

COSMAX Q2 2024 Earnings

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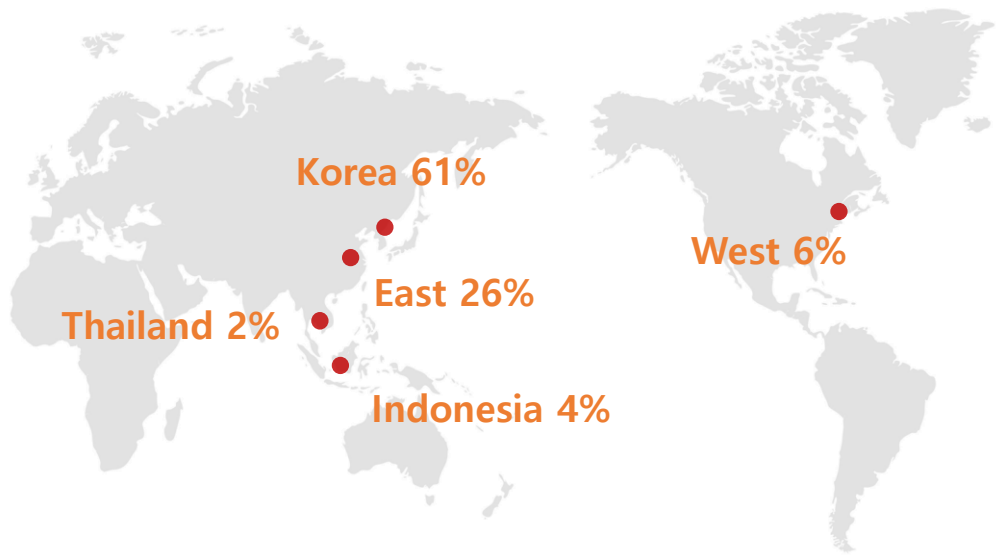
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Q2 2024 HIGHLIGHTS

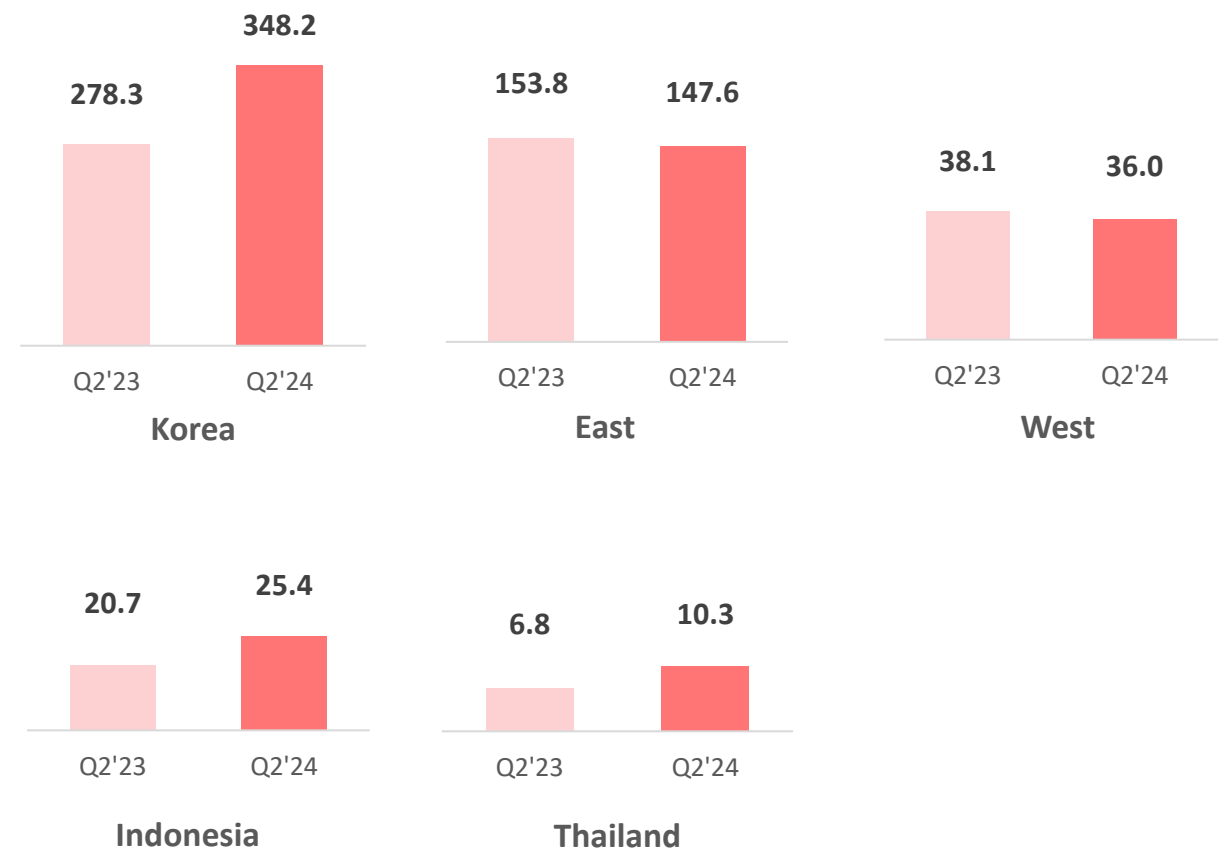
CONSOLIDATED

Sales 551.5 KRW bn ▲15.1%YoY OP 46.7 KRW bn ▲1.5%YoY



※ Consolidation adjustments not reflected

[Sales by Region, KRW bn]



CONSOLIDATED EARNINGS SUMMARY

[KRW bn]

	Q2'23	Q2'24	YoY
Sales	479.3	551.5	15%
Korea	278.3	348.2	25%
East	153.8	147.6	-4%
West	38.1	36.0	-6%
Indonesia	20.7	25.4	23%
Thailand	6.8	10.3	51%
Operating Profit	46.0	46.7	2%
Korea	30.4	34.5	14%
Other Subsidiaries ¹⁾	15.6	12.2	-22%
Net Profit	27.4	35.3	29%
Korea	8.6	29.9	248%
East	10.9	(1.1)	Turned Red
West	(10.5)	(9.6)	Loss Continued
Indonesia	1.4	2.5	79%
Thailand	(0.5)	0.1	Turned Black
Controlling Shareholder NP	30.4	33.6	10%

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

[Sales]

- Performance varied by region. Korea led topline growth with strong exports and stable domestic sales. Southeast Asia also outperformed the company's yearly guidance.
- In China, the decline in consumer sentiment was mainly reflected in online channels, leading to negative topline growth. US showed single-digit decline in revenue as previous year's base normalized.

[Operating Profit]

- Cost ratio remained stable at 79.7%
- Bad debt expenses increased in Korea and China. Higher labor costs in China amid revenue decline led to low operating profit

[Net Profit]

- Non-operating profit of 5 KRW bn
- Corporate income tax of 16.4 KRW bn

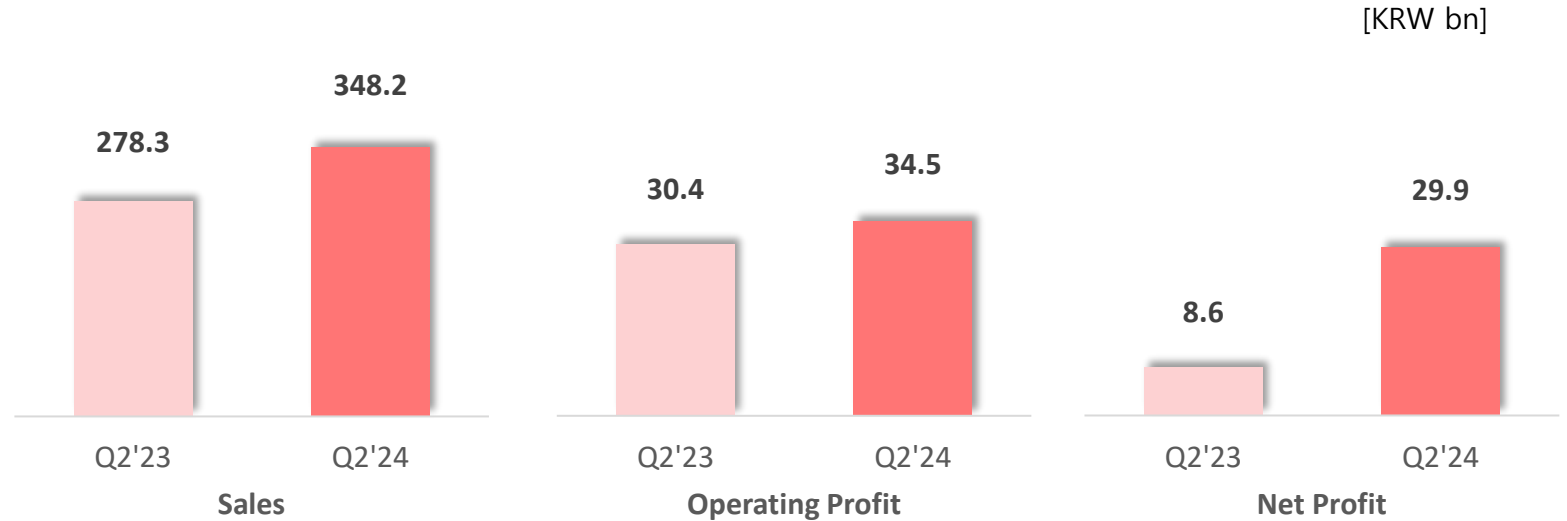
DOMESTIC BUSINESS

Korea

Sales 348.2 KRW bn ▲ 25.1%YoY

OP 34.5 KRW bn ▲ 13.6%YoY

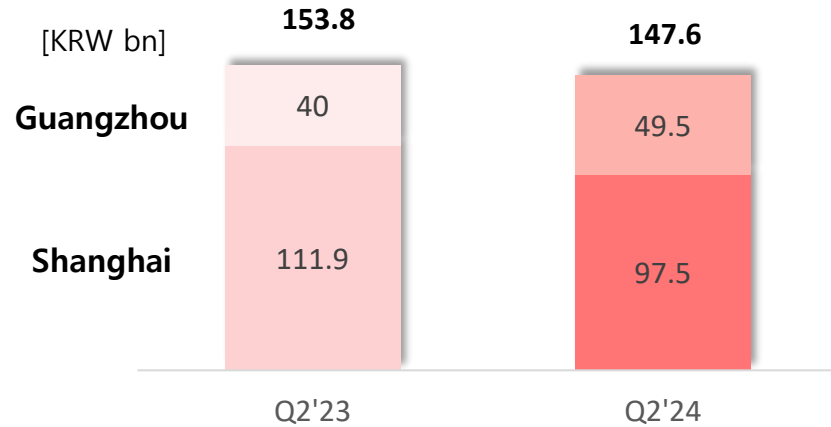
NP 29.9 KRW bn ▲ 247.8%YoY



- **Strong growth in direct and indirect export**, stable domestic sales backed by increased number of foreign visitors to Korea
- Top clients show steady growth. Skincare/makeup ratio is 50:50
- **OPM was 9.9%**, as bad debt expenses increased
- Foreign exchange-related gain of 9.3 KRW bn, corporate income tax expense of 15.7 KRW bn

OVERSEAS BUSINESS

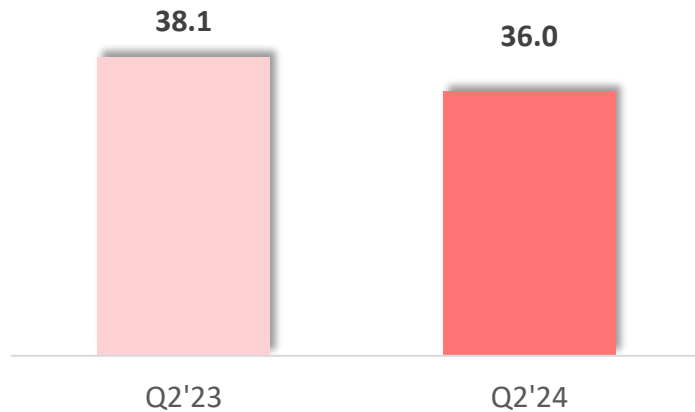
East



Sales 147.6 KRW bn ▼ 4.1%YoY

- Shanghai (-12.8%YoY): **Low consumer sentiment** and **slowdown in online channels** led to negative topline growth. Labor costs and bad debt expenses increased.
- Guangzhou (+23.8%YoY): **Yatsen** brands showed **50%+ growth**, but overall margin deteriorated

West



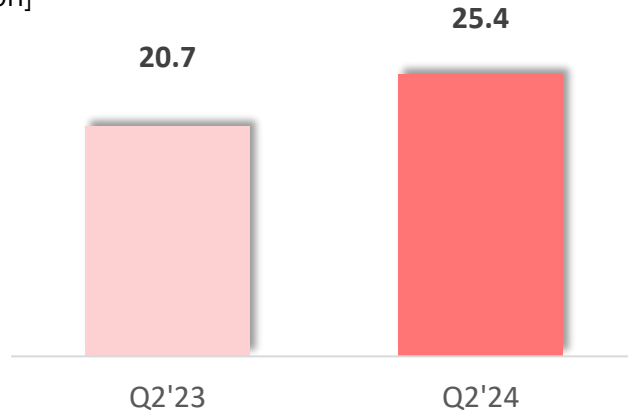
Sales 36.0 KRW bn ▼ 5.6%YoY

- Single-digit revenue decline as **previous year's base normalized**
- Top clients showed steady growth
- Operating loss decreased

OVERSEAS BUSINESS

Indonesia

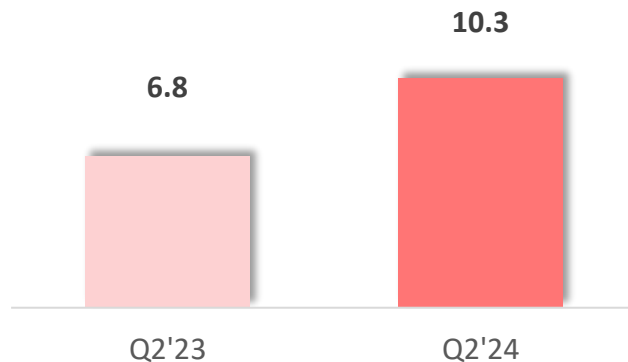
[KRW bn]



Sales 25.4 KRW bn ▲ 22.6%YoY

- Most categories including **sun, cushion, and baby line** showed **robust growth**
- Double-digit operating margin with **higher skincare ratio**
- Online-oriented brands start expanding to offline channels

Thailand



Sales 10.3 KRW bn ▲ 50.8%YoY

- Favorable business environment continues
- Operating profit margin rose as revenue contribution from **skin care and sun care** products increased

CONSOLIDATED EARNINGS SUMMARY

Income Statement

[KRW bn]

	2Q'23	2Q'24	%YoY
Sales	479.3	551.5	15.1%
COGS	396.3	439.4	10.9%
Gross Profit	83.0	112.0	35.0%
SG&A Expenses	36.9	65.3	76.8%
Operating Profit	46.0	46.7	1.5%
Non-Operating Profit/Expense	(8.6)	5.0	-
Profit Before Tax	37.5	51.7	38.1%
Net Income	27.4	35.3	28.9%
Controlling Shareholder NP	30.4	33.6	10.5%

Balance Sheet

[KRW bn]

	2023	2Q'24
Asset	1,557.0	1,883.1
Current Asset	821.6	993.7
Non-Current Asset	735.4	889.4
Liability	1,198.5	1,432.6
Current Liability	873.8	1,162.6
Non-Current Liability	324.7	269.9
Equity	358.6	450.6
Capital	5.7	5.7
Retained Earnings	313.1	360.1
Non-Controlling Interest	(4.0)	33.8

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