

GLOBAL  
BEAUTY  
COMPANY

APR

Investor Relations 2025

Global Beauty Corporation – APR Corporation

1<sup>st</sup> Quarter 2025 Results

2025.05.08

# Disclaimer.

The financial information included in this document is interim consolidated earnings results based on K-IFRS.

The information included in this document consists of forward-looking statements that have not yet been audited from the external auditor. These statements may include terms such as 'expect', 'anticipate', 'plan', 'believe', 'forecast', '(E)' and etc. Such forward-looking statements are subject to uncertainties inherently associated with events related to the future, and as a result of changes in future operating environments. Thus, they may differ significantly from the information implied or explicitly stated in these predictions.

Additionally, the future outlook presented in this document is based on information available as of the publication date of this document and takes into account current market conditions and the company's management direction. It is subject to change due to modification in the market environment and strategic adjustments by the company, without separate notification.

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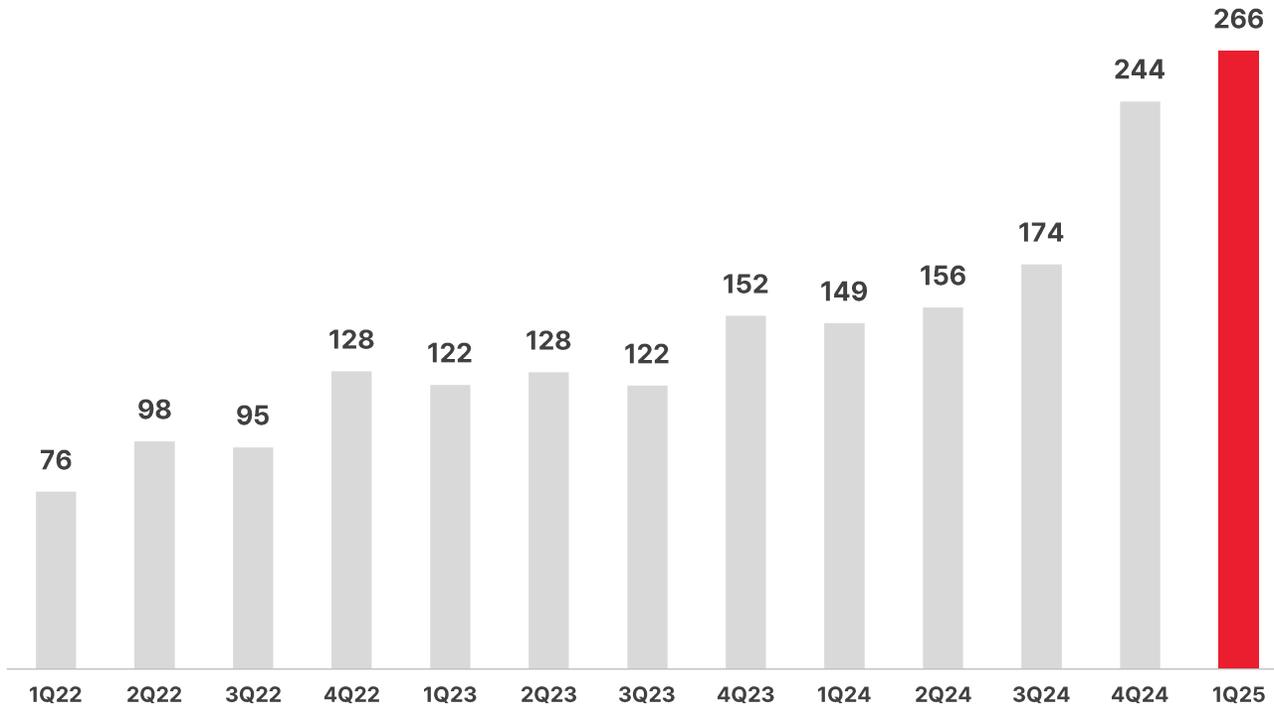
## Overall Sales Trends

Q1 2025 revenue reaches all-time high of KRW 266 bn

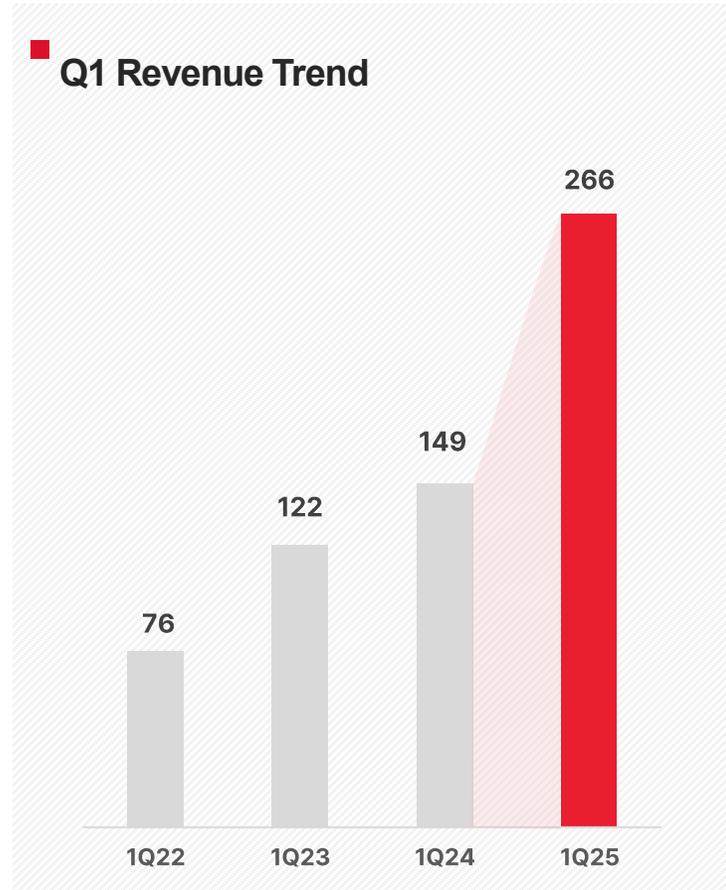
Surpassed seasonally strong Q4 performance in Q1, sustaining exceptional growth momentum

### Company Overall Sales

(Unit : KRW Bn)



### Q1 Revenue Trend



Sales of KRW 266 bn (YoY +78.6%), O·P of KRW 55 bn (YoY +96.5%)

Achieved record-high quarterly results, with operating profit doubling YoY

Unit : KRW Mn, %	Q1 2025					Note
	1Q24	% of	1Q25	% of	YoY	
<b>Revenue</b>	<b>148,928</b>	<b>56.0%</b>	<b>266,033</b>	<b>100.0%</b>	<b>+78.6%</b>	
Cosmetics/Beauty	65,406	43.9%	165,010	62.0%	+152.3%	
Beauty Device	66,761	44.8%	90,909	34.2%	+36.2%	
Others	16,762	11.3%	10,114	3.8%	-39.7%	
<b>Operating Profit</b>	<b>27,765</b>	<b>18.6%</b>	<b>54,568</b>	<b>20.5%</b>	<b>+96.5%</b>	
O·P Margin(%)	18.6%	-	20.5%	-	1.9%p	
<b>Net Profit</b>	<b>24,093</b>	<b>16.2%</b>	<b>49,941</b>	<b>18.8%</b>	<b>+107.3%</b>	
Net Margin(%)	16.2%	-	18.8%	-	2.6%p	

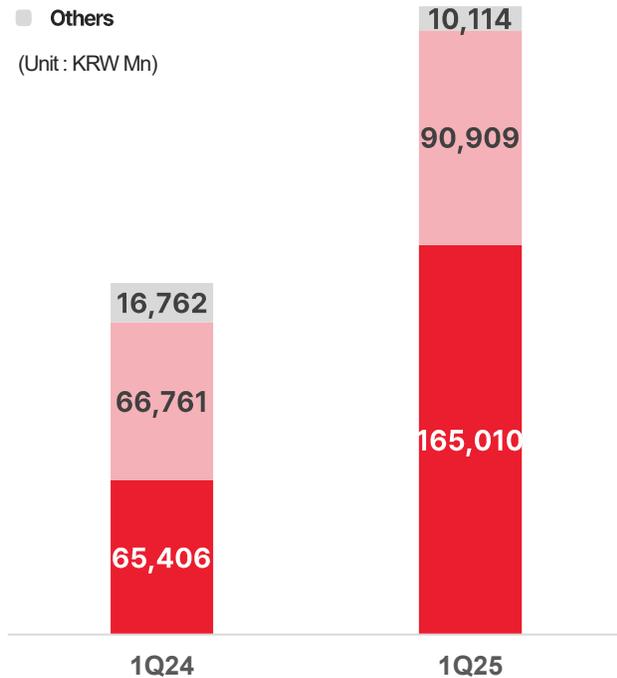
**Cosmetics: Strengthened global market presence, more than doubling compared to last year**

**Beauty Device: Continued stable growth driven by expanding global demand**

**Sales by Division**

- Cosmetics/Beauty
- Beauty Device
- Others

(Unit: KRW Mn)



(Unit: KRW Mn)

Division	1Q24	1Q25	YoY	Key Notes
<b>Cosmetics / Beauty</b>	65,406	<b>165,010</b>	<b>+152.3%</b>	<ul style="list-style-type: none"> <li>- Cosmetics/Beauty division continued strong growth with a +152% YoY increase.</li> <li>- The flagship brand Medicube grew by +203%, driven by strong global demand.</li> </ul>
<b>Beauty Device</b>	66,761	<b>90,909</b>	<b>+36.2%</b>	<ul style="list-style-type: none"> <li>- Beauty device division grew +36% YoY</li> <li>- Booster Pro Mini launches globally, starting with the US and Japan</li> </ul>
<b>Others</b>	16,762	<b>10,114</b>	<b>-39.7%</b>	- Reduced share due to brand portfolio adjustment
<b>Total</b>	<b>148,928</b>	<b>266,033</b>	<b>+78.6%</b>	

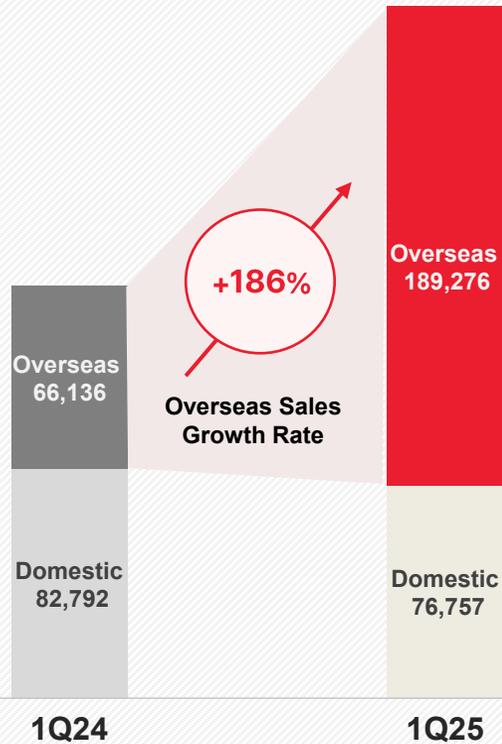
# 1st Quarter Results By Regions

Overseas revenue grows +186% YoY, reaching KRW 190 bn in Q1

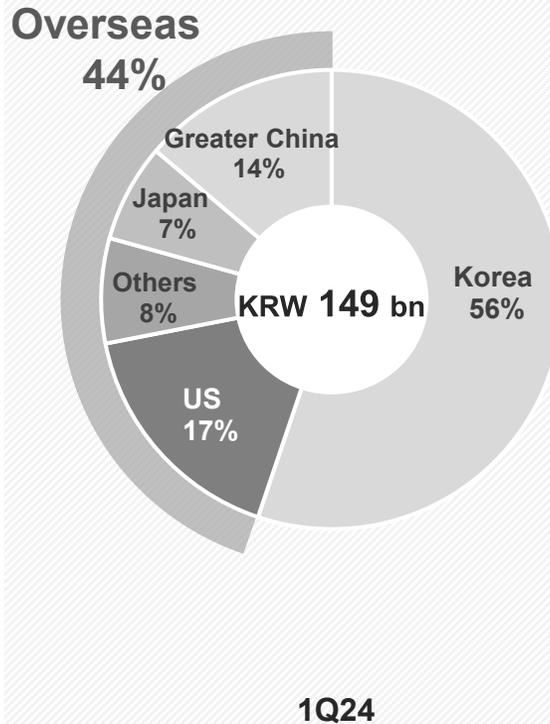
Overseas revenue share increases from 44% → 71% (vs. 64% in Q4 2024)

## Domestic / Overseas Sales

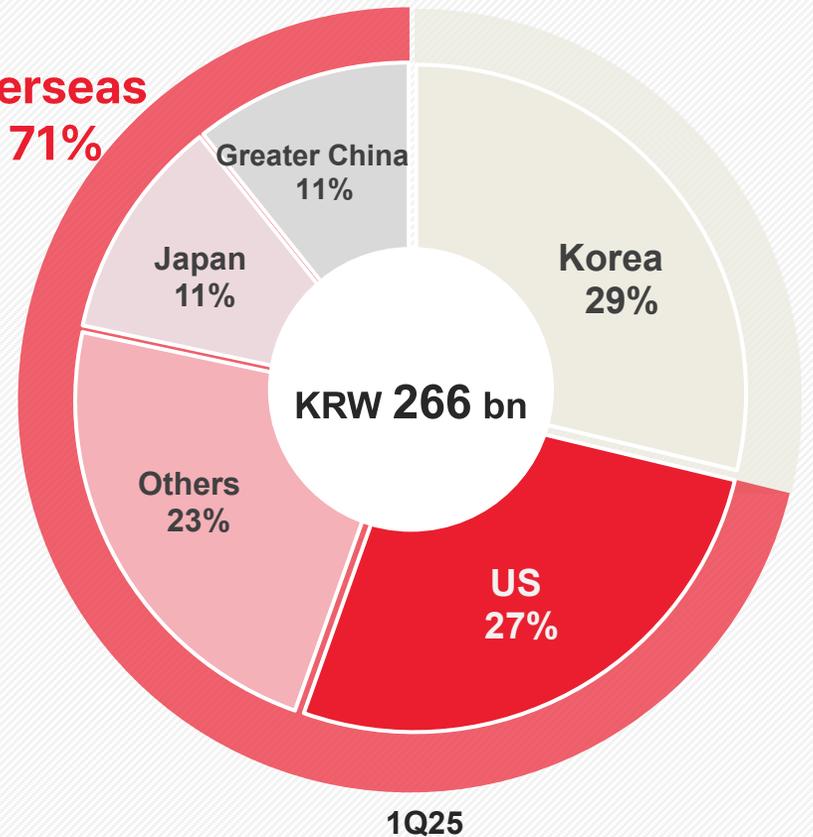
(Unit: KRW Mn)



## Regional Breakdown



## Overseas 71%



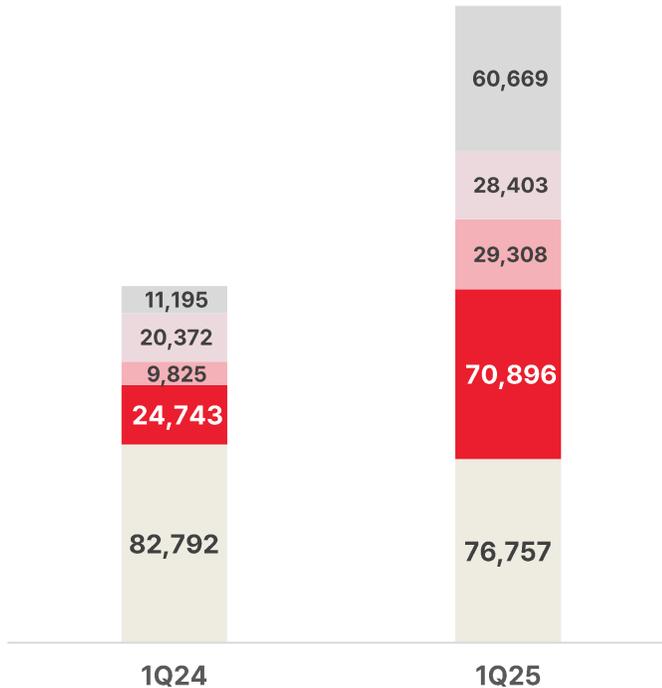
Strong revenue growth driven by rising demand globally

Boosting global competitiveness with growth in both mature and emerging markets

### Sales by Regions

■ Korea ■ US ■ Japan ■ Greater China ■ Others

(Unit : KRW Mn)



(Unit : KRW Mn)

Division	1Q24	1Q25	YoY	Key Notes
Korea	82,792	76,757	-7.3%	- Collaborations with various IPs, including 'Kuromi' - Stable revenue maintenance in mature market environment - Slight revenue decline due to reduced fashion business share
US	24,743	70,896	+186.5%	- Achieved record-high sales, confirming brand competitiveness in the US
Japan	9,825	29,308	+198.3%	- Record-high sales on Qoo10 MegaWari in Q1 2025 - Expansion into offline channels across Japan - YoY growth of +198%, nearly tripling sales and setting a record-high quarter
Greater China	20,372	28,403	+39.4%	- Continued growth in China, Hong Kong, and Taiwan
Others	11,195	60,669	+441.9%	- Sustained high growth driven by expanding global demand
<b>Total</b>	<b>148,928</b>	<b>266,033</b>	<b>+78.6%</b>	

# Strengthened Global Brand Presence

Global brand growth across online & offline, driven by product excellence

## Amazon US Highlights

(Q1 2025 Spring Sale)

### Best Sellers in Beauty & Personal Care

<p>#1</p>  <p>Medicube Zero Pore Pads 2.0, Dual-Textured Facial Toner Pads for Exfoliation and Pore Care with 4.5% AHA Lactic Acid &amp; 0.45% BHA...</p> <p>★★★★★ 3,906</p> <p>\$14.90</p>	<p>#4</p>  <p>medicube Collagen Jelly Cream- Niacinamide &amp; Freeze-Dried Hydrolyzed Collagen - Boosts skin's barrier hydration and gives 24h Glow ...</p> <p>★★★★★ 3,739</p> <p>\$14.90</p>
<p>#6</p>  <p>medicube Collagen Overnight Wrapping Peel Off Facial Mask Pack - Elasticity &amp; Hydration Care, Reduces Sagging &amp; Dullness - Hydrolyz...</p> <p>★★★★★ 3,492</p> <p>\$14.90</p>	<p>#30</p>  <p>medicube Salmon DNA PDRN Pink Peptide Serum, Pink glow serum, Peptide, Niacinamide, Hydrating &amp; Moisturizing &amp; Firming, Uneven...</p> <p>★★★★★ 1,127</p> <p>\$12.90</p>

## Japan Online Highlights

### MegaWari Total Rankings – March 2025

<p>#2</p> <p>Medicube PDRN Set</p>	
<p>#3</p> <p>Medicube Booster Pro</p>	
<p>#5</p> <p>Medicube Booster Pro mini</p>	

- MediCube: 3 products in MegaWari Top 5
- Top-Ranked in both Skincare & Devices

## Pop-up Store in L.A.



## Offline Store in Japan



## Pop-up Store in HK



## Financial Statements Summary (Consolidated)

### Income Statement

Unit : KRW Mn	FY23	FY24	1Q25
<b>Revenue</b>	<b>523,809</b>	<b>722,754</b>	<b>266,033</b>
COGS	128,361	182,177	65,168
<b>Gross Profit</b>	<b>395,448</b>	<b>540,577</b>	<b>200,865</b>
SG&A	291,255	417,916	146,296
<b>Operating Profit</b>	<b>104,194</b>	<b>122,660</b>	<b>54,568</b>
Other non-operating Income	442	829	670
Other non-operating Expense	1,246	1,849	205
Financial Income	9,036	28,859	15,282
Financial Cost	6,601	17,231	11,137
<b>Profit before Income Tax</b>	<b>105,823</b>	<b>133,269</b>	<b>59,179</b>
Income Tax	24,277	27,085	9,237
<b>Net Profit</b>	<b>81,546</b>	<b>106,184</b>	<b>49,941</b>
Controlling Interests	81,546	106,184	49,941
Non-controlling Interest	-	-	-

### Balance Sheet

Unit : KRW Mn	2023.12.31	2024.12.31	2025.03.31
Current Assets	219,308	297,874	348,811
Non-Current Assets	68,001	266,665	232,380
<b>Total Assets</b>	<b>287,309</b>	<b>564,539</b>	<b>581,191</b>
Current Liabilities	82,296	145,896	141,358
Non-Current Liabilities	8,064	96,483	94,311
<b>Total Liabilities</b>	<b>90,361</b>	<b>242,379</b>	<b>235,668</b>
Controlling Interest	196,949	322,161	345,523
Paid-in Capital	3,638	3,813	3,846
Other Paid-in Capital	61,090	76,847	110,393
Other Equities	7,905	12,701	11,047
Accumulated Other Comprehensive Income	611	1,116	1,086
Retained Earnings	123,704	227,685	219,152
Non-controlling Interest	-	-	-
<b>Total Equity</b>	<b>196,949</b>	<b>322,161</b>	<b>345,523</b>