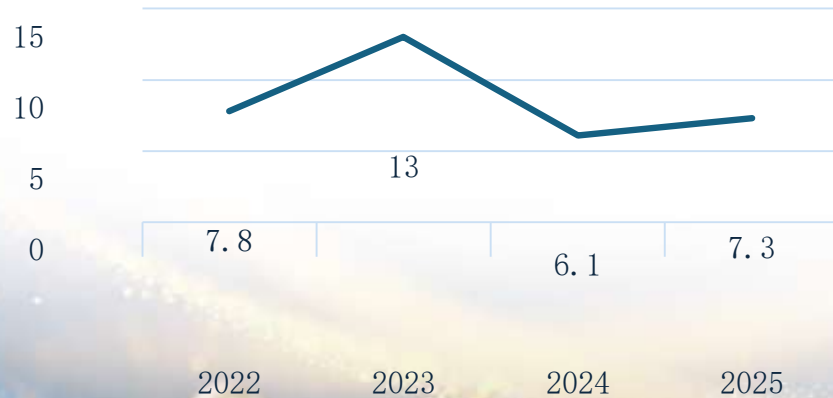


Current Ratio

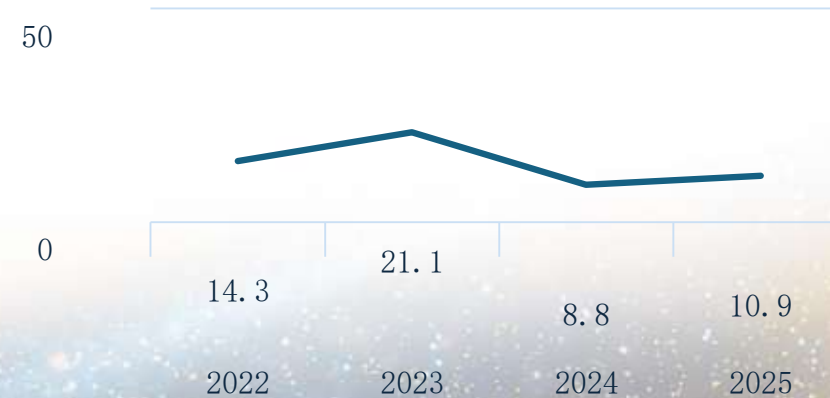


All financial ratios are within appropriate levels

Return on Assets (Annualized)



Return on Equity (Annualized)



Dividend Policy

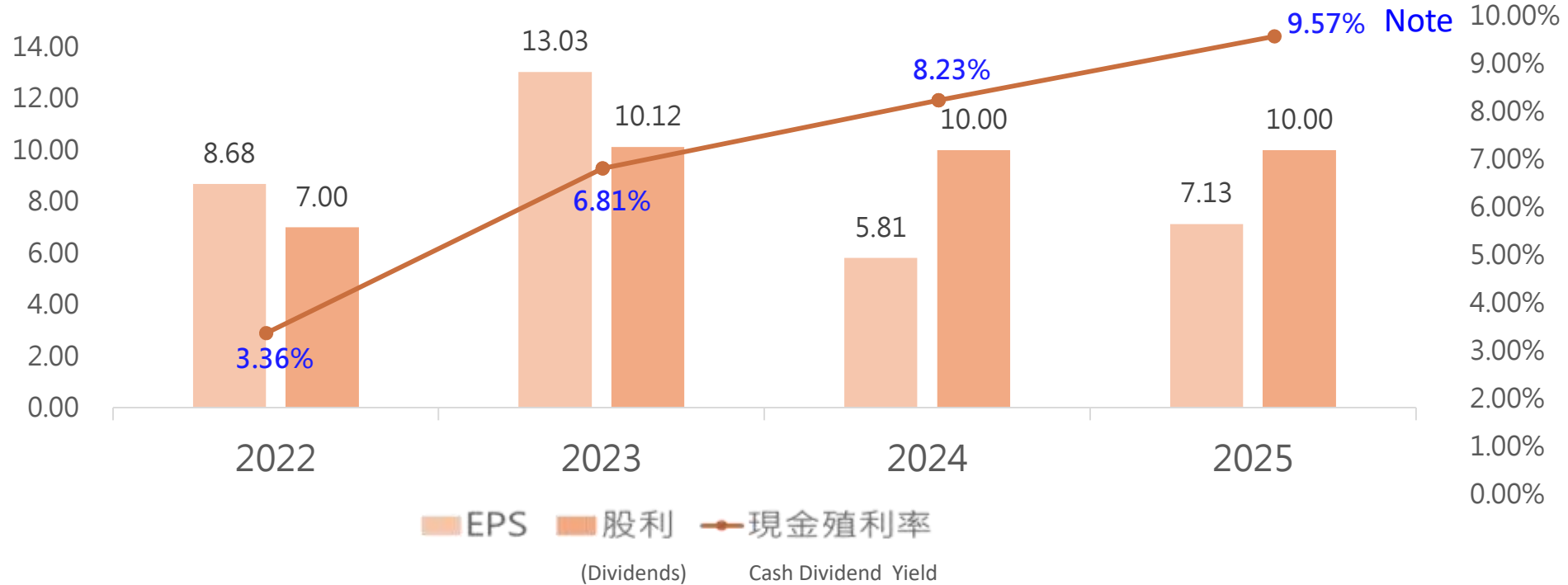
Distribution rate: 80.65%

77.67%

172.12%

140.25%

Unit: NT\$



Note: Calculated on the closing price of March 31, 2026: NT\$104.5

Financial Information: Condensed Income Statements

Unit: \$1000

Item	2022		2023		2024		2025	
	RMB	NT\$	RMB	NT\$	RMB	NT\$	RMB	NT\$
Operating revenue	920,261	4,069,210	1,032,202	4,534,771	912,671	4,066,587	895,917	3,878,155
Operating costs	-160,867	-711,322	-170,285	-748,113	-156,009	-695,128	-160,465	-694,605
Gross profit	759,394	3,357,888	861,917	3,786,658	756,662	3,371,459	735,452	3,183,550
Gross profit rate		83%		84%		83%		82%
Selling exp.	-330,536	-1,461,564	-417,531	-1,834,334	-404,666	-1,803,068	-372,161	-1,610,974
Admin exp.	-162,003	-716,345	-171,724	-754,435	-183,210	-816,327	-192,925	-835,114
Operating profit	266,855	1,179,979	272,662	1,197,889	168,786	752,064	170,366	737,462
Total non-operating	-5,144	-22,745	56,342	247,528	-1,569	-6,990	24,836	107,508
Profit before tax	261,711	1,157,234	329,004	1,445,417	167,217	745,074	195,202	844,970
Income tax exp.	-105,698	-467,376	-93,748	-411,863	-61,135	-272,399	-59,364	-256,969
Profit for the period	156,013	689,858	235,256	1,033,554	106,082	472,675	135,838	588,001
EPS (NT\$)	1.96	8.68	2.97	13.03	1.3	5.81	1.65	7.13
Cash dividend (distributed the following year)	NT\$7 per share (cash)		NT\$10.12 per share (cash)		NT\$10 per share (cash)		NT\$10 per share (cash)	

Financial Information: Condensed Balance Sheets

CHLITINA | 克麗緹娜

Unit: \$1000

Item	2022 (after adjustment)		2023		2024		2025	
	NT\$	%	NT\$	%	NT\$	%	NT\$	%
Cash and cash equivalents	5,644,321	65%	4,626,234	52%	3,356,574	38%	3,750,352	39%
Financial assets - current, measured at amortized cost			1,163,535	13%	2,145,195	24%	2,151,700	23%
Net accounts receivable	2,103	0%	4,153	0%	3,984	0%	4,788	0%
Inventories	486,317	6%	388,179	4%	463,052	5%	399,933	4%
Investment (Equity method)	213,149	2%	267,084	3%	261,641	3%	219,886	2%
Property, plant and equipment, net	1,229,695	14%	1,139,762	13%	1,657,693	18%	1,707,266	18%
Right-of-use assets	410,275	5%	350,249	4%	299,247	3%	409,060	4%
Others assets	691,379	8%	965,814	11%	705,783	8%	880,927	9%
Total Assets	8,677,239	100%	8,905,010	100%	8,893,169	100%	9,523,912	100%
Bank loans	2,180,408	25%	1,980,472	22%	705,554	8%	1,172,795	12%
Accounts payable	81,045	1%	86,950	1%	75,064	1%	79,063	1%
Other payables	449,444	5%	423,966	5%	330,920	4%	328,960	4%
Company debt payable					1,035,203	12%		
Lease liabilities	413,655	5%	357,401	4%	310,433	3%	422,800	4%
Other liabilities	899,19	10%	907,432	10%	892,038	11%	2,243,484	24%
Total liabilities	4,023,742	46%	3,756,221	42%	3,349,212	38%	4,247,102	45%
Common capital	794,924	9%	794,924	9%	824,924	9%	824,924	9%
Capital surplus & legal reserve	2,732,977	31%	2,729,281	31%	3,333,680	37%	2,917,622	31%
Unappropriated retained earnings	1,768,678	20%	2,265,122	25%	1,808,626	20%	2,006,412	21%
Other equities	-643,082	-7%	-640,538	-7%	-423,273	-5%	-472,148	-6%
Total equity	4,653,497	54%	5,148,789	58%	5,543,957	62%	5,276,810	55%

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Financial Information: Three-Year Condensed Cash Flow Chart

Unit: \$1000

Item	2022		2023		2024		2025	
	RMB	NT\$	RMB	NT\$	RMB	NT\$	RMB	NT\$
Net cash provided by operations	62,767	277,546	279,967	1,230,096	128,949	574,539	179,217	775,777
Net cash provided by (used in) investments	217,718	962,707	-311,532	-1,369,496	-287,084	-1,275,043	-35,581	-155,491
Acquisition or disposal of financial assets measured at amortized cost	241,962	1,069,908	-268,901	-1,181,362	-210,151	-936,370	471	2,039
Acquisition or disposal of property, plant and equipment	-12,850	-56,820	-56,570	-248,740	-110,304	-486,361	-50,587	-220,448
Other items	-11,394	-50,381	-13,939	60,606	33,371	147,688	14,535	62,918
Net cash used in financing activities	-363,159	-1,604,041	-173,421	-750,679	-182,591	-796,409	-46,095	-164,004
Dividend distribution	-216,061	-953,908	-129,135	-556,446	-188,116	-834,670	-198,777	-824,923
Other items	-147,098	-650,133	-44,286	-194,233	-5,525	38,261	152,682	660,919

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Q&A

CHLITINA GROUP

— 克丽缇娜集团 —

聚焦门店经营
双核驱动增长
品质引领未来

FOCUS ON STORE OPERATION AND GROWTH

CHLITINA
克丽缇娜

RnD
SPA MAKEUP

UPLÍDER
雅模麗德

CHLITINA
HOME SPA