

GLOBAL  
BEAUTY  
COMPANY

APR

Investor Relations 2026

Global Beauty Company – APR Corporation

4<sup>th</sup> Quarter 2025 Results

2026.02.04

# 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.

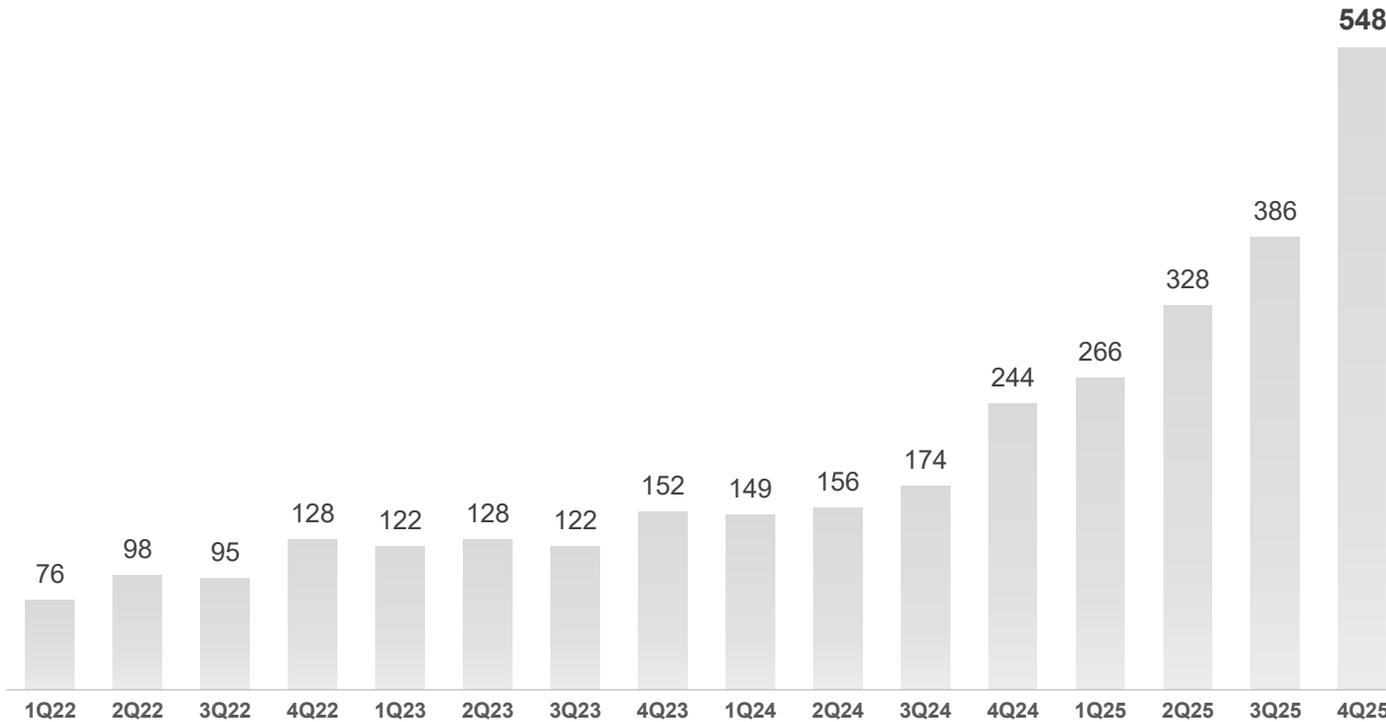
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# Quarterly Revenue Trends

4Q 2025 consolidated revenue reaches all-time high of KRW 548bn

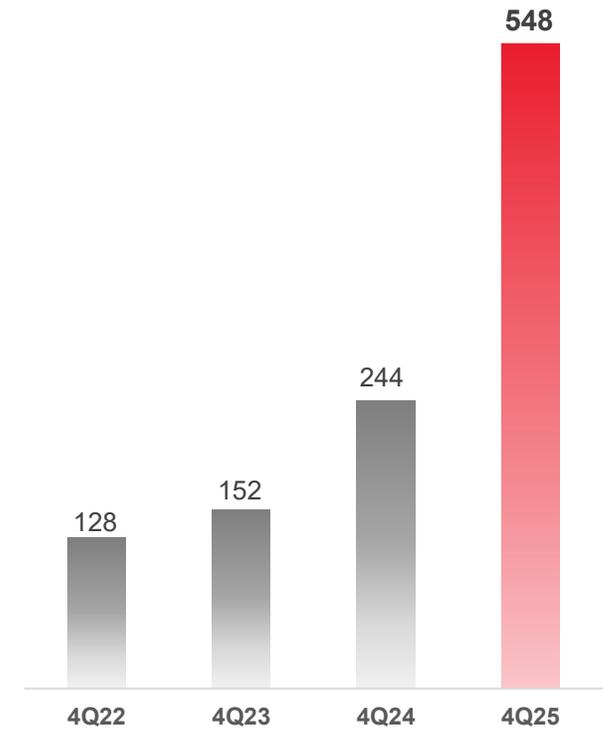
## Quarterly Revenue Trends

(Unit : KRW Bn)



## 4Q Revenue Trends

(Unit : KRW Bn)

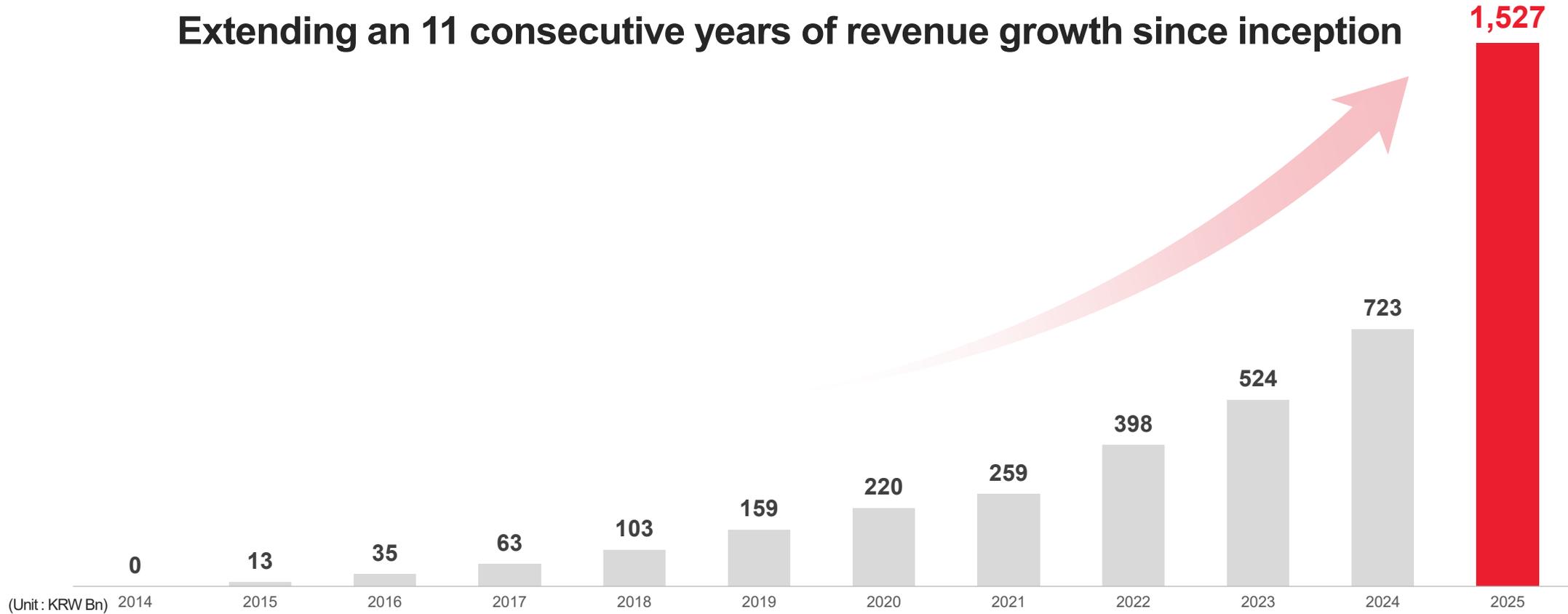


**Achieved record-high quarterly revenue and operating profit**

**Revenue of KRW 548 bn(+124% YoY), O-P of KRW 130 bn(+228% YoY), OPM 24%(+7.5%p YoY)**

Unit : KRW Mn, %	Quarter					Note
	4Q24	% of	4Q25	% of	YoY	
<b>Revenue</b>	<b>244,215</b>	<b>100.0%</b>	<b>547,635</b>	<b>100.0%</b>	<b>+124.2%</b>	
Cosmetics/Beauty	116,328	47.6%	412,759	75.4%	+254.8%	
Beauty Device	103,390	42.3%	122,878	22.4%	+18.8%	
Others	24,497	10.0%	11,998	2.2%	-51.0%	
<b>Operating Profit</b>	<b>39,686</b>	<b>16.3%</b>	<b>130,123</b>	<b>23.8%</b>	<b>+227.9%</b>	
O-P Margin(%)	16.3%	-	23.8%	-	+7.5%p	
<b>Net Profit</b>	<b>43,391</b>	<b>17.8%</b>	<b>99,535</b>	<b>18.2%</b>	<b>+129.4%</b>	
Net Margin(%)	17.8%	-	18.2%	-	+0.4%p	

Revenue more than doubled YoY, surpassing **KRW 1.5tn in 2025**  
Extending an 11 consecutive years of revenue growth since inception



**FY2025 Annual Results**

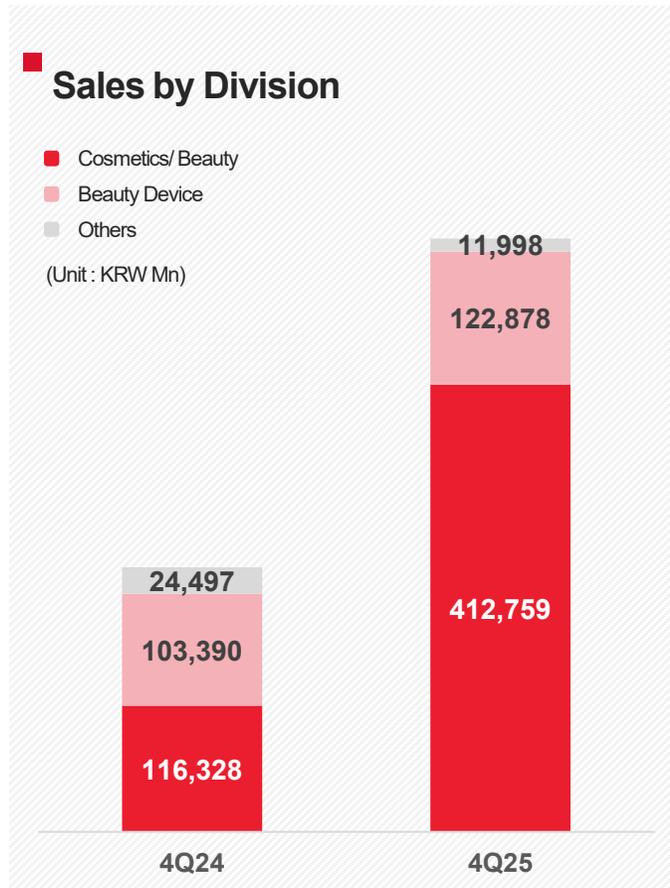
**Record-high annual results driven by strong topline growth and improved profitability**

**Revenue of KRW 1,527 bn(+111% YoY), O-P of KRW 365 bn(+198% YoY), OPM 24%(+6.9%p YoY)**

Unit : KRW Mn, %	Full Year					Note
	2024	% of	2025	% of	YoY	
<b>Revenue</b>	<b>722,754</b>	<b>100.0%</b>	<b>1,527,345</b>	<b>100.0%</b>	<b>+111.3%</b>	
Cosmetics/Beauty	338,518	46.8%	1,077,126	70.5%	+218.2%	
Beauty Device	312,643	43.3%	406,984	26.6%	+30.2%	
Others	71,593	9.9%	43,235	2.8%	-39.6%	
<b>Operating Profit</b>	<b>122,706</b>	<b>17.0%</b>	<b>365,371</b>	<b>23.9%</b>	<b>+197.8%</b>	
O-P Margin(%)	17.0%	-	23.9%	-	+6.9%p	
<b>Net Profit</b>	<b>107,590</b>	<b>14.9%</b>	<b>290,420</b>	<b>19.0%</b>	<b>+169.9%</b>	
Net Margin(%)	14.9%	-	19.0%	-	+4.1%p	

**Cosmetics: KRW 413 bn(+255% YoY), driven by an expanded bestseller portfolio**

**Beauty Device: KRW 123 bn(+19% YoY), supported by broader global reach across regions and sales channels**

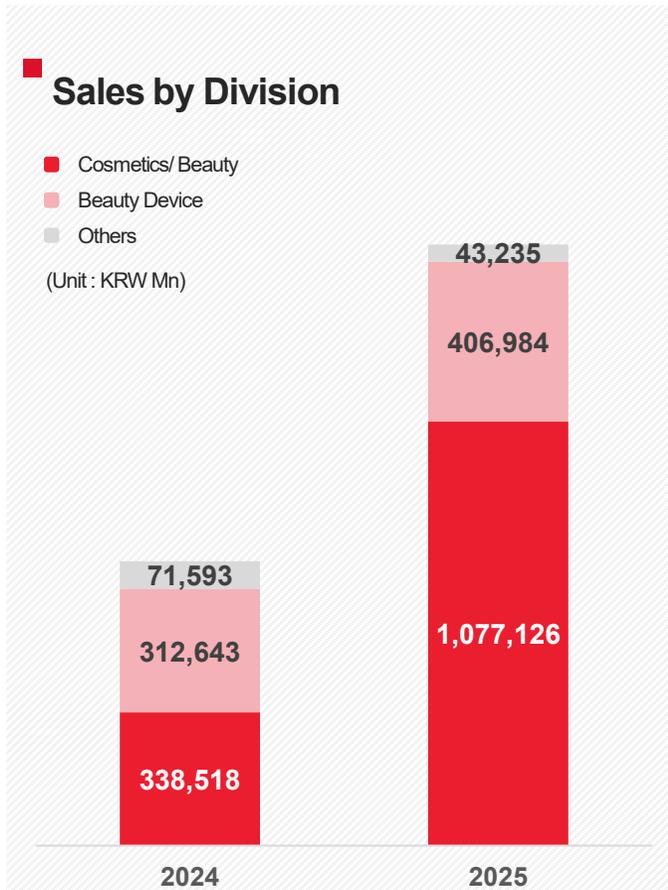


(Unit : KRW Mn)

Division	4Q24	4Q25	YoY	Key Notes
Cosmetics / Beauty	116,328	412,759	+254.8%	- Quarterly cosmetics sales surpassed KRW 400 bn - Accelerating growth momentum with an expanded bestseller portfolio
Beauty Device	103,390	122,878	+18.8%	- Strengthening global presence through regional and channel expansion - New launches: High Focus Shot Plus & Booster V Roller
Others	24,497	11,998	-51.0%	- Strategic downsizing of non-core business
<b>Total</b>	244,215	547,635	+124.2%	

**Cosmetics: Surpassed KRW 1 tn in annual revenue, driven by stronger global brand recognition**

**Beauty Device: Delivered solid performance with stable growth across global markets**



(Unit : KRW Mn)

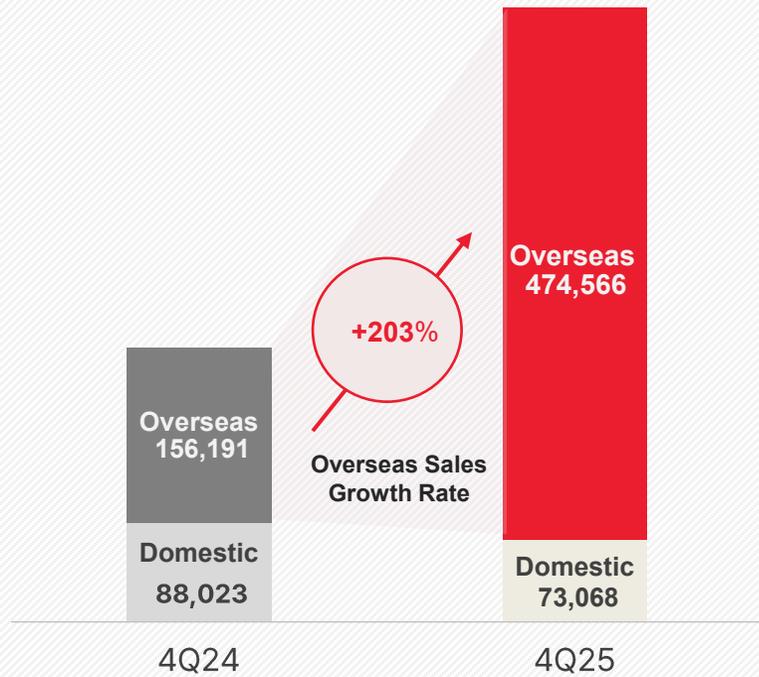
Division	2024	2025	YoY	Key Notes
Cosmetics / Beauty	338,518	1,077,126	+218.2%	- Annual cosmetics sales surpassed KRW 1 tn - Strengthened virtuous cycle of growth, supported by rising global brand awareness and increasing demand
Beauty Device	312,643	406,984	+30.2%	- Cumulative global units sold reached 6 million - Delivered solid performance with stable growth across global markets
Others	71,593	43,235	-39.6%	- Strategic downsizing of non-core business
<b>Total</b>	<b>722,754</b>	<b>1,527,345</b>	<b>+111.3%</b>	

Overseas revenue grew +203% YoY, exceeding KRW 450 bn in quarterly sales

Overseas revenue share increases from 58% → 87%

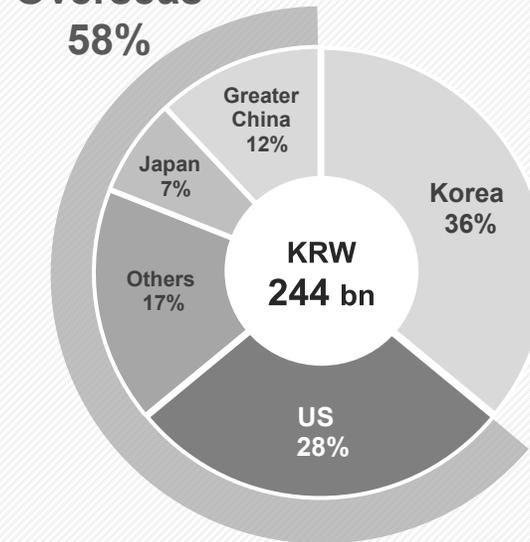
## Domestic / Overseas Sales

(Unit: KRW Mn)



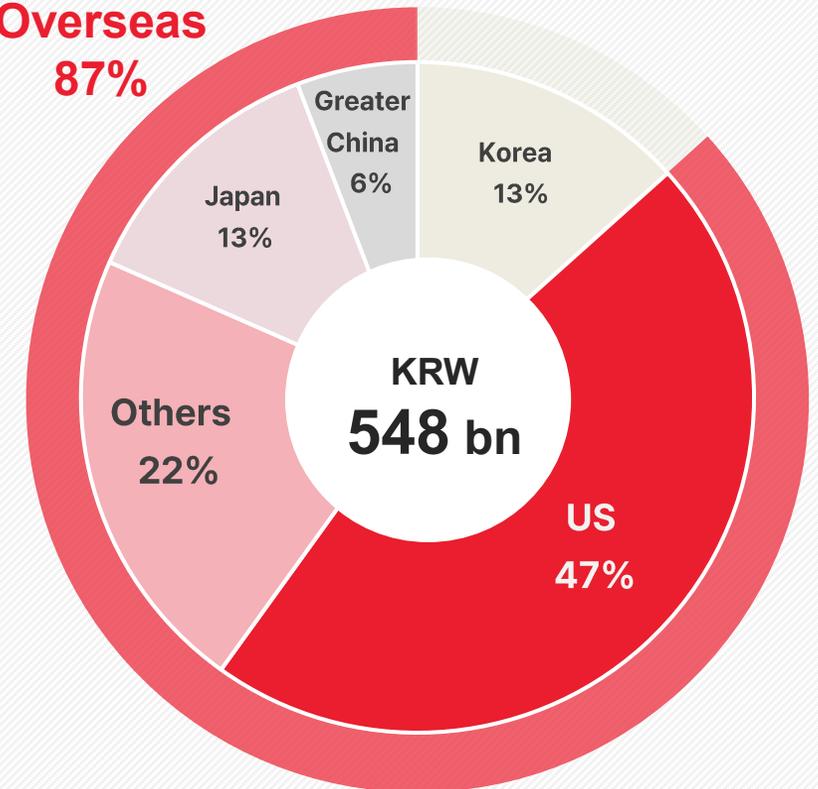
## Regional Breakdown

Overseas 58%



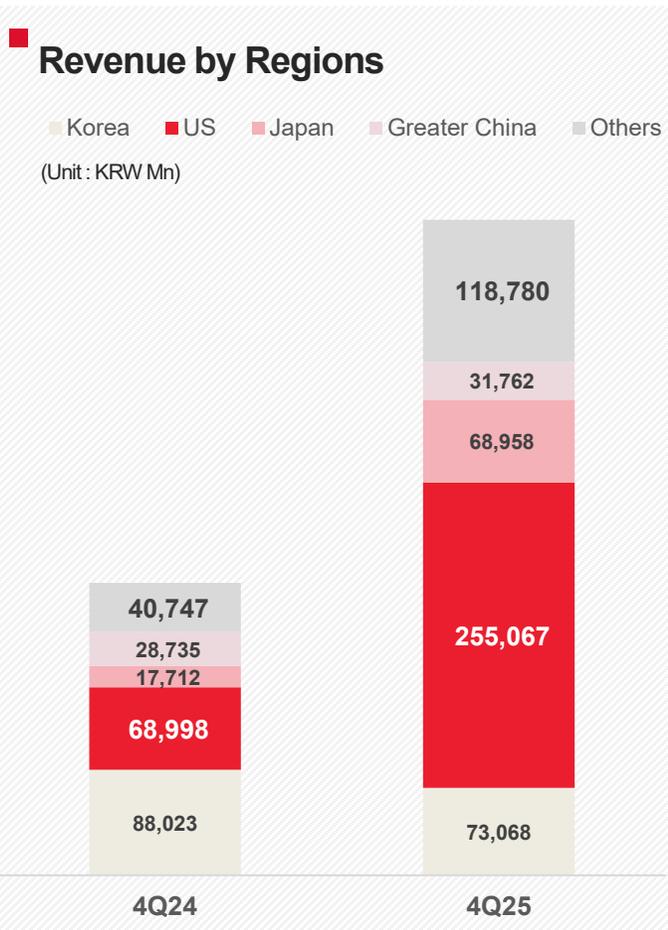
4Q24

Overseas 87%



4Q25

Continued overseas-led growth drove strong Q4 performance (87% of revenue from overseas markets)



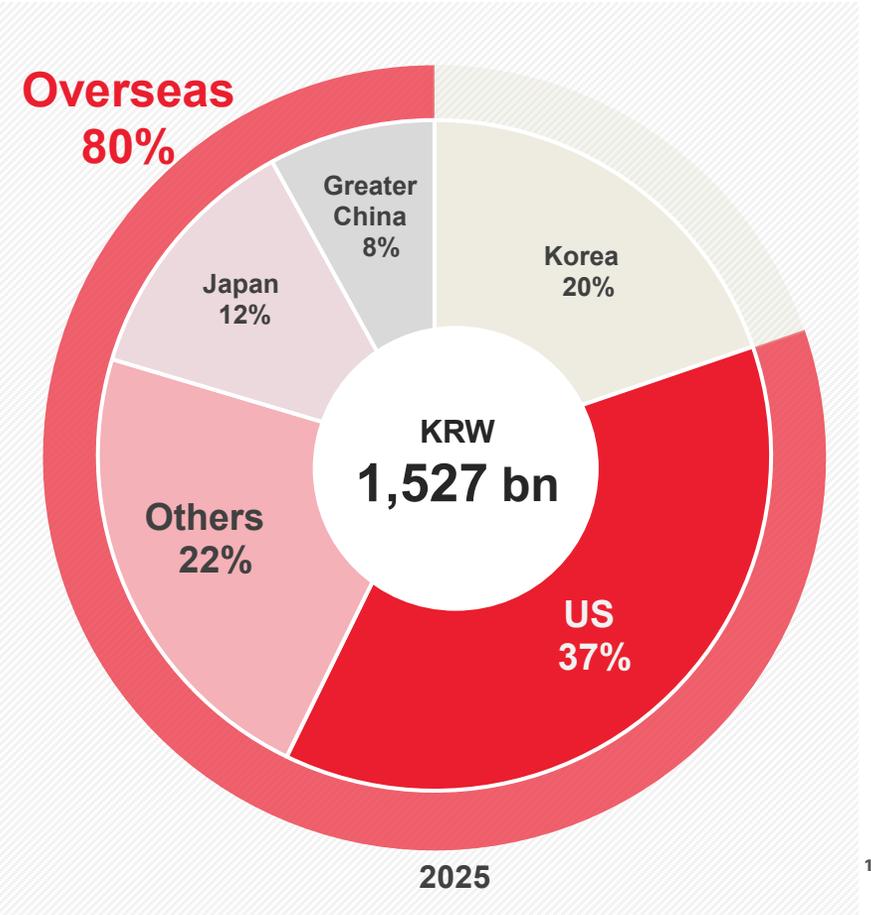
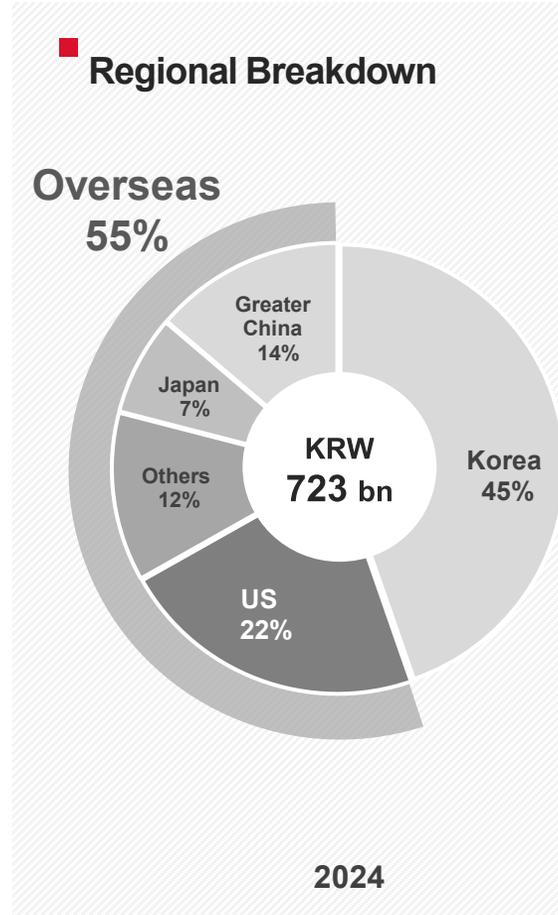
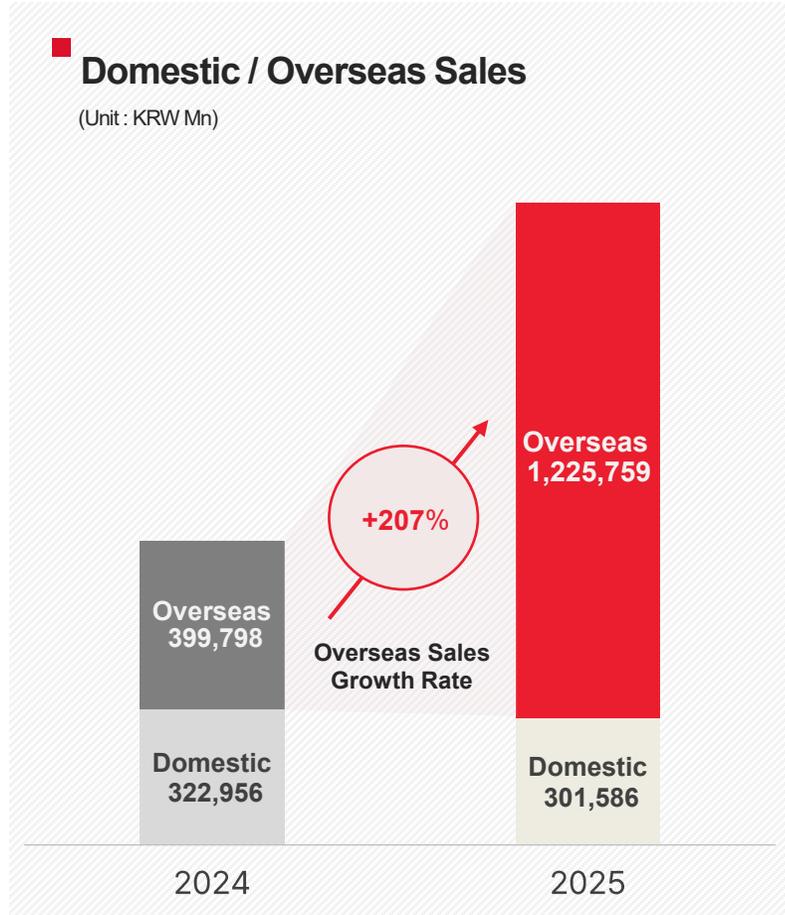
(Unit : KRW Mn)

Regions	4Q24	4Q25	YoY	Key Notes
<b>Korea</b>	88,023	73,068	-17.0%	- Contraction driven by downsized non-core segments
<b>US</b>	68,998	255,067	+269.7%	- Record-high quarterly sales, driving global growth momentum - Strong performance across both online and offline channels delivered triple-digit quarterly growth
<b>Japan</b>	17,712	68,958	+289.3%	- Achieved record-high quarterly sales in Japan - Expanded brand presence through strong growth across both online and offline channels
<b>Greater China</b>	28,735	31,762	+10.5%	- Sustained sales growth amid market volatility
<b>Others</b>	40,747	118,780	+191.5%	- Quarterly sales exceeded KRW 100 bn - Sustained high growth supported by rapid expansion into new regions
<b>Total</b>	244,215	547,635	+124.2%	

# FY2025 Results by Regions

Overseas revenue grew +207% YoY, exceeding KRW 1.2 tn in full-year revenue

Overseas revenue share increased from 55% → 80%



## Financial Statements Summary (Consolidated)

### Income Statement

Unit : KRW Mn	FY23	FY24	FY25
<b>Revenue</b>	<b>523,809</b>	<b>722,754</b>	<b>1,527,345</b>
COGS	128,361	179,154	356,728
<b>Gross Profit</b>	<b>395,448</b>	<b>543,600</b>	<b>1,170,617</b>
SG&A	291,255	420,894	805,246
<b>Operating Profit</b>	<b>104,194</b>	<b>122,706</b>	<b>365,371</b>
Other non-operating Income	442	829	1,473
Other non-operating Expense	1,246	1,863	4,747
Financial Income	9,036	28,866	33,077
Financial Cost	6,601	17,238	31,023
<b>Profit before Income Tax</b>	<b>105,823</b>	<b>133,301</b>	<b>364,151</b>
Income Tax	24,277	25,710	73,731
<b>Net Profit</b>	<b>81,546</b>	<b>107,590</b>	<b>290,420</b>
Controlling Interests	81,546	107,590	290,420
Non-controlling Interest	-	-	-

### Balance Sheet

Unit : KRW Mn	2023.12.31	2024.12.31	2025.12.31
Current Assets	219,308	286,027	545,840
Non-Current Assets	68,001	279,116	225,945
<b>Total Assets</b>	<b>287,309</b>	<b>565,144</b>	<b>771,786</b>
Current Liabilities	82,296	145,137	237,635
Non-Current Liabilities	8,064	96,483	87,569
<b>Total Liabilities</b>	<b>90,361</b>	<b>241,619</b>	<b>325,204</b>
Controlling Interest	196,949	323,524	446,582
Paid-in Capital	3,638	3,813	3,893
Other Paid-in Capital	61,090	76,847	13,217
Other Equities	7,905	12,701	452
Accumulated Other Comprehensive Income	611	1,072	1,013
Retained Earnings	123,704	229,092	428,007
Non-controlling Interest	-	-	-
<b>Total Equity</b>	<b>196,949</b>	<b>323,524</b>	<b>446,582</b>