



**CHLITINA HOLDING LIMITED** announced consolidated sales of **NT\$619 million** for the first two months of 2024 (+18% YoY). Amidst current economic headwinds, **CHLITINA** retained stable revenues with an upward trend year-on-year, demonstrating the strength of its brand and of its business model.

### Operational Summary

1. For February 2024, **CHLITINA** reported consolidated sales of **NT\$248.8m**, with sales from our core business in China, the beauty salon franchise channel, contributing **NT\$221.6m** –or about 89%– to the total.
2. Expressed in renminbi, **CHLITINA**'s functional currency, for the month of February 2024 alone, consolidated sales reached **RMB57.0m** (-33% MoM; -30% YoY). Sales in mainland China originating from the beauty salon franchise network contributed **RMB50.8m** to this total. February sales were affected by a reduced number of working days because of the long Lunar New Year break.
3. Sales for the first two months of 2024 reached a total of **NT\$619.0** (+18% YoY), with sales in China from our core business, the beauty salon franchise channel, contributing **NT\$552.2m** to this total. Expressed in renminbi, **CHLITINA**'s functional currency, sales for the first two months of 2024 reached **RMB142.2m** (20% YoY), with **RMB126.9m** originating from our mainland China operations.
4. The Board of Directors has recently approved a cash capital increase and the issuance of convertible corporate bonds. Funds raised through this initiative are expected to reach approximately **NT\$1.62bn** that will be used to repay banks loans. The aim is to save on interest expenses and improve the company's financial structure and capital utilization efficiency.
5. The company will continue to strengthen its brand through marketing campaigns and recharge its batteries, in order to be ready to seize opportunities and produce strong returns as soon as the economy picks up.

1. NT\$ Reporting for 4137 TT	February 2023 (NT\$m)	% MoM	% YoY
<b>Consolidated Sales</b>	<b>248.8</b>	<b>-33%</b>	<b>-31%</b>
Channel – Beauty Salon Franchise (mainland China)	221.6	-33%	-33%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	14.3	-11%	32%
Channel – Internet Retailing	3.9	-49%	11%

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**CHLITINA (4137 TT)**

**March 7, 2024**

Channel – Beauty Clinic	9.0	-43%	-30%
NT\$/RMB avg. exchange rate (Feb.)	4.3621	----	----
<b>2. RMB Reporting for 4137 TT</b>	<b>February 2023 (RMBm)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>57.0</b>	<b>-33%</b>	<b>-30%</b>
Channel – Beauty Salon Franchise (mainland China)	50.8	-33%	-32%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	3.3	-11%	33%
Channel – Internet Retailing	0.9	-49%	13%
Channel – Beauty Clinic	2.1	-43%	-29%
<b>3. TWD Reporting</b>	<b>Jan. to Feb. 2023 (NT\$m)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>619.0</b>	----	<b>18%</b>
Channel – Beauty Salon Franchise (mainland China)	552.2	----	17%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	30.4	----	39%
Channel – Internet Retailing	11.5	----	128%
Channel – Beauty Clinic	24.9	----	1%
NT\$/RMB average exchange rate	4.3528	----	----
<b>4. RMB Reporting</b>	<b>Jan. to Feb. 2023 (RMBm)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>142.2</b>	----	<b>20%</b>
Channel – Beauty Salon Franchise (mainland China)	126.9	----	19%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	7.0	----	42%
Channel – Internet Retailing	2.6	----	133%
Channel – Beauty Clinic	5.7	----	3%

<b>5. Franchise Store Count</b>	<b>End of February 2024</b>	<b>Net Change in February</b>	<b>Yearly Net Increase</b>	<b>YoY %</b>
Total	<b>4824</b>	<b>3</b>	<b>-1</b>	<b>-2%</b>
China	4582	3	-2	-2%
Taiwan	221	0	1	1%
Southeast Asia	21	0	0	0%

**2024 Outlook and Targets**

◆ **Strengthening the franchise network, adding new product lines, developing all-channel sales:** We will continue to expand our main channel, the CHLITINA beauty salon franchise network, with a view to maintaining it around 5,000 stores,

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and we will work with the RnD Manicure & Eyelash Extension network to enhance offline experience and increase consumer benefits. Brand positioning and brand image will remain a priority, as well as profit contribution.

- ◆ **Increasing the visibility of the aesthetic surgery clinics and the anti-ageing clinics:** The redistribution of resources has been completed, and in 2024 we will strive to expand the clinic business. There are currently 3 aesthetic surgery clinics in operation, Uplider-Nanjing, Uplider-Shanghai and Shanghai-Lunxin; and 2 general practice clinics, Hedeng and Jinghe. Various cross-industry alliances, membership plans and other marketing activities have been planned for this year.
- ◆ **A new start for the e-commerce platform:** We will create a new e-commerce team and marketing strategy in order to make our online sales more vigorous and diversified. Our hope is that the XINMEILI e-shop and the TMALL Flagship Store will see their market share increase visibly, and we expect our business territory to develop accordingly.
- ◆ **Corporate sustainability and ESG implementation plans:** In line with legal and social expectations, various ESG tasks will be accomplished, including completing ahead of schedule the company's greenhouse gas inventory and carbon reduction plans, TCFD information disclosure, company information security, talent management, social welfare actions, products' carbon footprint reduction, and so on. All data will eventually be published in a ESG sustainability report.

### 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.