

CHLITINA

麗豐集團

CHLITINA Group Limited

# CHLITINA HOLDING LIMITED

Regenerative Medicine & Consumer Healthcare Industry Forum  
2026.07.01

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**.

- Empowering stores in every aspects
- Digitalization / AI Introduction
- Brand ambassador Cecilia Liu
- **Chairman succession completed**

1989

1997

2001-2003

2007-2015

2017-2024

2025-2026

## 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 Chlitina 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:

Top 500 Asia Brands; Taiwan Best 25 Global Brands, China Top 100 Franchise, Most Influential Beauty Franchise Organization, China's Product and Service Quality Integrity Commitment 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



## Sales Business Entities



Positioning

Beauty Salon Franchise

E-commerce + New Retail

Medical Beauty + General Medicine

Training School

Supply Chain Center



Scale

4,090 franchise stores

5 self-owned stores

1.4m+ 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

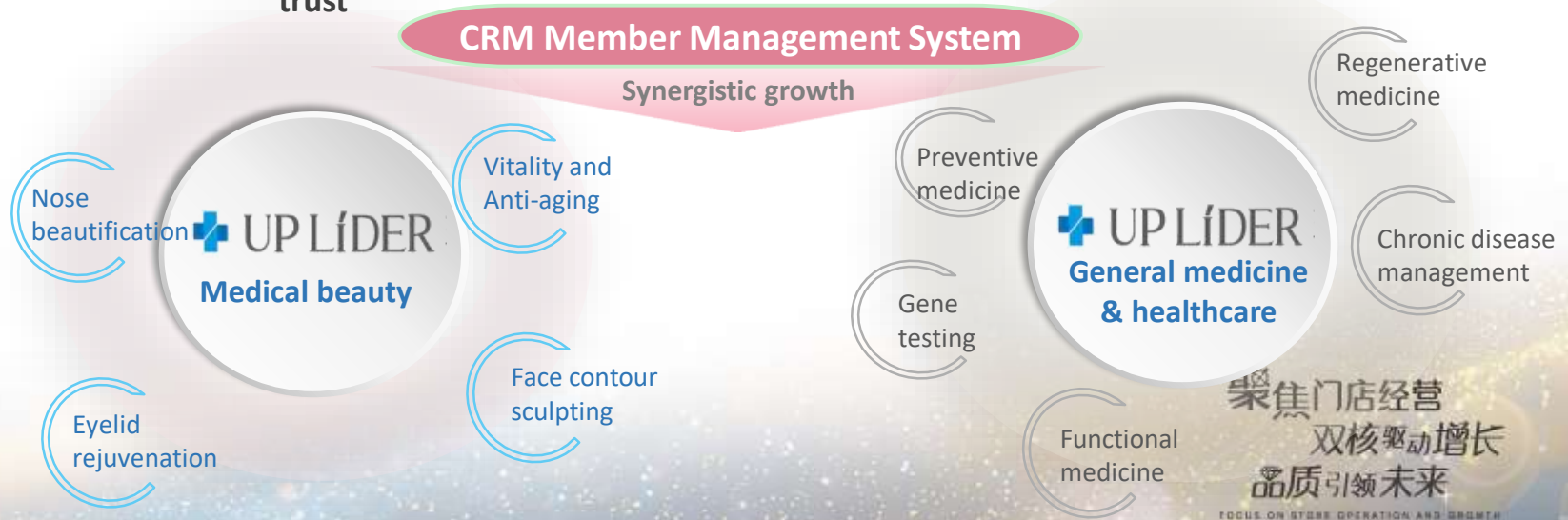
300,000+ people

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\* As of 2026/05/31

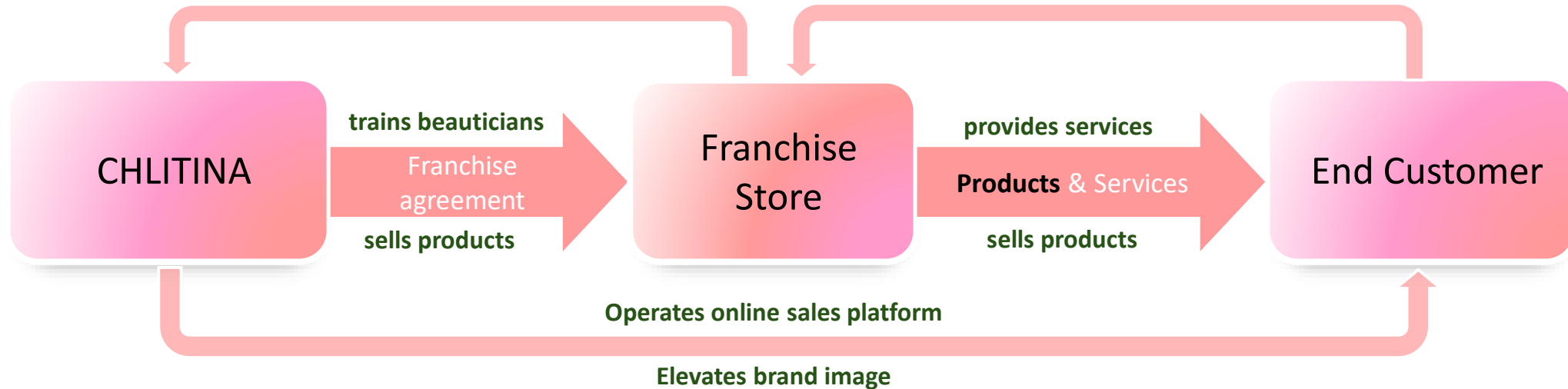
Full coverage, and products&services for every stage in life -- aiming to build the most promising comprehensive health industry group.



# 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



Reinforcing focus on products.

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

- 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, 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 income.
- Stable profitability & bonus policy.
- High resilience and replicability demonstrated by historical evidence.

Sound financial  
structure

# 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: 4,090 stores (end of May 2026)**

**China:** 3,846 franchise stores

**Taiwan:** 225 distributors

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



## A clear growth strategy



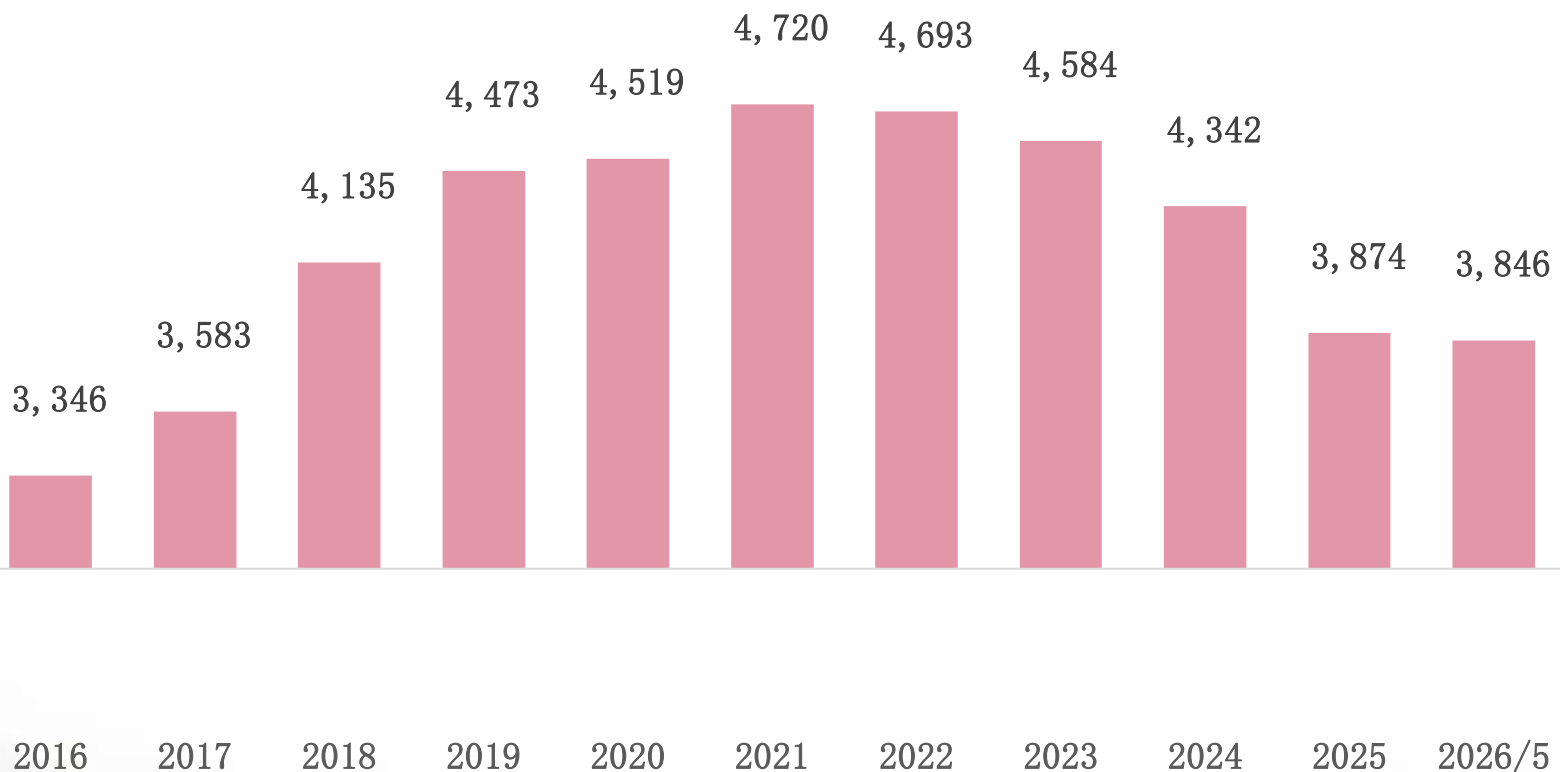
Chengdu Flagship Store

Shanghai Flagship Store

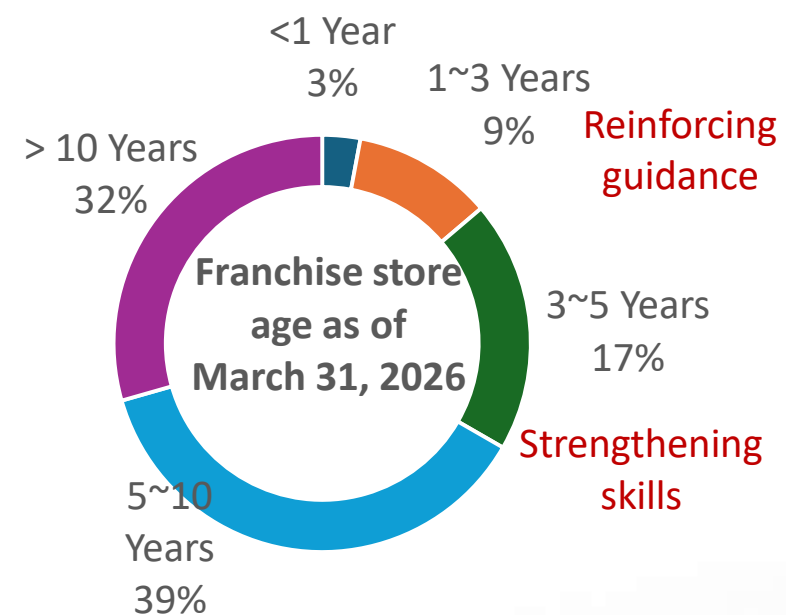
2 Flagship Stores in Taipei

(not on this map)  
Vietnam: Ho Chi Minh City Flagship Store

### Chlitina Store Count Evolution (Mainland China)



Actively recruiting new franchisees

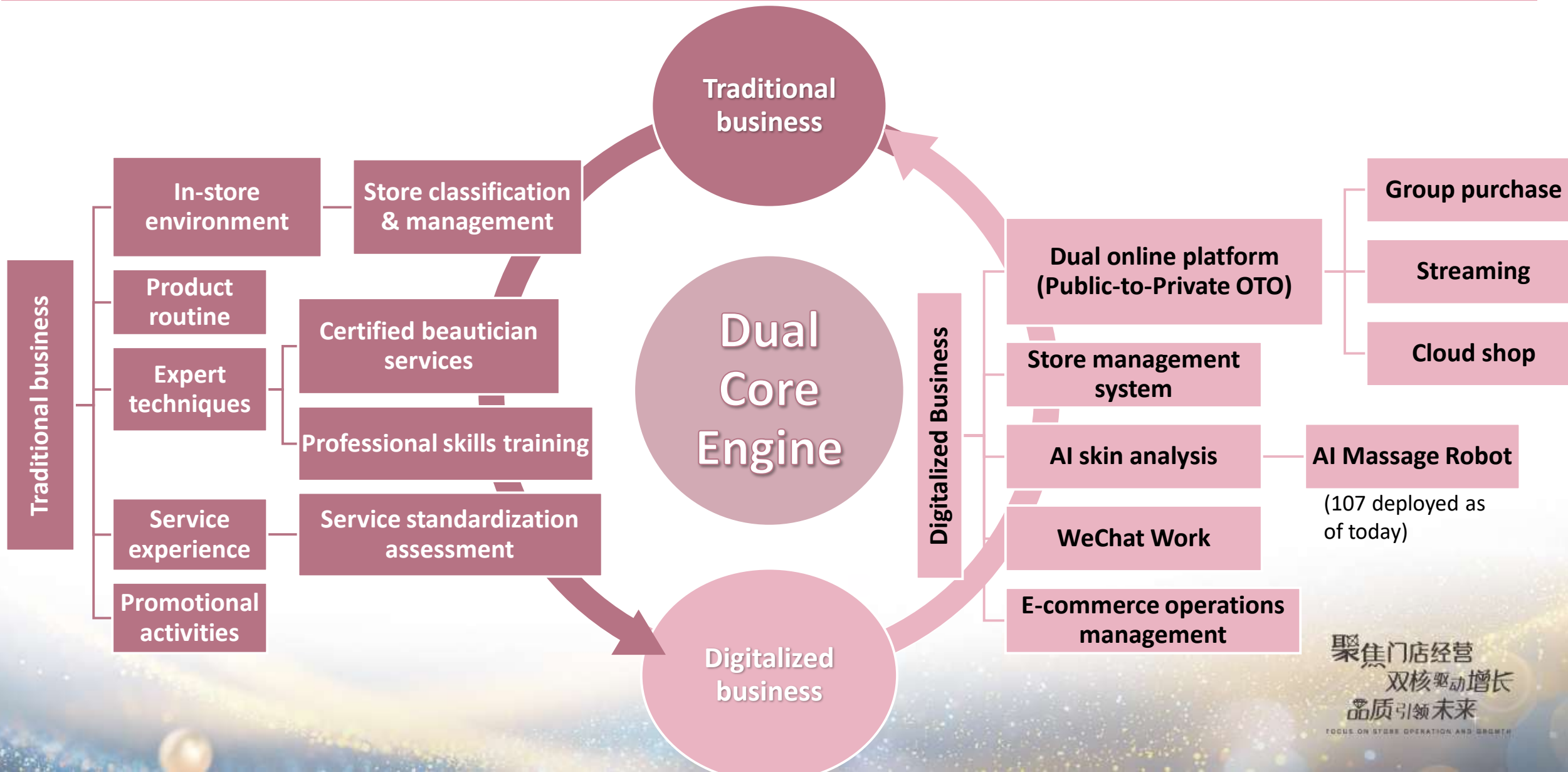




## New Star Franchise Salon

Policy	Standard Plan	Economy Plan
Franchise Fee	90,000 to 12,000	60,000
Return Ratio	Max. 90%	Max. 50%
Return Time	Within 3 years	Within 3 years

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1. Enhancement of brand awareness
2. Global brand ambassador
3. Market orderliness and price control
4. Store profitability model development and promotion
5. Store refinement management and support
6. Promotion of store services standardization
7. Professional skills strengthening
8. Helping stores improve their digital management capabilities
9. Promoting 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

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

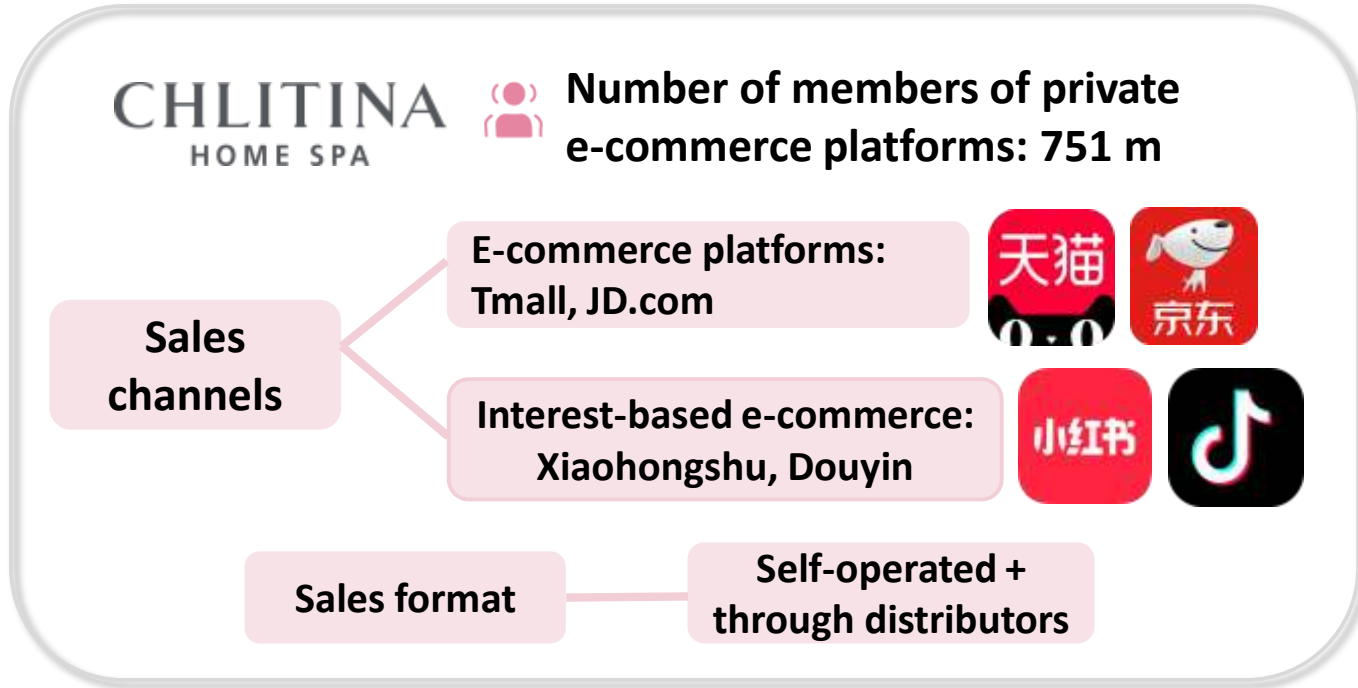
- Identifying growth sources, establishing an online-offline closed loop.

### Quality as key to the future

- Ensuring sustainability of operations and steady growth.

## Business Strategy for 2026

# E-Commerce + New Retail Business



## Distributor level: Empowering distributors with live streaming

Providing harmonized live streaming banners, images, and scripts lower entry barrier, boost the popularity of special sessions, and expand reach to new users.



**CHLITINA Super Moisturizing Cream**  
Top 2 best-selling moisturizing cream by a reputable brand



## Distributor-exclusive live streaming:

Average online participation: 101 ppl; Peak online participation; 1003 ppl; First-time purchase rate: 78.08%.

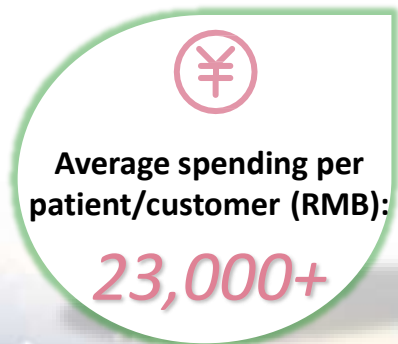
## Content innovation Dual platform growth Brand level: contextualized content

Continuously providing contextualized content through channels such as WeChat Official accounts and Xiaohongshu to reinforce brand awareness and build user trust.



Relying on the largest beauty salon 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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# Digitalization: A Structured Organization of Seven Core Knowledge Models

## Skin Diagnostic Knowledge

A proprietary knowledge base built on over 35 years of facial skin condition mapping, diagnostic decision logic, and treatment-solution correlations.

01

## Product Formulation System

Core formula parameters, product efficacy data, and ingredient formulation logic of the amino acid series.

03

## Training System

Beautician skills assessment standards, promotion paths, and training course content library.

05

## Compliance and Risk Control

Product safety standards, service quality management system, and franchise operation risk control mechanism.

07

02

## Skincare Service Process

Standard Operating Procedures (SOPs), technical parameters, service duration, and equipment operation specifications.

04

## Operations and Management

Single-store profit model, site selection evaluation system, labor efficiency and space efficiency benchmarks, franchisee empowerment SOPs.

06

## Customer Insight System

Customer segmentation model, lifecycle management path, and methodology for designing repeat purchase incentive mechanisms.

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# Digitalization: an AI application system covering all internal and external scenarios

## A. Front desk empowerment: AI-powered beauty consultant

Core functionalities: AI-powered skin diagnosis, personalized treatment plan generation, and intelligent consultation services.

## C. Back-end empowerment: AI-powered management dashboard

Core functionalities: Intelligent site selection assessment, single-store profit forecast, franchise risk analysis.



## B. Mid-platform empowerment: AI store operations specialist

Core functionalities: Meituan/Dianping operation support, automated membership management, and smart scheduling.

## D. Industry output: CHLITINA beauty platform

Core functionalities: API calls, standard SaaS, customized solutions.

# Brand Power: New Global Brand Ambassador Cecilia Liu

CHLITINA | 克麗緹娜



# CHLITINA 克麗緹娜



Asiabrand Top 500



CFS Finance Summit

- "2025 Sustainable Development Model Enterprise"
- CEO Ryan Chao "2025 Outstanding Influential Entrepreneur"



Forbes China Beauty Industry Top 100 Outstanding Beauty Brands



2025 Brand Influence Conference:

- "Beauty Chain Industry Benchmark Brand Award"
- CEO Ryan Chao "Industry Leader of the Year"



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 massage robot, 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)

CHLITINA

克麗緹娜榮獲

GBWA 全球美容與健康大獎

GLOBAL BEAUTY & WELLNESS AWARDS 2025 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恆致換感氣墊粉霜 ]

「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位專科醫師醫學評測認證，特頒此證書。

評測產品：1. 舒冷T113+高致效透視噴霧

百位醫師推薦

楊仕傑 (Chia-Hsin, Yang)

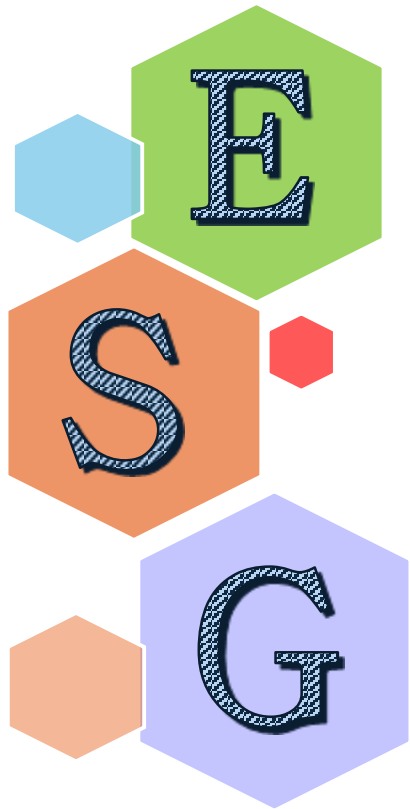
總經理 | Chia-Hsin, Yang

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2023

**First Sustainability Report**

Carbon Inventory  
Scopes 1 & 2 for Three  
Demonstration Sites

2024

**Group-wide carbon inventory**  
Scopes 1 & 2

2025

**Digitalization of Carbon Inventory**

Carbon Inventory  
Scope 3

Chlitina Holding Limited uploaded its 2024 ESG Report in August 2025



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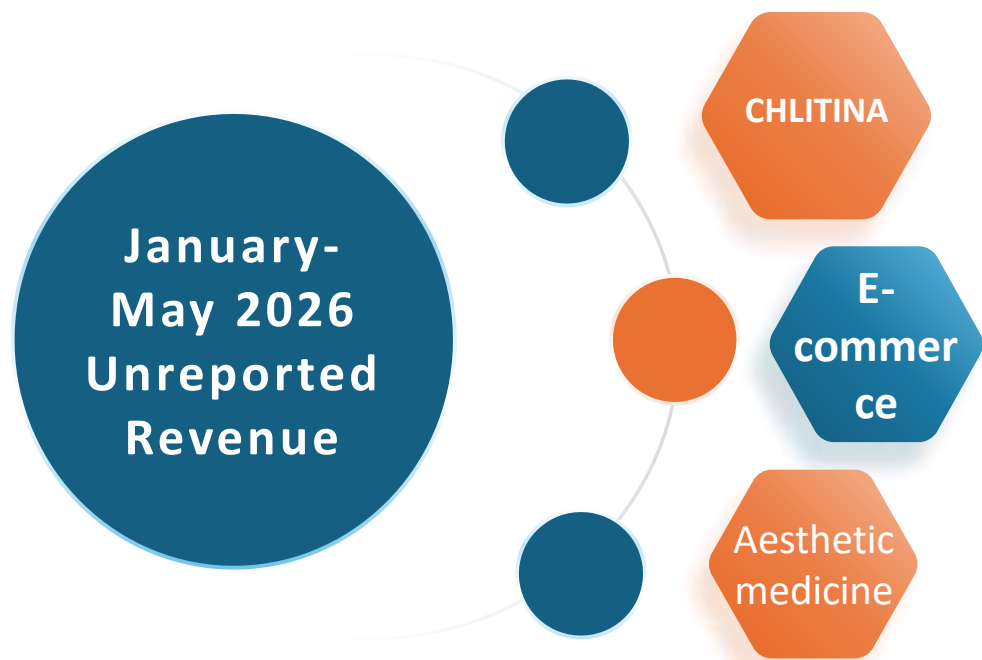
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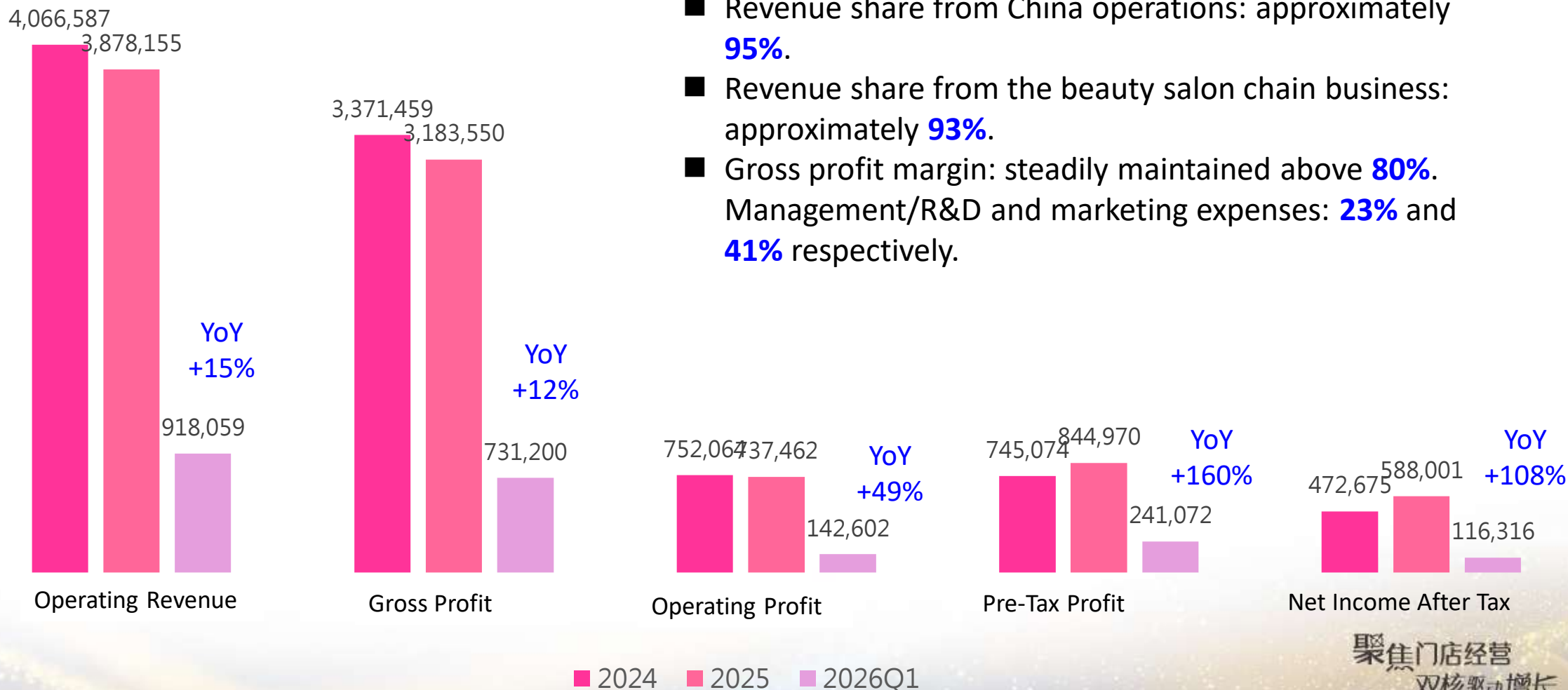


Unit: NT\$

Region	Revenue	YoY Change
Mainland China	1.391bn	
Taiwan	63.3m	YoY+7%
	39.4m	YoY+13%
	58.3m	YoY -7%

# Historical Financial Data

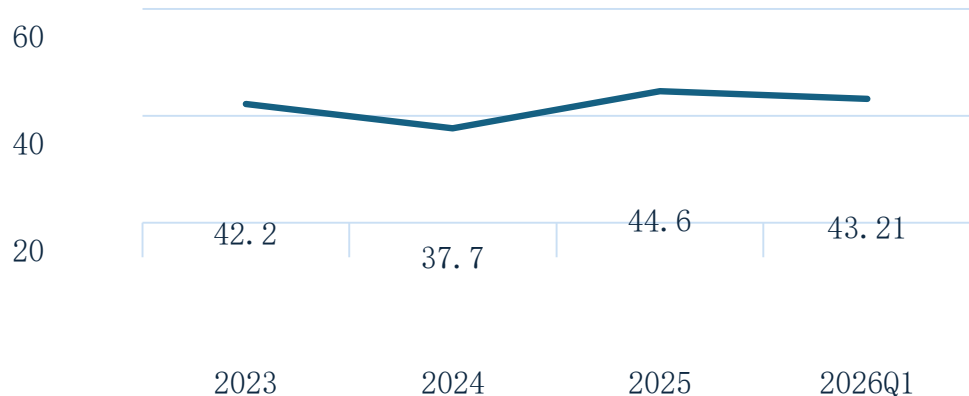
Unit: NT\$1,000



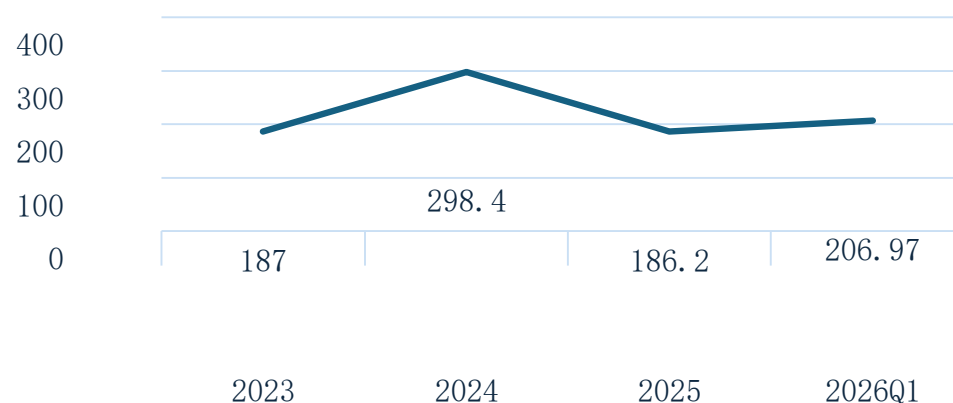
- Revenue share from China operations: approximately **95%**.
- Revenue share from the beauty salon chain business: approximately **93%**.
- Gross profit margin: steadily maintained above **80%**. Management/R&D and marketing expenses: **23%** and **41%** respectively.

# Historical Financial Ratios

### Debt-to-Assets Ratio

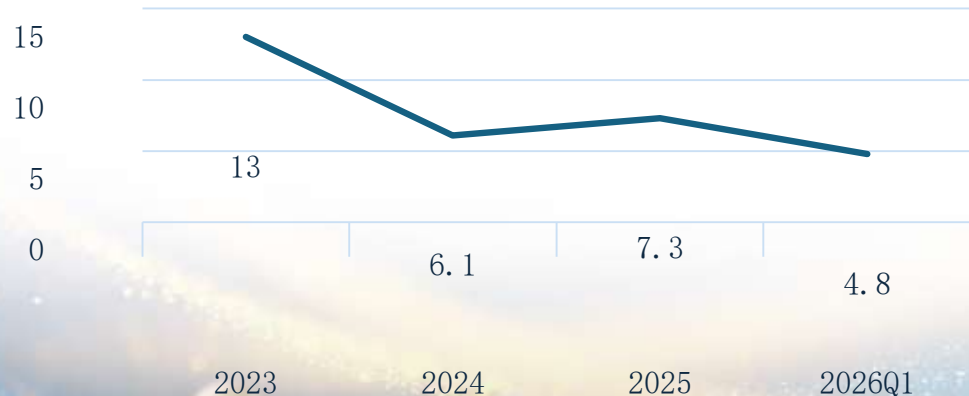


### Current Ratio



All financial ratios are within appropriate levels

### Return on Assets (Annualized)



### Return on Equity (Annualized)

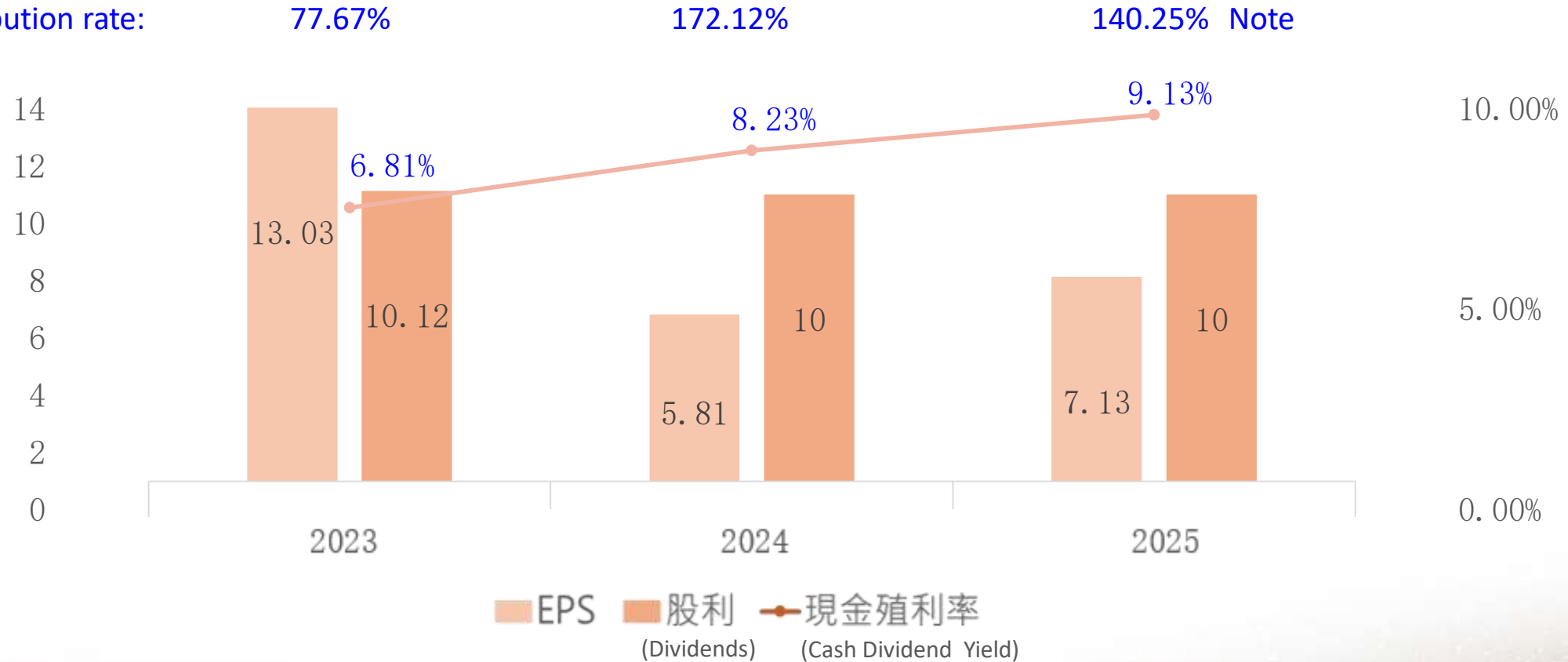


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# Dividend Policy

Unit: NT\$

Distribution rate:



Note: Calculated on the closing price of June 30, 2026: NT\$109.5

# Financial Information: Condensed Income Statements

Unit: \$1000

Item	2023		2024		2025		2026Q1	
	RMB	NT\$	RMB	NT\$	RMB	NT\$	RMB	NT\$
Operating revenue	1,032,202	4,534,771	912,671	4,066,587	895,917	3,878,155	200,888	918,059
Operating costs	-170,285	-748,113	-156,009	-695,128	-160,465	-694,605	-40,888	-186,859
Gross profit	861,917	3,786,658	756,662	3,371,459	735,452	3,183,550	160,000	731,200
Gross profit rate		84%		83%		82%		80%
Selling exp.	-417,531	-1,834,334	-404,666	-1,803,068	-372,161	-1,610,974	-81,292	-371,505
Admin exp.	-171,724	-754,435	-183,210	-816,327	-192,925	-835,114	-47,504	-217,093
Operating profit	272,662	1,197,889	168,786	752,064	170,366	737,462	31,204	142,602
Total non-operating	56,342	247,528	-1,569	-6,990	24,836	107,508	21,547	98,470
Profit before tax	329,004	1,445,417	167,217	745,074	195,202	844,970	52,751	241,072
Income tax exp.	-93,748	-411,863	-61,135	-272,399	-59,364	-256,969	-27,299	-124,756
Profit for the period	235,256	1,033,554	106,082	472,675	135,838	588,001	25,452	116,316
EPS (NT\$)	2.97	13.03	1.3	5.81	1.65	7.13	0.31	1.41
Cash dividend (distributed the following year)	NT\$10.12 per share (cash)		NT\$10 per share (cash)		NT\$10 per share (cash)		NA	

# Financial Information: Condensed Balance Sheets

CHLITINA | 克麗緹娜

Unit: \$1000

Item	2023		2024		2025		2026Q1	
	NT\$	%	NT\$	%	NT\$	%	NT\$	%
Cash and cash equivalents	4,626,234	52%	3,356,574	38%	3,750,352	39%	4,384,357	45%
Financial assets - current, measured at amortized cost	1,163,535	13%	2,145,195	24%	2,151,700	23%	1,716,345	17%
Net accounts receivable	4,153	0%	3,984	0%	4,788	0%	4,530	0%
Inventories	388,179	4%	463,052	5%	399,933	4%	427,122	4%
Investment (Equity method)	267,084	3%	261,641	3%	219,886	2%	321,160	3%
Property, plant and equipment, net	1,139,762	13%	1,657,693	18%	1,707,266	18%	1,713,684	17%
Right-of-use assets	350,249	4%	299,247	3%	409,060	4%	383,739	4%
Others assets	965,814	11%	705,783	8%	880,927	9%	869,075	10%
<b>Total Assets</b>	<b>8,905,010</b>	<b>100%</b>	<b>8,893,169</b>	<b>100%</b>	<b>9,523,912</b>	<b>100%</b>	<b>9,820,012</b>	<b>100%</b>
Bank loans	1,980,472	22%	705,554	8%	1,172,795	12%	960,545	10%
Accounts payable	86,950	1%	75,064	1%	79,063	1%	70,567	1%
Other payables	423,966	5%	330,920	4%	328,960	4%	245,953	1%
Company debt payable			1,035,203	12%				
Lease liabilities	357,401	4%	310,433	3%	422,800	4%	398,252	5%
Other liabilities	907,432	10%	892,038	11%	2,243,484	24%	2,568,143	26%
<b>Total liabilities</b>	<b>3,756,221</b>	<b>42%</b>	<b>3,349,212</b>	<b>38%</b>	<b>4,247,102</b>	<b>45%</b>	<b>4,243,460</b>	<b>43%</b>
Common capital	794,924	9%	824,924	9%	824,924	9%	824,924	9%
Capital surplus & legal reserve	2,729,281	31%	3,333,680	37%	2,917,622	31%	2,917,561	29%
Unappropriated retained earnings	2,265,122	25%	1,808,626	20%	2,006,412	21%	2,122,728	22%
Other equities	-640,538	-7%	-423,273	-5%	-472,148	-6%	-288,661	-3%
<b>Total equity</b>	<b>5,148,789</b>	<b>58%</b>	<b>5,543,957</b>	<b>62%</b>	<b>5,276,810</b>	<b>55%</b>	<b>5,576,552</b>	<b>57%</b>

增长  
来

# Financial Information: Three-Year Condensed Cash Flow Chart

Unit: \$1000

Item	2023		2024		2025		2026Q1	
	RMB	NT\$	RMB	NT\$	RMB	NT\$	RMB	NT\$
<b>Net cash provided by operations</b>	<b>279,967</b>	<b>1,230,096</b>	<b>128,949</b>	<b>574,539</b>	<b>179,217</b>	<b>775,777</b>	<b>11,279</b>	<b>51,546</b>
<b>Net cash provided by (used in) investments</b>	<b>-311,532</b>	<b>-1,369,496</b>	<b>-287,084</b>	<b>-1,275,043</b>	<b>-35,581</b>	<b>-155,491</b>	<b>110,735</b>	<b>506,058</b>
Acquisition or disposal of financial assets measured at amortized cost	-268,901	-1,181,362	-210,151	-936,370	471	2,039	107,800	491,092
Acquisition or disposal of property, plant and equipment	-56,570	-248,740	-110,304	-486,361	-50,587	-220,448	-976	-4,461
Other items	-13,939	60,606	33,371	147,688	14,535	62,918	3,911	19,427
<b>Net cash used in financing activities</b>	<b>-173,421</b>	<b>-750,679</b>	<b>-182,591</b>	<b>-796,409</b>	<b>-46,095</b>	<b>-164,004</b>	<b>-9,386</b>	<b>-42,894</b>
Dividend distribution	-129,135	-556,446	-188,116	-834,670	-198,777	-824,923	-	-
Other items	-44,286	-194,233	-5,525	38,261	152,682	660,919	-9,386	-42,894

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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