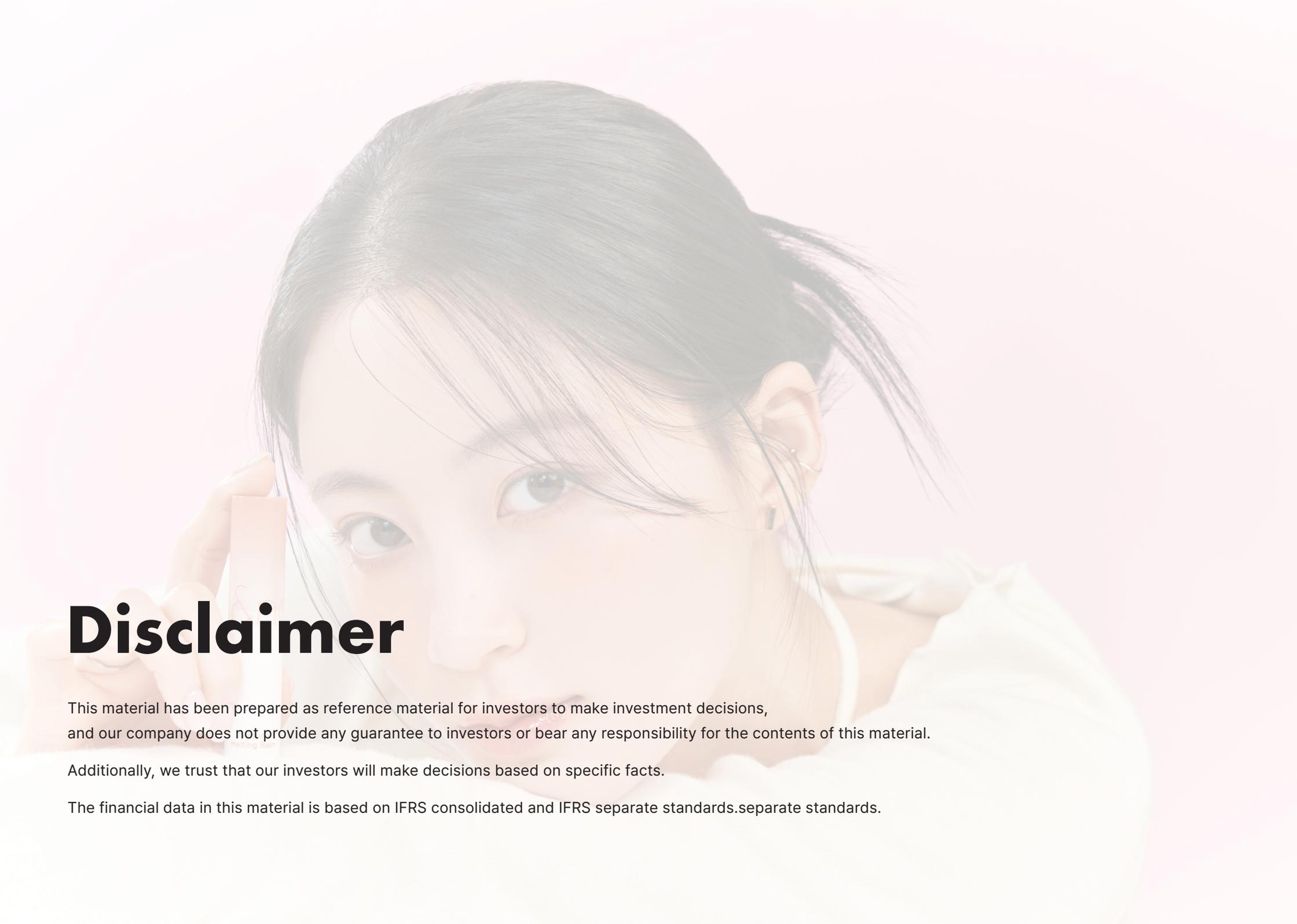


Interactive Branding Company





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.separate standards.

Contents

- About Us
- 1H24 first half company performance
- Proportion of sales products by category
- Sales proportion by country
- 1H24 Cost
- 2024 Brand Operation Plan
- Summary of consolidated financial
- statements



About Us

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

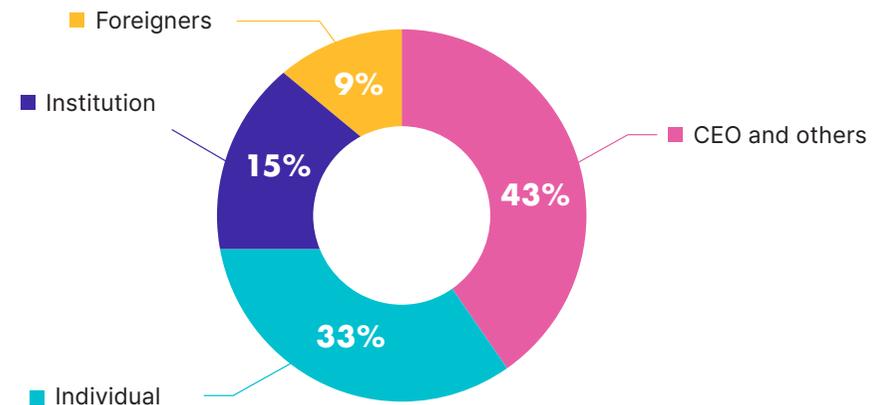
Company Profile

Company name	iFamilySC Co., Ltd.
CEO	TaeWook Kim, SungHyun Kim (Co-Representatives)
Date of Establishment	February 29, 2000
Capital	KRW 86billion
Number of Employees	181 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

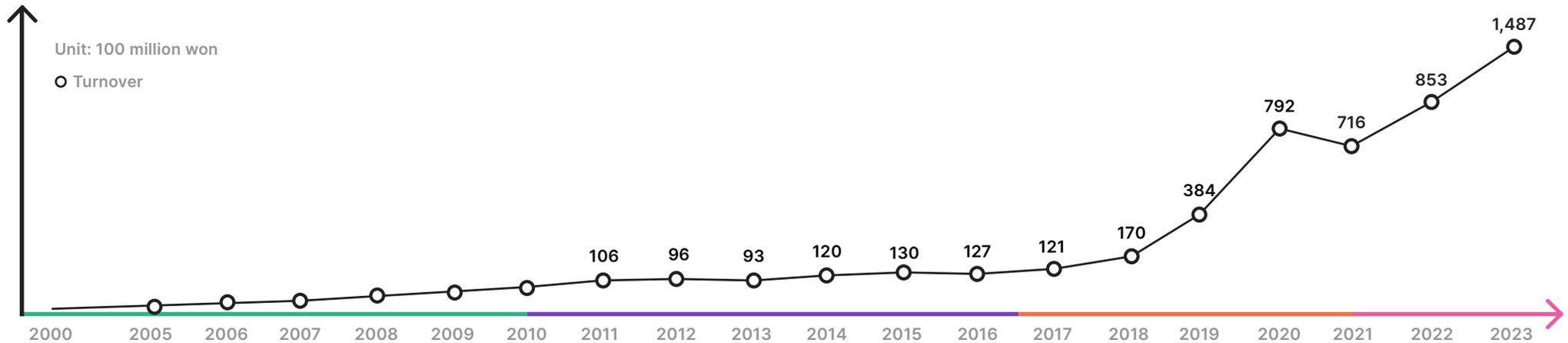
TaeWook Kim CEO	SungHyun Kim CEO
<ul style="list-style-type: none"> • Graduated from Inha Industrial College of Engineering in Korea ('91) • Singer • Best Artist in Japan-Asian Network • CEO of Gguldanji Co., Ltd ('01) • CEO of Grigo Networks Co., Ltd ('11-'19) • CEO of iFamily SC Co., Ltd. ('03~) 	<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)

Shareholder Composition



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'

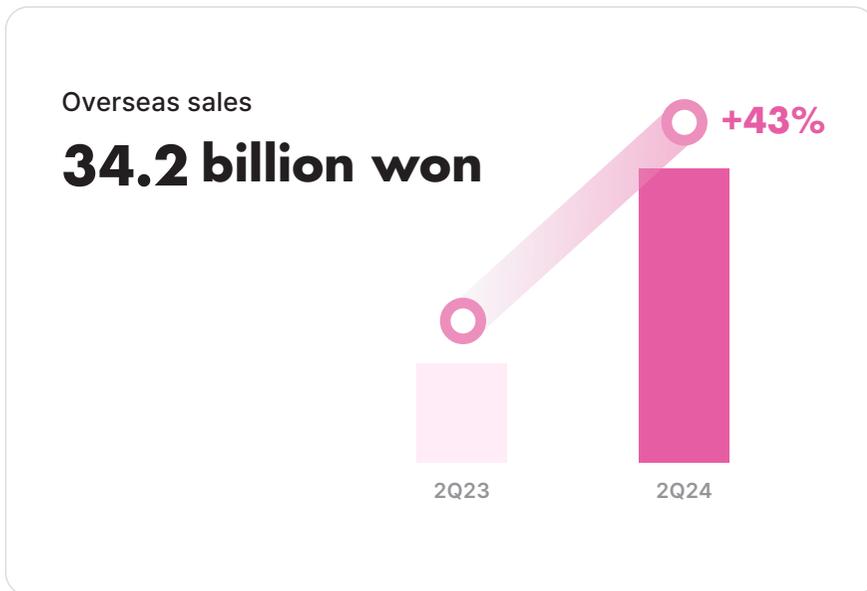
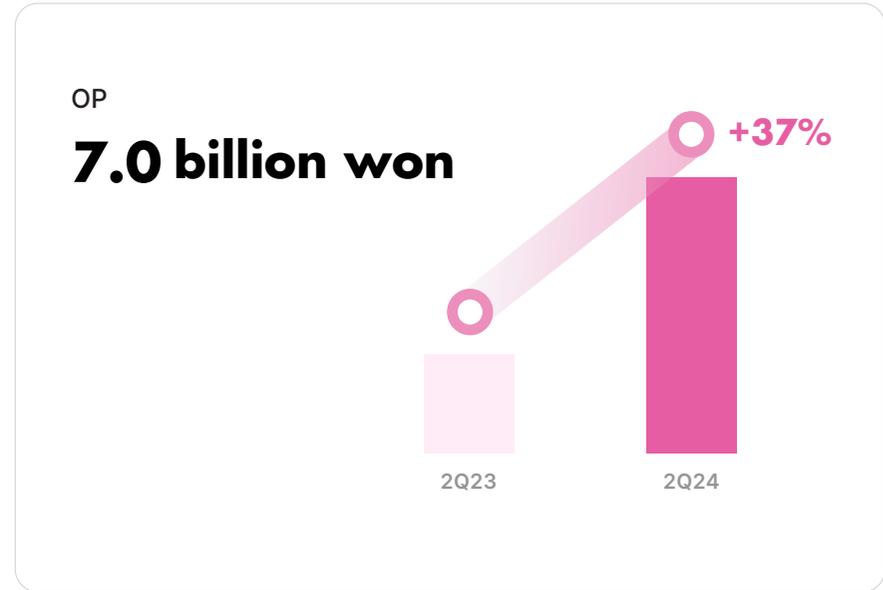
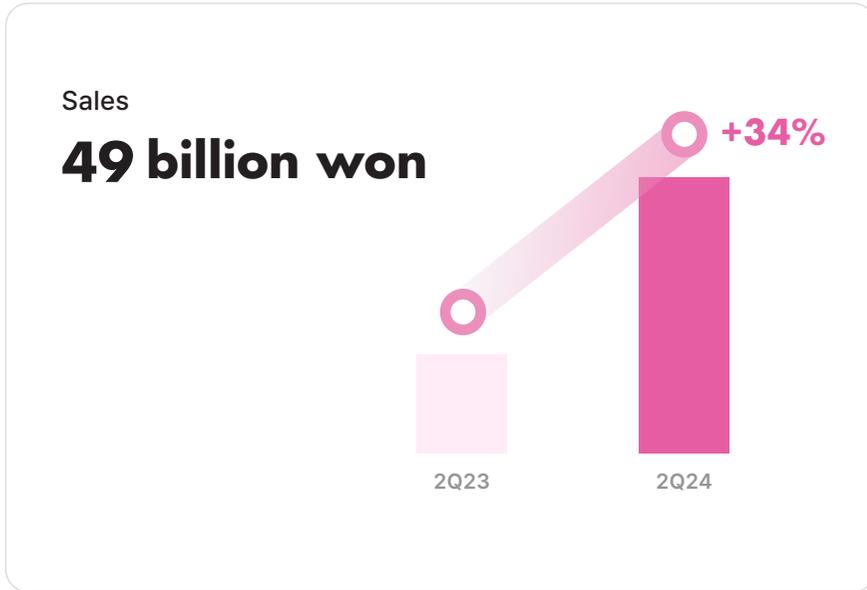
- 2020.03 2020 Commendation from the Minister of Industry on the 47th Commerce and Industry Day
- 2021.12 Commendation from the Minister of Industry at the 25th Korea Distribution Awards
- The 27th Corporate Innovation Awards
- 'Korea Chamber of Commerce and Industry President

Growth Period (2020~2024)

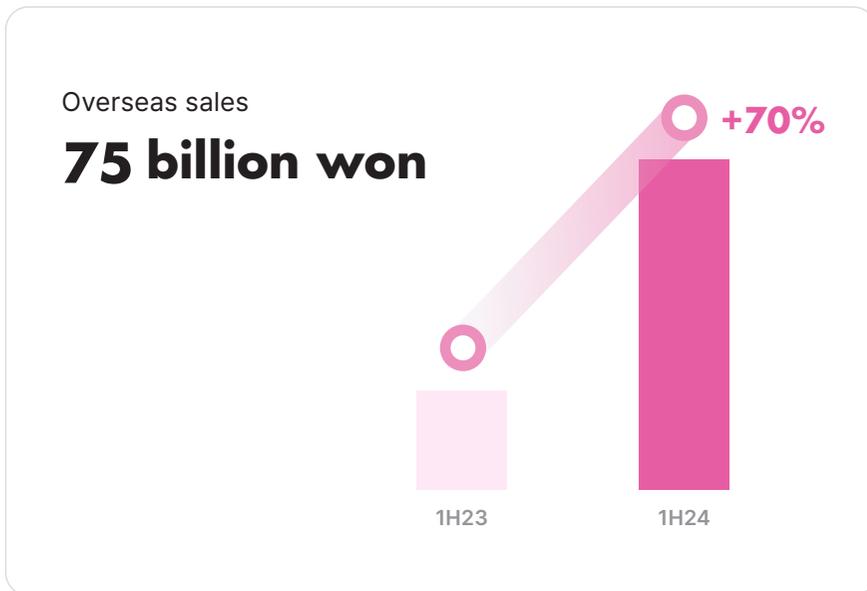
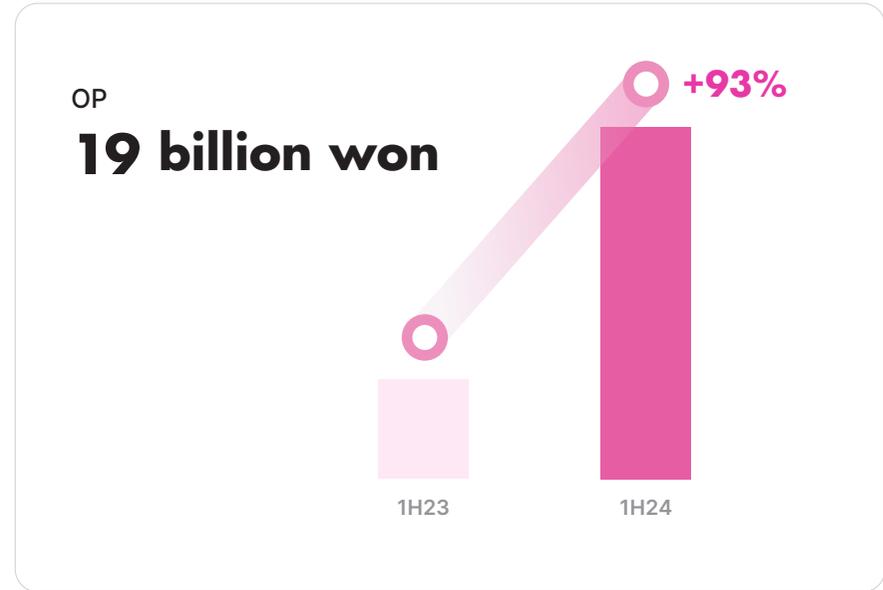
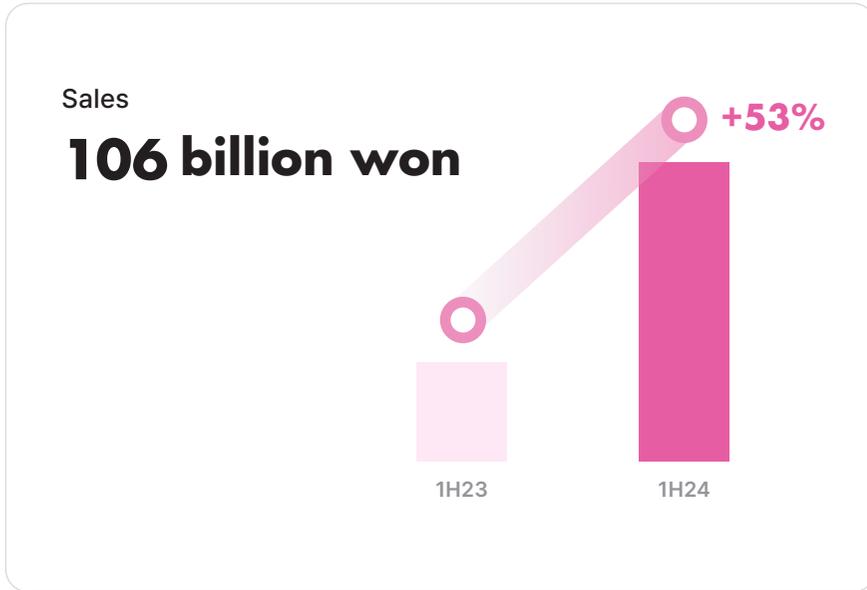
'More diverse product range and global expansion'

- 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

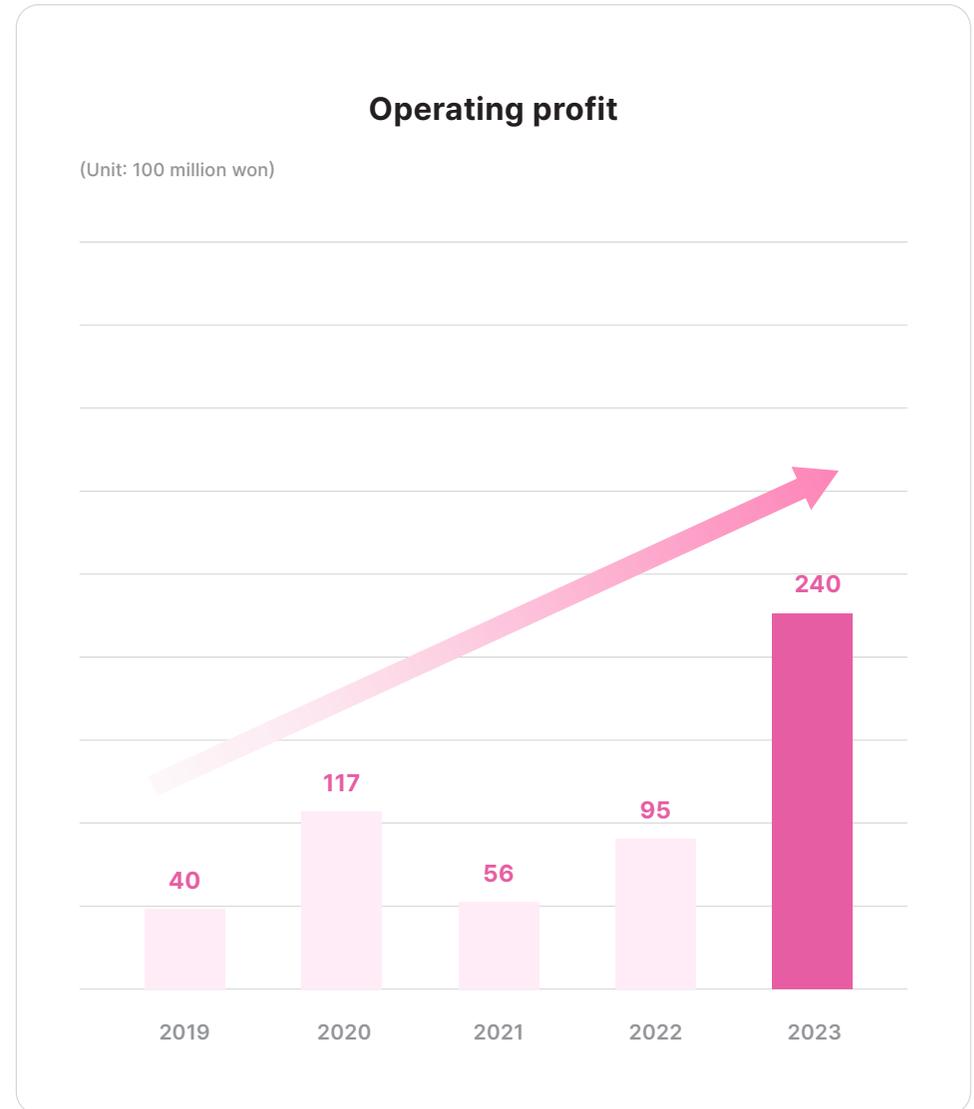
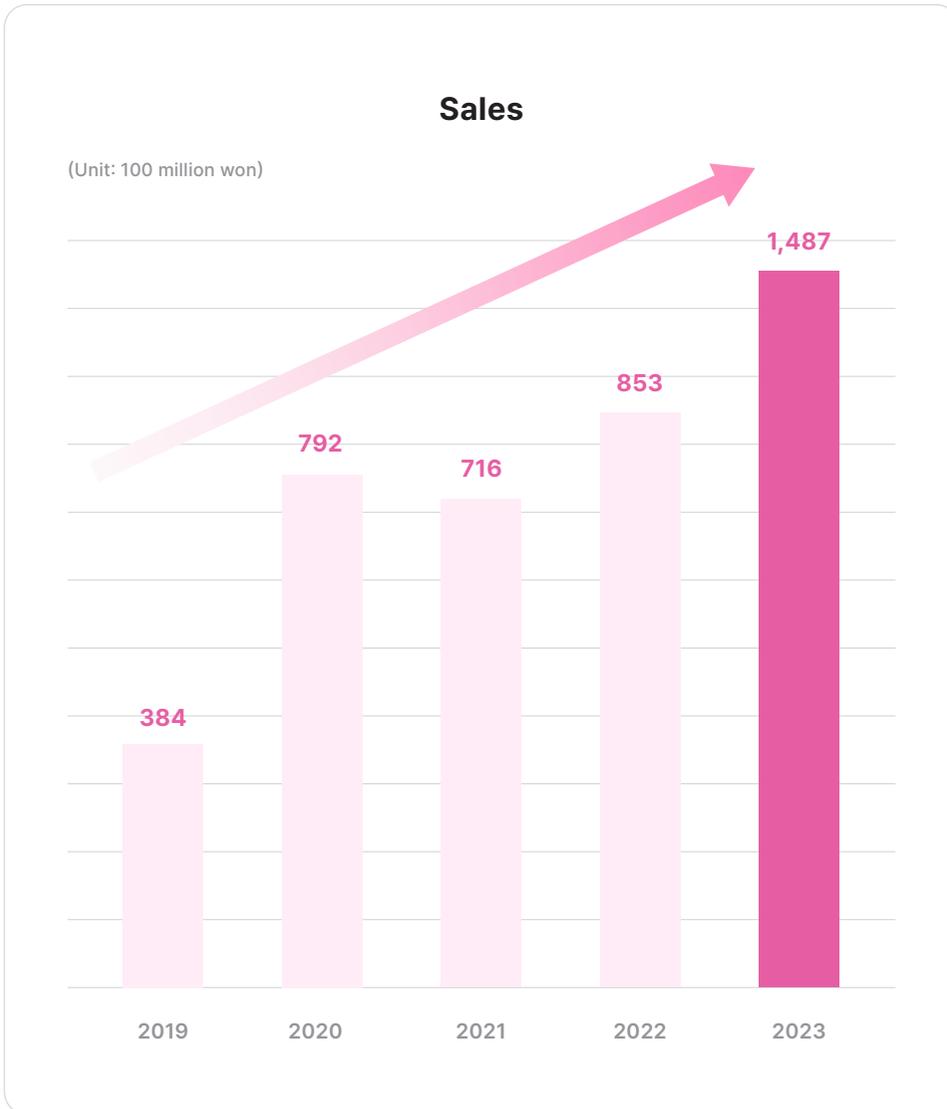
2Q24 Performance Highlights YoY



1H24 Performance Highlights YoY



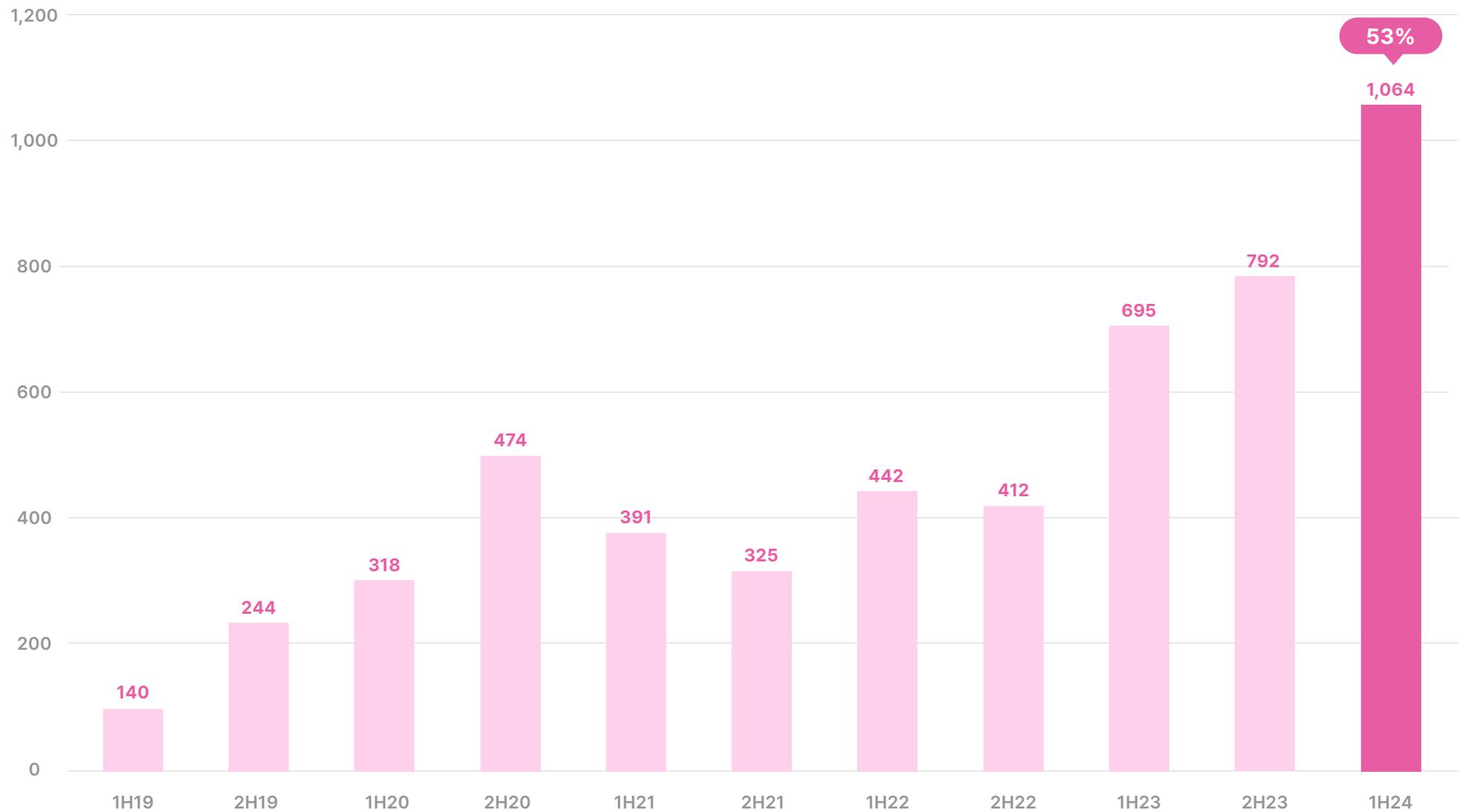
Annual sales and operating profit in 2023



Historical sales trends

- Company-wide sales reached KRW 106.4 billion, breaking the record for highest half-year sales

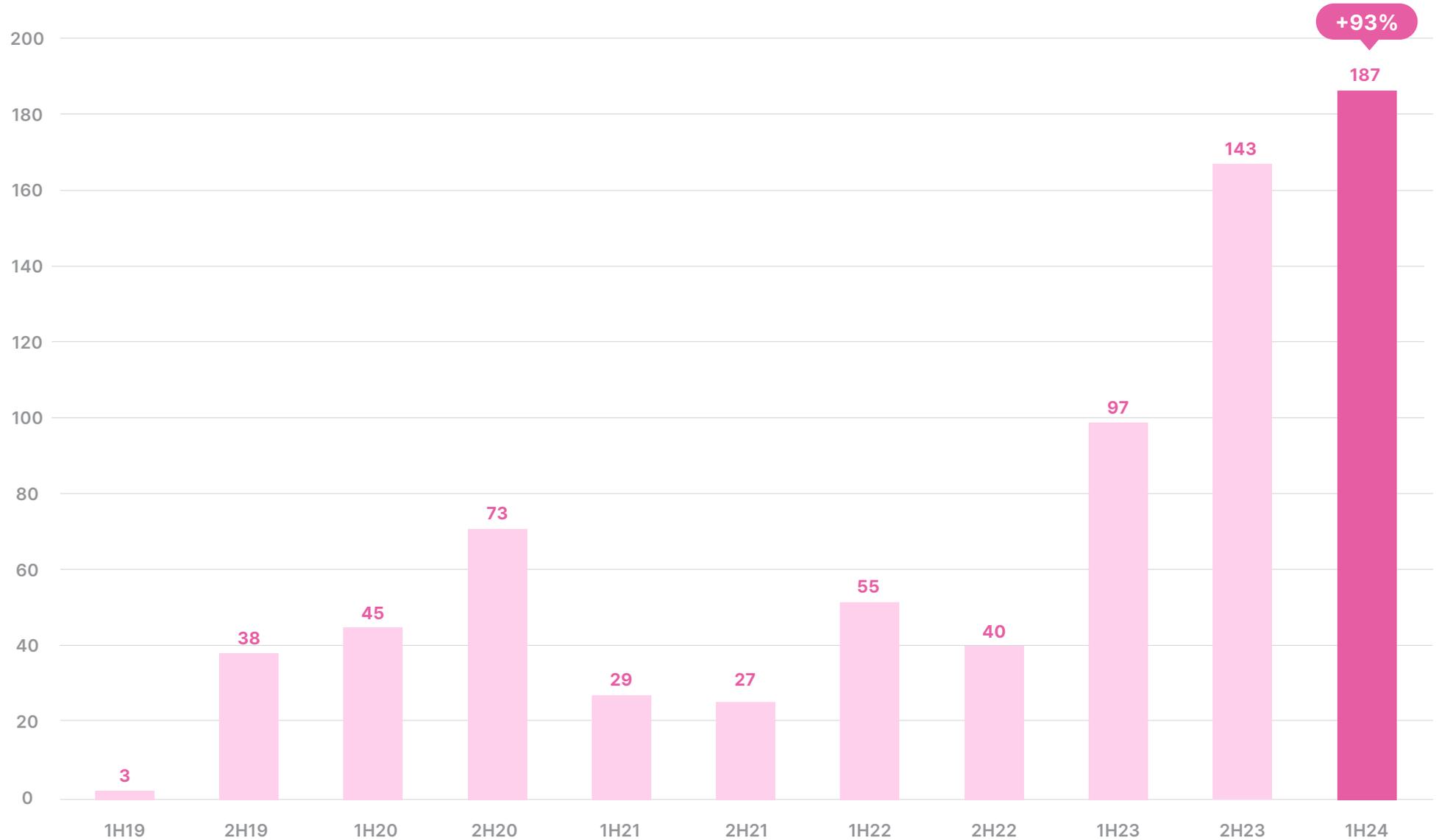
(Unit: KRW 100 million won)



Historical operating profit

- Demonstrated half-year operating profit of KRW 18.7 billion, up 93% compared to 1H23

(Unit: KRW 100 million won)



Brand portfolio

rom&nd

Mid- to low-priced color tone brands such as tints and eye shadows that appeal to the younger age group of 18-24.

nuse

A color brand with wide coverage in 20 to 30 seconds that promotes skin care + color care.

&nd
by rom&nd

Brand exclusively for Lawson convenience stores in Japan (Launched in March 2023)



Main sales categories

Liptint 35%



Zero-Velvet tint Juicy Lasting Tint Glasting Water Tint Blur Fudge Tint

Lipbarm 10%



GlastingMelting Balm

Others 5%



Zero Matte Lipstick Mood Pebble Nail Sun Clean Lip Liner

Eye 20%



Better than Eyes Hanall Browcara HANALL Fix Mascara

Cheek/Shading 4%



Better than Cheek Beeds Powder Better than Countour

nUSE 6%



Liquid Care Cheek Care Liptual Lip Balm Care Tone Up

Lip Gloss 11%



Glasting Color Gloss Glasting Water Gloss

Base 5%



Bloomin Cushion Zero Cushion NU Zero Cushion Bare Water Cushion

&nd by rom&nd 1%



* Note: Sales share refers to the share of cosmetics sales in 2Q24.

Country Comparison

- It grew by 19% YoY due to the diversification of Korean categories and increased awareness, but dropped by 15% QoQ due to 75% of the main events of major offline sales sources (Olive Young) being concentrated in the second half of the year and the concentration of new products in rising categories such as cheek, shading, and nail.
- Japan's sub-brand Nooz is growing at a high YoY rate of 43%, and its sales are also expanding. However, in the first quarter, it entered large offline stores (Don Quixote) in large quantities and, like Korea, new products in the lip and eye categories are scheduled to be released one after another in the second half of the year, and more than 5 major pop-ups will be concentrated in the second half of the year.
- Korea and Japan are weak due to QoQ, but new countries such as the US and Europe continue to grow

(Unit: KRW 100 million)

	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	Ratio	YoY	QoQ
Cosmetics	319	354	364	406	564	478	97%(-1%p)	+35%	-15%
Domestic	116	114	128	140	155	136	28%(+1%p)	+19%	-12%
Japan	122	140	110	128	203	107	22%(-13%p)	-23%	-47%
Greater China	22	34	42	33	67	58	12%(-)	+68%	-9%
Southeast Asia	20	19	32	33	61	56	11%(-)	+198%	-8%
American sovereignty	(not counted)			10	13	25	5%(+3%p)	-	+94%
Europe	(not counted)			7	13	20	4%(+2%p)	-	+52%
Othes	34	43	53	44	48	69	14%(+5%p)	-	+34%
Tax-free	6	4	4	5	4	6	1%(-)	+61%	+54%
Wedding + Living	10	13	8	14	10	12	3%(+1%p)	-6%	+19%
Total	328	367	372	420	574	490	100%	+34%	-15%

* 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.)

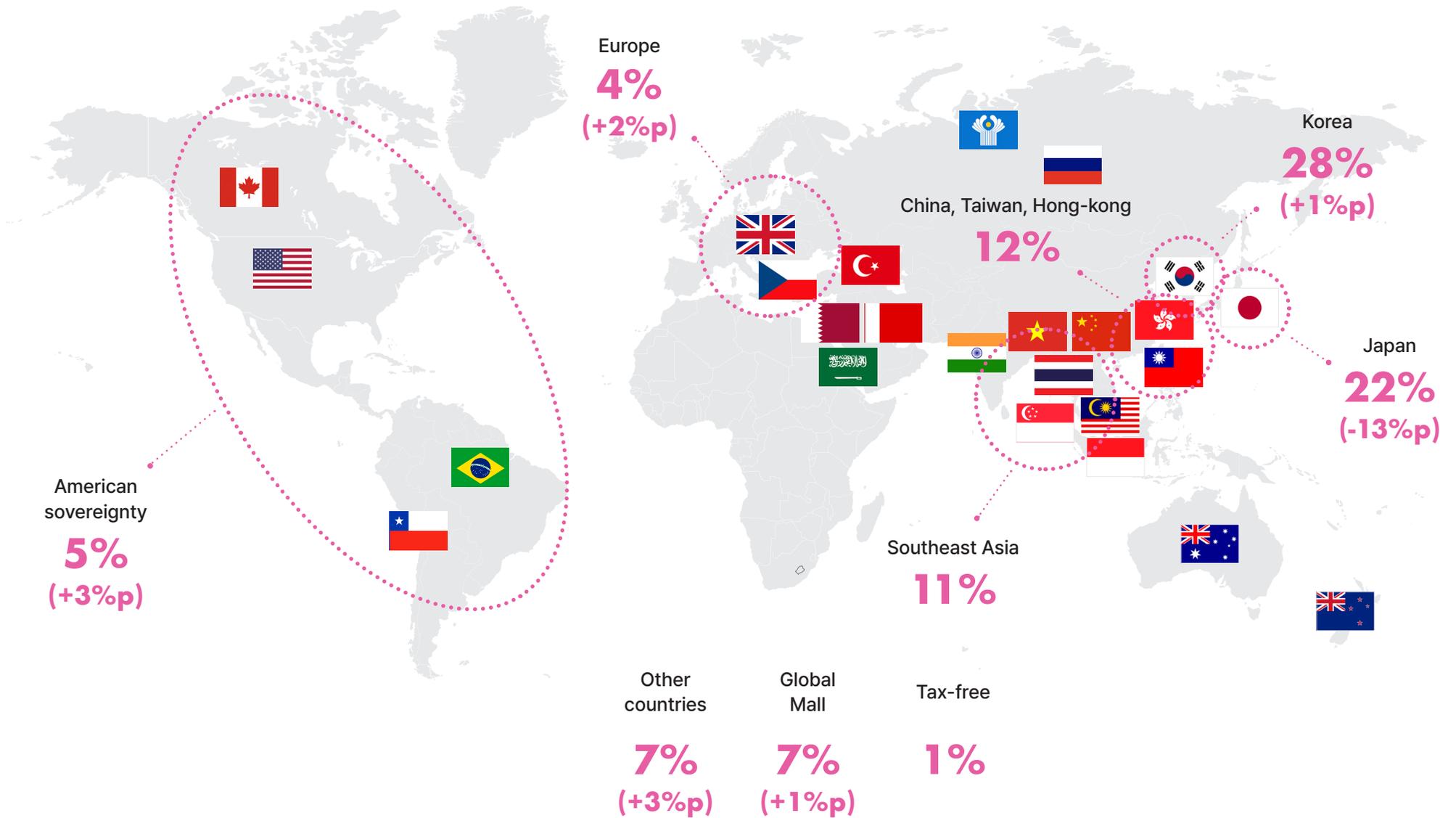
Company expense

- Continued low-cost, high-efficiency marketing strategy
- There were factors that increased SG&A expenses, such as domestic and overseas pop-up stores and offline expansion, and collaboration royalties in the second half, but the leverage effect is likely to increase through sales expansion and seeding in the second half

(Unit: KRW 100 million)

	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	YoY	QoQ
Cost of sales (cost rate)	214	232	233	264	369	313	+35%	-15%
	(65%)	(63%)	(63%)	(63%)	(64%)	(64%)		
SG&A expenses (Sales and administrative ratio)	67	83	79	73	87	107	27%	23%
	(21%)	(23%)	(19%)	(20%)	(15%)	(22%)	(-1%p)	(+7%p)
Employee salary	13	13	14	13	16	17	+33%	+8%
Fees	13	18	15	15	13	25	+34%	+96%
Advertising expenses	14	18	20	20	19	21	+17%	+15%

Global ratio of Sales



Annual brand operation plan (1)

Category		2024				2025	
		1Q	2Q	3Q	4Q	1Q	2Q
Rom&nd	Lip tint	 Juicy Lasting Issue 36 released (January)		 New formulation tint tint (August)	 Main product Container change (December)		
	Lip gloss						
	Eye				 New configuration shadow (october)		
	Lipstick			 New formulation lipstick (August)			
	Cheek/ Shading	 Bare than Contour Release (March)	 Bead powder launched (May)			 Add bead powder color Japan launching	
	Etc		 Nail hardener launched (May)	 Inapie Edition Release (July)			
Nuse		 Entered into Japan (April)	 Advance into Southeast Asia (July)	 Olyveyoung opens 500 stores (August-)			

Annual brand operation plan (2)

Category	2024				2025	
	1Q	2Q	3Q	4Q	1Q	2Q
And by Romand	 <p>And by Romand 2 sku added (February))</p>		 <p>Inapic Collaboration (In July)</p>	 <p>Year-end edition (November)</p>	 <p>Valentine edition Launch (February)</p>	 <p>3040 New Brand launch</p>
Domestic pop-ups and events		 <p>Seongsu Pop-up Store (April)</p>	 <p>Oliveyoung Event (In July)</p>  <p>Oliveyoung Event (September)</p>	 <p>Oliveyoung Seongsu Pop-up (November)</p>  <p>Oliveyoung Awards (december)</p>		
Overseas pop-ups and events	 <p>Japan Remember Your Color Campaign (March)</p>	 <p>Spring fever Edition release</p>  <p>Thailand Popup Store (May)</p>	 <p>Chinese offline 120 stores opened</p>  <p>Southeast Asian scented tint (August)</p>  <p>Inapic Collaboration Japan, China, Taiwan Launch (July)</p>  <p>japan drug store show (August)</p>	 <p>Japanese K Cosme Festival (October)</p>  <p>Japan Plaza Special set (November)</p>  <p>US exclusive product seeding</p>  <p>Taiwan Watson Special set (December)</p>	 <p>US exclusive product seeding(February)</p>  <p>color cosmetics Brand Collaboration</p>  <p>Japanese large variety shop Exclusive collaboration release (March)</p>	

APPENDIX – Financial Statements Summary

Income Statement

(Unit: 100 million won)	2Q23	3Q23	4Q23	1Q24	2Q24
Sales	367	372	420	574	490
Cost of Sales	232	233	264	369	313
Gross Profit	135	139	155	205	177
Sales Management Expense	84	73	79	87	107
Operating Profit	51	67	76	118	70
Non-operating revenue	3	3	4	4	5
interest income	3	3	4	4	4
Non-operating expenses	1	2	2	2	1
interest cost	1	1	1	1	1
NET income before corporate tax	53	68	78	120	72
Corporate Tax Expense	13	15	8	23	6
NET income	40	53	70	97	66

Financial Statements

(Unit: 100 million won)	2022	2023	1Q24	2Q24
Current Assets	482	658	946	1,027
Non-current Assets	242	241	239	285
Total Assets	723	898	1,185	1,312
Current liabilities	121	107	310	372
Current liabilities	100	102	101	101
Total liabilities	221	201	412	473
Capital	43	43	86	86
Total Capital	502	690	773	839

Thank you.