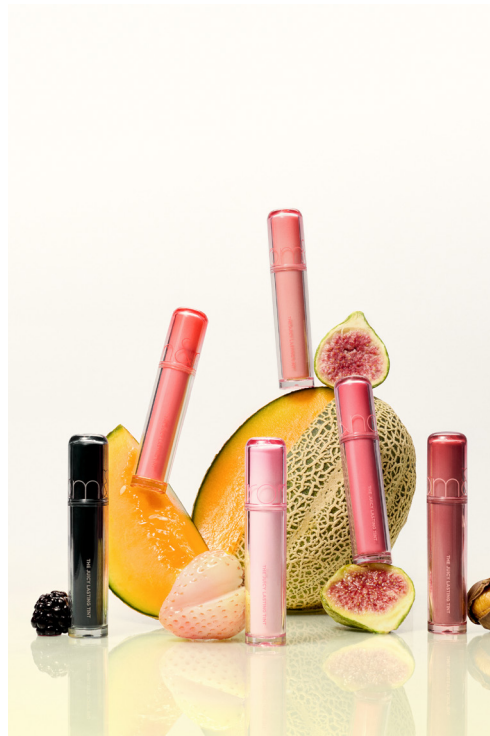


# Interactive Branding Company





# Disclaimer

This material was prepared by iFamilySC Co., Ltd. to provide information to investors.

The information contained in this material, including past operating performance and future forecast information and the parts implying such, has been faithfully conducted based on the management's reasonable grounds or assumptions, but contains uncertainty that may change depending on business conditions and market changes.

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## 4Q24 Management Performan

(Unit: 100 million won)

	4Q24	4Q23	YoY	3Q24	QoQ
Sales	484	420	+15%	501	-3%
Cost of sales (%)	316 (65%)	264 (63%)	+19%	318 (63%)	-1%
Gross profit (%)	168 (35%)	155 (37%)	+8%	183 (37%)	-9%
SG&A (%)	109 (23%)	79 (19%)	+38%	92 (18%)	+18%
OP (%)	58 (12%)	76 (18%)	-24%	91 (18%)	-36%
EBT	59	78	-24%	93	-36%
Income tax expense	13	8	+71%	17	-24%
Net Income (%)	46 (10%)	70 (17%)	-34%	76 (15%)	-39%

## SUMMARY

### • Sales of 48 billion won (yoy 15%, qoq -3%)

- Of the domestic 17.9 billion, cosmetics 16.3 billion (91%), non-cosmetics 1.6 billion (9%)
- QQ Increase Domestic cosmetics grew 19% (domestic offline grew 34%), but exports were weak
- 'Slow' (X), 'Schedule' (order) problem (O)
- YY growth continues in China/Taiwan/HK (+52%), Southeast Asia (+41%), America (+172%), and Europe (+241%)

### • Monthly Sales Composition

- Domestic October:November:December = 3:6:1, November was strong,
- Export October:November:December = 3:3:4, Improved at the end of the year
- More than 95% are B2B transactions, so it does not directly reflect sell-out sales

### • OP : 5.8 billion won(yoy -24%, qoq -36%)

- Earning 1.7 billion less than 3Q and spending 1.7 billion more in sales and administrative expenses, the OPM was 12% only.

## Sales breakdown by country

- Domestic yoy +15% (+KRW 2.3 billion) overseas yoy +13% (+KRW 3.5 billion) growth
- 4Q domestic H&B sales QoQ 34% growth (YoY growth 28%, domestic online QoQ growth 0%) All-time high

(Unit: 100 million won)

	1Q23	2Q23	3Q23	4Q23	1Q21	2Q24	3Q24	4Q24	ratio	YoY	QoQ
<b>Cosmetics</b>	319	354	364	406	564	478	491	<b>468</b>	97%	+15%	-3%
<b>Korea</b>	116	114	128	140	155	136	137	<b>163</b>	34%	+16%	+19%
<b>Japan</b>	122	140	110	128	203	107	138	<b>129</b>	27%	+1%	-7%
<b>China/Taiwan/HK</b>	22	34	42	42	64	58	64	<b>64</b>	13%	+52%	-1%
<b>Southeast Asia</b>	20	19	32	33	61	56	84	<b>47</b>	10%	+41%	-44%
<b>America</b>	(Uncounted)			10	13	25	18	<b>27</b>	6%	+172%	+55%
<b>Europe</b>	(Uncounted)			7	13	20	28	<b>23</b>	5%	+241%	-17%
<b>Other</b>	34	43	53	44	20	36	13	<b>12</b>	2%	-74%	-34%
<b>Tax-free</b>	6	4	4	5	4	6	4	<b>2</b>	1%	-52%	-37%
<b>Other than cosmetics</b>	10	13	8	14	10	12	10	<b>16</b>	3%	+13%	+63%
<b>Total</b>	328	367	372	420	574	490	501	<b>484</b>	100%	+15%	-3%

\* Southeast Asia(Vietnam, Thailand, and the Philippines) / The Americas(the United States, Canada, and South America)  
Europe(the United Kingdom, CIS, Turkey, and the Czech Republic)

## Cost usage

- Increased expenses compared to Q3: Increased advertising and publicity expenses by KRW 600 million, commissions by KRW 500 million, consumables by KRW 400 million, promotional expenses by KRW 100 million, welfare expenses by KRW 100 million, and bonuses by KRW 100 million (mainly marketing expenses for new product launches such as pop-up stores and offline VMD)

(Unit: 100 million won)

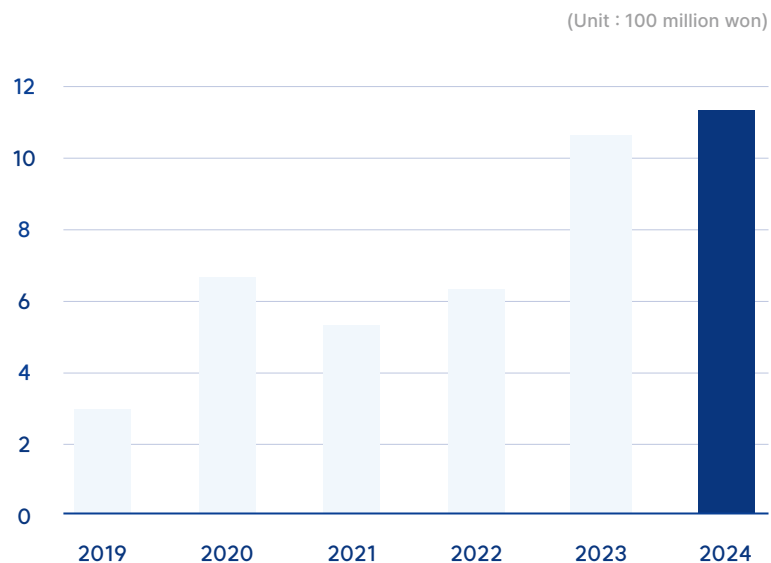
	4Q24	4Q23	YoY	3Q24	QoQ
<b>Cost of sales</b> (cost rate)	<b>316</b>	264	+19%	318	-1%
	<b>(65%)</b>	(63%)	(+2%p)	(63%)	(+2%p)
<b>SG&amp;A</b> (SG&A's Ratio)	<b>109</b>	79	+38%	92	+18%
	<b>(23%)</b>	(19%)	(+4%p)	(18%)	(+4%p)
<b>Employee Salary</b>	<b>20</b>	14	+39%	20	-1%
<b>Payment Fee</b>	<b>22</b>	15	+48%	17	+30%
<b>Advertising Expenses</b>	<b>27</b>	20	+38%	21	+28%



## Efficient execution of SG&A expenses

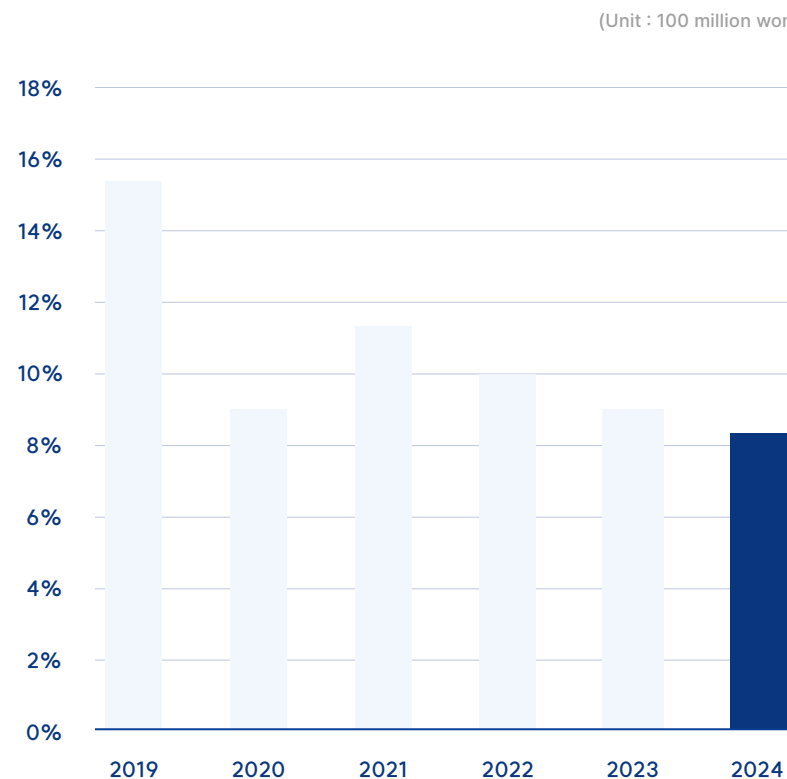
### Annual sales per employee 300 million → 1.2 billion

- The number of employees is the number of employees at the end of the year according to the financial statements of the business report for the relevant year.
- The total number of employees at the end of 2024 is 180

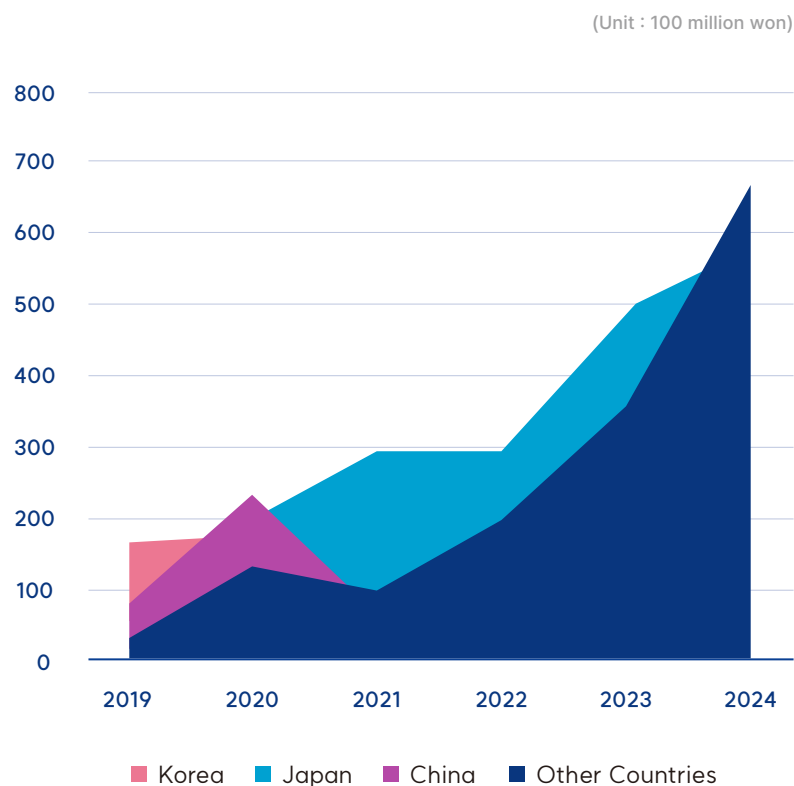


### Marketing cost ratio 15% → 8%

- The marketing expenses are calculated based on accounts corresponding to commissions, advertising expenses, and sales promotion expenses on the financial statements.



## Sales growth trends in the three major countries (Korea, Japan, China) and other countries



### SUMMARY

- Exports in 2020 surpass domestic sales

- increased to 17.3 billion won in Korea, 17.6 billion won in Japan, and 22.6 billion won in China

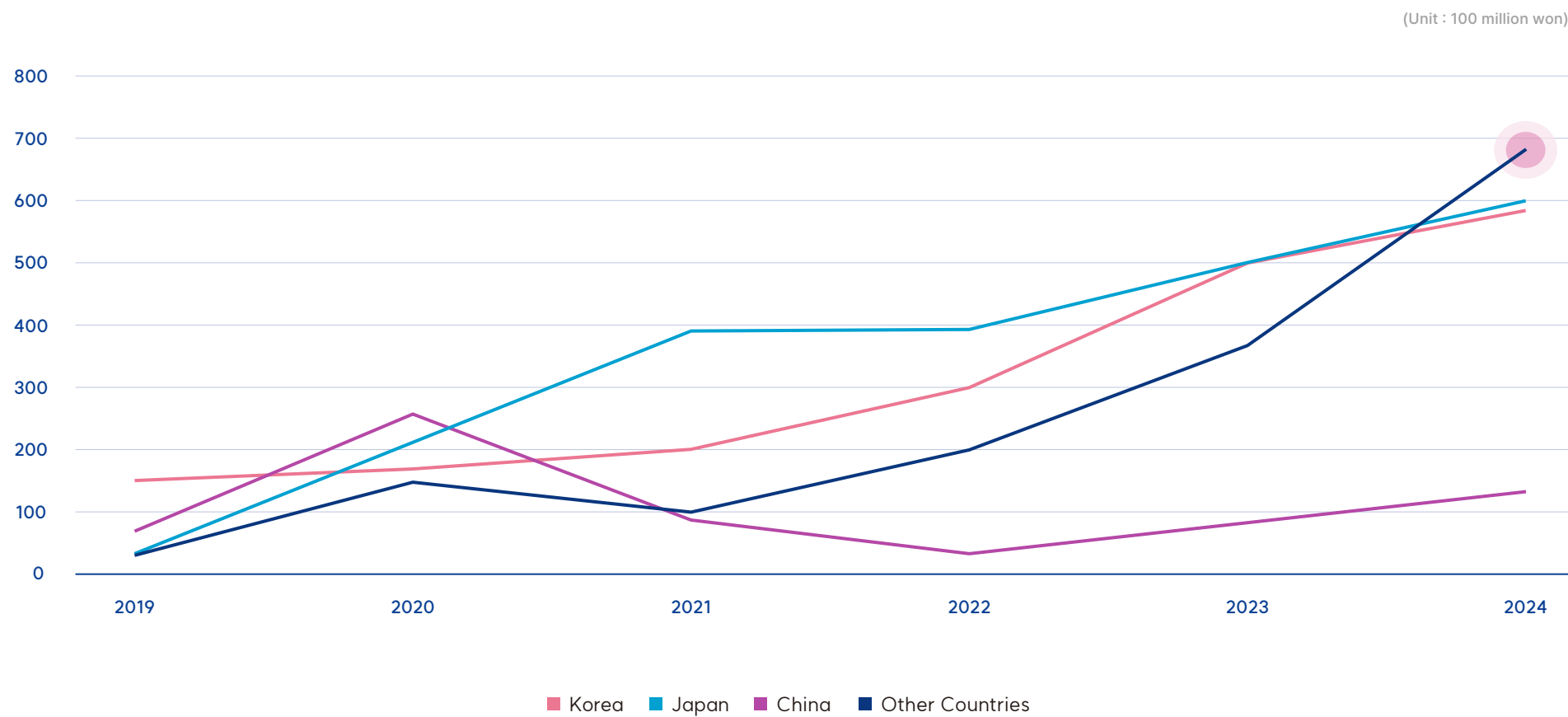
- Change in the top export country in 2021

- Japan Sales increased 67% from 17.6 billion won in 2020 to 29.4 billion won in 2021 (sales ratio rapidly increased from 24% in 2020 to 44% in 2021)

- Other countries are expected to change to the top sales source in 2024

- Other countries account for 34% of sales, exceeding Korea 30%, Japan 29%, and China 7% for the first year
- As of Q4, other countries account for 6%, Taiwan 5%, other Southeast Asia 4%, America 6%, Europe 5%, etc.

## Growth trend of sales in other countries (excluding Korea, China, and Japan)





## Sales trends by item

- Steady sellers
- New products are solidly revised through consumer communication and become hits, growing in size.
- Categories that have been launched but have not yet established themselves

(Unit : 100 million won)

	2022.1Q	2022.2Q	2022.3Q	2022.4Q	2023.1Q	2023.2Q	2023.3Q	2024.4Q	2024.1Q	2024.2Q	2024.3Q	2024.4Q
Juicy Lasting Tint	42	38	38	34	54	58	52	75	97	96	91	144
Eyeshadow	57	58	51	36	58	57	60	58	81	62	55	49
Blur Tint	12	15	12	14	18	21	23	28	30	37	42	40
Melting Balm	0	0	0	7	30	49	32	66	82	58	67	34
Water Tint	18	21	26	25	35	31	39	36	53	38	42	28
Color Gloss	0	0	0	0	0	0	0	8	52	50	54	22
Brow	7	10	10	8	15	16	32	22	38	36	25	19
And by romand	0	0	0	0	21	46	13	19	20	9	14	13
Base	10	11	13	13	33	26	31	24	24	28	19	13
Cheek	8	7	6	9	11	10	12	13	25	24	20	12
Nuse	0	0	0	0	0	0	5	3	6	28	11	11
Mascara	13	10	13	8	13	11	12	10	14	11	9	10
Water Tint	0	0	0	0	0	0	0	0	0	0	8	10
Shading	1	1	1	4	4	3	3	2	7	10	12	10
Lipstick	7	7	10	11	15	16	15	17	19	11	18	9
Velvet Tint	27	19	17	17	19	13	12	15	14	9	9	6
Water Gloss	5	6	6	5	10	13	12	12	4	9	11	5
Eyelineer	0	0	0	0	0	0	0	0	0	0	15	5
Lipliner	0	0	4	2	9	7	4	3	3	1	1	4
Nail	14	13	11	4	4	3	4	1	1	2	2	1
Other	4	2	2	7	2	3	5	2	2	4	5	1

\* The underlying data is based on business unit sales figures, not accounting sales figures.

## Sales ratio by item

### LIP (GLOSSY)

53% (+1%p)



THE JUICY  
LASTING TINT

32%  
(+15%p)



GLASING  
MELTING BALM

8%  
(-5%p)



GLASING  
COLOR GLOSS

5%  
(-5%p)



BETTER THAN  
EYES

11%  
(+1%p)



HANALL  
BROW CARA

4%  
(-1%p)



HANALL FIX  
MASCARA

2%  
(+1%p)

### ELSE

5% (-2%p)



BETTER THAN  
CHEEK



BETTER THAN  
SHAPE



MOOD  
PEBBLE NAIL

### LIP (MATTE)

15% (Same as 3Q)



BLUR PUDGE  
TINT

9%  
(+1%p)



ZERO MATTE  
RIPSTICK

2%  
(-1%p)



BARE MOOL  
TINT

2%  
(+1%p)



BARE WATER  
CUSHION



NU ZERO  
CUSHION



ZERO  
SUNCLEAN

### BASE

3% (-1%p)

&nd  
by rom&nd

3% (Same as 3Q)



nuse

2% (Same as 3Q)



\* The basic data is based on business unit sales figures, not accounting sales figures.

\* It is based on sales of the cosmetics division only.

## 2025 Company Strategy



Keep releasing new products  
Than selling them overseas

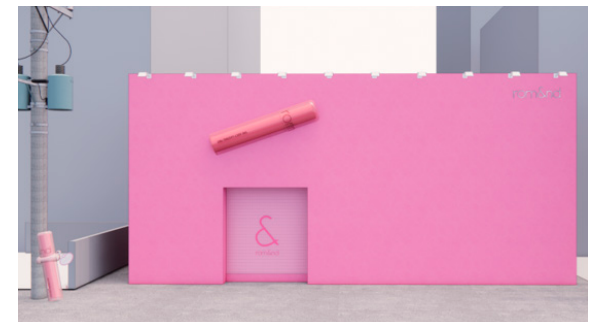


Full-scale overseas expansion  
(USA, Europe, China recovery)

Courageously and  
refreshingly



Securing offline bases  
(Seongsu pop-up, overseas pop-up)



## APPENDIX – Financial Statements Summary

### Consolidated Income Statement

(Unit : 100 million won)

	2022	2023	2024
<b>Sales</b>	<b>835</b>	<b>1,487</b>	<b>2,049</b>
Cost of sales	523	943	1,316
<b>Gross profit</b>	<b>676</b>	<b>720</b>	<b>732</b>
Sa&G	346	366	396
<b>OPM</b>	<b>95</b>	<b>240</b>	<b>336</b>
Non-operating income	7	15	24
Interest income	7	13	11
Non-operating expenses	1	8	15
Interest expense	1	5	4
<b>Net income before tax</b>	<b>338</b>	<b>363</b>	<b>345</b>
Corporate tax	52	54	59
<b>Net income</b>	<b>76</b>	<b>200</b>	<b>286</b>

### Consolidated financial Statement

(Unit : 100 million won)

	2022	2023	2024
Current assets	482	658	984
Non-current assets	242	241	239
<b>Total Assets</b>	<b>723</b>	<b>898</b>	<b>1,223</b>
Current liabilities	121	107	307
Non-current liabilities	100	102	0
<b>Total Debt</b>	<b>221</b>	<b>201</b>	<b>308</b>
Capital	43	43	86
<b>Total capital</b>	<b>502</b>	<b>690</b>	<b>1,223</b>

**Thank you**