

Interactive Branding Company



A woman with dark hair is holding a pink cosmetic product, possibly a lipstick or lip gloss, near her face. The background is a soft, light pink gradient.

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.

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About Us

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

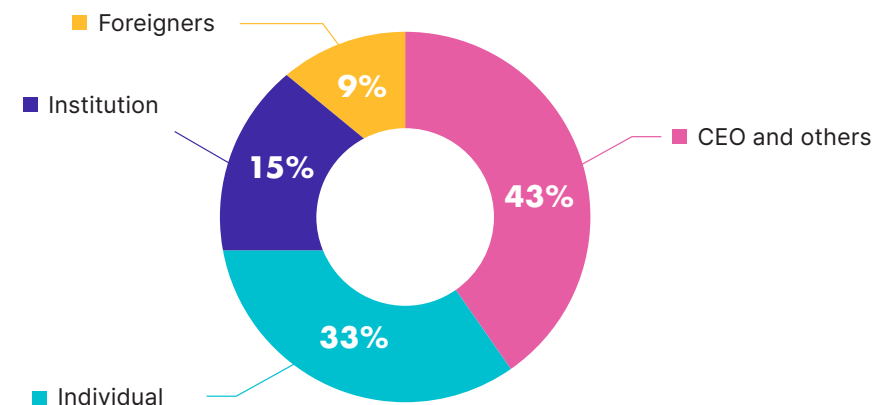
Company Profile

| | |
|------------------------------|--|
| 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

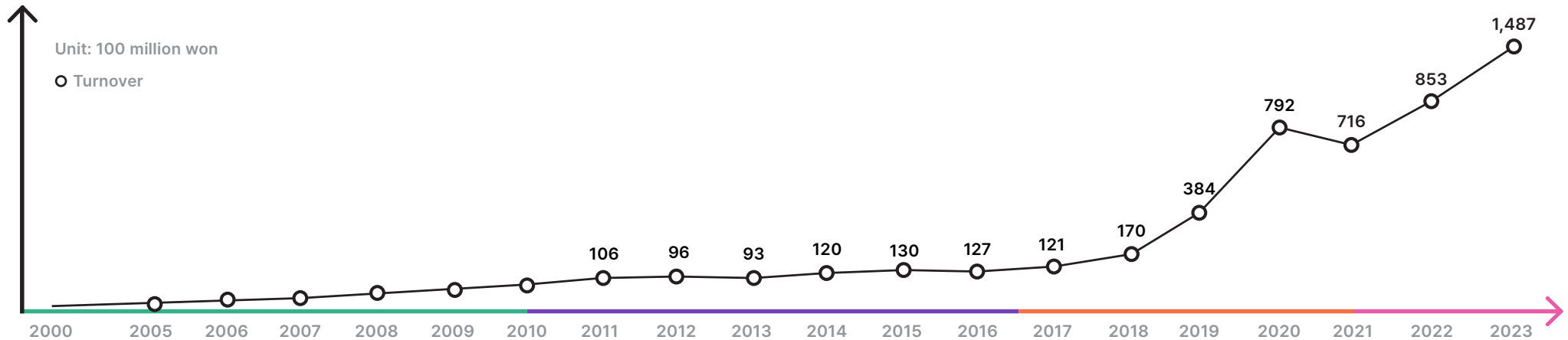
| TaeWook Kim CEO | SungHyun Kim CEO |
|---|--|
| <ul style="list-style-type: none"> • Graduated from Inha Industrial College of Engineering in Korea ('91) • Singer • Best Artist in Japan-Asian Network • CEO of Gguldanji Co., Ltd ('01) • CEO of Grigo Networks Co., Ltd ('11-'19) • CEO of iFamily SC Co.,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

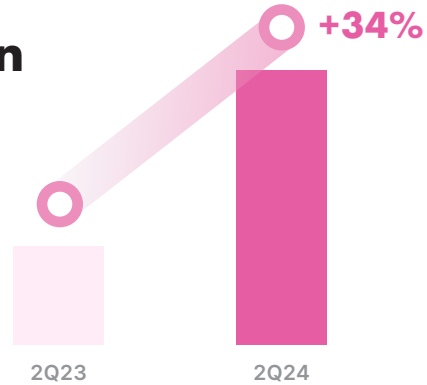
'More diverse product range and global expansion '

- 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

2Q24 Performance Highlights YoY

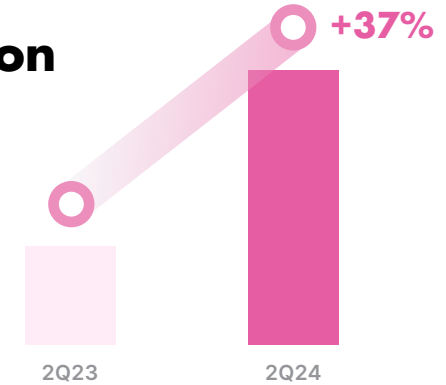
Sales

49 billion won



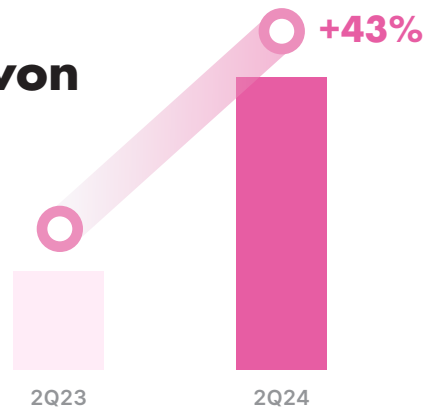
OP

7.0 billion won



Overseas sales

34.2 billion won



Countries with sales exceeding KRW 500 million

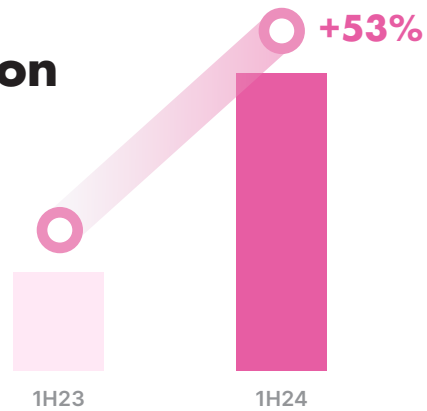
8 countries



1H24 Performance Highlights YoY

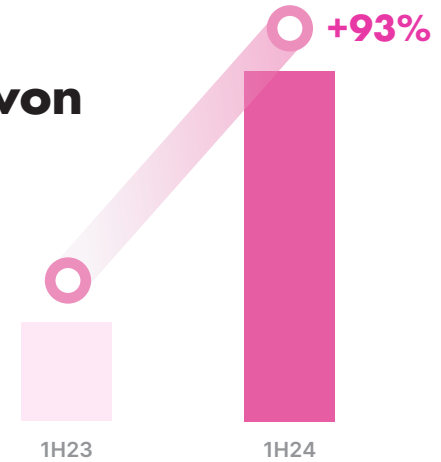
Sales

106 billion won



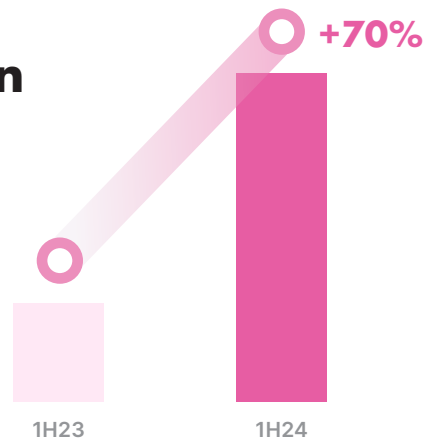
OP

19 billion won



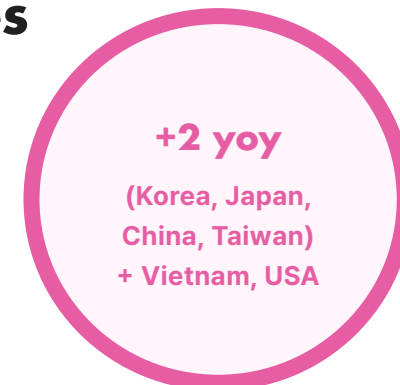
Overseas sales

75 billion won



sales of over KRW 2 billion

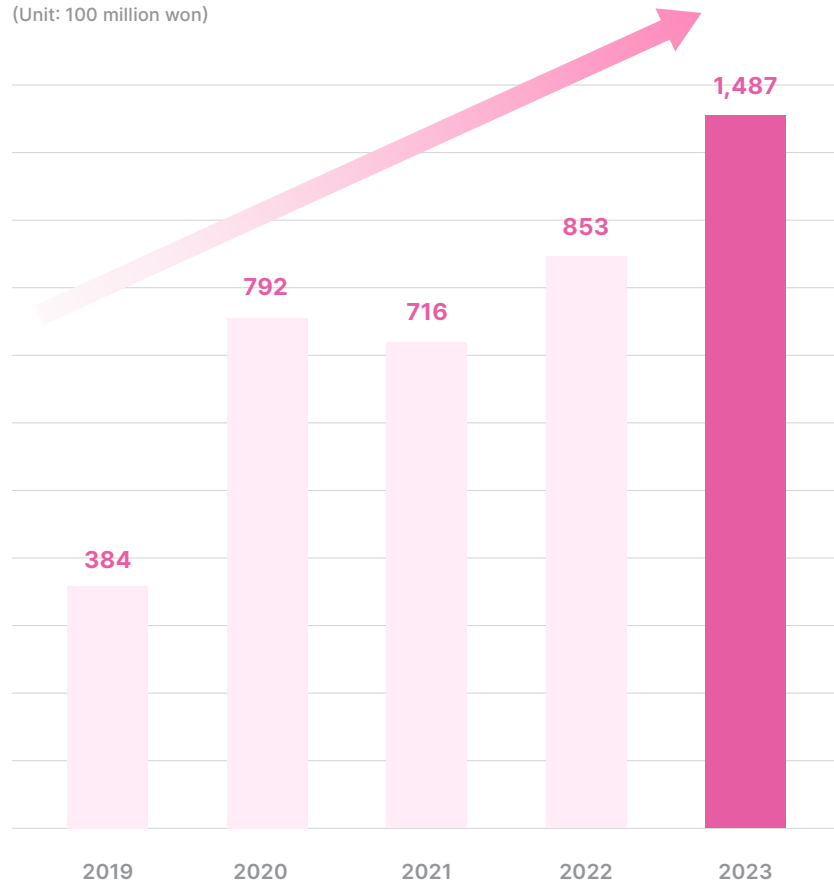
10 countries



Annual sales and operating profit in 2023

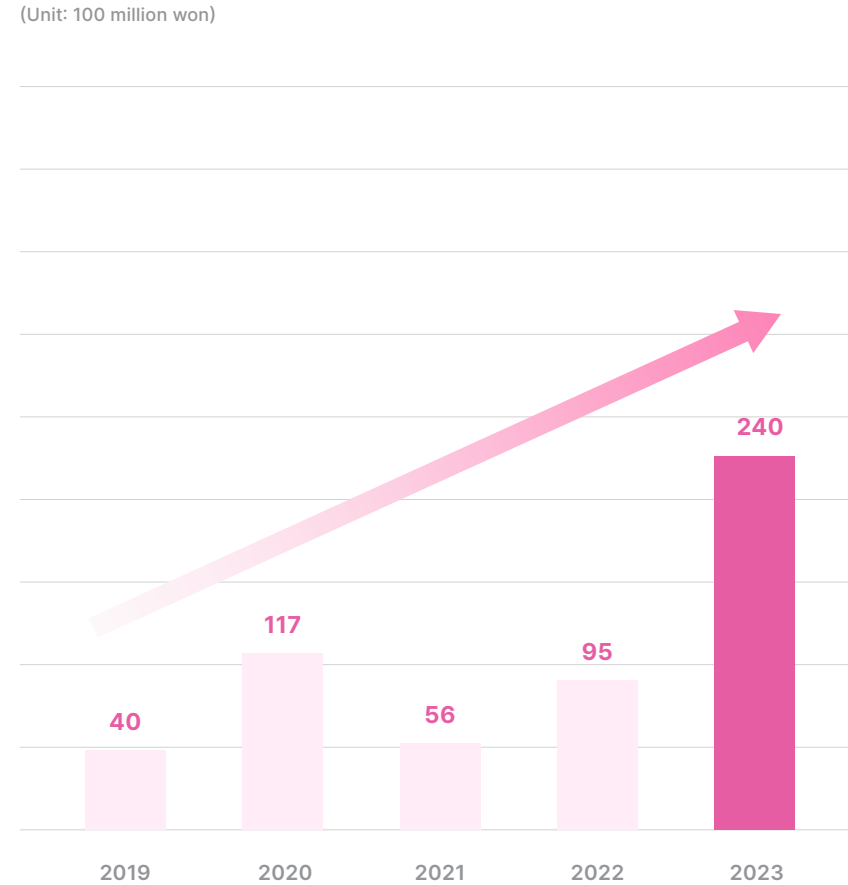
Sales

(Unit: 100 million won)



Operating profit

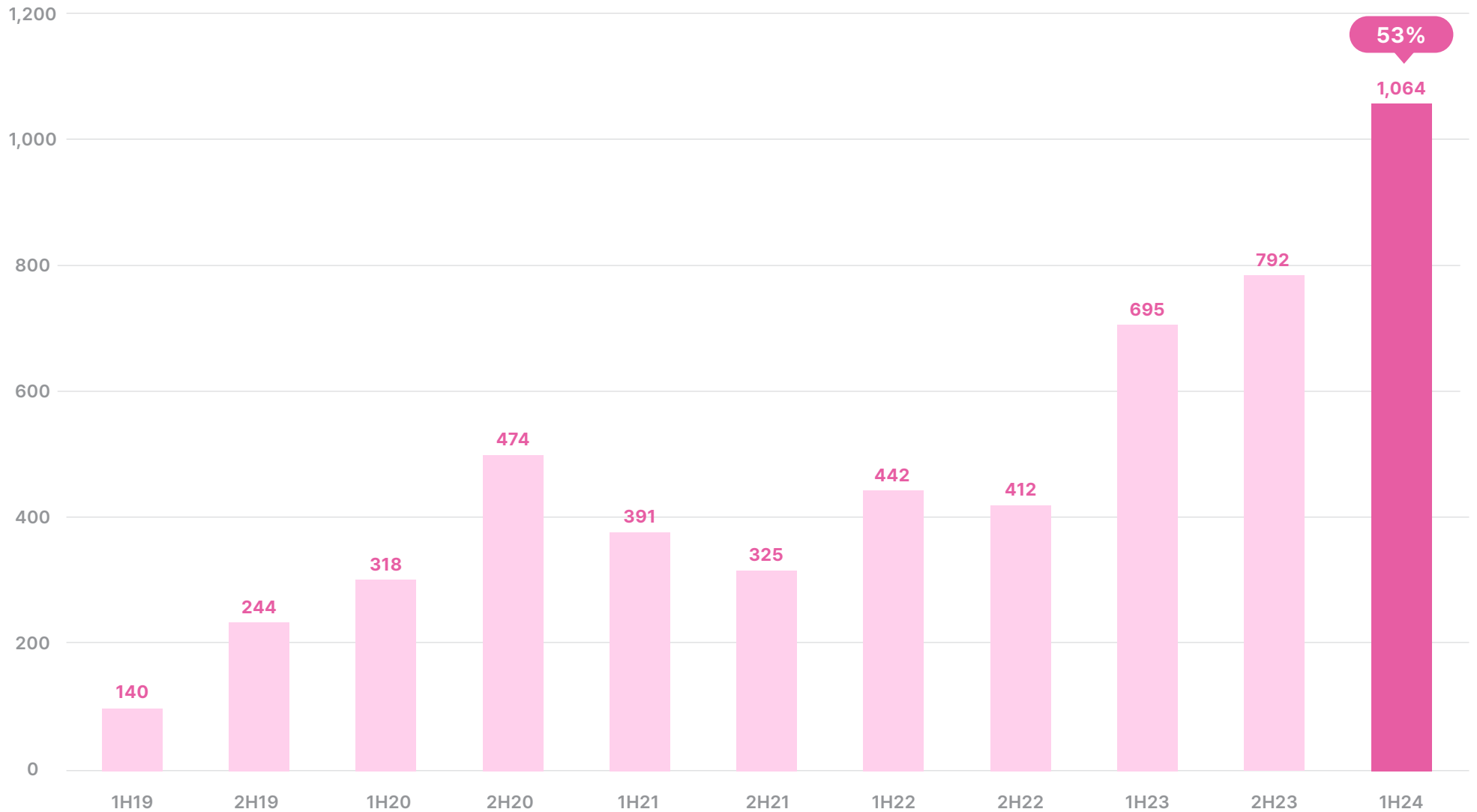
(Unit: 100 million won)



Historical sales trends

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

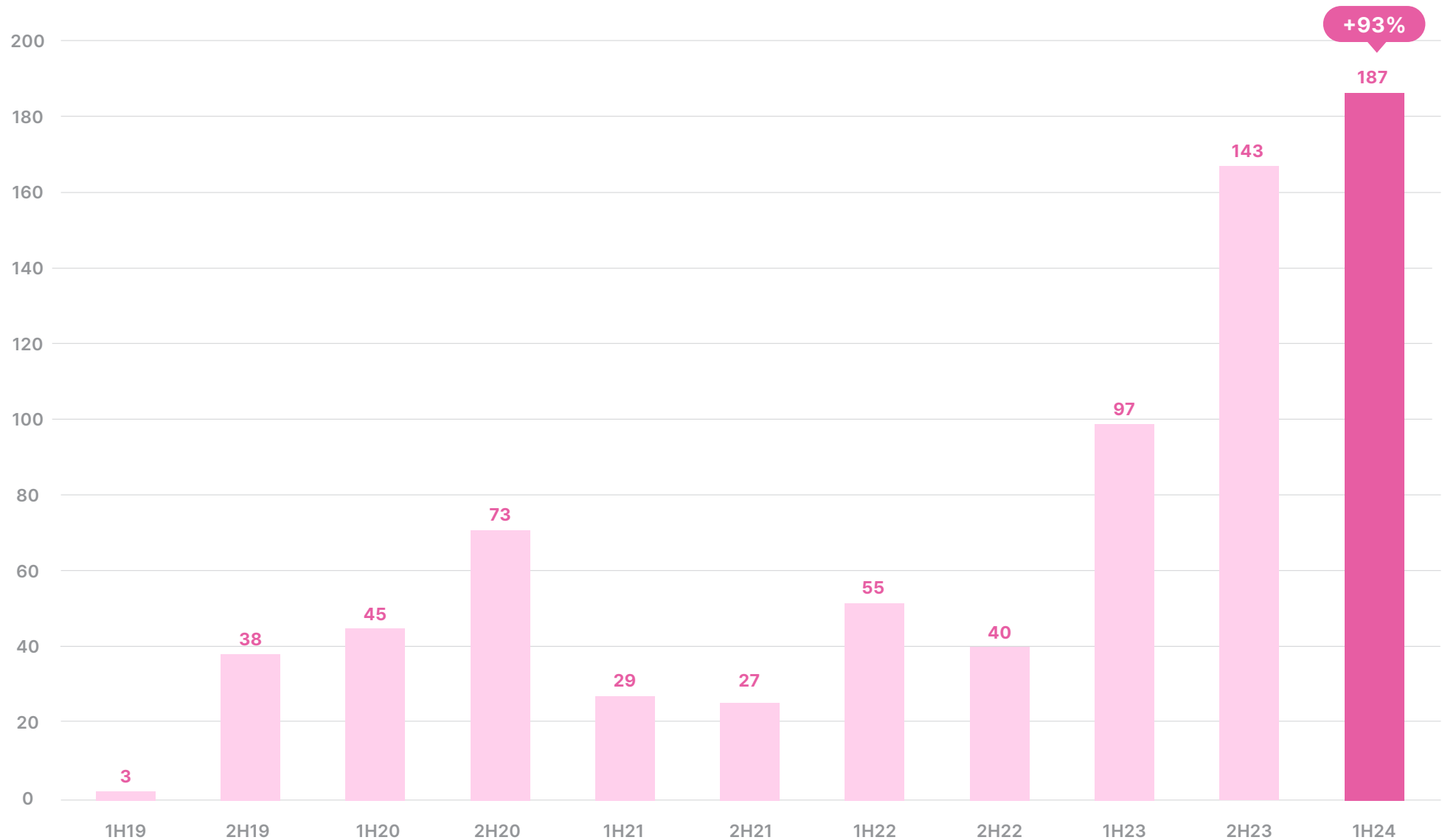
(Unit: KRW 100 million won)



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

i F A M I L Y

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

i F A M I L Y

Liptint 35%



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

Eye 20%



Better than Eyes Hanall Browcara HANALL Fix Mascara

Lip Gloss 11%



Glasting Color Gloss Glasting Water Gloss

Lipbarm 10%



Glasting Melting Balm

Cheek/Shading 4%



Better than Cheek Beeds Powder Better than Countour

Base 5%



Bloomin Cushion Zero Cushion NU Zero Cushion Bare Water Cushion

Others 5%



Zero Matte Lipstick Mood Pebble Nail Sun Clean Lip Liner

nuse 6%



Liquid Care Cheek Care Liptual Lip Balm Care Tone Up

&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.)

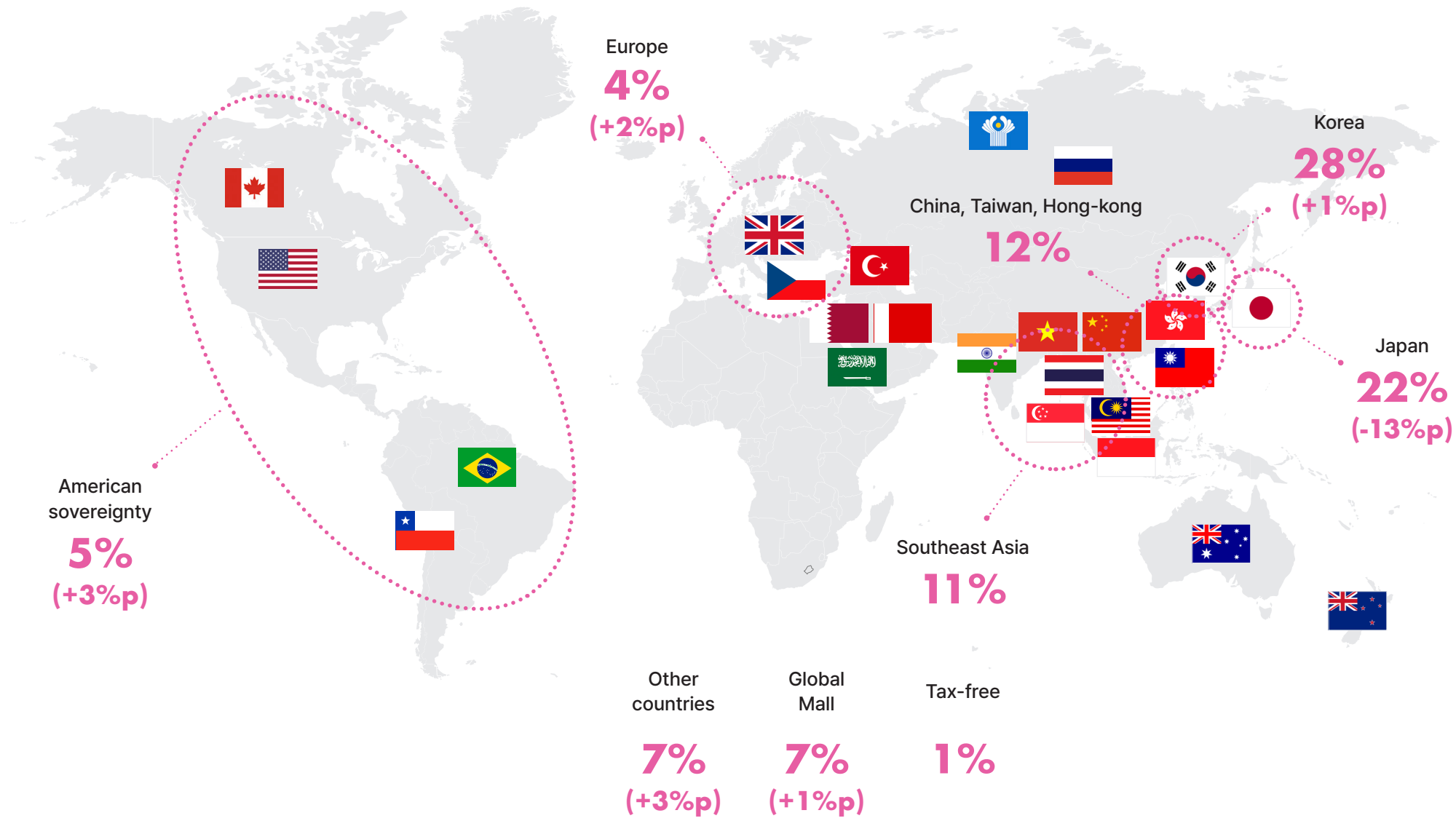
Company expense

- 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)

i F A M I L Y
I O U G H T

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

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.