Aekyung
2025.2Q Earnings Release

LOVE & RESPECT

2025

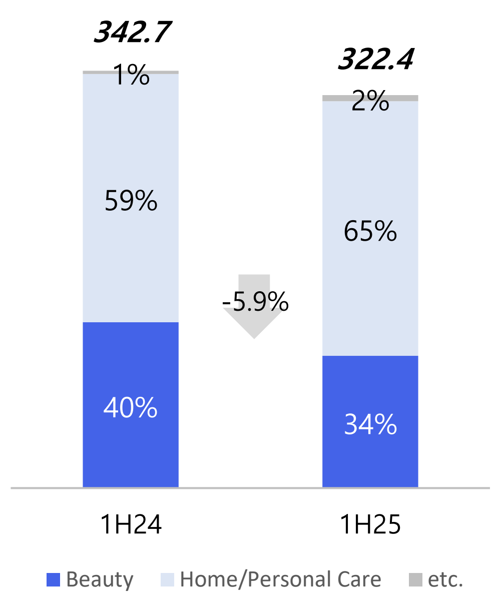
This material is made before finalizing independent auditor review and provided for investors' convenience.
Therefore, some information is subject to change according to audit review result.

01. 1H25 Business Performance Summary

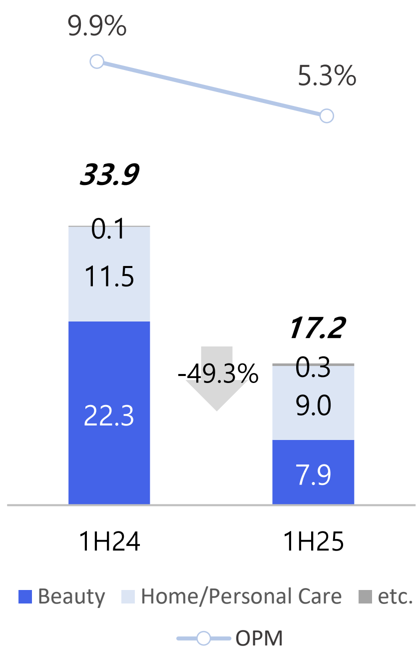
Consolidated revenue KRW 322.4bn YoY -5.9%, OP KRW 17.2bn YoY -49.3%

- **Beauty:** Revenue KRW 108.5bn (YoY -20.3%), OP KRW 7.9bn (YoY -64.5%)
- **Home/Personal Care:** Revenue KRW 209.1bn (YoY +2.5%), OP KRW 9.0bn (YoY -21.6%)

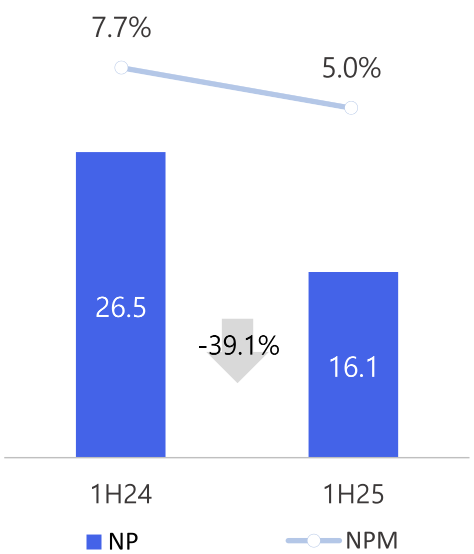
Revenue (Unit: KRW bn)



Operating Profit (Unit: KRW bn)



Net Profit (Unit: KRW bn)

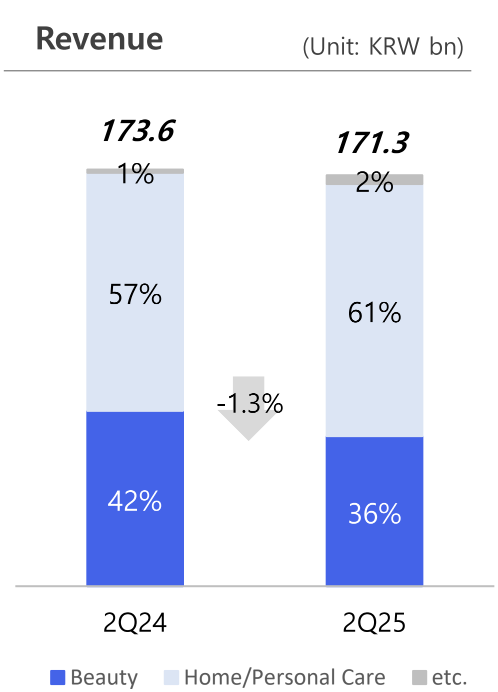


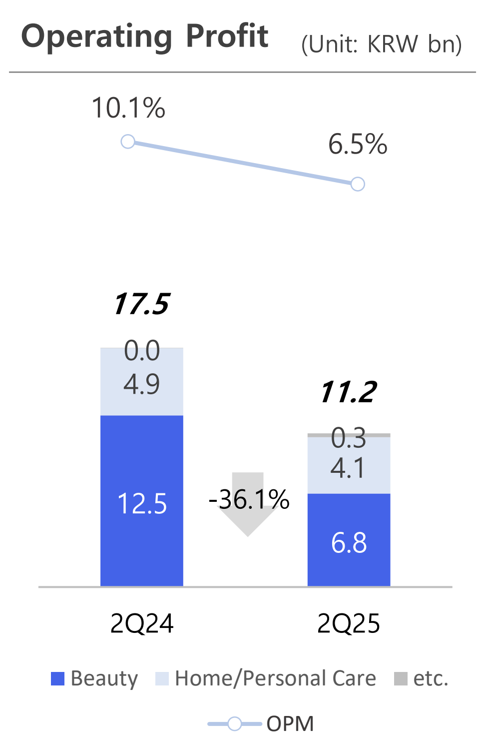
* Consolidated basis

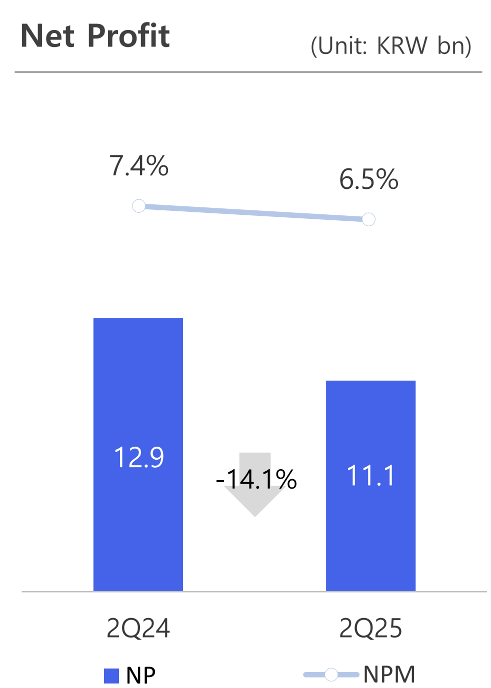
02. 2Q24 Business Performance Summary (Quarter)

Consolidated revenue KRW 171.3bn YoY -1.3%, OP KRW 11.2bn YoY -36.1%, Performance's recovery visible as QoQ revenue +13.4%, OP +84.6%

- **Beauty:** Revenue KRW 62.5bn (YoY -14.4%/QoQ +36.0%), OP KRW 6.8bn (YoY -45.7%/QoQ 490.9%)
- **Home/Personal Care:** Revenue KRW 105.1bn (YoY +5.9%/QoQ +1.1%), OP KRW 4.1bn (YoY -16.7%/QoQ -15.9%)



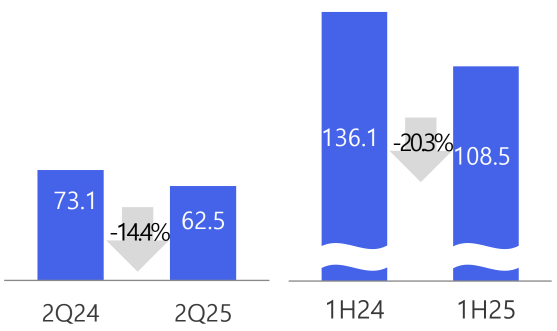




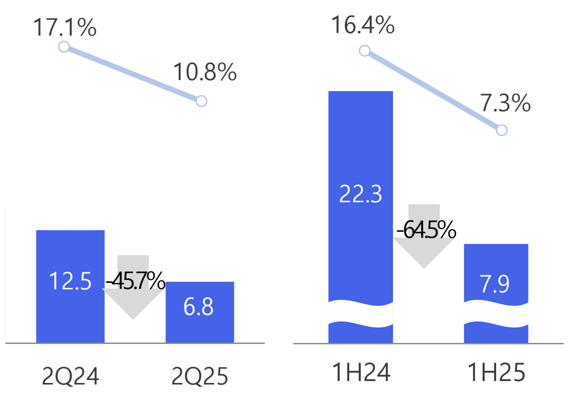
* Consolidated basis

03. Business Performance by Division (Beauty)

Revenue (Unit: KRW bn)



Operating Profit (Unit: KRW bn)



Cumulative Revenue KRW 108.5bn (YoY -20.3%), OP KRW 7.9bn (YoY -64.5%)

2Q25 Highlight

- **Global performance recovered after 1Q**

- YoY performance decreased due to high base effect, but gradual performance recovery is visible.
  (China) Revenue growth through TikTok channel influencers and live streams
  Continuous increase of revenue portion for 'SIGNATURE MASTER ADVANCED' essence pact and new products (cream pact)
  (USA) Active marketing activities through direct Amazon channel operation (sunscreen seeding, content activities, etc.), Won 1st place at the Cosmoprof Awards in the Makeup category
  (Japan) Continue offline market penetration and SKU expansion, raising brand awareness activities
  (Domestic) New products entered at Olive Young/Digital's AGE20'S velvet blusher, Daiso's a.solution trouble patch, and etc.

- **Target performance improvement by strengthening sales/marketing activities in key countries**

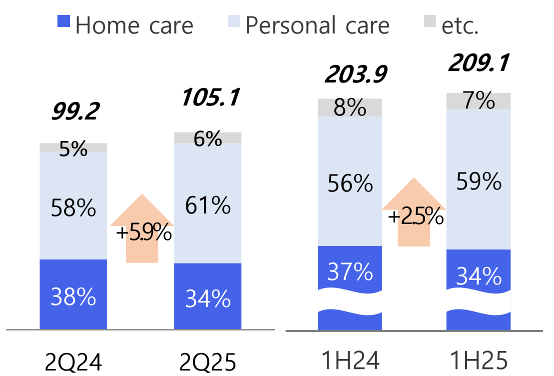
- (China) Strengthen video content like TikTok, hold brand days, and expand offline penetration
- (USA) Launch AGE20'S TikTok shop (July), aim to increase brand awareness through content collaboration w/ creators, continue launching new brands and products
- (Japan) Open pop-up store in Tokyo using LUNA brand model 'Ray' and new products launching show (planned)
  Plan to develop/launch new local products through collaborations w/ top influencers
- (Domestic) Launch channel exclusive sets and activate velvet line using AGE20'S brand model 'Ki, Eun-se'

* Consolidated basis

04. Business Performance by Division (Home/Personal Care)

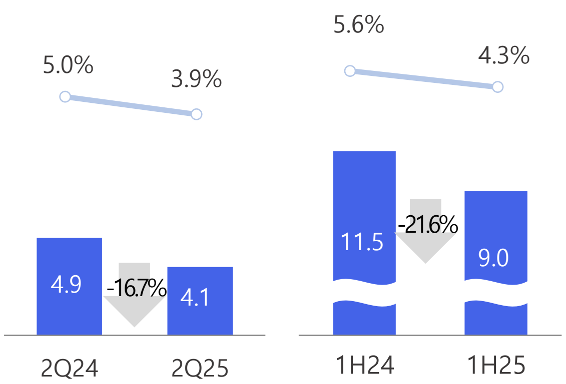
Revenue

(Unit: KRW bn)



Operating Profit

(Unit: KRW bn)



Cumulative Revenue KRW 209.1bn (YoY +2.5%), OP KRW 9.0bn (YoY -21.6%)

2Q25 Highlight

- **Record stable revenue growth in major domestic/global channels**
  - Growth recovered in major domestic digital channel such as Coupang, Naver, and etc.
  - Strengthen offline channels through active promotion and positive sales centered on KERASYS Propolis line in China
  - Continuous growth of global performance by discovering new entry countries and channels in key regions such as America, Europe, Asia, and etc.

- **Strategies for continuous expansion of new brands and products centered on Personal Care and premium**
  - High growth of Key brands' premium lines such as KERASYS Propolis line, 2080 Doctor Clinic, and etc.
  - Expand various categories using brand concepts (Hygiene brand "LABCCiN" laundry detergent, Home Care brand 'HERBMARY' body-care products, and etc.)
  - Continuous launch of channel exclusive new brands and products (Clinical dental-care brand 'CALIDENT', Daiso exclusive perfume body-care brand 'Vlei', and etc.)

* Consolidated basis

Appendix. Brief Consolidated Financial Statement

1. Consolidated Balance Sheet

(Unit: KRW mn)

Type	2024.12	2025.06
Total assets	**499,351**	**497,023**
Current assets	295,771	281,063
- Cash and cash equivalents	55,620	44,358
Non-current assets	203,580	215,960
Total liabilities	**98,740**	**98,212**
Current liabilities	94,267	94,373
Non-current liabilities	4,473	3,838
Total equity	**400,611**	**398,812**
Issued capital	26,410	26,410
Capital surplus	143,420	143,471
Elements of other stockholder's equity	(30,991)	(33,956)
Retained earnings	260,726	262,343
Other Comprehensive income/loss accumu-lated amount	854	544

(Note 1) The above 'cash and cash equivalents' are the sum of 'cash and cash equivalents' and 'short-term financial instruments'.

2. Consolidated Income Statement

(Unit: KRW mn)

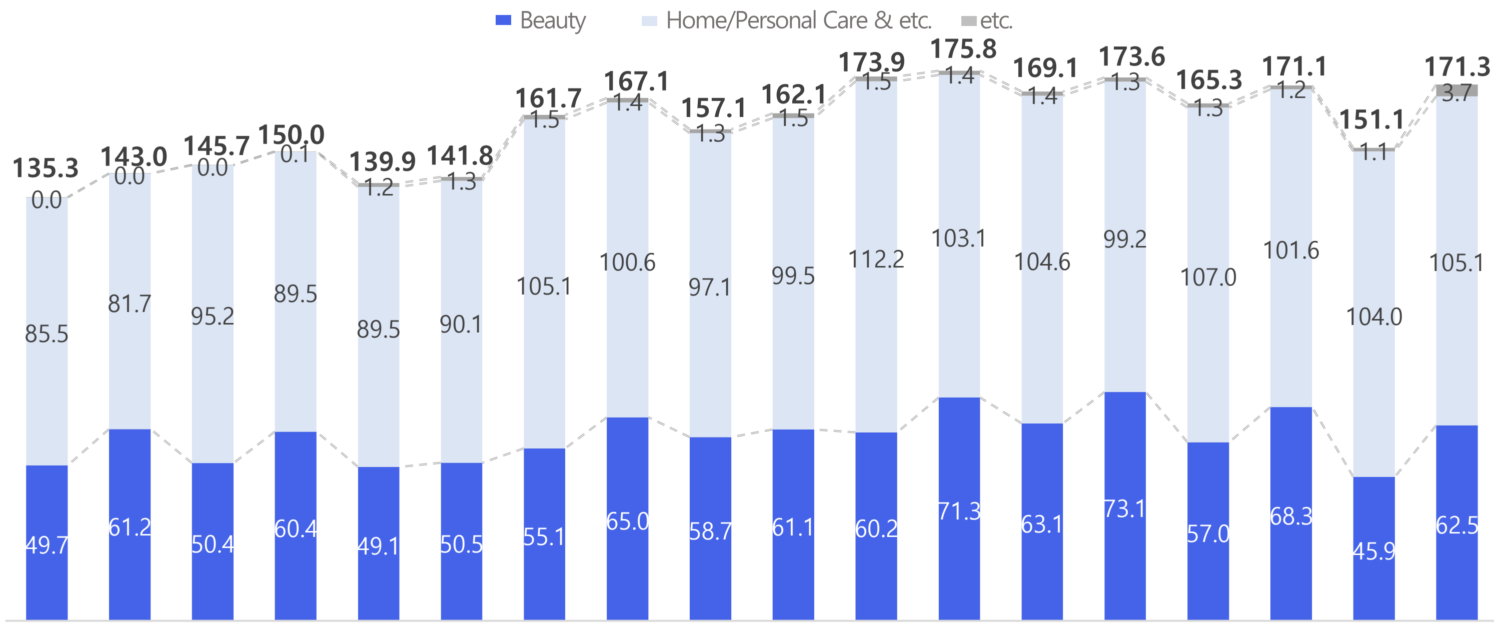
Type	2024.2Q	2025. 2Q
Revenue	**173,609**	**171,311**
Gross profit	83,695	77,888
SG&A	66,237	66,734
Operation profit	**17,458**	**11,154**
Other gain / loss	(536)	704
Profit before tax	16,922	11,858
Tax expense	3,980	739
Net profit	**12,942**	**11,118**

Appendix. Quarterly Business Performance Trend

2Q25's Consolidated revenue KRW 171.3bn QoQ +13.4%, OP KRW 11.2bn QoQ +84.6%

Revenue and Operating Profit

(Unit: KRW bn)



	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25
OP	7.7	5.8	6.2	4.7	7.8	4.2	15.2	11.8	15.4	16.6	18.4	11.6	16.5	17.5	9.6	3.3	6.0	11.2
OPM	5.7%	4.1%	4.2%	3.1%	5.6%	3.0%	9.4%	7.1%	9.8%	10.2%	10.6%	6.6%	9.7%	10.1%	5.8%	2.0%	4.0%	6.5%