LOVE & RESPECT

Aekyung
2025.3Q Earnings Release

2025

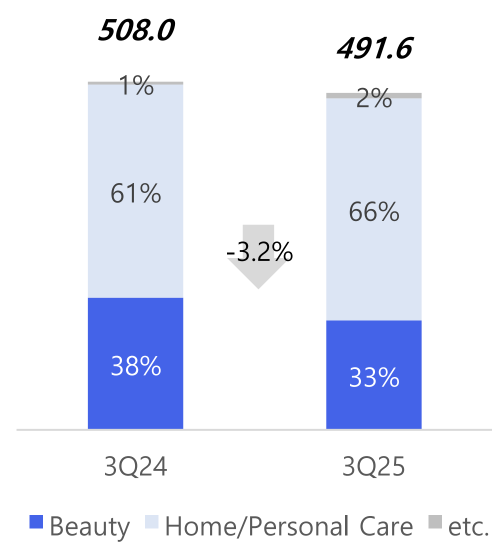
This material is made before finalizing independent auditor review and provided for investors' convenience.
Therefore, some information is subject to change according to audit review result.

01. 3Q25 Business Performance Summary (Cumulative)

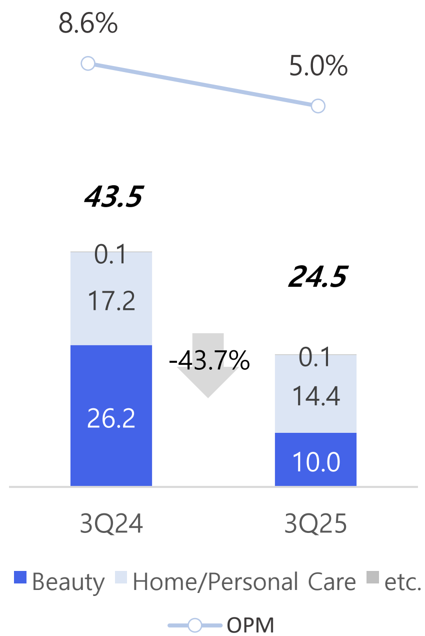
Consolidated revenue KRW 491.6bn YoY -3.2%, OP KRW 24.5bn YoY -43.7%

- **Beauty:** Revenue KRW 160.0bn (YoY -17.2%), OP KRW 10.0bn (YoY -61.8%)
- **Home/Personal Care:** Revenue KRW 323.7bn (YoY +4.1%), OP KRW 14.4bn (YoY -16.3%)

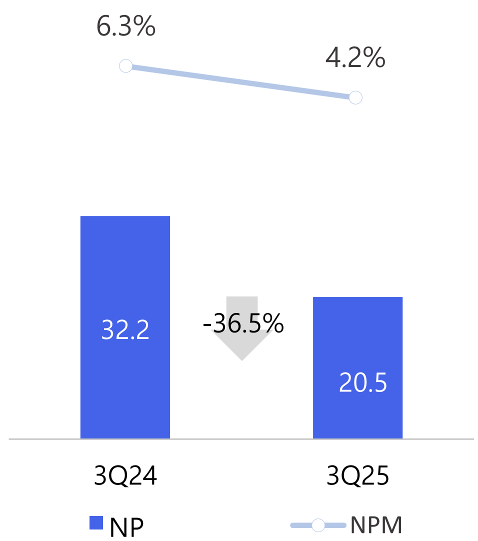
Revenue (Unit: KRW bn)



Operating Profit (Unit: KRW bn)



Net Profit (Unit: KRW bn)



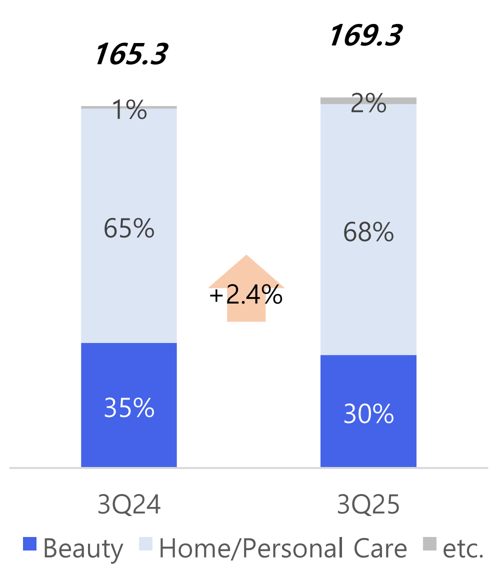
* Consolidated basis

02. 3Q25 Business Performance Summary (Quarter)

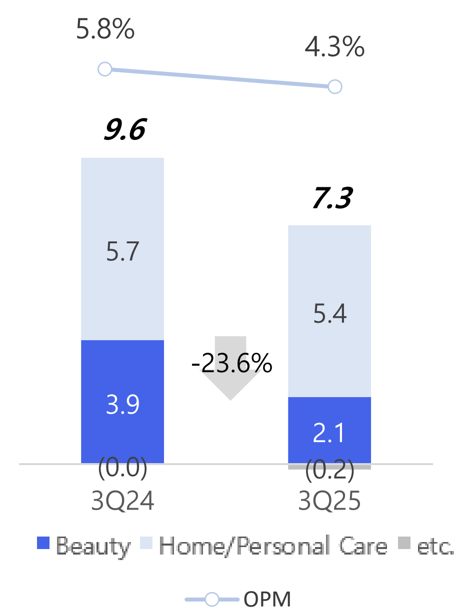
Consolidated revenue KRW 169.3bn YoY +2.4%, OP KRW 7.3bn YoY -23.6%

- **Beauty:** Revenue KRW 51.5bn (YoY -9.7%), OP KRW 2.1bn (YoY -45.8%)
- **Home/Personal Care:** Revenue KRW 114.6bn (YoY +7.1%), OP KRW 5.4bn (YoY -5.8%)

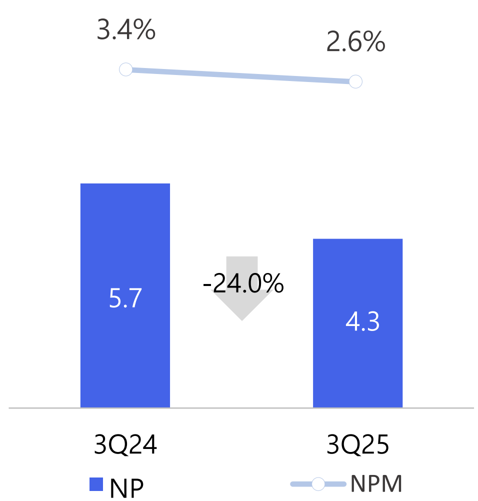
Revenue (Unit: KRW bn)



Operating Profit (Unit: KRW bn)



Net Profit (Unit: KRW bn)

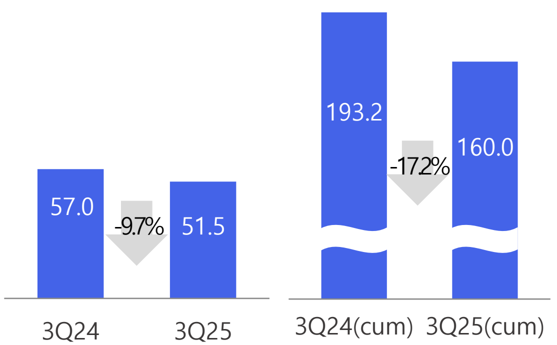


* Consolidated basis

03. Business Performance by Division (Beauty)

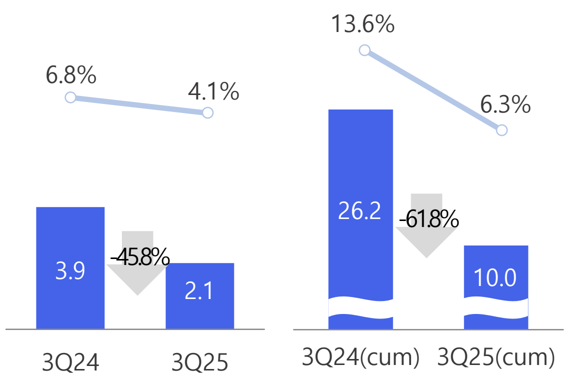
Revenue

(Unit: KRW bn)



Operating Profit

(Unit: KRW bn)



Cumulative Revenue KRW 160.0bn (YoY -17.2%), OP KRW 10.0bn (YoY -61.8%)

3Q25 Highlight

- **Launch new brands and efforts to diversify regions by development of new markets**

(China) Efforts to improve performance by strengthening sales and marketing centered on TikTok channel and developing new products (cream pact line)

- Velvet Lasting Pact's 3Q25 TikTok sales grew YoY 480% (#1 in base makeup category in Aug 2025)
- Cream pact's new product Launched in Sep, 2025 (Super Ectoin Prime Foundation Pact)

(USA) Strengthen competitiveness of main brands and launch new skincare brand

- AGE20'S color shades expanded to 20, revenue increased by active contents activities
- New skincare brand signiq launched (entered Amazon USA, TikTok shop)
- twoedit entered offline channels (MINISO, K-beauty select store)

(Others) Non-China' revenue increased such as Russia, UK (K-beauty select store on/offline enter)

(Domestic) Key offline channels' revenue such as H&B, Daiso increased (LUNA, twoedit, . solution)

- **Strengthen differentiated marketing activities, targeting non-China countries**

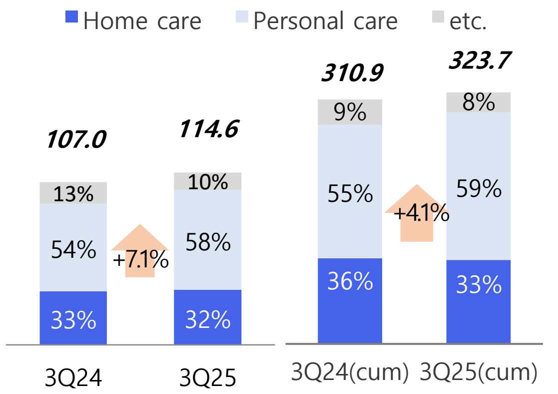
(Japan) Held LUNA new product offline launching event (GRINDING CONCEAL BUTTER)
Developed local products w/ local beauty influencer
(launch new color of CONCEAL BLENDER PALETTE, ranked 1st at Qoo10 MegaPo)

(USA) TikTok contents' viral marketing using signiq 'PLUMPING JELLY seeding kit'
AGE20'S ESSENCE PACT'S Marketing performance visualized centered on Amazon

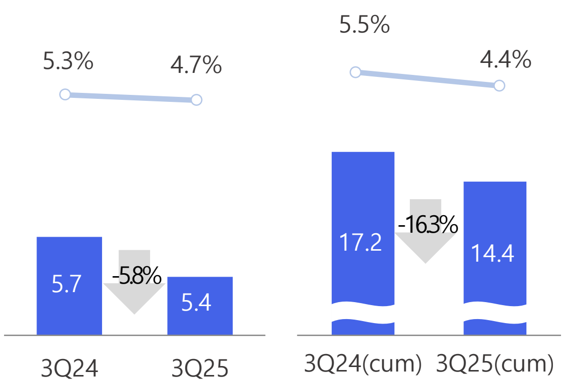
* Consolidated basis

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

Revenue (Unit: KRW bn)



Operating Profit (Unit: KRW bn)



Cumulative Revenue KRW 323.7bn (YoY +4.1%), OP KRW 14.4bn (YoY -16.3%)

3Q25 Highlight

- **Record gradual growth by continuous new products launching and products category expansion**

(Domestic) Strengthen digital channel competitiveness by channel diversification beside Coupang

Positive offline channels' revenue such as H&B, Daiso centered on Personal Care

(Global) Main brands' performance visualized in new markets (N.America·EU: Showermate, S.America: KERASYS etc.)

China's new product's revenue expanded by influencer marketing (KERASYS HAIR CLINIC shampoo)

- **Establish foundation for sustainable growth by strengthening brand competitiveness and increasing awareness**

- Strengthen brand competitiveness by continuous main brands' line-up reinforcement such as KERASYS, LiQ (KERASYS PROACTIVE MAN 2in1 shampoo, LiQ Smart wash, etc.)
- Premium dental brand BYCOLOR's category expanded (Dez Whitening Body Care Line, Tune Band Body Care Line)
- Increase brand awareness by active participation in major digital channel events (Coupang Wow sale festa, Naver sale, Gmarket Smile day)
- Premium Personal Care brands such as LUVSCENT, BLACK FORET, BYCOLOR aggressively expanding into global markets.

* Consolidated basis

Appendix. Brief Consolidated Financial Statement

1. Consolidated Balance Sheet

(Unit: KRW mn)

Type	2024.12	2025.09
Total assets	**499,351**	**485,871**
Current assets	295,771	277,601
- Cash and cash equivalents	55,620	37,831
Non-current assets	203,580	208,271
Total liabilities	**98,740**	**82,539**
Current liabilities	94,267	77,312
Non-current liabilities	4,473	5,228
Total equity	**400,611**	**403,332**
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	267,407
Other Comprehensive income/loss accumu-lated amount	854	738

(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)

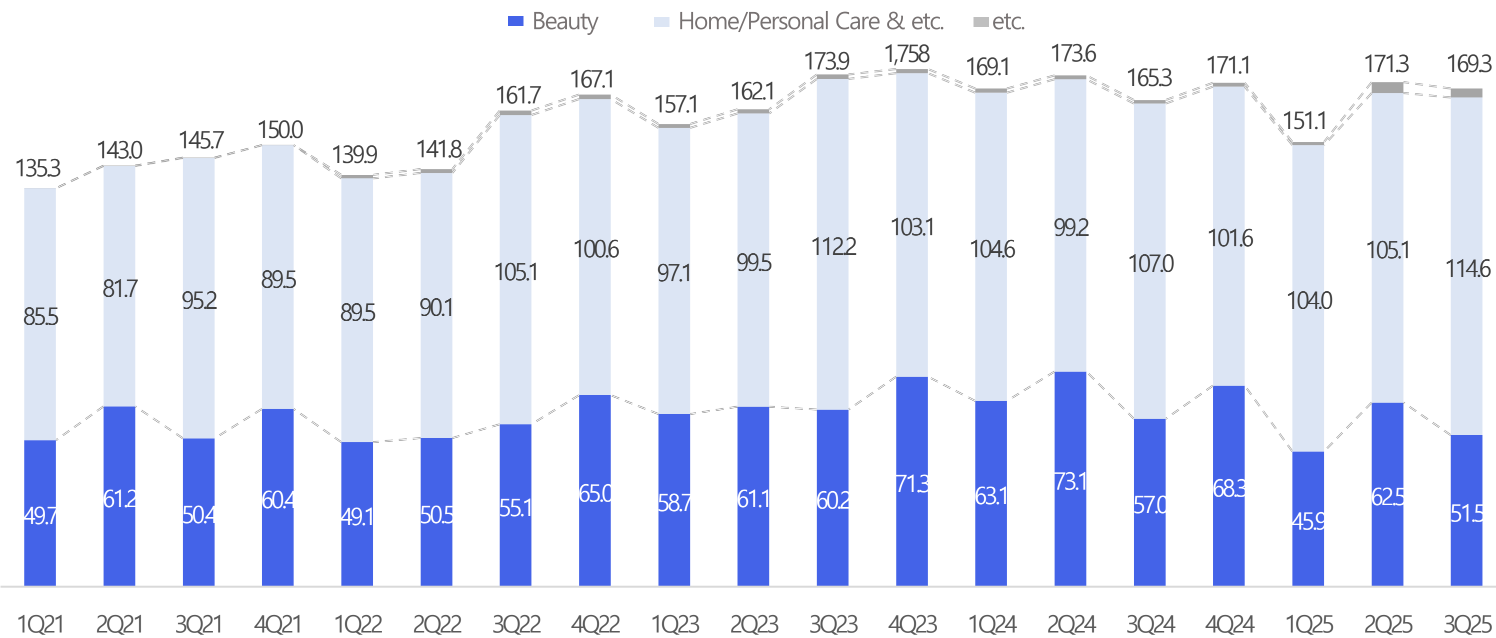
Type	2024.3Q	2025. 3Q
Revenue	**165,280**	**169,254**
Gross profit	74,782	73,435
SG&A	65,231	66,136
Operation profit	**9,551**	**7,298**
Other gain / loss	(2,001)	(1,269)
Profit before tax	7,550	6,029
Tax expense	1,856	1,703
Net profit	**5,694**	**4,326**

Appendix. Quarterly Business Performance Trend

3Q25's Consolidated revenue KRW 169.3bn QoQ -1.2%, OP KRW 7.3bn QoQ -34.6%

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	3Q25
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	7.3
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%	4.3%