

# THE INVESTOR RELATIONS OF CLASSYS 2024 08 MAY 2024

Global Aesthetic Business Leader KOSDAQ 214150

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CLASSYS

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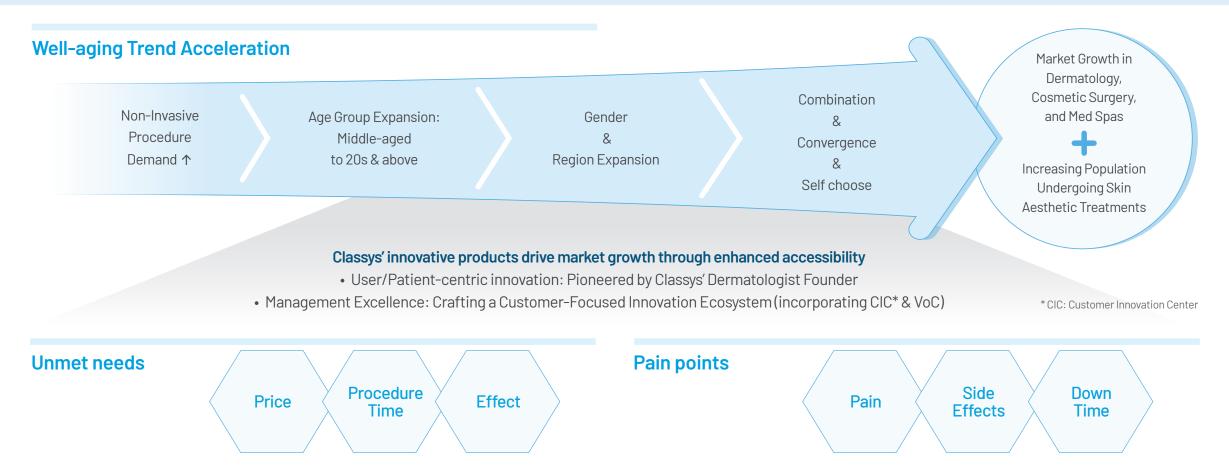
# Basic Understanding of Classys

 CLASSYS
 Cluederm
 Shurink % / SKEDERM

Business Philosophy
 Differenciated Model
 Main Product\_Ultraformer MPT
 Main Product\_Volnewmer

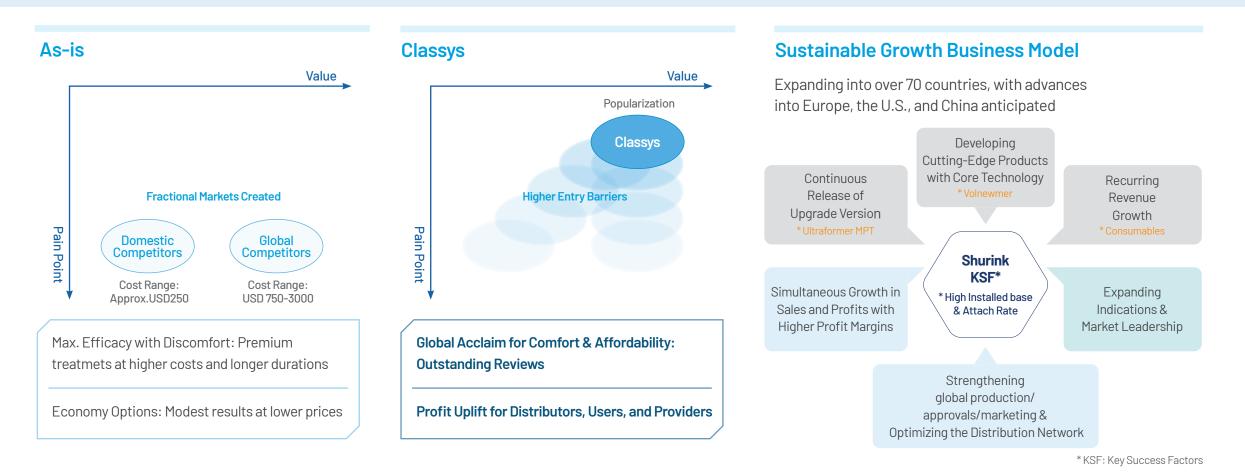
# 1. Business Philosophy

Delivering innovative products & solutions that address customers' unmet needs and pain points for healthy, natural beauty



# 2. Differenciated Model

Poised to become a global aesthetic business leader based on an established a sustainable growth business model

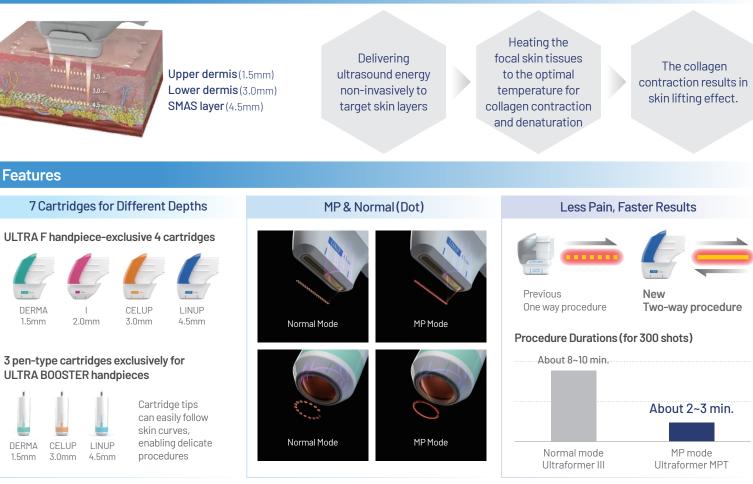




## Ultraformer MPT (Shurink Universe) | HIFU

\* HIFU(High Intensity Focused Ultrasound): Eyebrow lifting, facial/abdominal/thigh lifting, abdominal circumference reduction

### **Mechanism of Action**



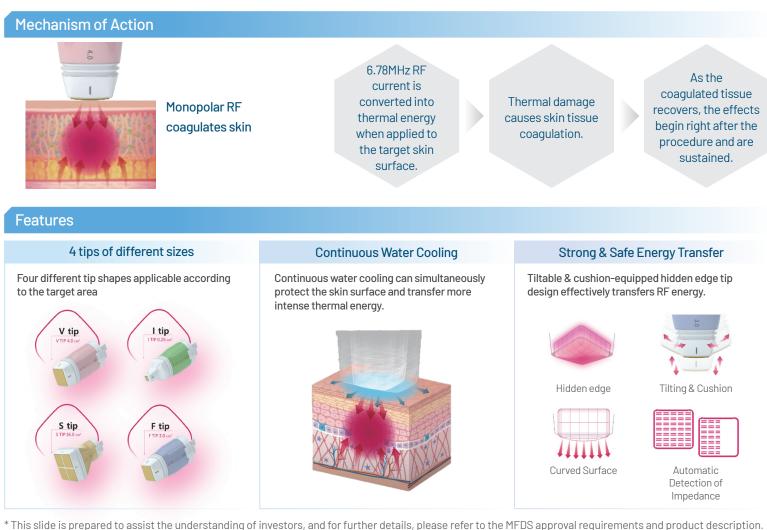
\* This slide is prepared to assist the understanding of investors, and for further details, please refer to the MFDS approval requirements and product description.

\* RF (Radio Frequency): Induces tightening of dermis & production of collagen

08



## Volnewmer | 6.78MHz Monopolar RF



# **Company Overview**

**CLASSYS** 

Cluederm

Shurink<sup>®</sup> / SKEDERM

1. Key Figures

2. Corporate Information

3. Product Portfolio

4. Market Portfolio

5. ESG

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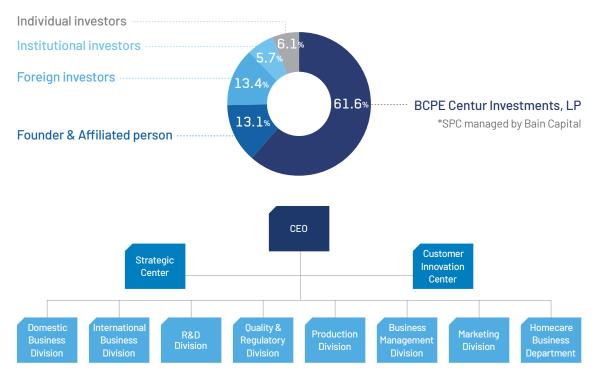
# 2. Corporate Information

In 2022, Classys enhanced its corporate structure by onboarding ten new executives with diverse expertise. We also introduced two new entities and promoted the Marketing Division to better support our CEO.

## **Company Overview**

Company name	CLASSYS Inc.		
CEO	Baek, Seung-han		
Date incorporated	10 January 2007		
Date listed	28 December 2017		
Equity capital	KRW 6,477 M (as of the end of March 2024)		
Headcount	391 persons (as of the end of March 2024)		
Business area	Manufacturing of medical aesthetics devices & distribution of cosmetics		
Brands	CLASSYS Cluederm Shurink? / SKEDERM		
HO address	CLASSYS, 208, Teheran-ro, Gangnam-gu, Seoul, Korea		
Website/e-mail.	http://www.classys.com / ir@classys.com		

### Shareholder & Management Structure

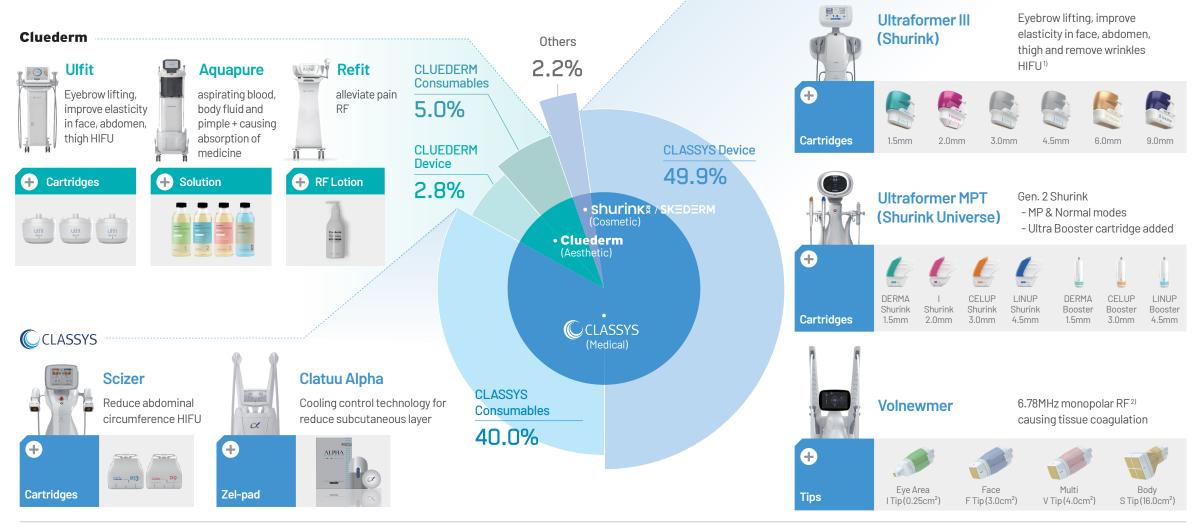


\* As of the end of March 2024

\* In March 2024, all held treasury stocks were retired; the current total issued shares are 63,999,519.

CLASSYS

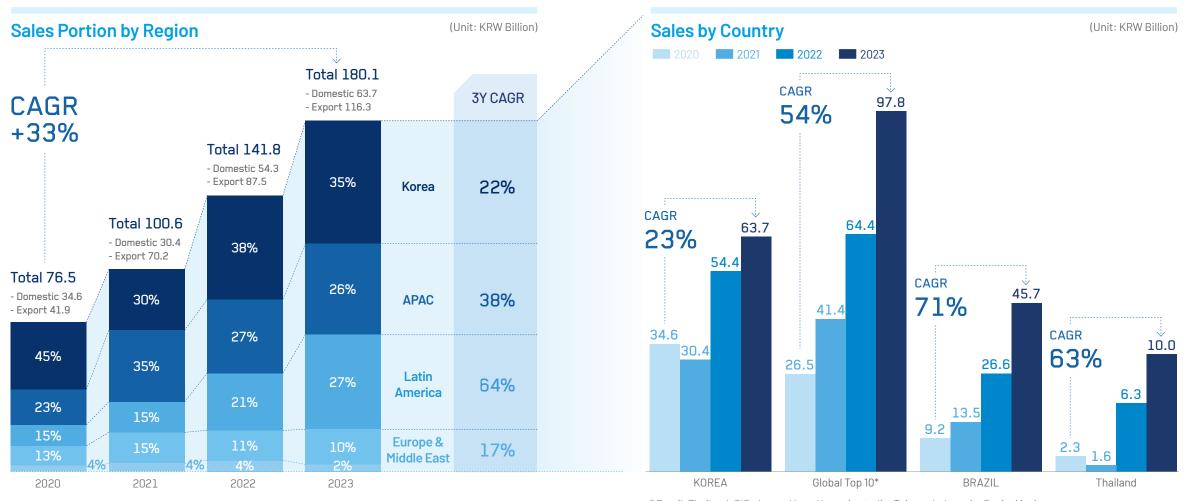
# 3. Product Portfolio



1. HIFU (High Intensity Focused Ultrasound): Eyebrow lifting, facial/abdominal/thigh lifting, abdominal circumference reduction;

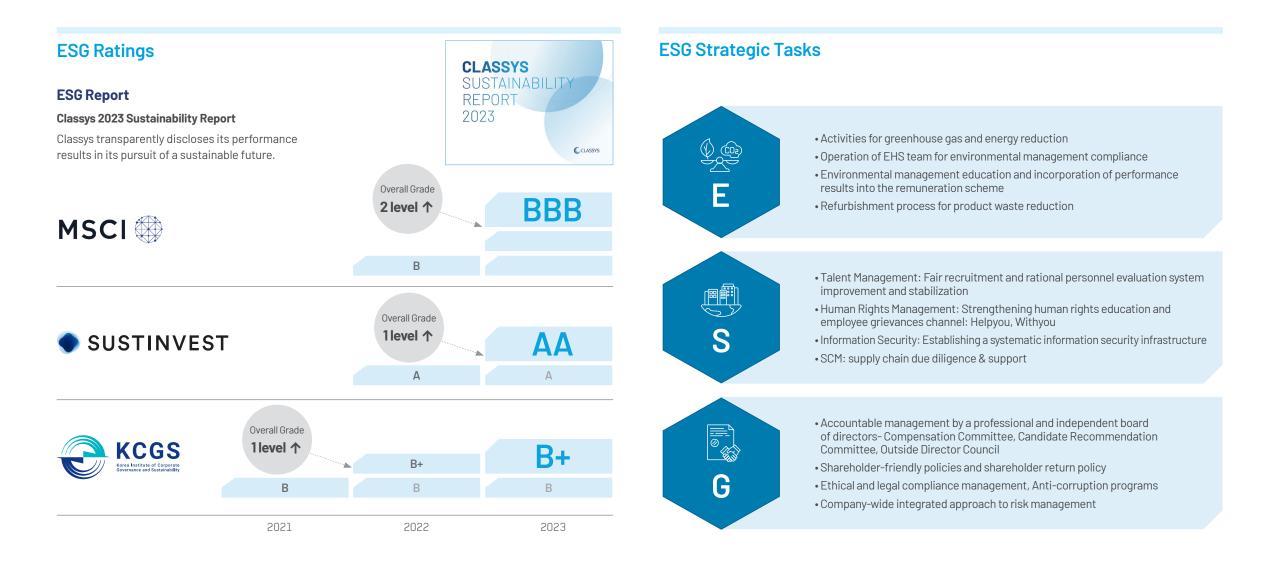
2. RF (Radio Frequency): Induces tightening of dermis & production of collagen;

## 4. Market Portfolio



\* Brazil, Thailand, CIS, Japan, Hong Kong, Australia, Taiwan, Indonesia, Spain, Mexico

# 5. **ESG**



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Financial Results

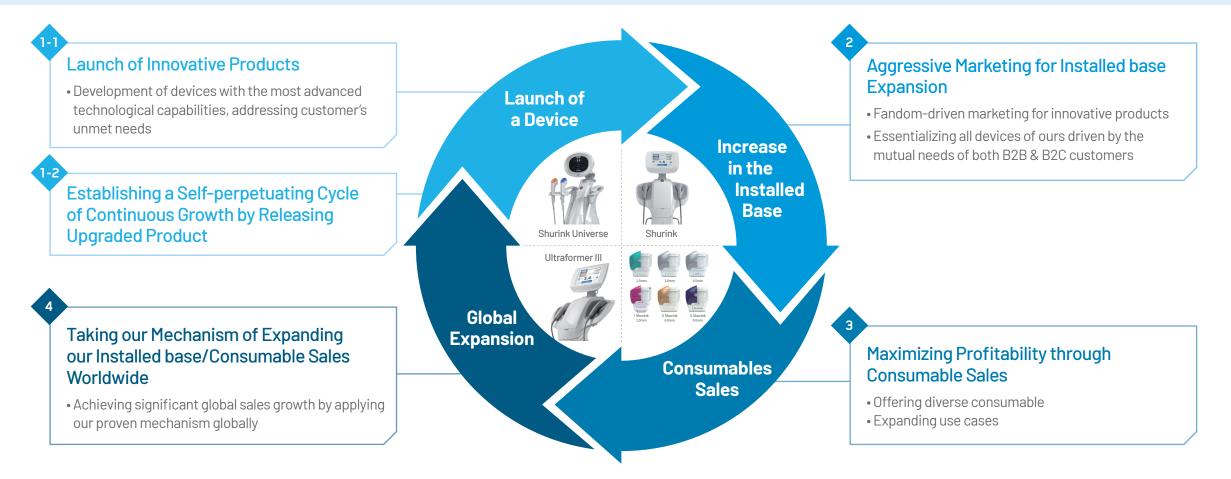
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# Business Highlights

Classys' Success Formula
 Installed base Increase and Rapid Consumable Sales
 Unrivaled Presence in Domestic HIFU Market
 Strong Global Presence in Major Countries
 Accelerate the Sales of Monopolar RF, Volnewmer

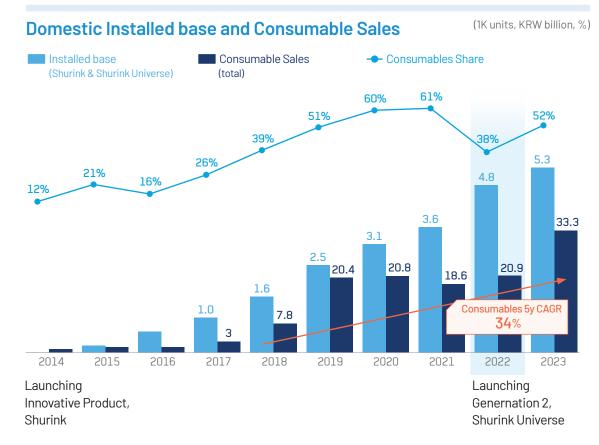
# 1. Classys' Success Formula

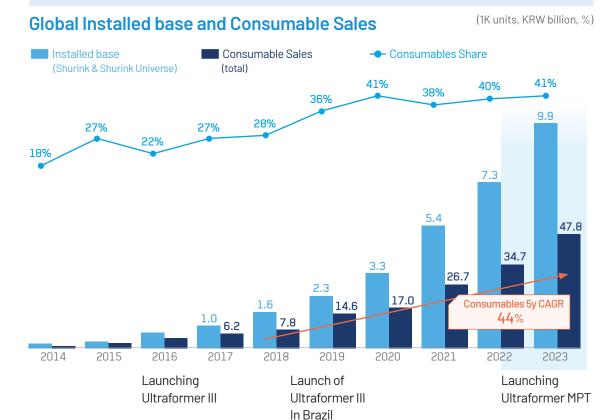
Established a virtuous cycle of 'launching an innovative product  $\rightarrow$  Increased sales of consumables in tandem with the use of installed devices  $\rightarrow$  global sales growth'



# 2. Installed base Increase and Rapid Consumable Sales

## Accelerate growth, expanding into global market after popularizing Ultraformer III (Shurink) in Korea



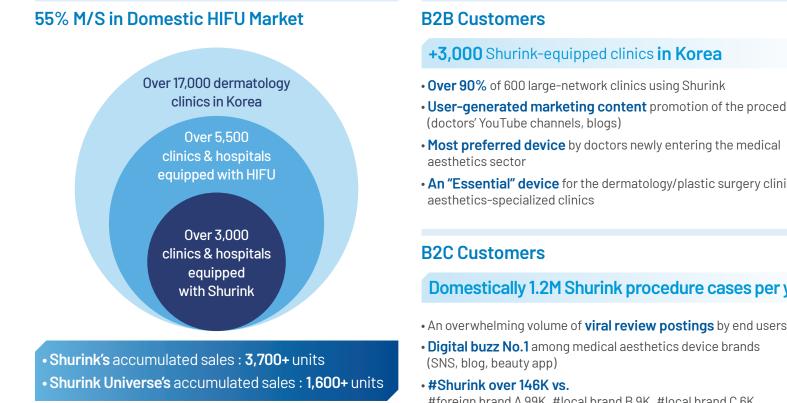


Shurink launched in 2014 and Shurink Universe in 2022

Financial Results

# 3. Unrivaled Presence in Domestic HIFU market

## 5,300+ units sold accumulatively, securing unrivaled No.1 position in the domestic HIFU market



- User-generated marketing content promotion of the procedures
- An "Essential" device for the dermatology/plastic surgery clinics and

### Domestically 1.2M Shurink procedure cases per year (E)

- An overwhelming volume of viral review postings by end users
- #foreign brand A 99K, #local brand B 9K, #local brand C 6K



새로 개원 한다면

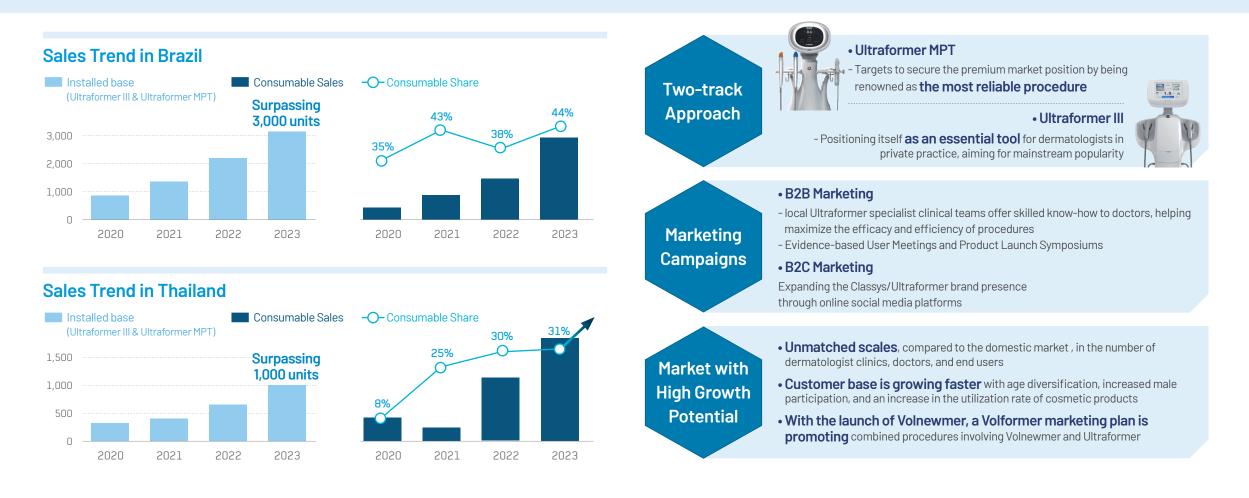
요즘 누가 5개로 개원





# 4. Strong Global Presence in Major Countries

## Anticipated market expansion and increased consumable sales growth in Brazil and Thailand

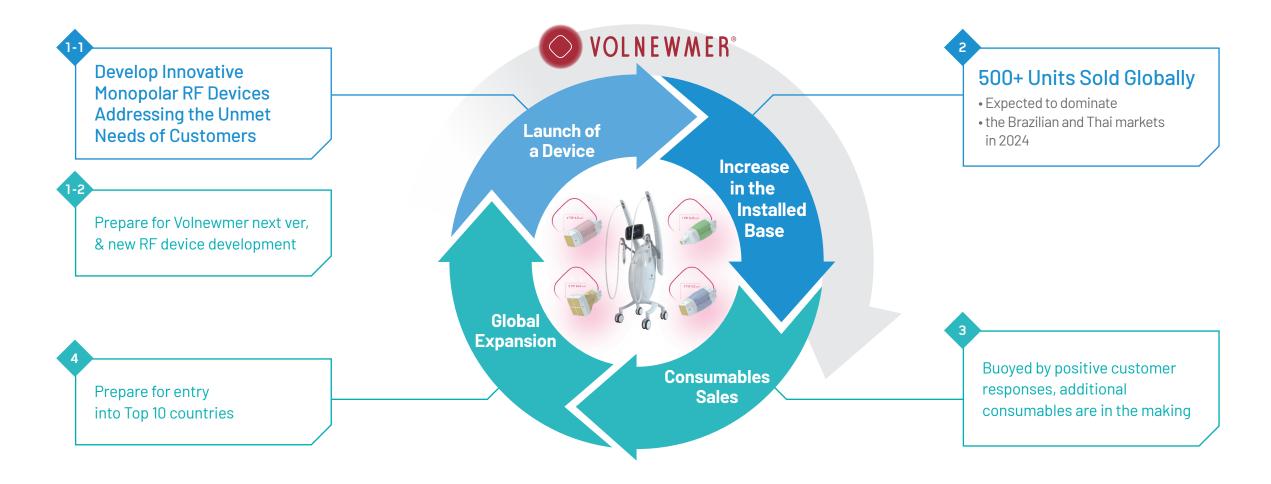


iew Business Highlights

### 20

# 5. Accelerate the Sales of Monopolar RF (Volnewmer)

Creating a virtuous cycle of innovative new RF device, Volnewmer



# Growth Strategy

- 1. EBD, Growth Engine of Medical Aesthetic Market
- 2. Global Approval Expansion
- 3. Tier-up Strategy in Each Country
- 4. Innovative Technology Diversification
- 5. Specialized B2B & B2C Marketing
- 6. Quality / Production Advancement
- 7. Classys Expansion Plan

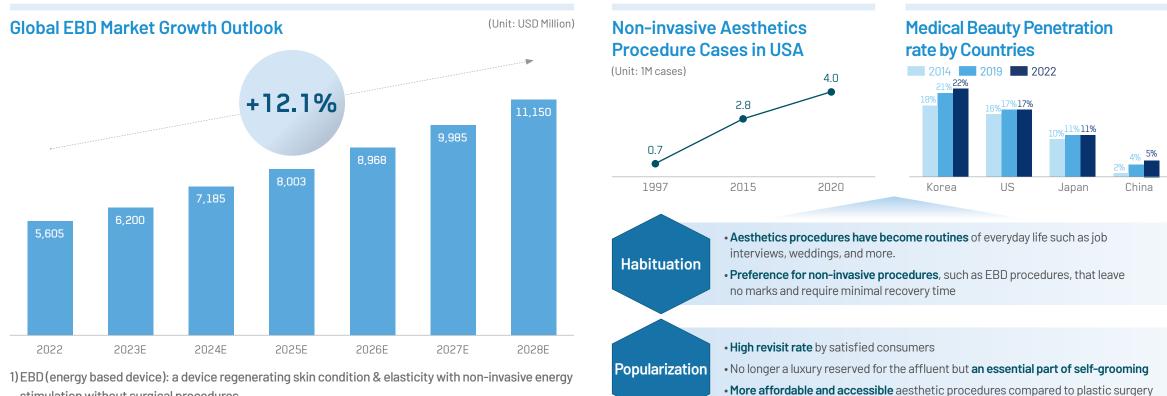
CLASSYS

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# 1. EBD, Growth Engine of Medical Aesthetic Market

## EBD procedures have become more common, procedure trend will be rapidly grew by CLASSYS Product



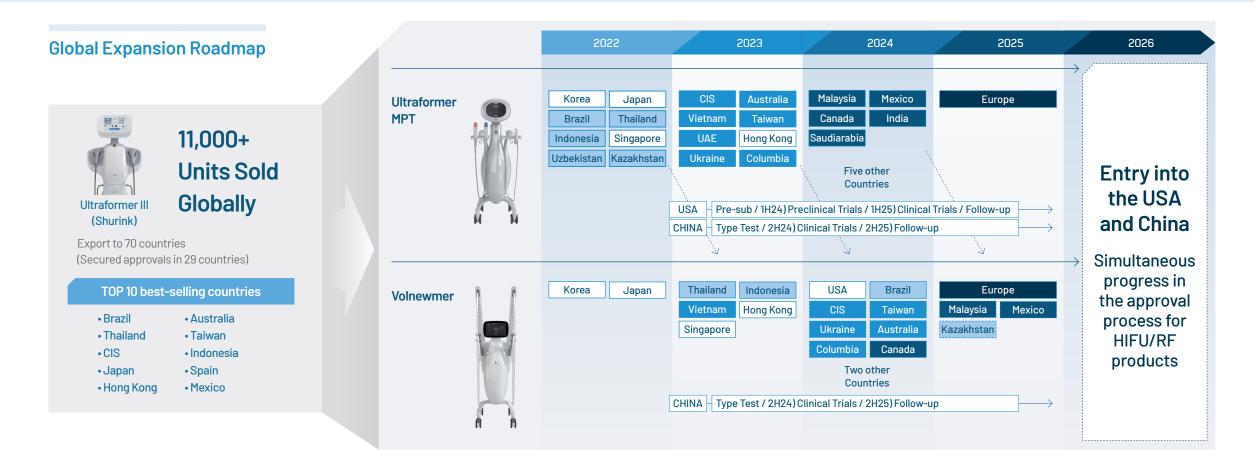
stimulation without surgical procedures

Source: Qianzhan Industrial Research Institute, China Baogao, Nomura research

\* Source: ASAPS, Gallup Korea, Markets and markets, Mordor Intelligence

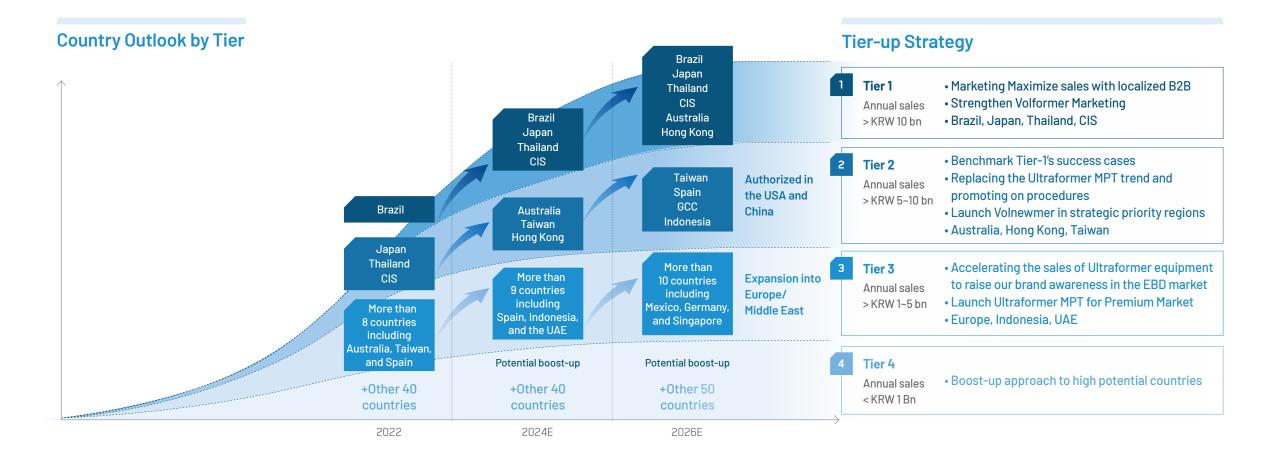
# 2. Global Approval Expansion

## Ultraformer MPT/Volnewmer will expand into major markets, including Europe, the USA, and China



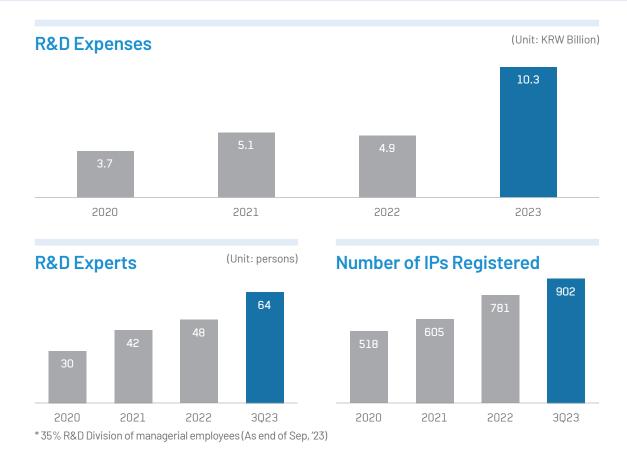
# 3. Tier-up Strategy in Each Country

## Proactively support key markets with customized Tier-up strategies

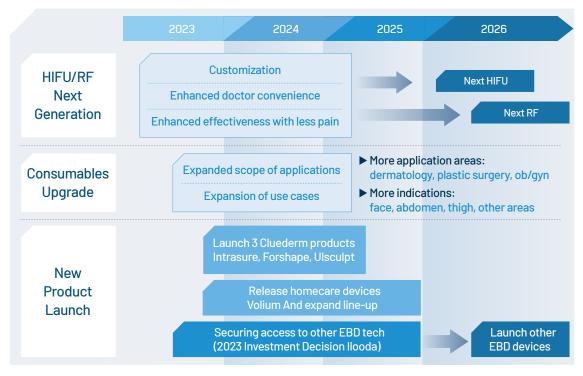


# 4. Innovative Technology Diversification

# Develop Innovative Product Addressing the Unmet Needs of Customers based on differentiated R&D organization & competence







# 5. Specialized B2B & B2C Marketing

## Marketing Virtuous Cycle Process with Experts and the Public to maximize treatment of HIFU and RF



## **B2C Marketing**

Maximizing our brand exposure by working with multiple popular celebrities

#### Working with powerful celebrity models



Volnewmer models: Actresses Lim Ji-yeon & Cha Joo-young



Shurink model: Actress Koh Min-see

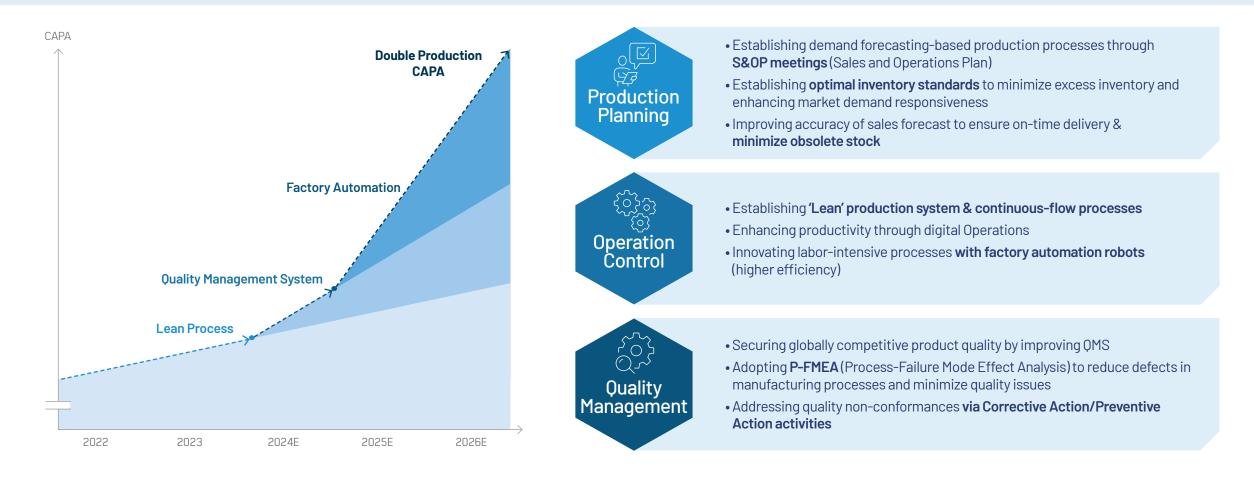
#### All-out marketing campaigns on all available channels





# 6. Quality / Production Advancement

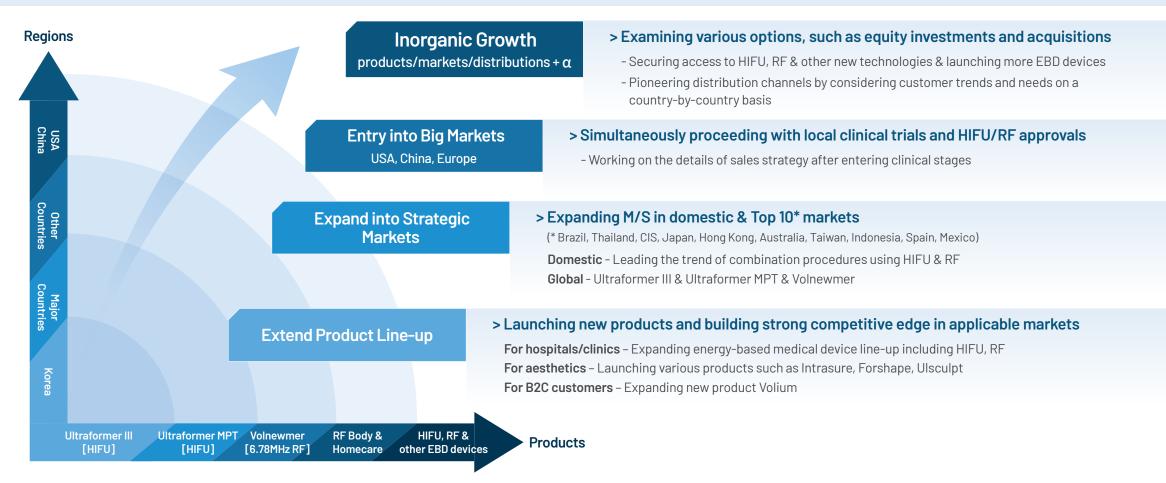
## Innovate manufacturing processes/sites to secure world's top-tier production and quality competence



# 7. CLASSYS Expansion Plan

## "A global aesthetics business leader"

## delivering customer-oriented and innovative products and solutions



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# **Financial Results**

1. 1024 Earnings

2. 2024 Guidance

3. Quarterly Performance Trends

4. Annually Performance Trends

# 1. 1024 Earnings \_ Profit & Loss

	1024	1023	ΥοΥ	4023	ϘοϘ
Revenue	50.4	39.0	+29.3%	47.0	+7.2%
COGS	10.2	8.8	+16.1%	10.1	+0.8%
(%)	20.2%	22.5%	-2.3%p	21.5%	-1.3%p
Gross profit	40.2	30.2	+33.1%	36.9	+8.9%
(%)	79.8%	77.5%	+2.3%p	78.5%	+1.3%p
SG&A	13.7	10.3	+32.7%	15.0	-8.6%
(%)	27.2%	26.5%	+0.7%p	31.9%	-4.7%p
Operating profit	26.5	19.9	+33.3%	21.9	+20.9%
(%)	52.6%	51.0%	+1.6%p	46.6%	+6.0%p
Financial Income	6.5	4.4	+47.6%	(1.9)	-450.5%
Financial Expenses	0.6	1.1	-51.4%	1.4	-60.1%
Other Income	0.0	0.0	-60.0%	0.0	-97.6%
Other Expenses	0.3	0.0	+3045.5%	0.4	-13.1%
Net Income before Income Tax	32.1	23.1	+38.7%	18.3	+75.4%
Income Tax	6.0	4.4	+37.8%	2.6	+131.1%
Net Income	26.1	18.8	+39.0%	15.7	+66.2%
(%)	51.8%	48.2%	+3.6%p	33.4%	+18.4%p
EBITDA	27.6	20.9	+32.5%	23.1	+19.9%
(%)	54.9%	53.6%	+1.4%p	49.1%	+5.8%p

(Unit: KRW Billion)

#### > Revenue: KRW 50.4 bn (YoY +29.3%, QoQ +7.2%)

- Record-high quarterly revenue achieved
- Increase in overseas consumables sales drove revenue growth in 012024

#### > GPM: 79.8% (YoY +2.3%p, QoQ +1.3%p)

- COGS ratio improved due to a higher share of consumables sales (up 4.7% p YoY to 52.7% in Q1 2024)
- Cost efficiency achieved through maintaining appropriate pricing post-new product launch and lean production management

#### > **OPM: 52.6%** (YoY +1.6%p, QoQ +6.0%p)

- Record-high quarterly operating income achieved
- YoY growth in salaries, R&D, and advertisement, but % of revenue stabilized
- Reduction in one-off expenses (commissions) from Q4 2023

#### >NI: KRW 26.1bn(YoY +39.0%, QoQ +66.2%)

• Financial income/expenses fluctuate with exchange rate changes

> **EBITDA Margin: 54.9%** (YoY +1.4%p, QoQ +5.8%p)

# 1. 1024 Earnings \_ Sales by Brand

	1024	1023	ΥοΥ	4023	ϘοϘ
CLASSYS (Medical Devices)	20.8	18.4	13.3%	23.8	-12.8%
Export	14.3	12.5	14.5%	16.6	-14.1%
Domestic	6.5	5.9	10.9%	7.2	-9.7%
<b>CLUEDERM</b> (Aesthetics Devices)	1.4	1.2	20.7%	1.5	-6.7%
Export	1.3	1.0	28.6%	1.5	-10.8%
Domestic	0.1	0.1	-44.4%	0.01	677.8%
Consumables	26.5	18.7	42.0%	20.1	32.1%
Export	17.3	10.5	65.5%	11.6	49.1%
Domestic	9.1	8.2	11.3%	8.5	8.1%
<b>shurink</b> ≋/ <b>SKEDERM</b> (Homecare products)	1.4	0.3	404.3%	1.3	9.5%
Export	0.7	0.1	997.3%	1.0	-28.8%
Domestic	0.7	0.2	227.2%	0.3	139.2%
Rentals	0.3	0.5	-40.5%	0.3	1.4%
Total	50.4	39.0	29.3%	47.0	7.2%
Export	33.6	24.0	40.0%	30.7	9.5%
Domestic	16.7	14.9	12.1%	16.3	2.8%

(Unit: KRW Billion)

#### > CLASSYS: KRW 20.8 bn / 41% of Revenue

- Exports Steady yoy sales growth from new products— Ultraformer MPT (Shurink Universe) and Volnewmer
- Domestic: Stable sales performance for Shurink Universe and Volnewmer
- Sales expected to increase in Q2 after equipment inventory depletes and seasonality

#### > CLUEDERM: KRW 1.4 bn / 3% of Revenue

#### > Consumables: KRW 26.5 bn / 53% of Revenue

• Exports: Rapid expansion of HIFU procedures in 2023, led by Ultraformer MPT installed in key markets - Notably high sales growth of consumables in Brazil, Thailand

• Domestic: Continuing growth for 8 consecutive quarters due to expanding Shurink Universe procedures

#### > Shurink RX/SKEDERM: KRW 1.4 bn / 3% of Revenue

• Exports: Sales growth in lifting patches destined for China • Domestic: Increase in new device sales following the domestic launch of Volium in January 2024

#### > Rentals: KRW 0.3 bn / 1% of Revenue

## 1. 1024 Earnings \_ SG&A

	1024	1023	ΥοΥ	4023	QoQ
Salaries	2.7	2.2	+25.0%	2.5	+9.9%
(% of sales)	5.5%	5.6%		5.3%	
R&D	2.8	2.1	+32.3%	2.6	+8.1%
(% of sales)	5.6%	5.4%		5.5%	
Advertisement	2.2	1.3	+68.9%	2.5	-12.4%
(% of sales)	4.4%	3.4%		5.4%	
Commissions	1.7	1.8	-4.1%	2.7	-37.4%
(% of sales)	3.3%	4.5%		5.8%	
Sales commission	0.8	0.6	+38.4%	0.9	-6.5%
(% of sales)	1.6%	1.5%		1.8%	
Depreciation/Amortization	0.6	0.5	+31.7%	0.6	+4.4%
(% of sales)	1.1%	1.1%		1.2%	
Employee benefits	0.3	0.2	+19.5%	0.5	-49.0%
(% of sales)	0.6%	0.6%		1.2%	
Warranty expenses	0.1	0.1	+105.4%	0.4	-64.2%
(% of sales)	0.3%	0.2%		0.8%	
Others	2.4	1.6	+52.6%	2.3	+4.7%
(% of sales)	4.8%	4.1%		5.0%	
Total	13.7	10.3	+32.7%	15.0	-8.6%
(% of sales)	27.2%	26.5%		31.9%	

(Unit: KRW Billion)

#### > Salaries: KRW 2.7 bn / 5.5% of Revenue (YoY +25.0%, QoQ +9.9%)

#### > **R&D: KRW 2.8 bn / 5.6% of Revenue** (YoY +32.3%, QoQ +8.1%)

• Acceleration of new product development and increased staffing to gain approvals/licensing in more countries

• Costs related to licensing in the USA and China are being capitalized (KRW 0.9 bn in 2023, KRW 1.2 bn in 012024)

#### > Advertisement: KRW 2.2 bn / 4.4% of Revenue (YoY +68.9%, QoQ -12.4%)

• Reinforcing domestic KOL networks and enhancing B2B marketing with evidence-based messaging

• Expanding B2B marketing, including new product launch symposia and user meetings in foreign countries

#### > Commissions paid: KRW 1.7 bn / 3.4% of Revenue (YoY -4.1%, QoQ -37.4%)

• QoQ reduction in one-off expenses (consultancy fees for equity investment) from Q4 2023

#### > Sales Commissions: KRW 800 mn / 1.6% of Revenue (YoY +38.4%, QoQ -6.5%)

• Commissions linked to domestic equipment sales of Shurink Universe and Volnewmer

# 1. 1024 Earnings \_ Financial Status

	2021	2022	2023	1024
Assets				
Current assets	73.1	147.8	185.7	212.6
Cash & cash equivalents Sort-Term Financial Instruments Fair Value Through Profit or Loss	47.9	111.6	136.9	157.3
Inventories	16.5	23.4	19.4	19.4
Accounts receivables and Other Receivables	2.1	8.0	17.7	24.0
Non-current assets	143.2	183.6	189.7	190.3
P.P.E.	80.7	104.2	139.0	143.5
Invested properties	58.4	74.7	41.1	36.3
Total Assets	216.3	331.4	375.4	402.9
Liabilities				
Current liabilities	16.8	36.2	29.2	105.0
Non-current liabilities	35.8	65.6	62.7	0.6
Total Liabilities	52.6	101.8	91.9	105.6
Equity				
Retained earnings	133.1	204.2	271.0	264.3
Total Equity	163.7	229.6	283.5	297.2
Total Liabilities + Equity	216.3	331.4	375.4	402.9

(Unit: KRW Billion)

#### > Current Ratio: 202%, Debt Ratio: 36%

#### > Current Assets: KRW 212.6 bn

- Cash & cash equivalents, up KRW 20.4 bn YoY due to strong sales performance
- Inventories maintained at an appropriate level
- Accounts receivable breakdown: 12% in domestic, 88% in exports
- -96% of domestic AR is recoverable within 3 months
- 67% of export AR is attributable to key market and recoverable within 6 months as consumables orders follow equipment purchases

#### > Non-current Assets: KRW 190.3 bn

- PPE (self-use) KRW 143.5 bn, investment property (for lease) KRW 36.3 bn
- Growing proportion of self-use due to the expiration of lease terms for some lots of the head office building

#### > Current Liabilities: KRW 10.5 bn

- Short-term borrowings: KRW 63.8 bn (reclassified based on remaining maturity)
- Current tax liabilities: KRW 11.9 bn

#### > Non-current Liabilities: KRW 0.6 bn

#### > Equity: KRW 297.2 bn

34  $\rightarrow$ 

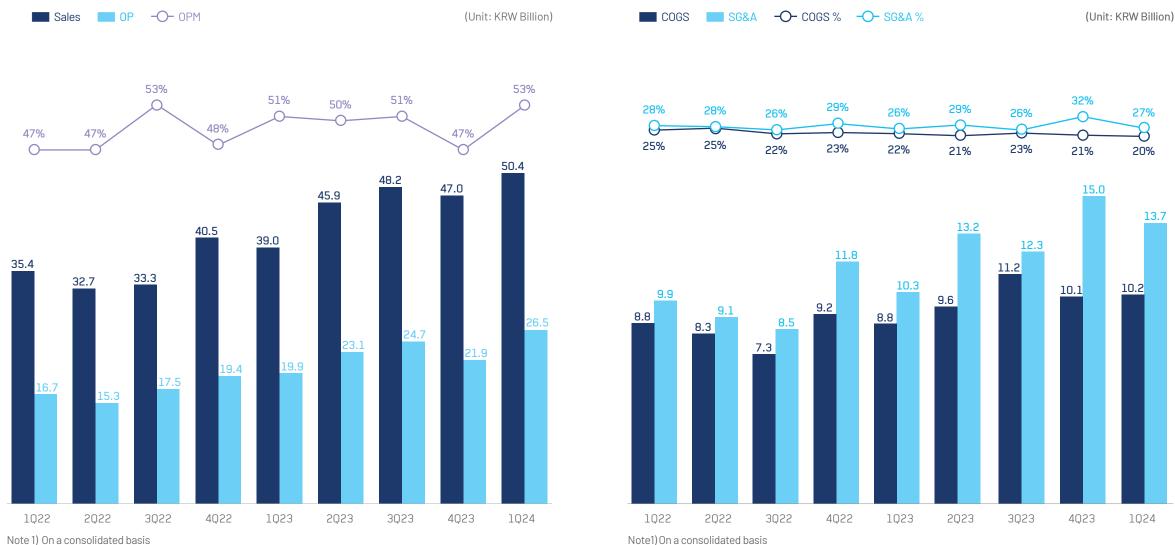
# 2.2024 Guidance

	Increasing Global Market Presence of Ultraformer MPT			
CLASSYS	Successful Global Launching of Volnewmer	<ul> <li>Leading the RF market in the top 10 countries</li> <li>Promoting sales in Hong Kong, Japan, Thailand, Brazil, CIS, and Russia</li> <li>Obtaining sales permits and holding launch symposiums in Brazil, Taiwan, CIS, and Australia</li> </ul>		
	Fortifying Monopolistic in Korea	<ul> <li>Advancing the HIFU procedure trends and boosting the sales of consumables</li> <li>Volnewmer Sales Target 700 units domestically and aiming for KRW 10 bn in consumables sales</li> </ul>		
	Accelerating New Product R&I	<ul> <li>Next-Generation HIFU, RF lines</li> <li>New Products (other EBDs and beauty care devices)</li> </ul>		
	Expediting Approvals in Major Markets	<ul> <li>Targeting FDA and NMPA approval in 2025 and 2026</li> <li>Accelerating approval processes in European markets</li> </ul>		
	Establishing a World-class Smart Infrastructure	<ul> <li>Establishing a production infrastructure that meets global standards, specifically those of the USA and Europe</li> <li>Enhancing systems of development, production, and management to achieve superior quality standards</li> </ul>		

Financial Results

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# 3. Quarterly Performance Trends (1)



1,205

1,260

1,338

1,359

1,276

1,315

1,312

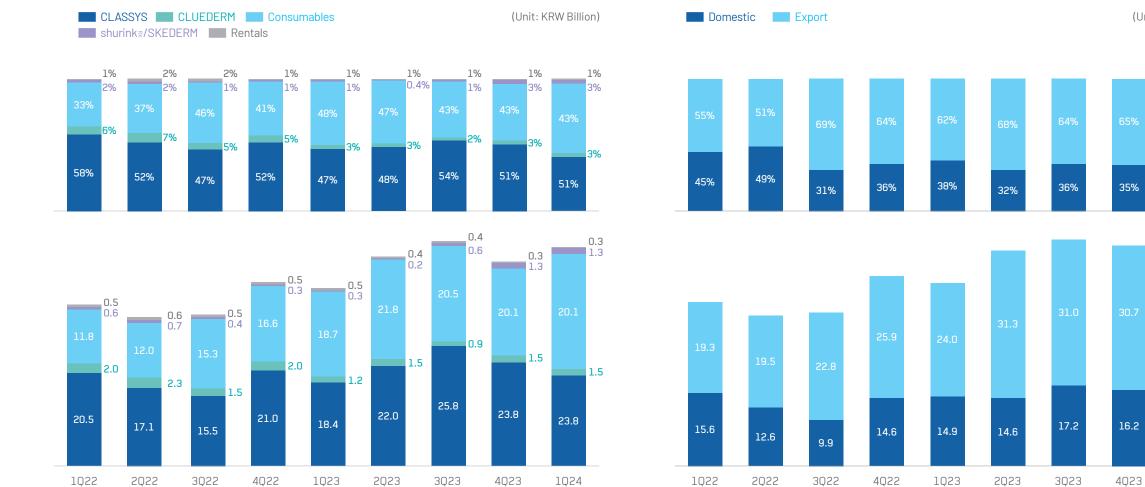
1,321

36

(Unit: KRW Billion)

33%

# 3. Quarterly Performance Trends(2)



Note 1)On a consolidated basis Note 2)₩/\$ exchange rate is averaged over the period. 1,328 ₩/\$

1Q24

16.7

(Unit: KRW Billion)

28%

 $\cap$ 

С

22%

39.3 39.7

50.8

28%

24%

33.6

26.1

2021

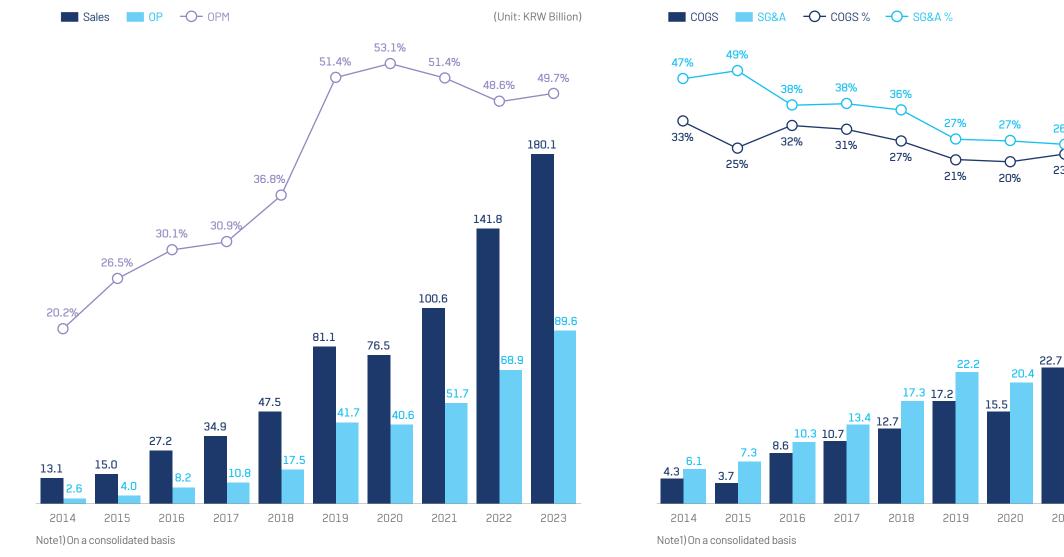
2022

2023

26%

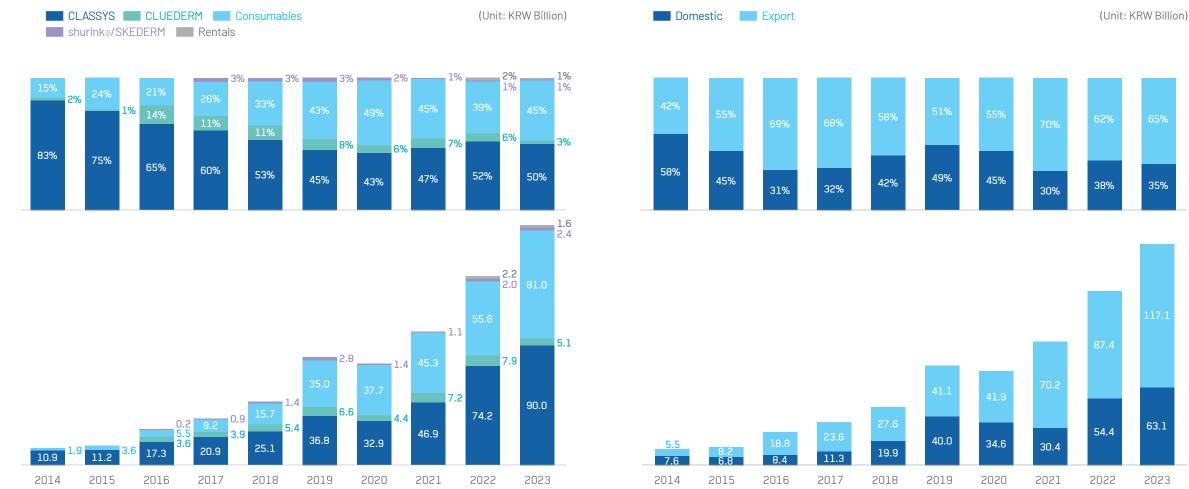
23%

# 4. Annually Performance Trends(1)



35%

# 4. Annually Performance Trends(2)



Note 1) On a consolidated basis Note 2) $\forall$ /\$ exchange rate is averaged over the period.

Note1)On a consolidated basis

1,132

1,160

1,130

1,101

1,166

1,180

1,144

1,292

1,305

1,053



Classys, 208, Teheran-ro, Gangnam-gu, Seoul, Republic of Korea http://www.classys.com | +82-2-6313-2106 email:ir@classys.com

# **IROODA Strategy**

Strengthening our global presence through active partnerships and collaborations

