CHLITINA

麗豐集團

CHLITINA Group Limited

CHLITINA HOLDING LIMITED

2026 Second Quarter Investor Conference

2026.10.30

聚焦门店经营

双核驱动增长

品质引领未来

FOCUS ON STORE OPERATION AND GROWTH

Disclaimer

The information contained in this document has been verified by an independent third party. However, Chlitina is not responsible for the accuracy, fairness, or completeness of any information contained herein. The information and opinions provided in this document are current as of a specific date, and Chlitina reserves the right to update them at any time. Chlitina has no obligation to notify any person of such updates or of any developments related to the information contained in this document. Chlitina shall not be liable for any loss arising from the use of this document or its contents, or for any other reason related to this document.

This document does not constitute an offer or solicitation to purchase shares of Chlitina or any of its subsidiaries or affiliates in any jurisdiction. It does not form part of any offer or incentive and should not be construed as such. No part of this document shall constitute the basis of any contract or commitment, nor should it be relied upon in connection with any contract or commitment.

By accepting this document, you agree to keep its contents strictly confidential. Securities researchers must be qualified to conduct securities research and must comply with all applicable securities laws, regulations, and restrictions of the relevant jurisdiction before publishing any research results regarding Chlitina.

This document is provided to securities researchers for use as a reference in their research only. Neither this document nor any part of it may be photocopied, reproduced, forwarded, or otherwise, directly or indirectly, transferred to any other person or used for public disclosure or any other purpose.

1 Company Overview & Business Outlook

2 Financial Results

3 Q&A

聚焦门店经营
双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

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

CHLITINA 克麗緹娜

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.

1989

Brand Creation

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

1997

Mainland China Expansion

Chairwoman Joanna Chen brought the CHLITINA products and franchise model into China.
1999: Shanghai flagship store inaugurated.

2001-2003

Supply Chain & Training Academy Established

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

2013

Capitalization in Taiwan

Chlitina Holding Company listed on the Taiwan Stock Exchange (4137).

2017-2024

Branding, Portfolio, and Network Upgrade

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

2025-2026

AI & ESG Projects Accelerated

- Digitalization
- **Chairmanship transferred to Ryan Chao**
- Completion of Scope 1, 2, & 3 Carbon Inventory
- Publication of Sustainability Report and AA1000 Assurance and Scope 1 & 2 Verification
- CHLITINA-Lite franchise store model implemented















The Company received the following awards multiple times:
Top 500 Asia Brands, Taiwan Best 25 Global Brands, China Top 100 Franchise Chains, Forbes China Top 100 Beauty Industry Brands, Leading Brand in the Beauty Service Industry in China, Most Influential Beauty Franchise Organization, China Enterprise Committed to Product and Service Quality and Integrity…

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



UP LíDER 雅樸麗德



GÈRMES INSTITUTE 哲美



WEISHUO



Sales Business Entities

Positioning

- Beauty Salon Franchise
- E-commerce + New Retail
- Medical Beauty + General Medicine
- Training School
- Supply Chain Center

Scale

- **3,976** franchise stores
- **5** self-owned stores
- **1.75m+** 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*
- Provided professional training sessions: *1 million+*

聚焦门店经营 双核驱动增长 品质引领未来

FOCUS ON STORE OPERATION AND GROWTH

* As of 2026/9/30

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

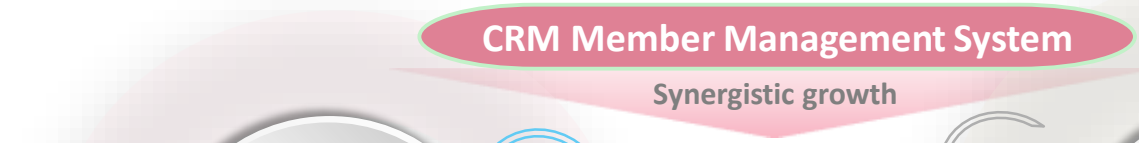


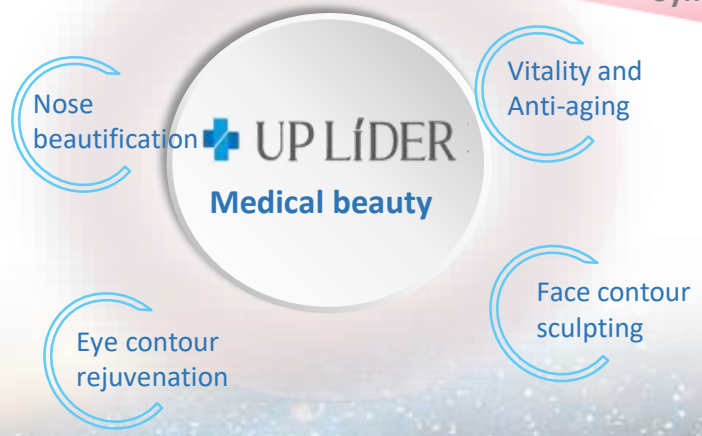


Wide coverage/Strong products/High level of trust



Omnichannel/Total reach/Full linkage/All scenarios





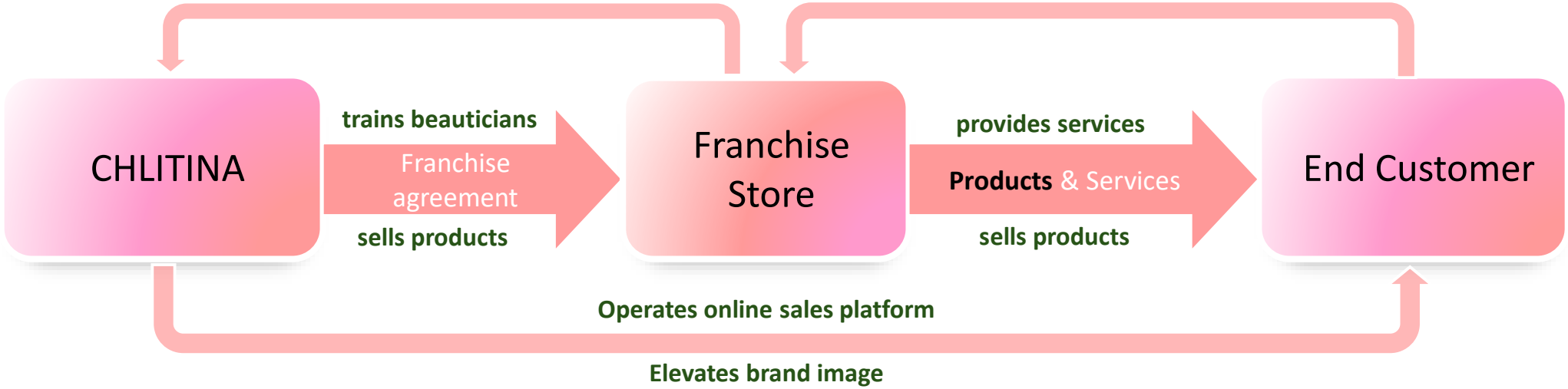


CHLITINA Beauty Salon Franchise: Business Model

CHLITINA 克麗緹娜

- One-time franchise fee and product sales revenue
- Income from online sales platform management service
- Minimum purchase requirement
- Standard storefront requirement

- 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 Company's core revenue stems from recurrent product sales to franchisees, ensuring stable and sustainable income.

聚焦门店经营
双核驱动增长
品质引领未来

A protective moat made of four competitive advantages

Mature Business Model & Excellent Products

· Nearly 40 years of industry experience, with a proven and replicable business model
· In-house supply chain ensuring consistent and controllable product quality
· Sustained product leadership, recognized with multiple international awards

Standardized Profit Model

· Standardized store operations manual for replicating proven success
· Comprehensive training system to support store operations and management
· Estimated investment payback period of 2-3 years, with a clear profitability model

Sound Financial Structure

· Public company governance structure with transparent and standardized operations
· Stable cash flow and strong risk resilience
· Long product life cycles supporting stable gross margins and profitability

Integrated Model

· Lifestyle beauty + medical aesthetics + general healthcare
· Online-offline integration for omnichannel customer engagement
· integrated membership system and digital empowerment of stores

CHLITINA Beauty Salon Franchise: Store Distribution Across China

CHLITINA 克麗緹娜

Number of franchise stores in mainland China:

3,729

Geographic coverage:

34

provinces, municipalities and autonomous regions

Major cities covered:

380+

Nearly Four Decades of Presence in China, with a Nationwide Franchise Network

A clear growth strategy

Network expansion — Recruiting franchisees

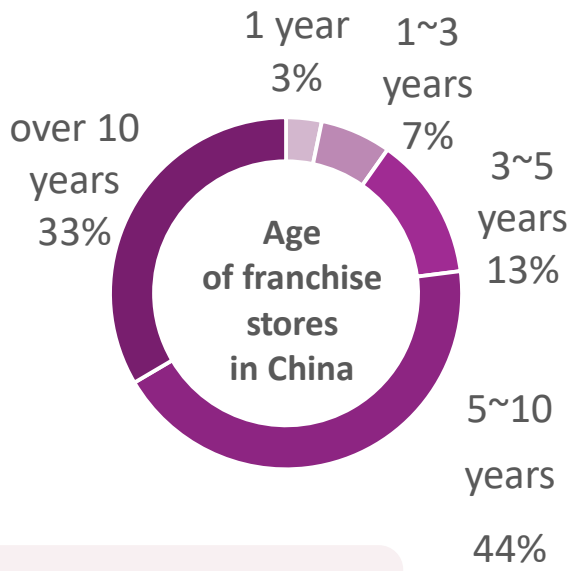
X

Store standardization — Increasing store performance

Digitalization

X

Product portfolio expansion — Diversifying offering



Business Strategy in Brief

Store Network Expansion: Optimize franchise policies and introduce new franchise options for smaller-format stores.

Increase Revenue per Store: Drive customer acquisition through online-offline integration; provide online platform management services; launch the second-generation AI-powered massage robot; implement beauty therapist technical certification; optimize product portfolios and treatment programs; and provide proven store profitability models.

Product Category Expansion: Launch new products annually and maintain a leading edge in R&D and technology.

* As of Sept. 30, 2026

CHLITINA Beauty Salon Franchise: “Light” Store Model



Example of CHLITINA Lite store floor plan (100m²)

Market Research Insight

According to the latest market research, an investment of **RMB 100,000–300,000** is the most popular range among individual investors in China, accounting for more than half of respondents. This range offers a moderate entry threshold and manageable risk. It is sufficient to cover basic franchise fees and initial operating costs, without exposing investors to excessive capital commitments, making it the preferred choice for risk-conscious investors.

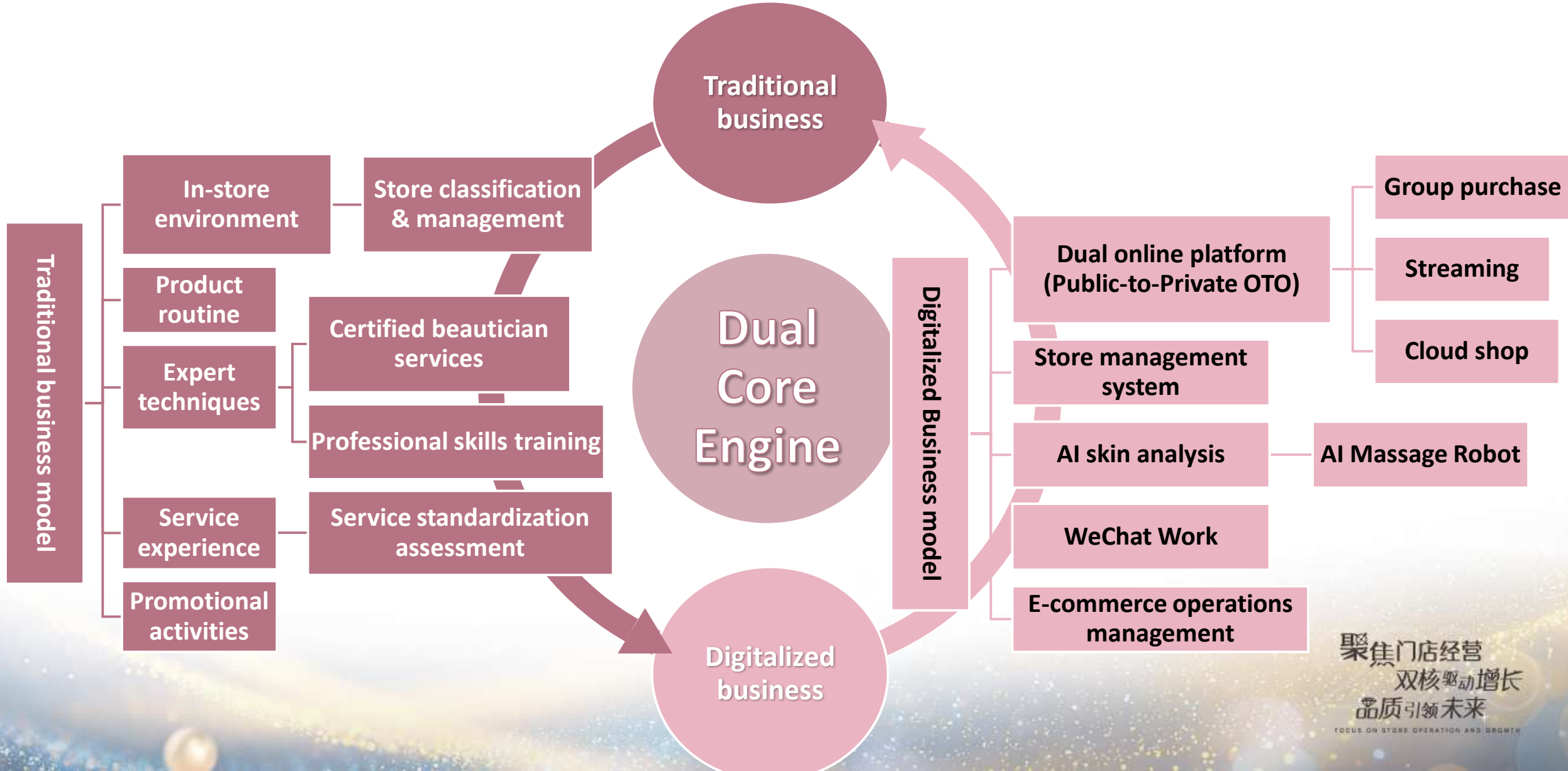
Item	Standard Store	Light Store
Area	200 m²	**100 m²**
Services	Face and body skin care, make-up and manicure	**Facial skin care, make-up and manicure**
Estimated initial investment	RMB 450,000–1,000,000	**RMB 240,000–530,000**

Balancing operating costs and spatial comfort to create a compact, premium customer experience

聚焦门店经营
双核驱动增长
品质引领未来

CHLITINA Beauty Salon Franchise: Online-Offline Dual-Track Operations

CHLITINA 克麗緹娜



聚焦门店经营
双核驱动增长
品质引领未来

CHLITINA HOME SPA

Number of members of private e-commerce platforms: 1.06 m

Sales channels

- **E-commerce platforms: Tmall, JD.com**
- **Interest-based e-commerce: Xiaohongshu, Douyin**

Sales format

- **Self-operated + through distributors**

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 and build user trust.







- **Distributor level: Empowering dealers with live streaming**

Unified live streaming banners, images, and scripts lower entry barrier, boosts the popularity of special sessions, and expands reach to new users.



Super Moisturizing Cream

Top 2 best-selling moisturizing cream by reputable brand

Distributor-exclusive live streams:

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



General Health Services: Medical Aesthetics, Comprehensive Anti-Aging

UP LíDER 雅樸麗德

Medical Aesthetics & Rejuvenation

Artistry × Medical Expertise

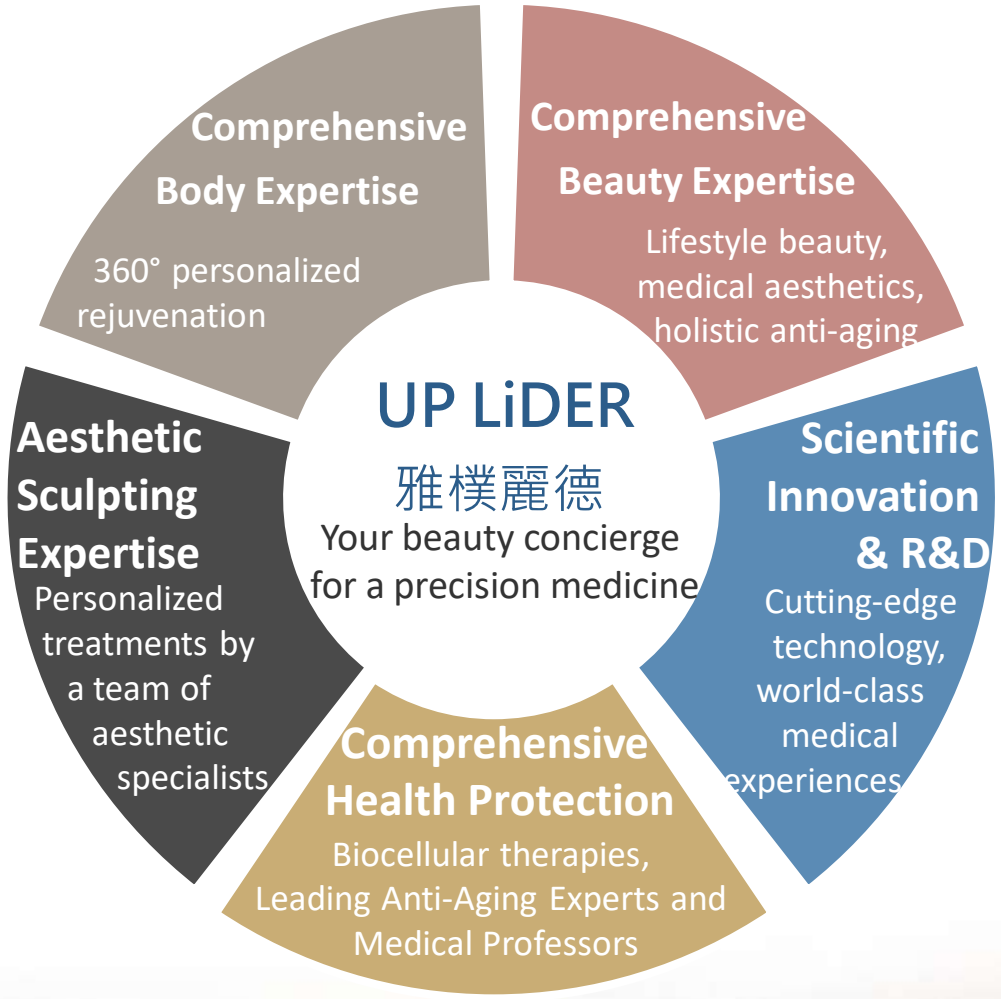
Aesthetic Dermatology

Injectable treatments, radiofrequency skin tightening

Aesthetic Surgery

Surgical procedures, Liposuction, breast augmentation

Tailored Care.
Confidence radiating from within.



Comprehensive Anti-Aging & Health Management

Passive treatments ⟹ Proactive Health Management

Metabolic Optimization

Hormonal Balance

Chronic Disease Management

Building sustainable, lifelong health and well-being

Lifestyle Beauty as the Entry Point, Medical Aesthetics as the Core, and Health as the Foundation.

聚焦门店经营
双核驱动增长
品质引领未来

Multi-Dimensional Energizing of Sales Operations

CHLITINA 克麗緹娜



Digitalization



Brand Power



Product Power

聚焦门店经营
双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Digitalization: Structuring Seven Core Knowledge Models

Skin Diagnosis Knowledge

A 37-year body of experience in facial skin condition mapping, diagnostic decision-making logic, and corresponding skincare solution frameworks.

01

Product Formulation System

Core formula parameters for the the amino acid product range, product efficacy data, and ingredient formulation logic.

03

Training System

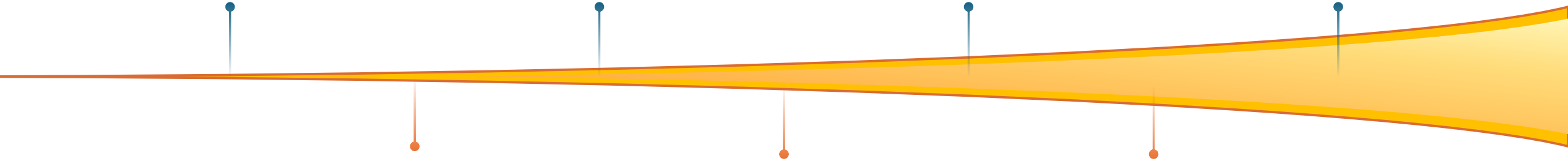
Beautician skills assessment standards, career advancement pathways, and comprehensive training course content library.

05

Compliance and Risk Management

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

07



02

Skincare Service Process

Standard Operating Procedures (SOP), treatment technique parameters, service duration, and equipment operation guidelines.

04

Operations and Management

Single-store profitability model, site selection assessment framework, labor efficiency and space utilization benchmarks, and SOP for franchisee support and empowerment.

06

Customer Insights Framework

Customer segmentation model, lifecycle management pathways, and methodologies for designing repeat-purchase incentive mechanisms.

聚焦门店经营
双核驱动增长
品质引领未来

CHLITINA

CHLITINA AI-Powered Stores

Omnichannel Data × LLMs × Industry Expertise
An AI Platform Built for the Beauty Industry

Store Enablement · B2B

AI Store Assistant
- AI Business Insights
- AI Smart Coaching
- AI-Powered Marketing

Smarter Store Operations
- AI Business Dashboard
- Smart Booking & Scheduling
- Inventory Management

Beautician Training
- AI Role-Play Practice
- Professional Upskilling

Athena
CHLITINA AI Platform

CRM
Member Data Foundation

Unified Customer Assets • Segmentation & Value Scoring | Engagement Data Feedback

Enhanced Services · B2C

AI Xiao Na
- Omnichannel AI Responses
- 1-on-1 Beauty Advisor

Hello!
I can recommend the right skincare plan for you.

Smart Skin Analyzer
- AI Skin Diagnostics
- Report Analysis
- Personalized Care Plans

SCRM · Owned Channels
- Skincare Cycle Reminders
- Reactivation & Repeat Sales

Your next skincare session is due.
Book now >

Higher Efficiency
AI Collaboration · Productivity

Better Experience
Personalized Service
Customer Satisfaction

Stronger Results
Data-Driven · Growth Ahead

Stable Operations
Standardized Processes
Risk Control

聚焦门店经营
双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

A_ Frontline Empowerment: AI Beauty Consultant

Core Functions: AI-Powered Skin Analysis, Personalized Treatment Plan Generation, and Intelligent Consultation Services.



B_ Mid-Office Empowerment: AI Store Operations Assistant

Core Functions: Meituan/Dianping operations support, automated membership management, intelligent staff scheduling.

C_ Back-End Empowerment: AI-Powered Business Management Dashboard

Core Functions: Intelligent Site Selection Assessment, Single-Store Profitability Forecasting, and Franchise Risk Analysis.

D_ Industry Solutions: Chlitina Beauty AI Platform

Core functions: API integration, standardized SaaS Solutions, customized solutions.

Brand Power: Global Brand Ambassador Liu Shishi (Cecilia Liu)









双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Brand Power: Numerous Awards and Certifications

CHLITINA 克麗緹娜

CFS Finance Summit – “2026 Sustainable Development Model Enterprise,” and Chairman Ryan Chao “ 2026 Pioneer in Digital Transformation”



2026 BAZAAR Art & Aesthetics Awards – Best Brand Award



2024-2026 Asiabrand Top 500



Brand Power Economic Forum –

“2025 Influential Enterprise”

CEO Ryan Chao “2025 Innovation Role Model”



Included in the China Chain Store & Franchise Association Top 100 for the 9th time

Awarded “Top 1 in the Beauty Industry”

2026年生活服务业连锁企业TOP100公示

公示期：2026年5月14-20日

行业	业态	企业名称	主要品牌	2025年营收规模（万元）	2025年门店总数（个）
美业	美容美体	克丽缇娜（中国）贸易有限公司	克丽缇娜	651175	3876
		芳香世家（广州）有限公司	芳香世家	589920	5666
		北京植物医生生物科技有限公司	植物医生	428949	4482
		上海美丽田园医疗健康产业有限公司	美丽田园、奈瑞儿、恩妍丽	300000	700
		广州樊文花化妆品有限公司	樊文花	283366	7000
		广东蕾特恩科技发展有限公司	蕾特恩专业祛痘	150000	1375
		唯美爱科技（中国）有限公司	唯美度、奥瑞拉、梦颜紫等	75855	6074
		歌曼丽（苏州）大健康产业发展有限公司	歌曼丽	20000	4100
		汕头市琪雅连锁运营有限公司	琪雅	14168	1729

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



Suncare

Leading the trend in product technology

- 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.



Product Power: Launching New Major Products Every Year

CHLITINA 克麗緹娜

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



Targeted functional drinks x Refining skincare treatments
for a complete radiance upgrade from the inside out

聚焦门店经营
双核驱动增长
品质引领未来

Product Power: A Long List of International Awards

CHLITINA 克麗緹娜

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)







品质引领未来
FOCUS ON STORE OPERATION AND GROWTH



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 1, 2, 3

Scope 1 & 2 External Independent Verification

The Company's 2025 Sustainability Report received BEST ISO certification, making it the first beauty franchise in the Greater China region (Taiwan, Mainland China, Hong Kong, and Macau) to obtain AA1000AS certification. *

* This information is available in the Health Care category of the www.accountAbility.org website.

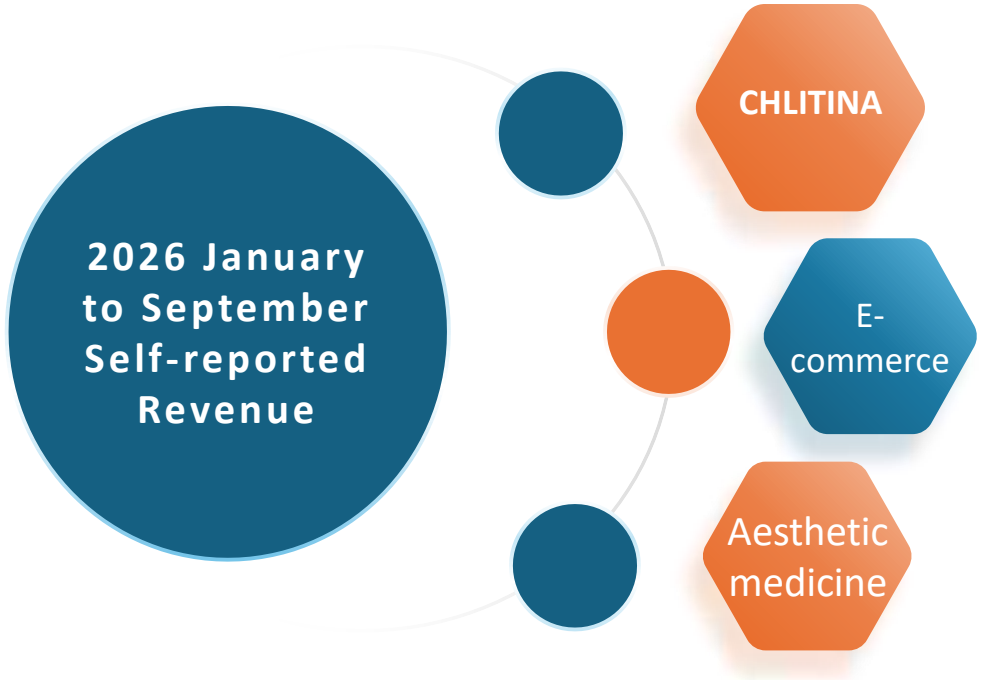
1 Company Overview & Business Outlook

2 **Financial Results**

3 Q&A

聚焦门店经营
双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Financial Data



Unit: NT$

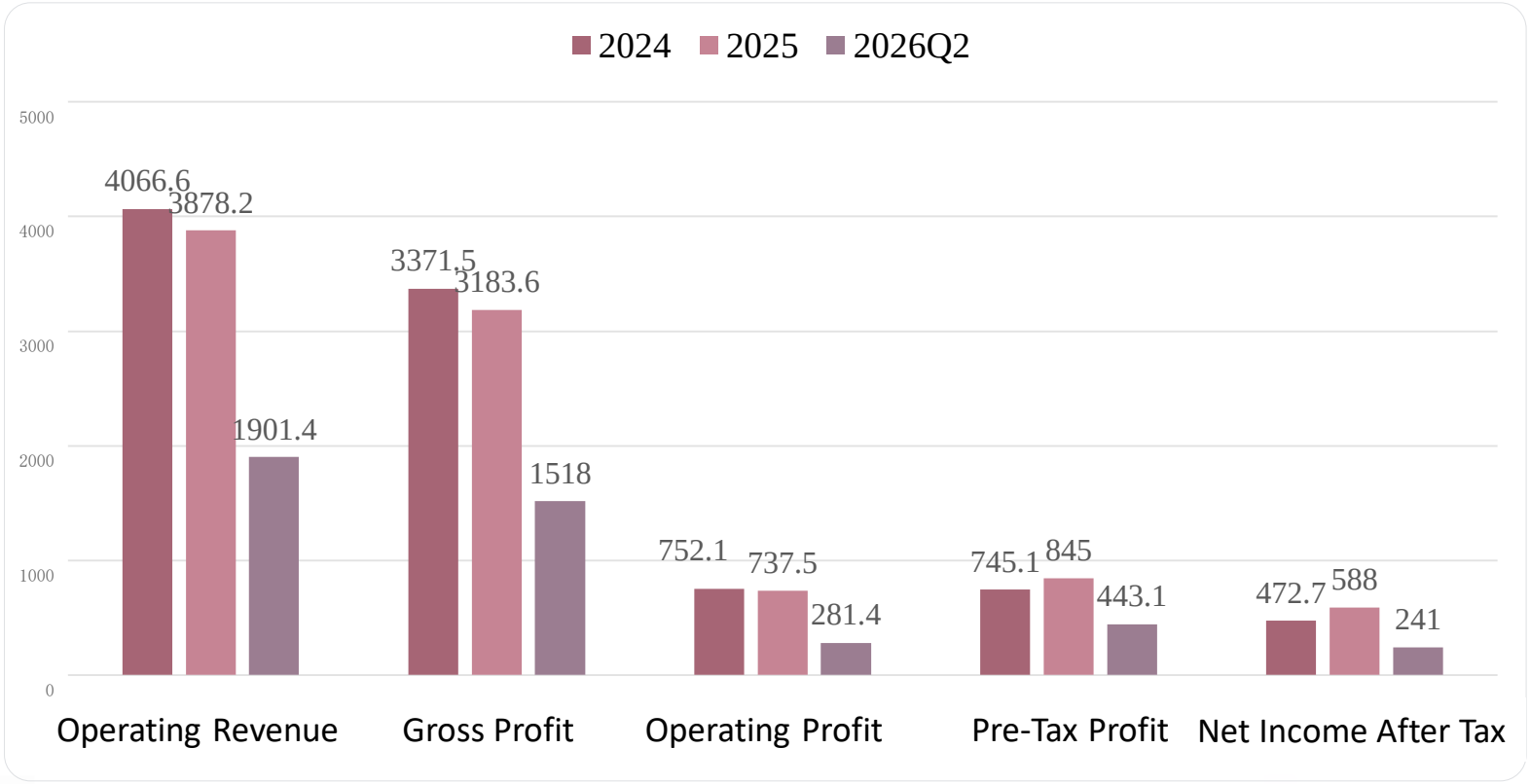
	Mainland China	Taiwan	
CHLITINA	2.665bn	111m	YoY+7%
E-commerce	99.2m	YoY+31%	
Aesthetic medicine	112m	YoY +18%	

聚焦门店经营
双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Historical Financial Data

CHLITINA 克麗緹娜

Unit: NT$$1,000,000



	Operating Revenue	Gross Profit	Operating Profit	Pre-Tax Profit	Net Income After Tax
2026Q2 YoY	+9%	+7%	+16%	+20%	-11%

Key Financial Highlights

Revenue share from China operations: approximately 96%.

Revenue share from the beauty salon chain business: approximately 93%.

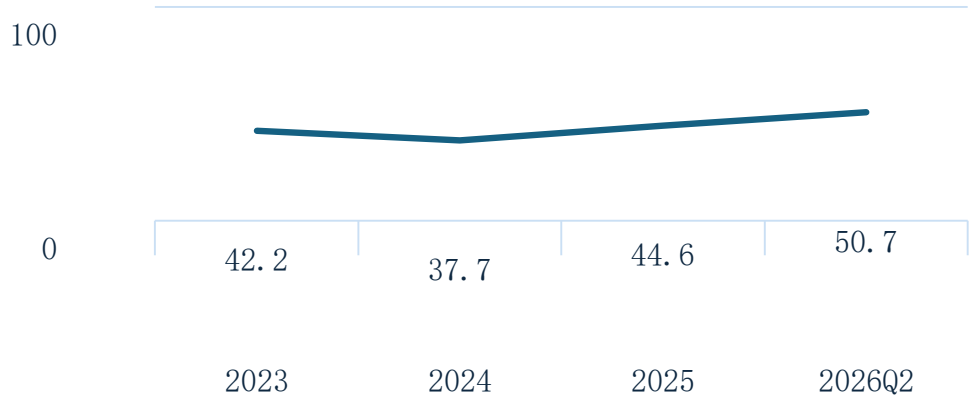
Gross profit margin: steadily maintained above 80%.

Management/R&D and marketing expenses: 22% and 43% respectively.

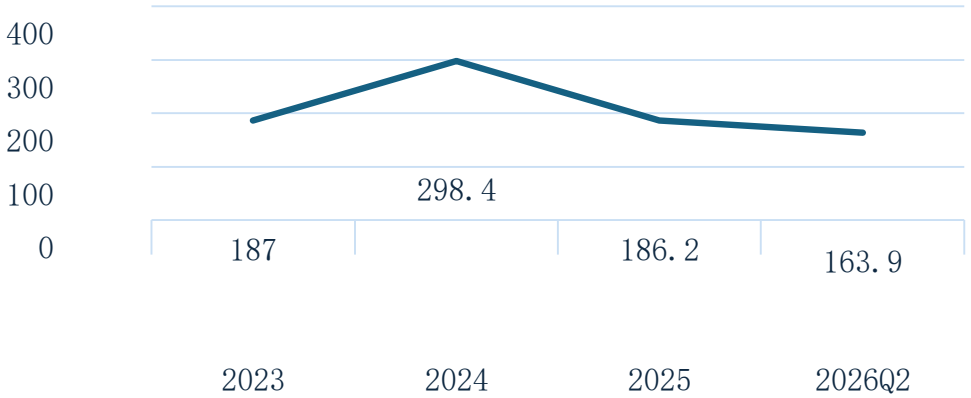
聚焦门店经营 双核驱动增长 品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Historical Financial Ratios

Debt-to-Assets Ratio

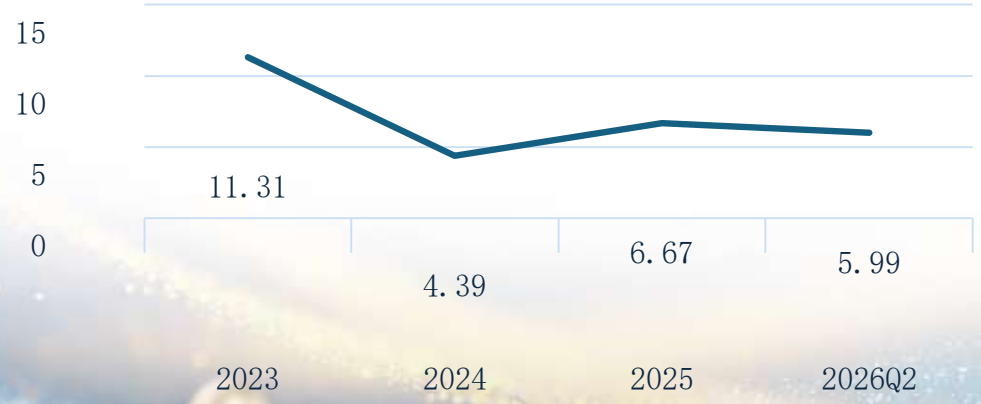


Current Ratio

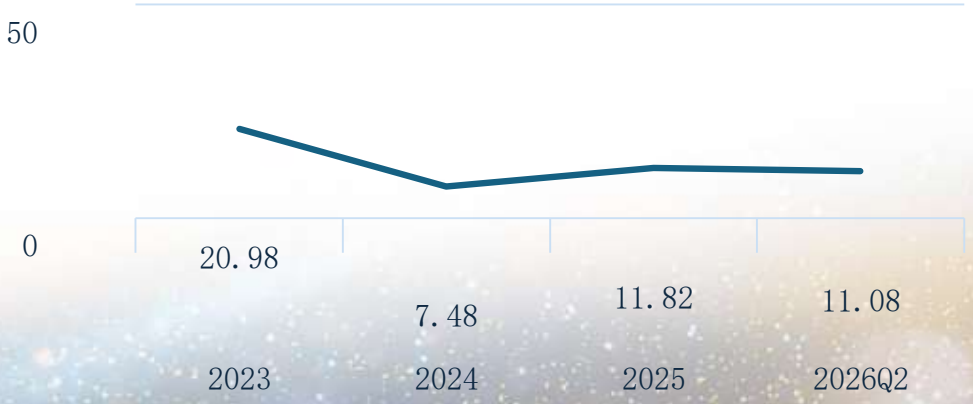


All financial ratios are within appropriate levels

Return on Assets (Annualized)



Return on Equity (Annualized)



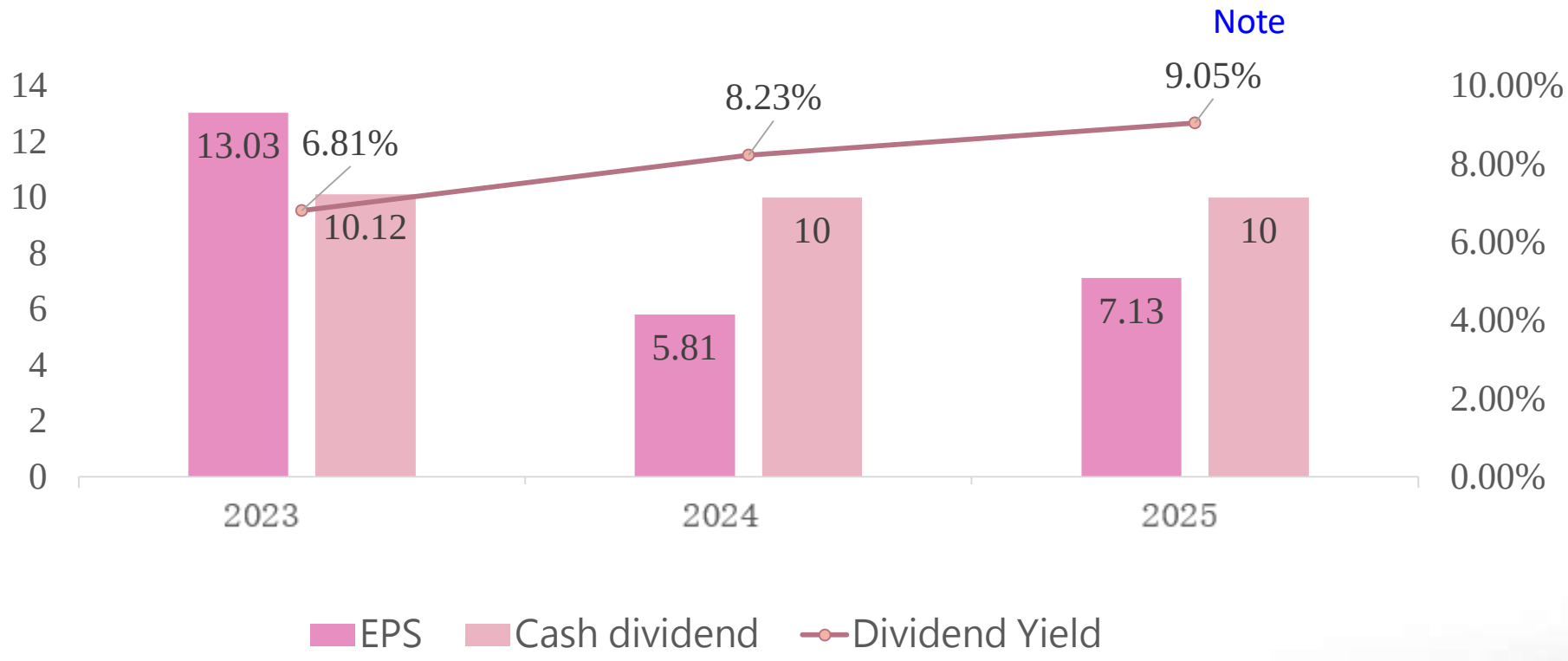
聚焦门店经营
双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Dividend Policy

CHLITINA 克麗緹娜

Distribution rate: 77.67% 172.12% 140.25%

Unit: NT$



Note: Calculated on the closing price of July 2, 2026: NT$110.5

聚焦门店经营
双核驱动增长
品质引领未来

Financial Information: Condensed Income Statements

CHLITINA 克麗緹娜

Unit: $1000

Item	2023		2024		2025		2026Q2	
	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	412,626	1,901,422
Operating costs	-170,285	-748,113	-156,009	-695,128	-160,465	-694,605	-83,198	-383,385
Gross profit	861,917	3,786,658	756,662	3,371,459	735,452	3,183,550	329,428	1,518,037
Gross profit rate	84%		83%		82%		80%	
Selling exp.	-417,531	-1,834,334	-404,666	-1,803,068	-372,161	-1,610,974	-176,776	-814,601
Admin exp.	-171,724	-754,435	-183,210	-816,327	-192,925	-835,114	-91,595	-422,079
Operating profit	272,662	1,197,889	168,786	752,064	170,366	737,462	61,057	281,357
Total non-operating	56,342	247,528	-1,569	-6,990	24,836	107,508	35,096	161,726
Profit before tax	329,004	1,445,417	167,217	745,074	195,202	844,970	96,153	443,083
Income tax exp.	-93,748	-411,863	-61,135	-272,399	-59,364	-256,969	-43,848	-202,056
Profit for the period	235,256	1,033,554	106,082	472,675	135,838	588,001	52,305	241,027
EPS (NT$)	2.97	13.03	1.3	5.81	1.65	7.13	0.63	2.92
Cash dividend (distributed the following year)	NT$10.12 per share (cash)		NT$10 per share (cash)		NT$10 per share (cash)		NA	

双核驱动增长
品质引领未来
FOCUS ON STORE OPERATION AND GROWTH

Financial Information: Condensed Balance Sheets

CHLITINA 克麗緹娜

Unit: $1000

Item	2023		2024		2025		2026Q2	
	NT$	%	NT$	%	NT$	%	NT$	%
Cash and cash equivalents	4,626,234	52%	3,356,574	38%	3,750,352	39%	3,290,968	33%
Financial assets - current, measured at amortized cost	1,163,535	13%	2,145,195	24%	2,151,700	23%	2,937,741	29%
Net accounts receivable	4,153	0%	3,984	0%	4,788	0%	5,225	0%
Inventories	388,179	4%	463,052	5%	399,933	4%	416,214	5%
Investment (Equity method)	267,084	3%	261,641	3%	219,886	2%	310,539	3%
Property, plant and equipment, net	1,139,762	13%	1,657,693	18%	1,707,266	18%	1,738,217	17%
Right-of-use assets	350,249	4%	299,247	3%	409,060	4%	400,831	4%
Others assets	965,814	11%	705,783	8%	880,927	9%	907,627	9%
Total Assets	**8,905,010**	**100%**	**8,893,169**	**100%**	**9,523,912**	**100%**	**10,007,362**	**100%**
Bank loans	1,980,472	22%	705,554	8%	1,172,795	12%	777,067	8%
Accounts payable	86,950	1%	75,064	1%	79,063	1%	72,734	0%
Other payables	423,966	5%	330,920	4%	328,960	4%	1,113,063	11%
Company debt payable			1,035,203	12%				
Lease liabilities	357,401	4%	310,433	3%	422,800	4%	405,882	4%
Other liabilities	907,432	10%	892,038	11%	2,243,484	24%	2,702,631	28%
Total liabilities	**3,756,221**	**42%**	**3,349,212**	**38%**	**4,247,102**	**45%**	**5,071,377**	**51%**
Common capital	794,924	9%	824,924	9%	824,924	9%	824,924	8%
Capital surplus & legal reserve	2,729,281	31%	3,333,680	37%	2,917,622	31%	2,716,557	27%
Unappropriated retained earnings	2,265,122	25%	1,808,626	20%	2,006,412	21%	1,621,118	16%
Other equities	-640,538	-7%	-423,273	-5%	-472,148	-6%	-226,614	-2%
Total equity	**5,148,789**	**58%**	**5,543,957**	**62%**	**5,276,810**	**55%**	**4,935,985**	**49%**

Financial Information: Three-Year Condensed Cash Flow Chart

CHLITINA 克麗緹娜

Unit: $1000

Item	2023		2024		2025		2026Q2	
	RMB	NT$	RMB	NT$	RMB	NT$	RMB	NT$
Net cash provided by operations	**279,967**	**1,230,096**	**128,949**	**574,539**	**179,217**	**775,777**	**40,075**	**184,717**
Net cash provided by (used in) investments	**-311,532**	**-1,369,496**	**-287,084**	**-1,275,043**	**-35,581**	**-155,491**	**-147,067**	**-677,697**
Acquisition or disposal of financial assets measured at amortized cost	-268,901	−1,181,362	−210,151	-936,370	471	2,039	-147,803	-681,091
Acquisition or disposal of property, plant and equipment	-56,570	-248,740	-110,304	-486,361	-50,587	-220,448	-6,679	-30,776
Other items	13,939	60,606	33,371	147,688	14,535	62,918	7,415	34,170
Net cash used in financing activities	**-173,421**	**-750,679**	**-182,591**	**-796,409**	**-46,095**	**-164,004**	**-21,337**	**-95,281**
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	-21,337	-95,281

1 Company Overview & Business Outlook

2 Financial Results

3 Q&A

聚焦门店经营
Focus On Store Operation And Management 双核驱动增长
品质引领未来

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 | UP LÍDER 雅模丽德 | CHLITINA HOME SPA