

Interactive Branding Company



A woman with dark hair is holding a small pink bottle of 'Glasty's Melting Balm' in her right hand. The bottle has a white cap and a pink label with the brand name 'Glasty's' and the product name 'Melting Balm'. The woman is looking directly at the camera with a slight smile. The background is a soft, out-of-focus pink and white.

Disclaimer

This material has been prepared as reference material for investors to make investment decisions, and our company does not provide any guarantee to investors or bear any responsibility for the contents of this material.

Additionally, we trust that our investors will make decisions based on specific facts.

The financial data in this material is based on IFRS consolidated and IFRS separate standards.

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Instruction

- Interactive Branding Company, proving the customer experience which content, products, and services are converged in online/offline




Company Profile

Company name	iFamilySC Co., Ltd.
CEO	TaeWook Kim, SungHyun Kim (Co-Representatives)
Date of Establishment	February 29, 2000
Capital	KRW 42.5 billion
Number of Employees	168 people
Key Business Areas	Cosmetics manufacturing and sales, IT-based Wedding services
Location	122 Dongnam-Ro, Songpa-Gu, Seoul, South Korea
Homepage	www.ifamily.co.kr

CEO Profile

TaeWook Kim CEO	SungHyun Kim CEO
<ul style="list-style-type: none"> • Graduated from Inha Industrial College of Engineering in Korea ('91) • Singer • Best Artist in Japan-Asian Network • CEO of Gguldansi Co., Ltd ('01) • CEO of Grigo Networks Co., Ltd ('11-'19) • CEO of iFamily SC Co., Ltd. ('03~) 	<ul style="list-style-type: none"> • Graduated from Seoul National University with a degree in architecture ('94) • Seoul National University Graduate School of Construction and Management ('01) • Daelim Industrial Co., Ltd. ('93-'98) • CEO of Psidesign Co., Ltd. ('05-' 18) • CEO of Grigo Networks Co., Ltd ('11-'19) • CEO of iFamily SC Co., Ltd. ('00)

OEM Partners

Cosmax	C&C International	HK Kolmar	Etc.
			

Business Unit Introduction

Cosmetics Business HQ



rom&nd_ Cosmetic Brand specialized in colors

- With a color-tone brand targeted at women ages 18 to 24, we work with customers in the entire process from product planning and development to marketing and CS.
- rom&nd' is a combination of 'rom' of Saerom, a power blogger, and 'and', which means to make together.

iColor_ Personal Color Diagnostic APP

- Personal color diagnostic and color cosmetic library APP



Wedding Business HQ



iWedding_ Korea's No.1 Wedding Platform

- For the first time in Korea, we have been providing the best customized wedding professional service by combining wedding and IT since 2000.
- The company is leading the domestic wedding market by systematically datalizing its 20-year-accumulated contents and focusing on the iWedding app.

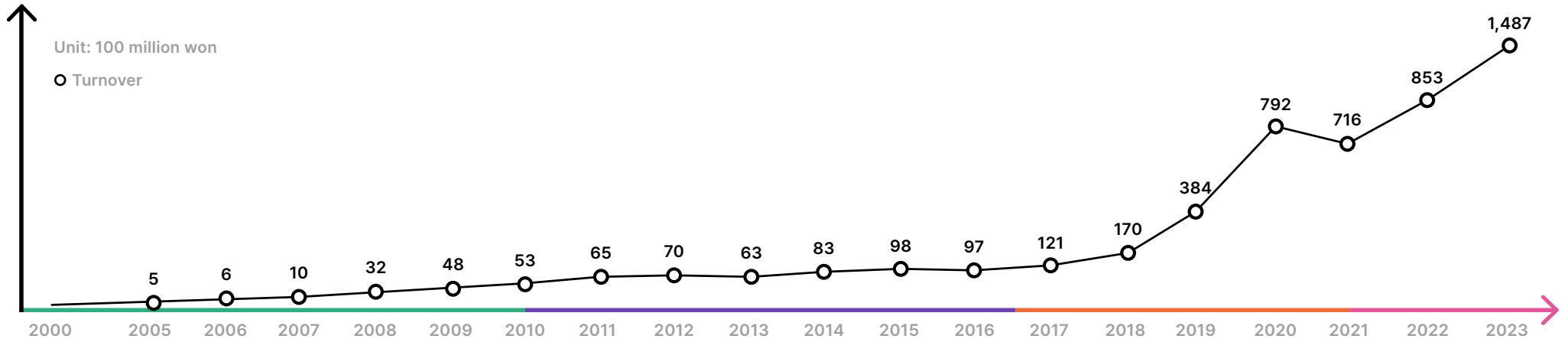
Hotel Cranberry_ Hope-chest Select Shop

- Hope-chest Select Shop in the concept of European Hotel Life
- Jensen, Sleeppezee, Zaria



Company History

- Based on the content and customer experience accumulated through the wedding business
- launching a cosmetic brand specializing in color and resulting in unrivaled achievement in the beauty market



Foundation Period (2000~2009)

'Start-up and Challenge'

- 2000.02 iWedding.net Co.,LTD Corporation established
- 2000.05 The world's first cyber wedding
- 2008.08 Certification of Venture Company
- 2011.11 Patented world's first IT wedding services business model

Reorganization Period (2010~2016)

'Leading the Organization and Industrialization of the Wedding Market'

- 2012.08 Established Shanghai office in China
- 2012.12 Changed name to iFamilySC
- 2013.11 IT Innovation Awards, commended by the Minister of Science, ICT, and Future Planning
- 2016.07 Acquisition of a Patent for 'Schedule-based Field Service Control Technology'
- 2016.09 Launching 'rom&nd', a color cosmetics brand

Leap stage (2017~2020)

'Take the leap into the Beauty Business'

- 2020.03 2020Commendation from the Minister of Industry on the 47th Commerce and Industry Day
- 2021.12 Commendation from the Minister of Industry at the 25th Korea Distribution Awards
- The 27th Corporate Innovation Awards
- 'Korea Chamber of Commerce and Industry President

Growth Period (2020~2024)

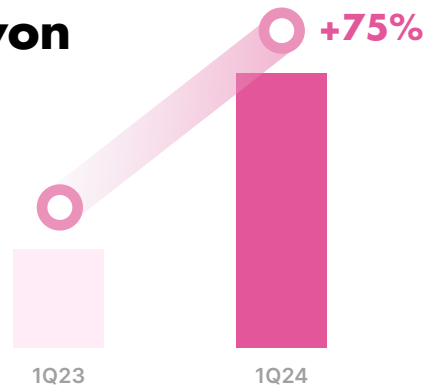
'More diverse product range and global expansion'

- 2022.06 The ' CJ Olive Young Awards & Festa' Icon of the Year Award
- Japan's @cosme '2021 Best Cosme Awards' Lip Tint 1st Place
- 2023.03 'Lawson specialty store' `And by Romand`
- 2023.06 Launch of new brand Nuse

1Q24 Performance Highlights YoY

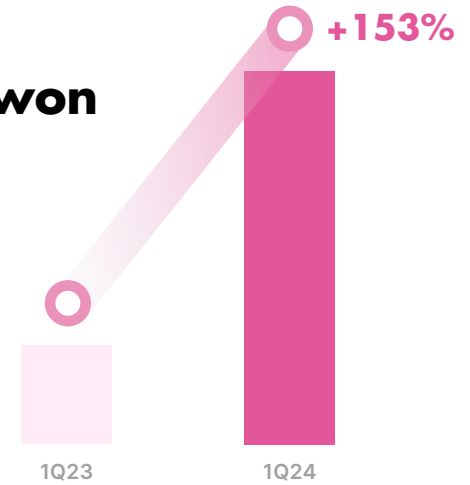
Sales

57.4 billion won



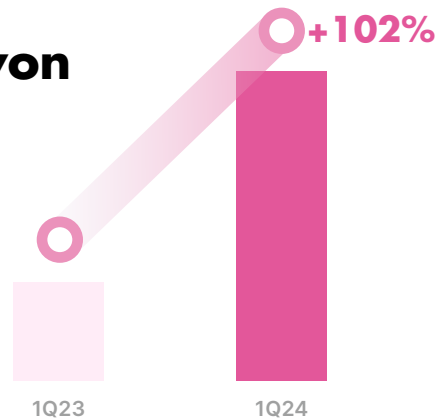
OP

11.8 billion won



Overseas sales

40.9 billion won



Countries with sales exceeding KRW 500 million

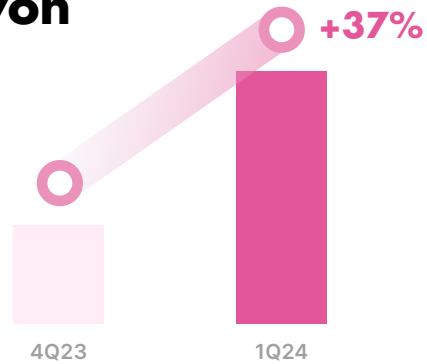
7 countries



1Q24 Performance Highlights QoQ

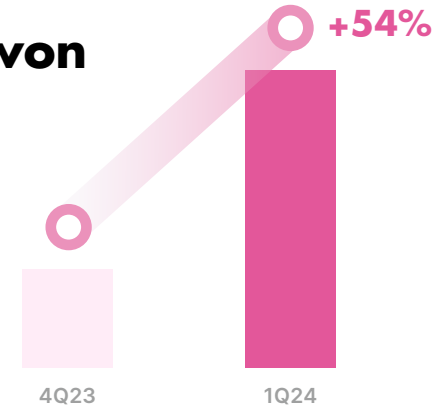
Sales

57.4 billion won



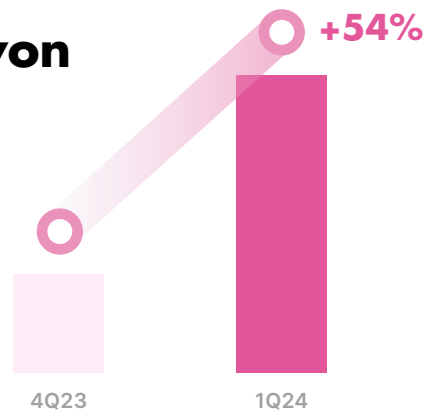
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11.8 billion won



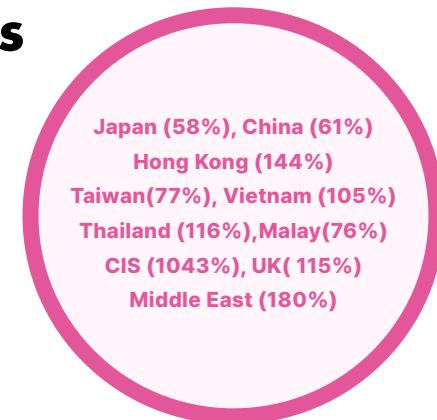
Overseas sales

40.9 billion won



Growth rate over 50%

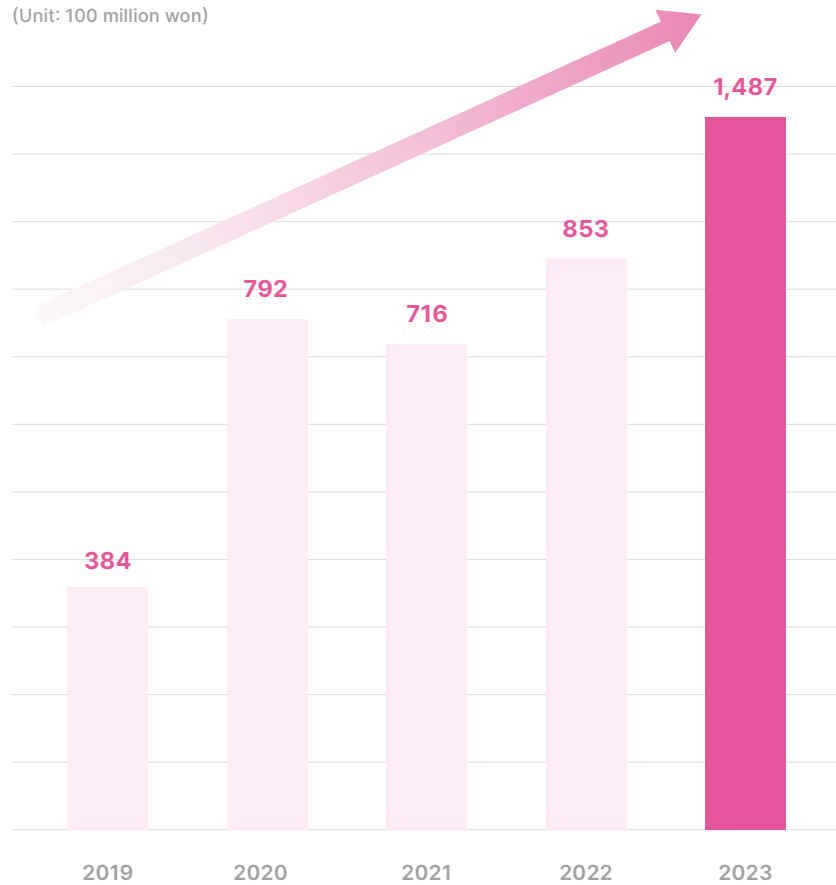
10 countries



Annual sales and operating profit in 2023

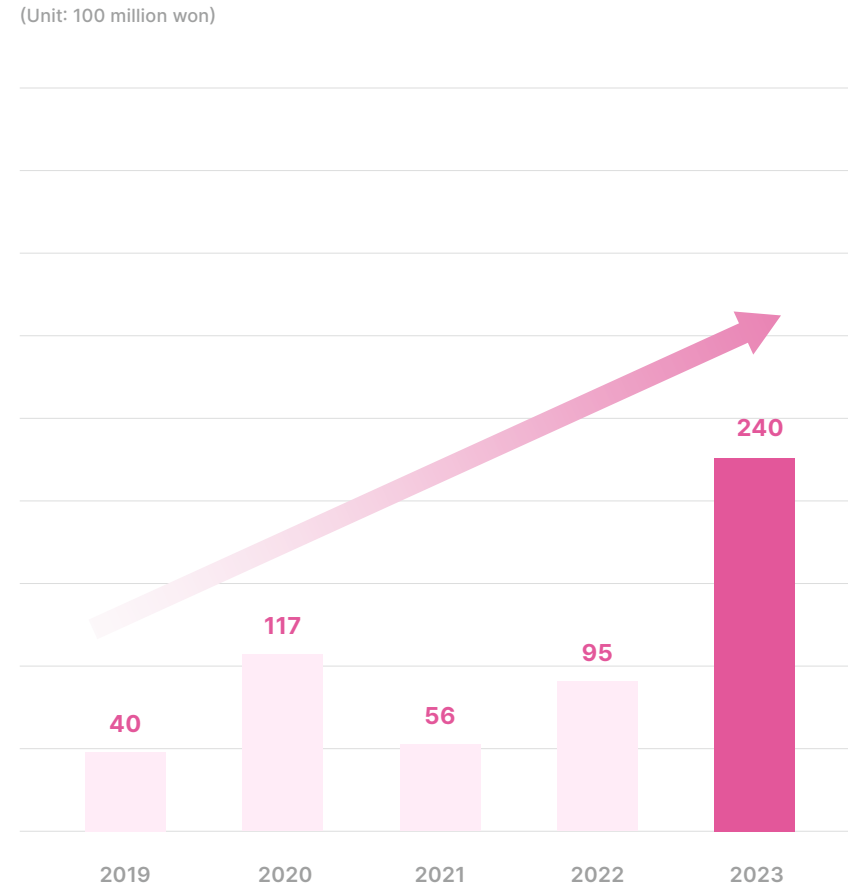
Sales

(Unit: 100 million won)



Operating profit

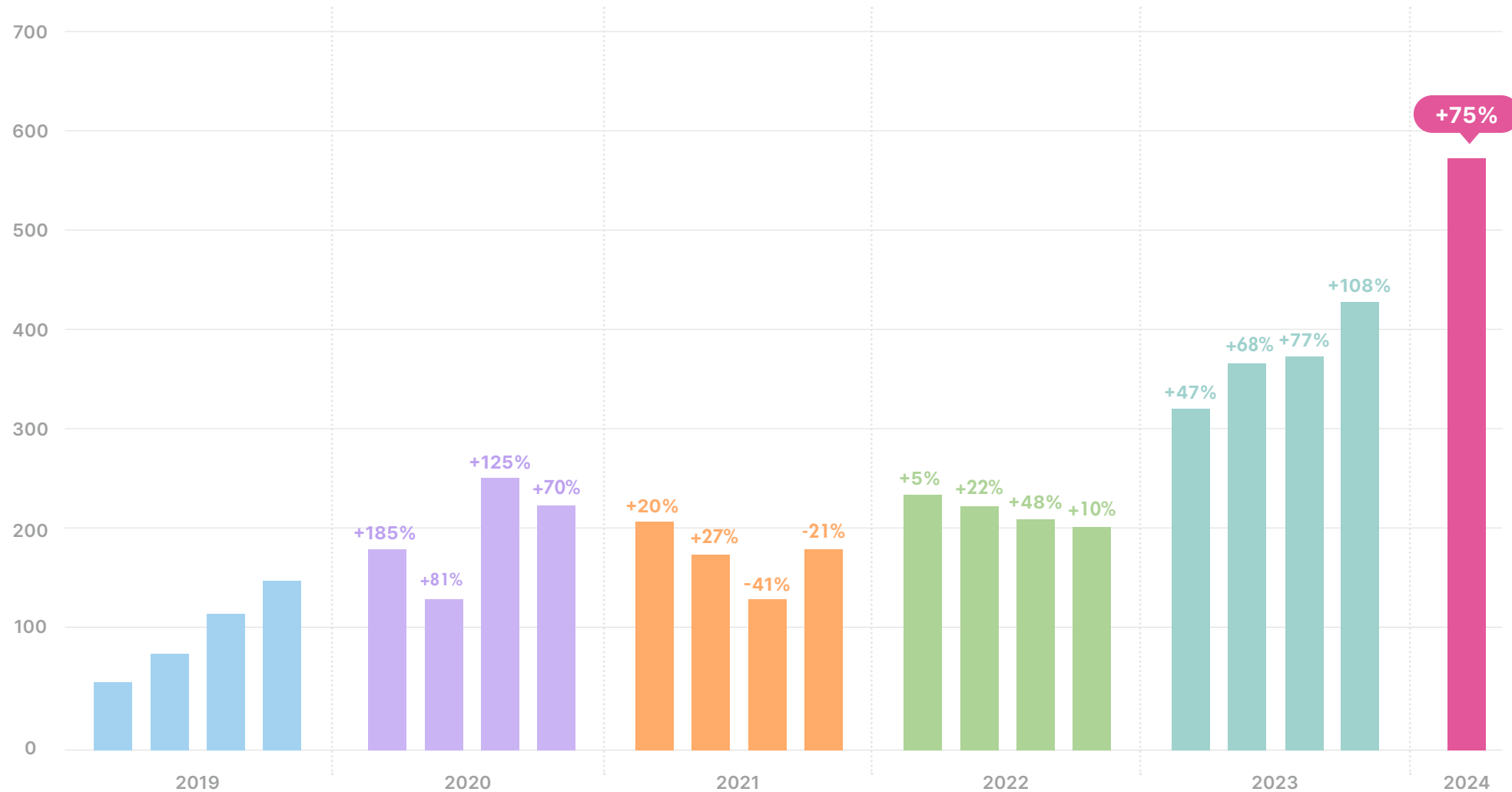
(Unit: 100 million won)



Quarterly sales

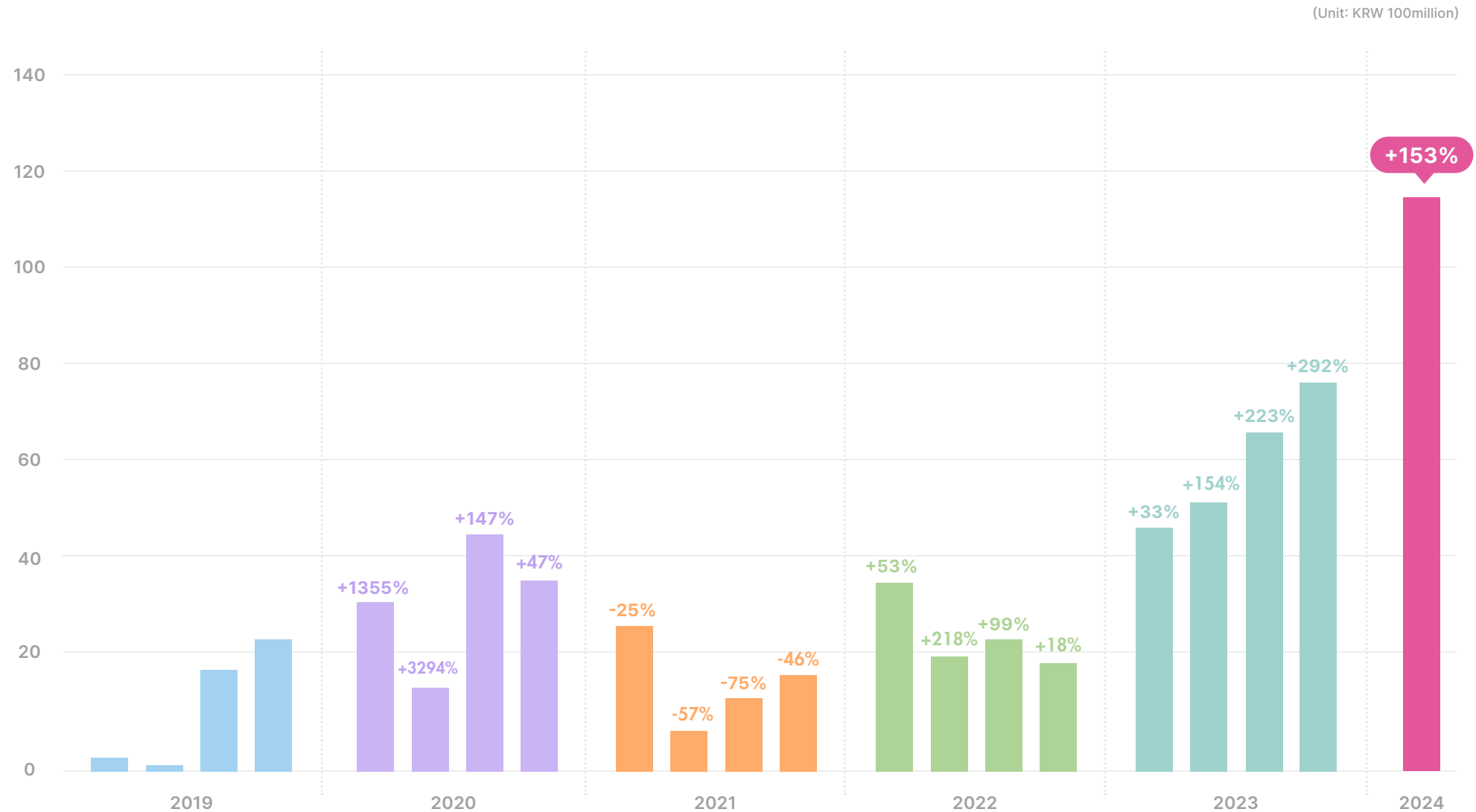
- Record-high sales again at KRW 57.4 billion, following KRW 42.0 billion in the previous quarter
- Sales growth of 75% YoY and 37% QoQ, resulting in physical growth without any big events for each channel.
- A surge in orders for 'Glasing Color Gloss' released in 4Q23 has now begun.

(Unit: KRW 100million)



Quarterly operating profit

- Record-breaking operating profit again at KRW 11.8 billion (20%), a 54% increase from KRW 7.6 billion (18%) in the previous quarter



Featured Product

Liptint 45% (+9%p)



Zero-Velvet
tint

Juicy Lasting
Tint



Glasting Water
Tint

Blur Fudge
Tint

Eye Shadow 24%



Better than Eyes



Better than Palette

Lipbarm 13% (+2%p)



Glasting Melting Balm

Base 4% (-2%p)



Clear Cover
Cushion



Zero
Cushion



NU Zero
Cushion



Bare Water
Cushion

Lipstick 5%



Zero Matte Lipstick

Other 9% (-6%p)



Better than
Cheek



Sun Clean
(Sun Cream)



HANALL Lash
Serum



Eyeliner



HANALL Fix
Mascara



Mood Pebble
Nail

Country Comparison

- Continued strong performance in Korea at 27% and Japan at 35%
- It also grew QoQ, including Japan 7.5 billion (+58%qoq), Greater China 2.2 billion (+51%qoq), Southeast Asia 2.8 billion (+83%qoq), and Korea 1.5 billion (+10%qoq), coloring comparisons with the same period last year. 3 months to prove the existence of an upward room that allows
- However, business divisions other than cosmetics in 1Q, which were expected to expand their recovery, were in decline again (due to the off-season in the first quarter).

(Unit: KRW 100 million)	1Q23	2Q23	3Q23	4Q23	1Q24	Ratio	YoY	QoQ
Cosmetics	319	354	364	406	564	98%	+77%	+39%
Domestic	116	114	128	140	155	27%(-6%p)	+34%	+10%
Japan	122	140	110	128	203	35%(+5%p)	+66%	+58%
Greater China	22	34	42	42	64	11%(+3%p)	+195%	+51%
Southeast Asia	20	19	32	33	61	11%(+3%p)	+206%	+83%
American sovereignty	(not counted)			10	13	2%(-)	-	+28%
Europe	(not counted)			7	13	2%(+0.6%p)	-	+87%
Othes	34	43	53	44	52	9%(-1%p)	-	+18%
Tax-free	6	4	4	5	4	1%(-1%p)	-28%	-20%
Wedding + Living	10	13	8	14	10	2%(-2%p)	+4%	-26%
Total	328	367	372	420	574	100%	+75%	+37%

* The Greater China (China, Taiwan, Hong Kong) / Southeast Asia (Vietnam, Thailand, Philippines, Malaysia, Indonesia, Singapore, etc.)

Americas (United States, Canada, South America, etc.) / Europe (UK, Turkey, Czech Republic, etc.)

Company expense

- SG&A cost reduction for 2 consecutive quarters
- Increase sales without reducing marketing costs through efficient personnel management and strengthening of company channel branding without dependence on external advertising



(Unit: KRW 100 million)	1Q23	2Q23	3Q23	4Q23	1Q24	YoY	QoQ
Cost of sales (cost rate)	214	232	233	264	369	+72%	+40%
	(65%)	(63%)	(63%)	(63%)	(64%)	(-1%P)	(+1%p)
SG&A expenses (Sales and administrative ratio)	67	83	79	73	87	+30%	+9%
	(21%)	(23%)	(19%)	(20%)	(15%)	(-5%P)	(-1%P)
Employee salary	13	13	14	13	16	+24%	+11%
Fees	13	18	15	15	13	+1%	-14%
Advertising expenses	14	18	20	20	19	+30%	-5%

1Q24 BEST Moments

- A surge in orders for Glasting Color Gloss



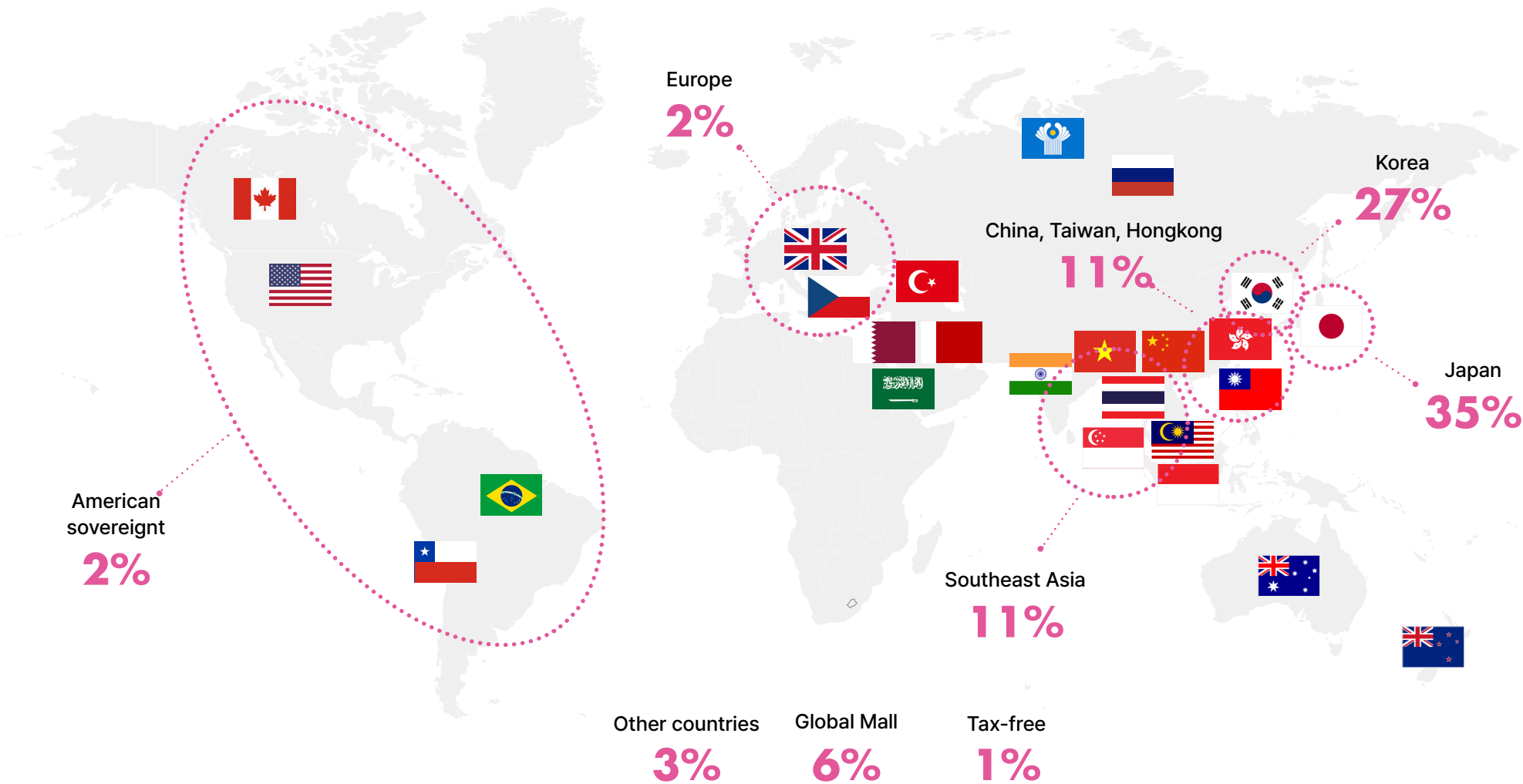
- 160 regular stores of DonQuijote in Japan



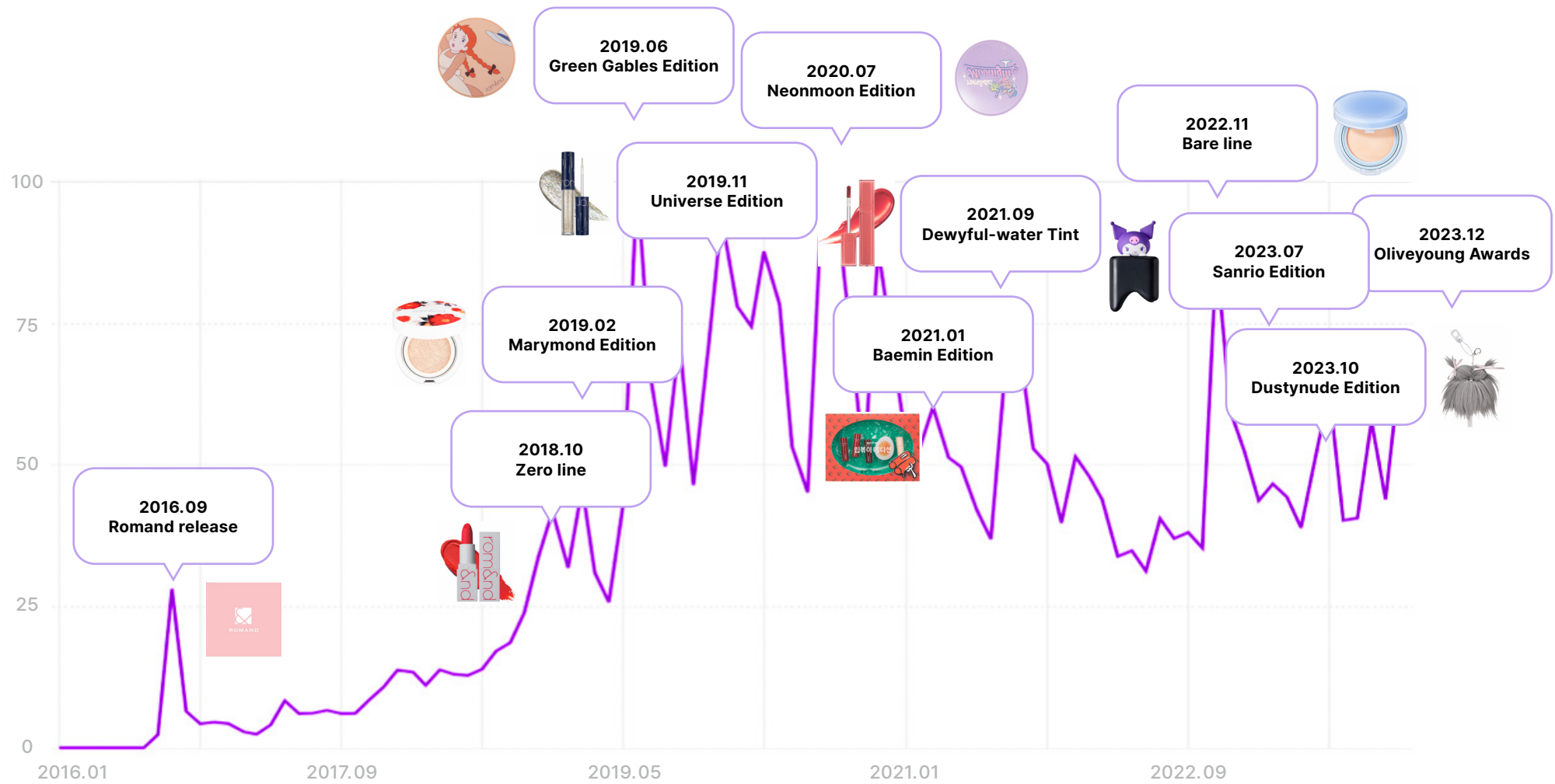
- Spring Fever Edition launched



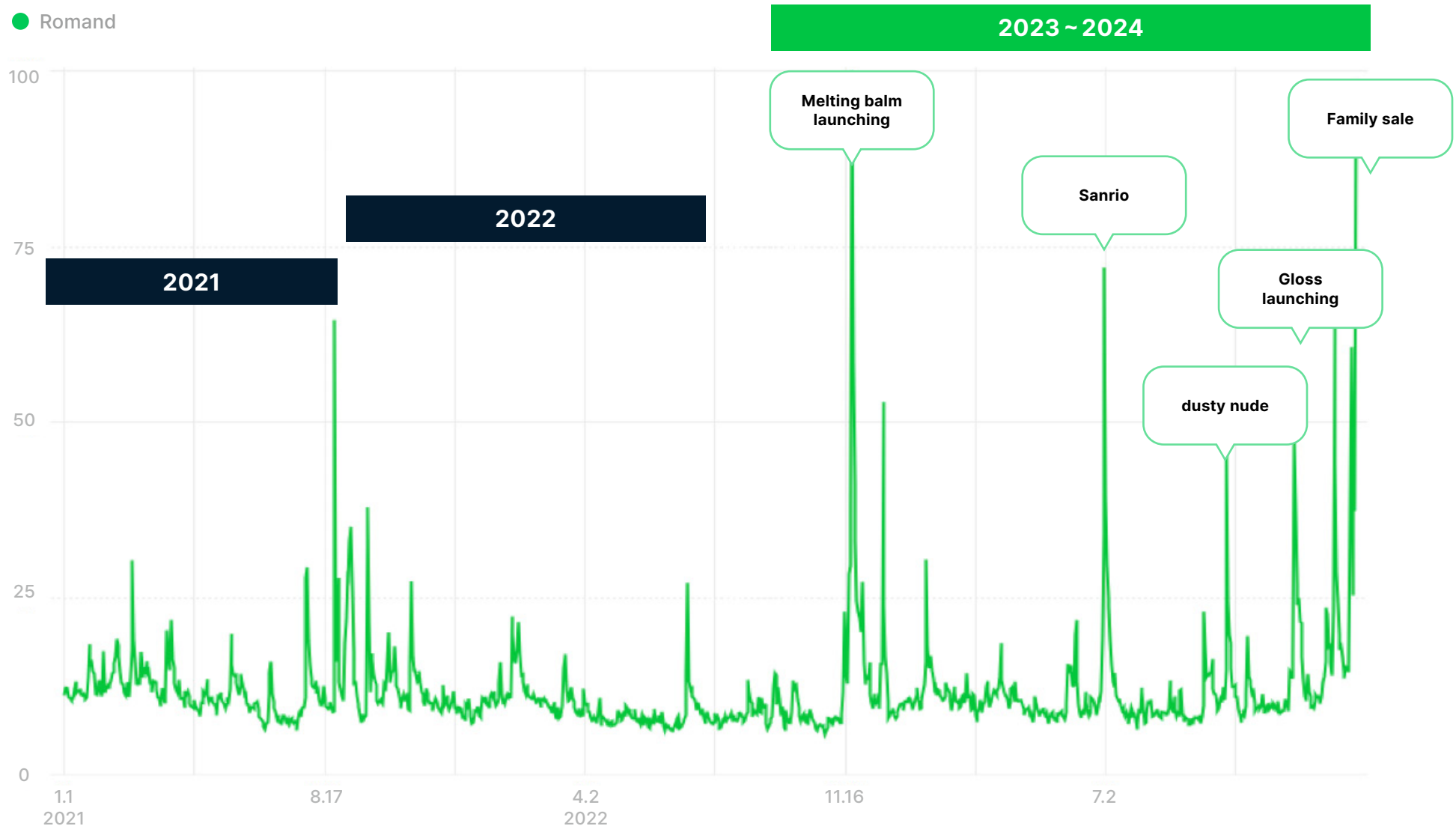
Gloval ratio of Romand



Traffic History

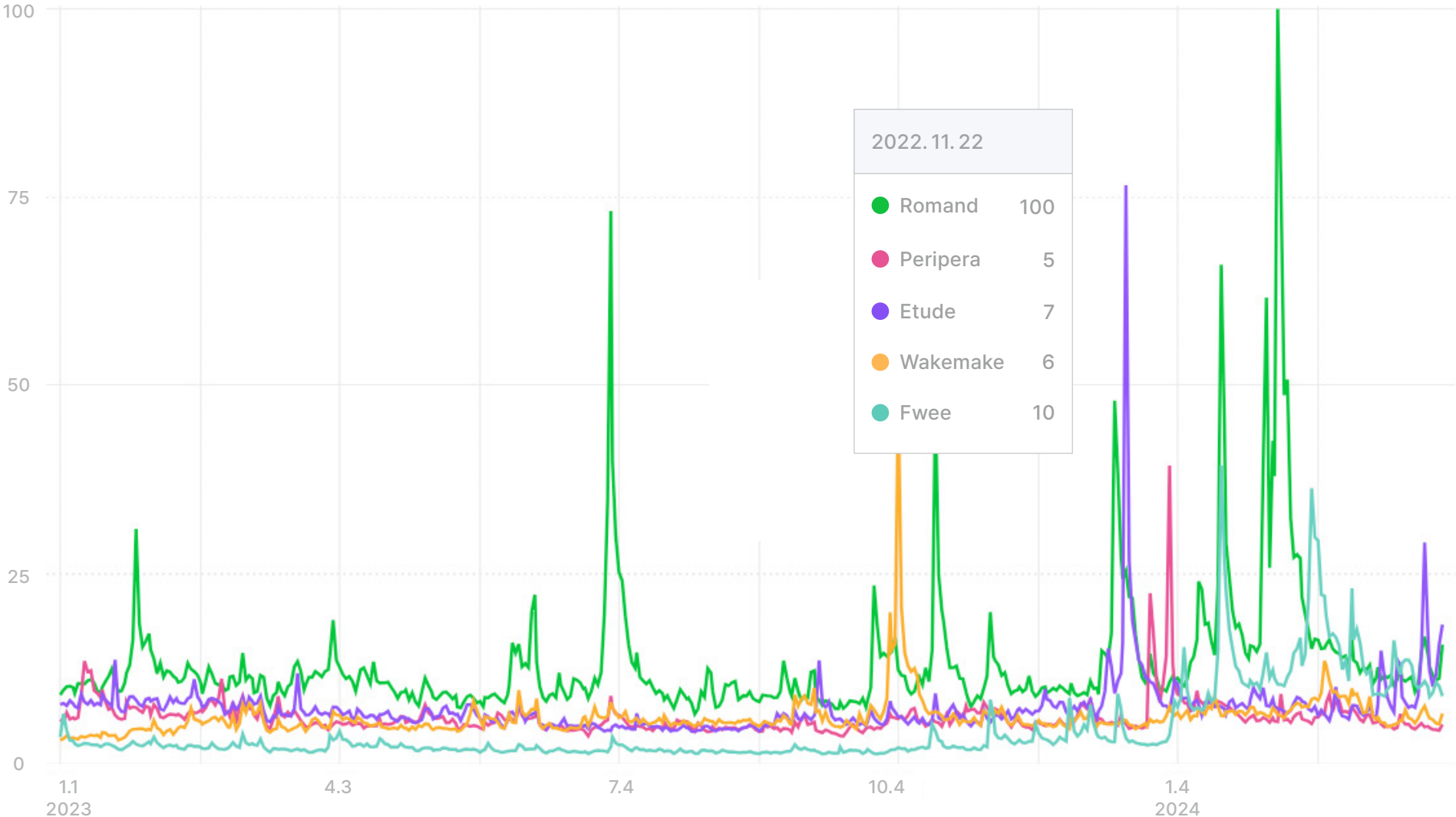


Content traffic continues to increase



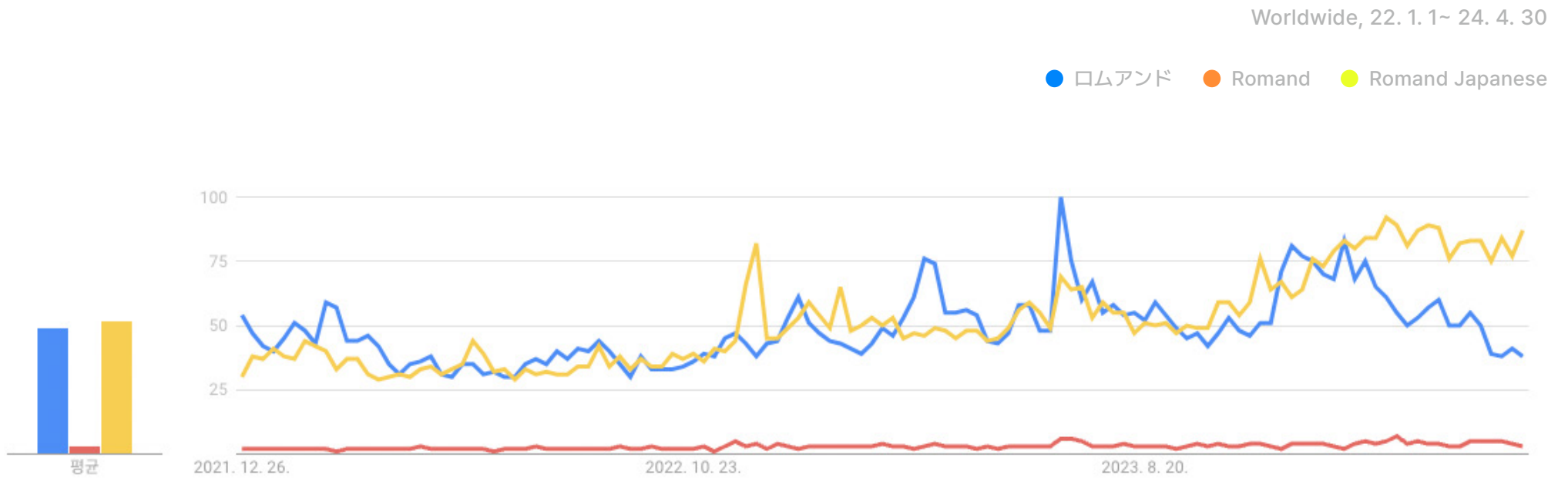
* Naver Trend indicators from January 1, 2021 to the end of March 2024.

Olive-young color cosmetics best brand traffic trend



* Naver Trend indicator from January 1, 2023 to March 31, 2024.

Traffic viewed through Google Trends



* This is a Google Trend indicator from January 1, 2022 to the end of March 2024.

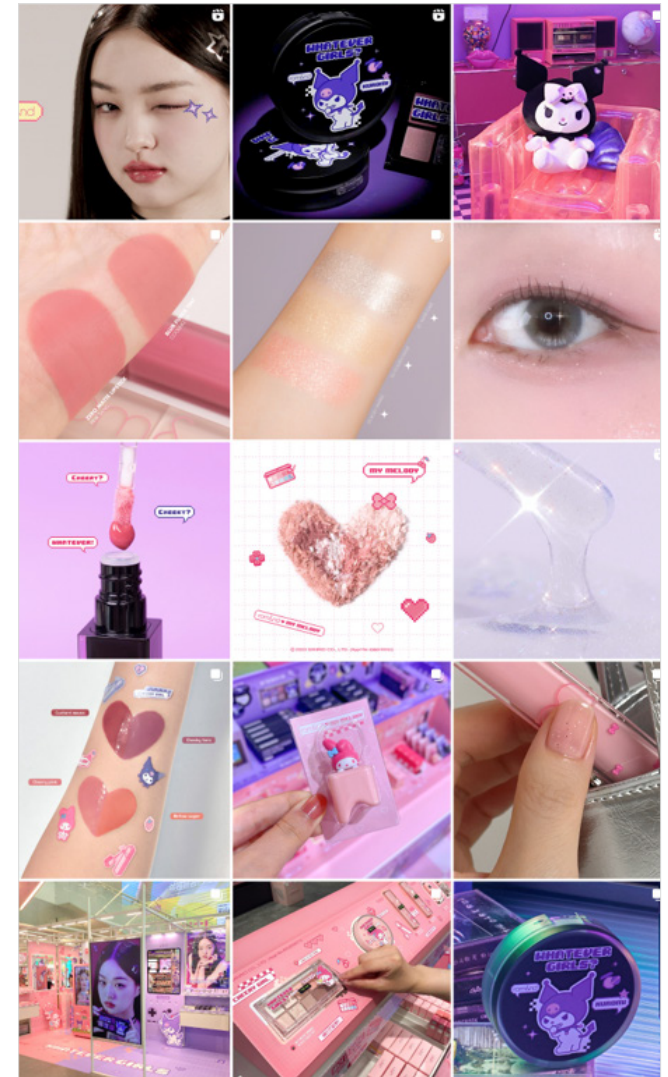
2023 Olive Young Awards Color Best Brand Number of Instagram Followers



Followers (foundation date)			
400,000 (2014. 07)	647,000 (2016. 03)	667,000 (2016. 03)	223,000 (2015. 06)
189,000 (2014. 02)	155,000 (2018. 08)	440,000 (2014. 05)	720,000 (2016. 03)
246,000 (2019. 09)	21,000 (2017. 06)	97,000 (2021. 04)	41,000 (2021. 11)

i F A M I L Y

- Enriching content across new channels and methods



2024 Strategie

- Increased domestic and overseas advertising efficiency through simultaneous domestic and overseas launch → Sales expansion



APPENDIX – Financial Statements Summary

Income Statement

(Unit: 100 million won)	1Q23	2Q23	3Q23	4Q23	1Q24
Sales	328	367	372	420	574
Cost of Sales	214	232	233	264	369
Gross Profit	114	135	139	155	205
Sales Management Expense	67	84	73	79	87
Operating Profit	47	51	67	76	118
Non-operating revenue	4	3	3	4	4
interest income	3	3	3	4	4
Non-operating expenses	2	1	2	2	2
interest cost	1	1	1	1	1
NET income before corporate tax	49	53	68	78	120
Corporate Tax Expense	11	13	15	8	23
NET income	37	40	53	70	97

Financial Statements

(Unit: 100 million won)	2021	2022	2023	1Q24
Current Assets	493	482	658	946
Non-current Assets	372	242	241	239
Total Assets	530	723	898	1185
Current liabilities	108	121	107	310
Current liabilities	7	100	102	101
Total liabilities	114	221	201	412
Capital	21	43	43	86
Total Capital	415	502	690	773

Thank you.