

COSMAX

Q4 2024 Earnings

February 24, 2025
Investor Relations Team

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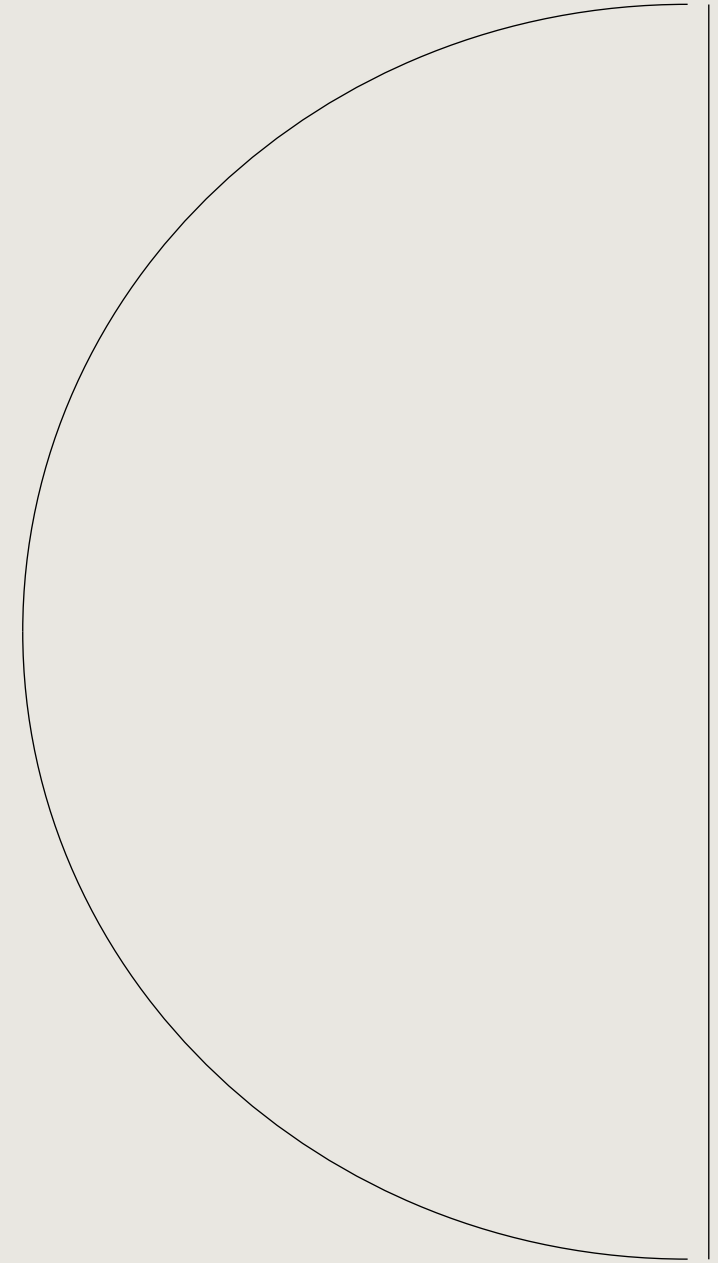
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01.

Consolidated Earnings



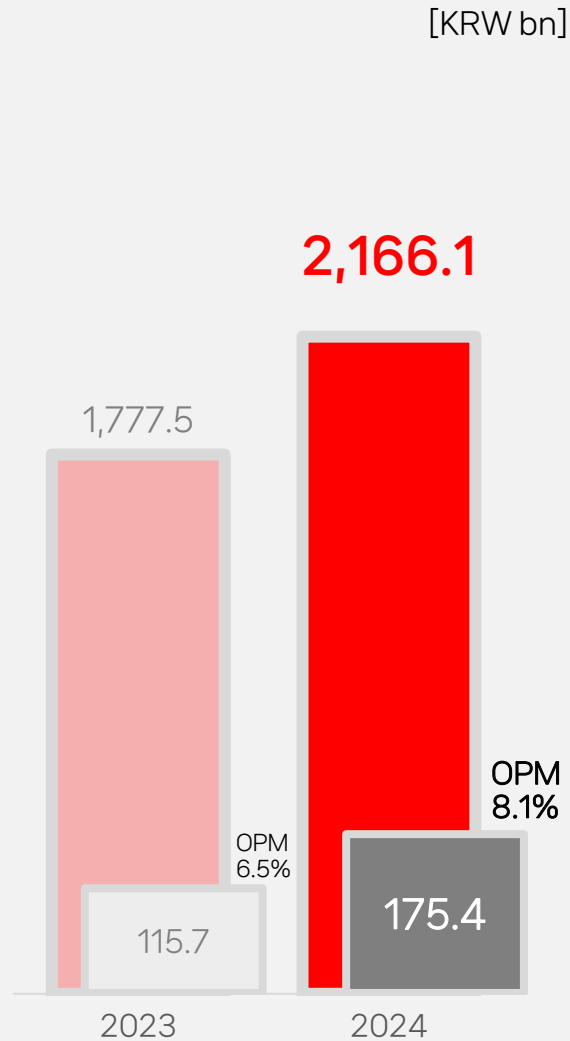
Sales

2,166.1 KRW bn (▲21.9%)

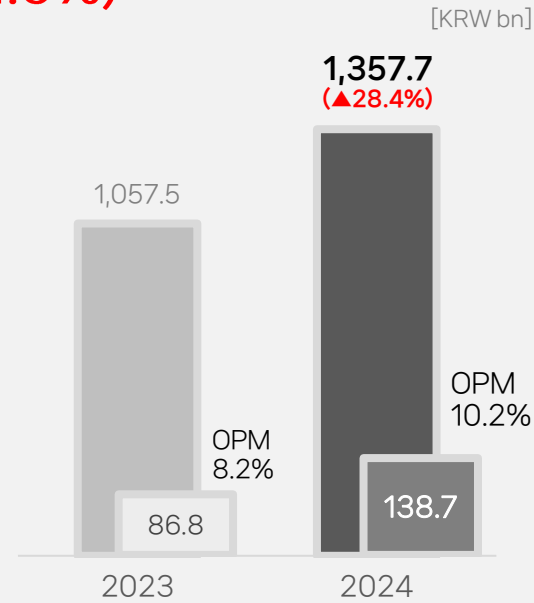
OP 175.4 KRW bn (▲51.6%)



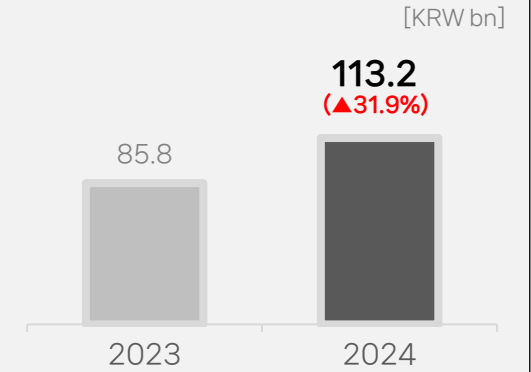
Cosmax
Consolidated
Sales / OP



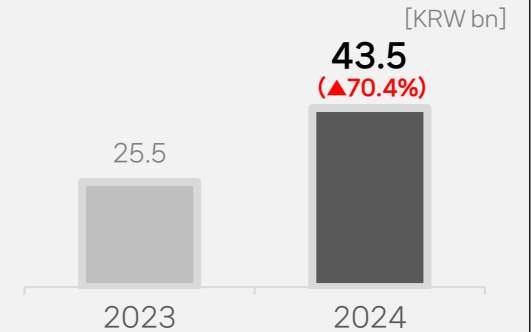
Cosmax
Korea
Sales / OP



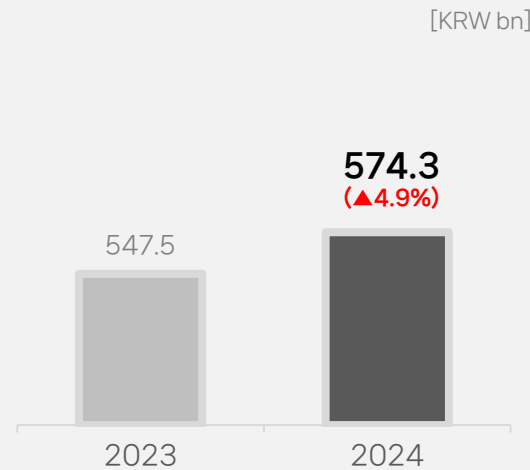
Cosmax
Indonesia



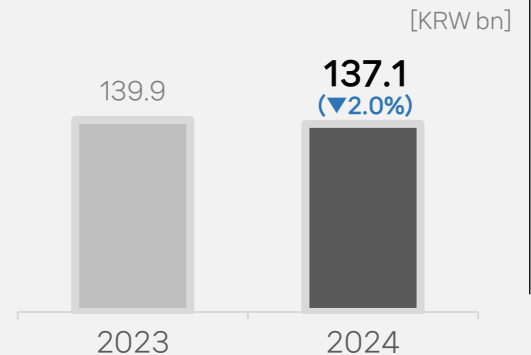
Cosmax
Thailand



Cosmax
East



Cosmax
West



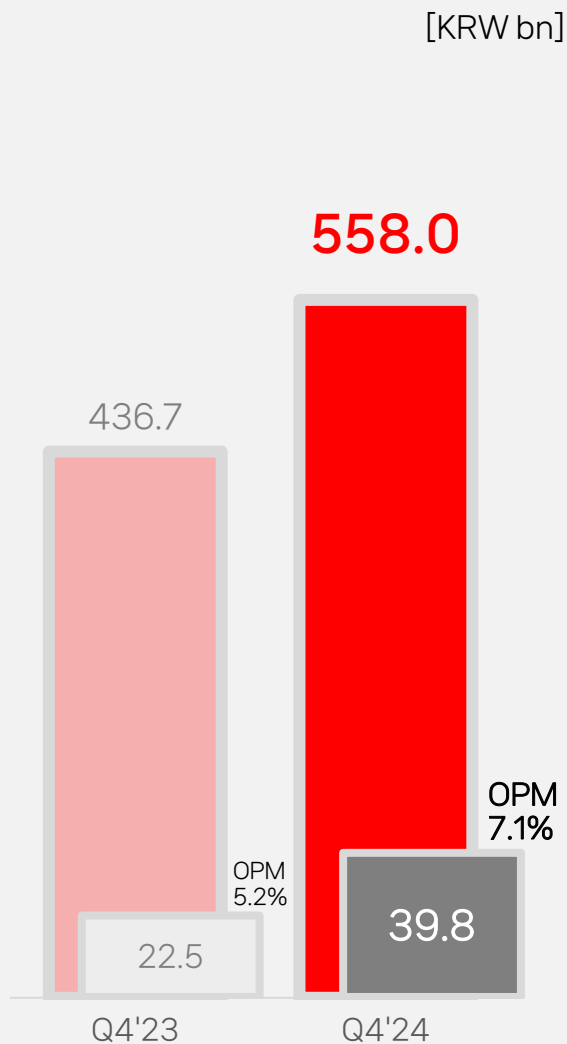
Sales

558.0 KRW bn (▲27.8%)

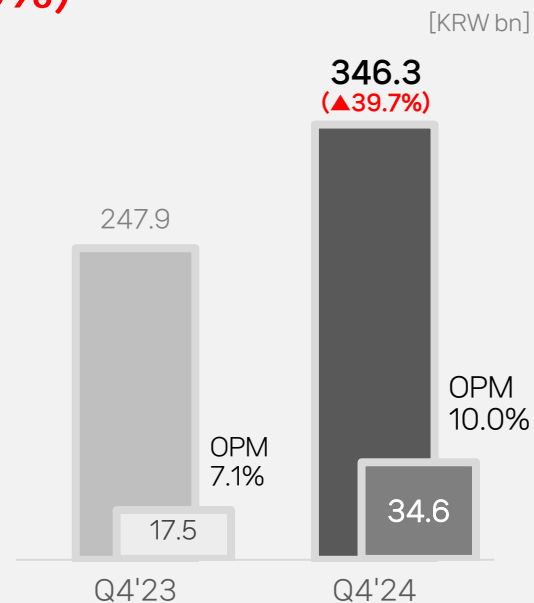
OP 39.8 KRW bn (▲76.8%)



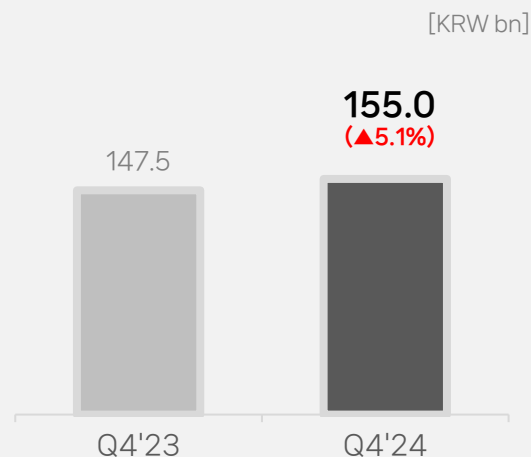
Cosmax
Consolidated
Sales / OP



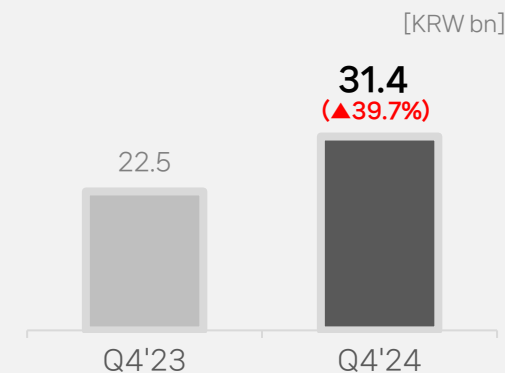
Cosmax
Korea
Sales / OP



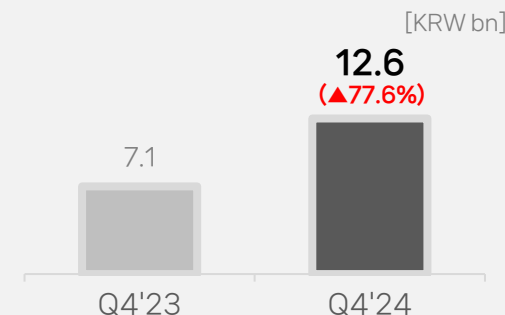
Cosmax
East



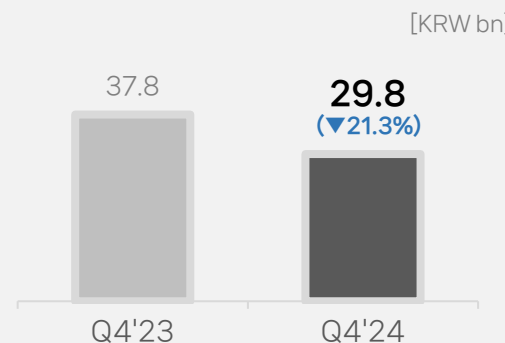
Cosmax
Indonesia



Cosmax
Thailand



Cosmax
West



I . Consolidated Earnings Summary

Q4 2024

Korea and Southeast Asia business showed robust growth thanks to high demand, China is showing slow recovery, US recorded negative growth

[KRW bn]

	Q4'23	Q4'24	YoY
I . Sales	436.7	558.0	27.8%
Korea	247.9	346.3	39.7%
East (China)	147.5	155.0	5.1%
Indonesia	22.5	31.4	39.7%
Thailand	7.1	12.6	77.6%
West (US)	37.8	29.8	-21.3%
II . Operating Profit	22.5	39.8	76.8%
Korea	17.5	34.6	97.6%
Other Subsidiaries ¹⁾	5.0	5.2	4.0%
III . Net Profit	-1.2	12.9	Turned black
Korea	-19.9	30.7	Turned black
East (China)	3.4	1.3	-62.5%
Indonesia	0.0	-1.7	Turned red
Thailand	-0.7	2.8	Turned black
West (US)	-13.9	-14.7	Loss increased
Others	29.9	-5.5	Turned red
IV . Controlling Shareholder NP	4.7	11.9	150.0%

[Sales]

- ① **Korea** : Growth accelerated from strong demand on indie brands, both domestically and internationally
- ② **East** : Most client companies continued negative growth. Better-than-expected growth in Guangzhou thanks to new clients
- ③ **Southeast Asia** : Strong market growth, preference for local brands, increase in exports contributed to high growth in both Indonesia and Thailand
- ④ **West** : Order decrease from existing clients and delay in revenue generation from new clients led to negative topline growth

[Operating Profit]

- OPM recorded 7.2%, record high OPM for Q4
- COGS ratio 82.8%, SG&A cost ratio 8.2% with bad debt reversal of 2bn

[Net Profit]

- Recognized corporate tax expense of 16.6bn

1) Includes intercompany transactions, revenue and profit from overseas and other subsidiaries

I . Consolidated Earnings Summary

Q4 2024

Income Statement

[KRW bn]

	Q4'23	Q4'24	YoY
Revenue	436.7	558.0	27.8%
COGS	359.7	450.0	27.6%
Gross Profit	77.0	108.0	40.2%
SG&A	54.5	68.2	25.1%
Operating Profit	22.5	39.8	76.8%
Non-operating Profit/Expense	-12.4	-10.4	-16.5%
Profit Before Tax	10.1	29.4	191.7%
Net Profit	-1.2	12.9	Turned black
Controlling Shareholder NP	4.7	11.9	150.0%

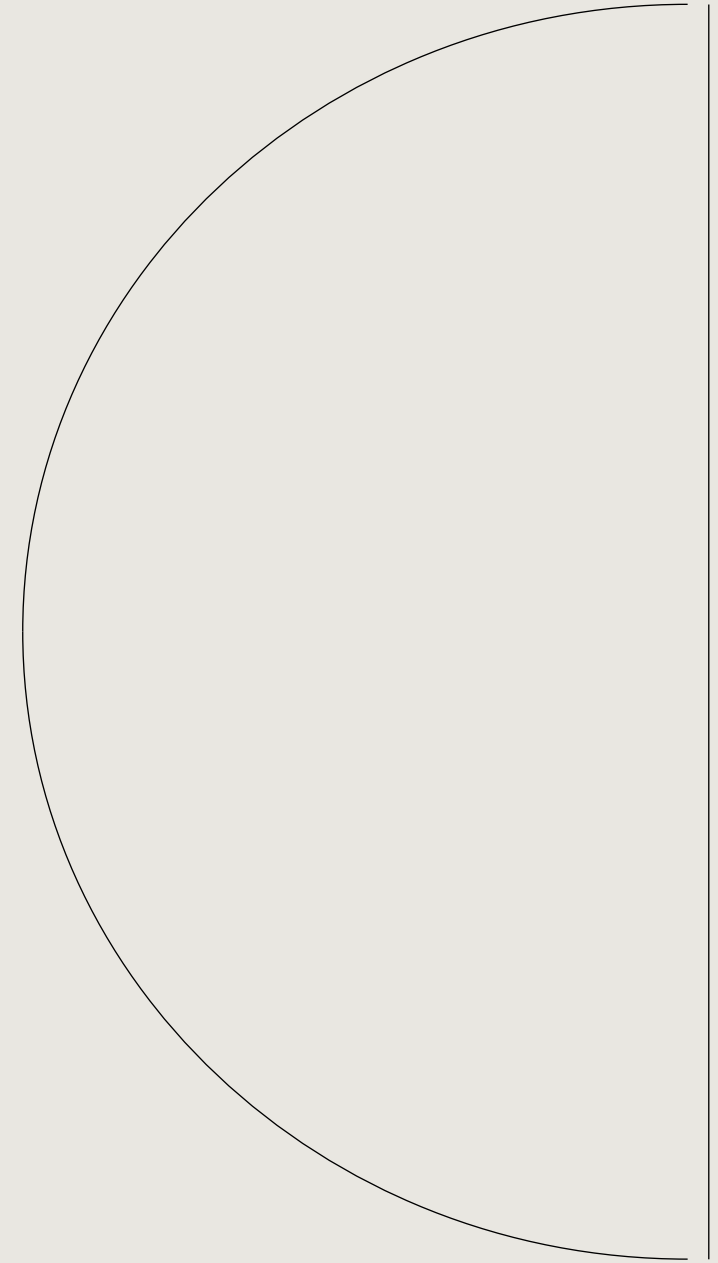
Balance Sheet

[KRW bn]

	2023	2024
Asset	1,557.0	1,933.3
Current Asset	821.6	942.6
Non-Current Asset	735.4	990.7
Liability	1,198.5	1,424.5
Current Liability	873.8	1,113.6
Non-Current Liability	324.7	310.9
Equity	358.6	508.8
Paid-in Capital	5.7	5.7
Retained Earnings	313.1	383.6
Minority Interest	-4.0	35.4

02.

Business by Region

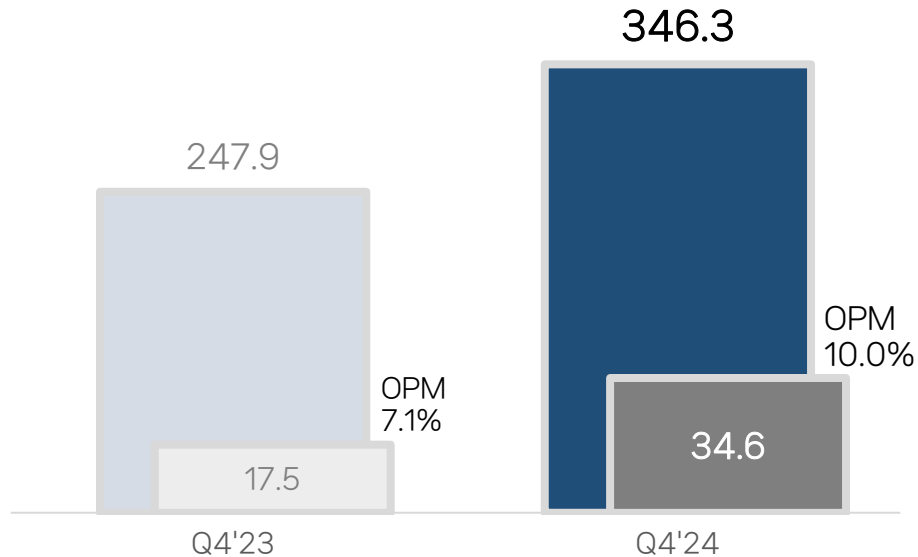


II -1. Korea

Q4 2024

[KRW bn]

COSMAX Sales (▲39.7%), OP (▲97.6%)



Sales (▲39.7%)

■ Smooth sailing of indie brands and exports

- Strong orders continued until year-end, accelerating topline growth to 40% YoY
- Indirect export in 4Q mainly led by US(+37%YoY) and Japan(+42%YoY)
- Improved brand mix by executing differentiated strategies by client groups -> enhanced stability of the business
- Ratio between skincare and color stayed at 50:50

Operating Profit (▲97.6%)

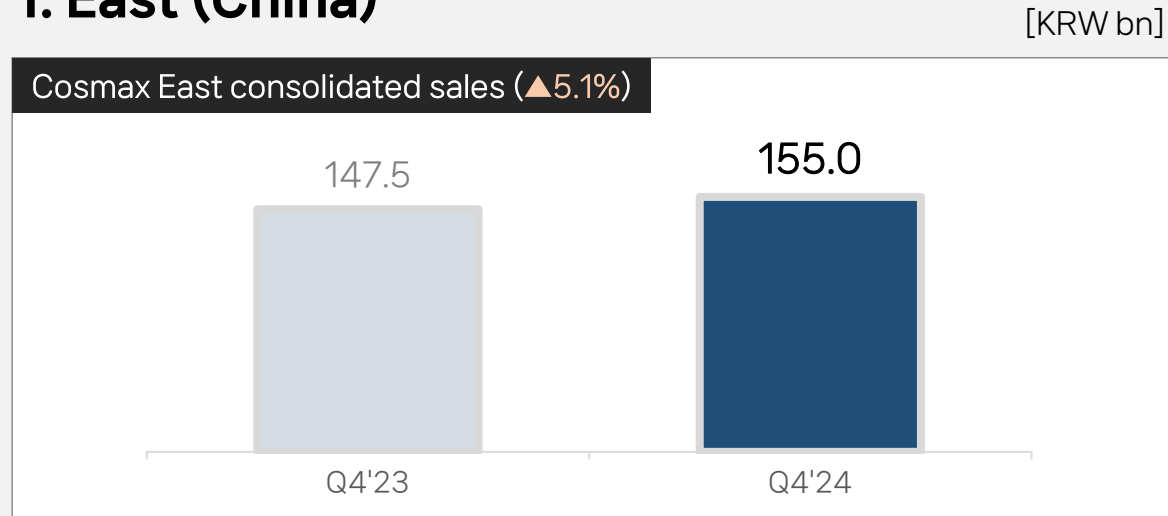
■ 10.0% OPM, record high number for Q4

- Recorded high YoY growth, thanks to leverage effect as well as effective management of SG&A cost including bad debt expense
- Recognized corporate tax expense of 11.3bn



II -2. Overseas Subsidiaries

1. East (China)



■ Shanghai (Sales 95.3 KRW bn, Net loss 2.1 KRW bn)

- Amid slow market conditions, sales declined by 14% YoY
- Ongoing efforts to diversify channels, clients, and markets
- Unlike the previous quarter, OP turned to profit

■ Guangzhou (Sales 48.7 KRW bn, Net profit 5.6 KRW bn)

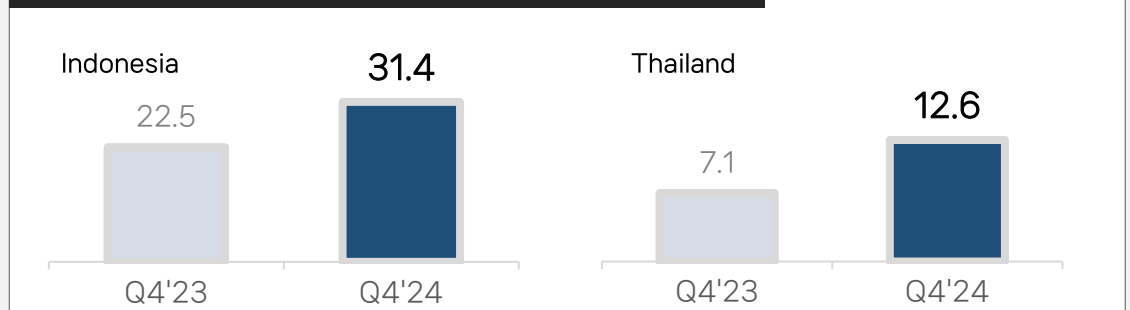
- Sales grew by 43% YoY
- Hero products by newly added clients in Guangzhou and consolidation effect with Yatsen JV resulted in high growth rate

2. Southeast Asia (Indonesia/Thailand)

Q4 2024

[KRW bn]

Cosmax Indonesia (▲39.7%), Thailand (▲77.6%)

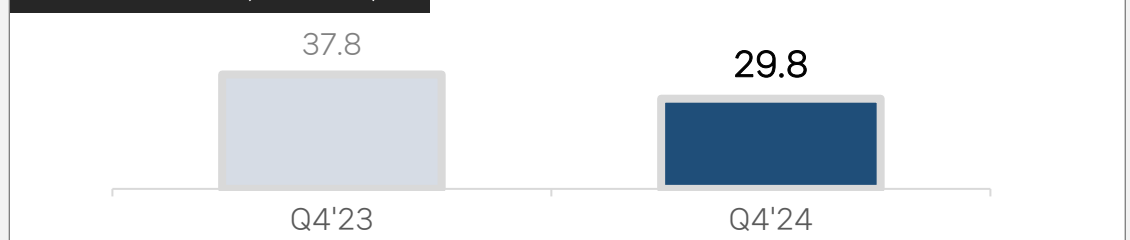


- **Indonesia** : Robust growth in skincare category (Skin 69%, color 31%)
Yearly corporate tax expense of 4.2bn recognized in Q4
- **Thailand** : High demand for T-beauty led the growth of top-tier clients
Reduction in corporate tax expense due to recognition of deferred tax led to higher net income than pre-tax income

3. West (US)

[KRW bn]

Cosmax West (▼21.3%)

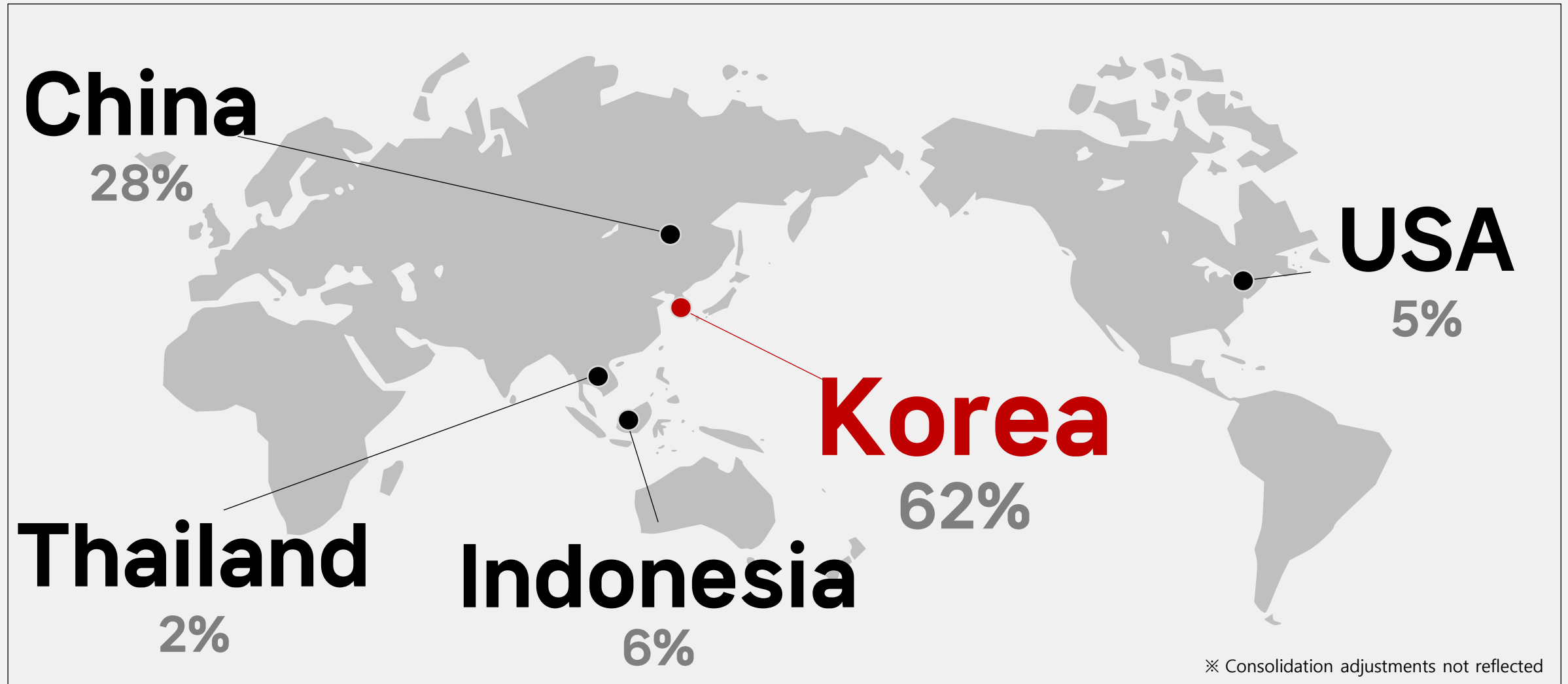


- Sales declined as existing clients decreased their order
- Delay in revenue generation from new clients in California

II -3. Sales breakdown by region

Q4 2024

[YoY] Korea +4%p, Southeast Asia(Indonesia and Thailand) +2%p, China -3%p, USA -2%p





THE SCIENCE OF HEALTH & BEAUTY