



Expanding Possibilities in Medical Aesthetics

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Today's Agenda

I. Our Essence: Who We Are

II. Expanding Horizons: Where We Play

III. Redefining the Game: What We Do Differently

IV. Blueprint for Tomorrow: How We Will Grow



Our Mission & Vision

OUR MISSION

To help people **around the globe** discover their **best, most natural** selves through relentless **customer-centric innovation**.

VISION 2030

To be the **world's #1** provider of medical aesthetic **platform**.

(Revenue >\$1B, OPM >50%)

Classsys at a glance

2018-2023 CAGR **31%**
Revenue Growth



38,000

Global #1 Installed Base
around 70 countries



2018-2023 CAGR **39%**
Consumables Sales Growth
Consumables sales share 43%



5M

Ultraformer Treatments / year
300 shots / treatment



2018-2023 CAGR **39%**
EBITDA Growth
EBITDA >50% since 2019



#1

Brand Power

2024 google trends(HIFU treatments)



*Source : Classsys company data

*Note: : Consumables sales share is based on the assumption of combined Classsys and Ilooda full year sales revenue in 2024E

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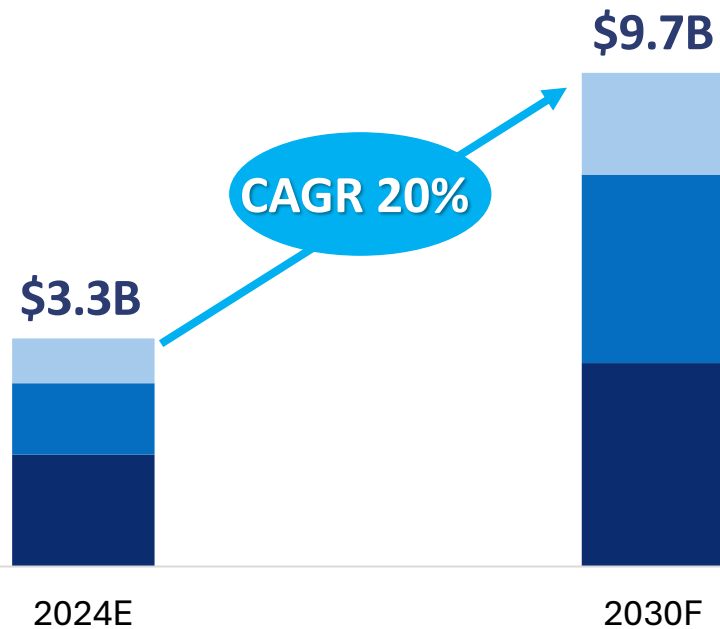
III. Redefining the Game: What We Do Differently

IV. Blueprint for Tomorrow: How We Will Grow



We operate in a robust, high-growth Aesthetic EBD¹⁾(Energy-Based Device) market, projected to expand at a 20% CAGR, fueled by strong demand.

Global Aesthetic EBD Market Size & Growth



- HIFU (High Intensity Focused Ultrasound)
- MRF (Monopolar Radiofrequency)
- MNRF (Microneedling Radiofrequency)

Market Growth Drivers



Patients

- Rising acceptance of **preventive EBD treatments**
- **Social media boosting awareness** of EBD benefits
- Demand for **fast, visible, natural results with no pain, no downtime**



Clinic/MedSpa

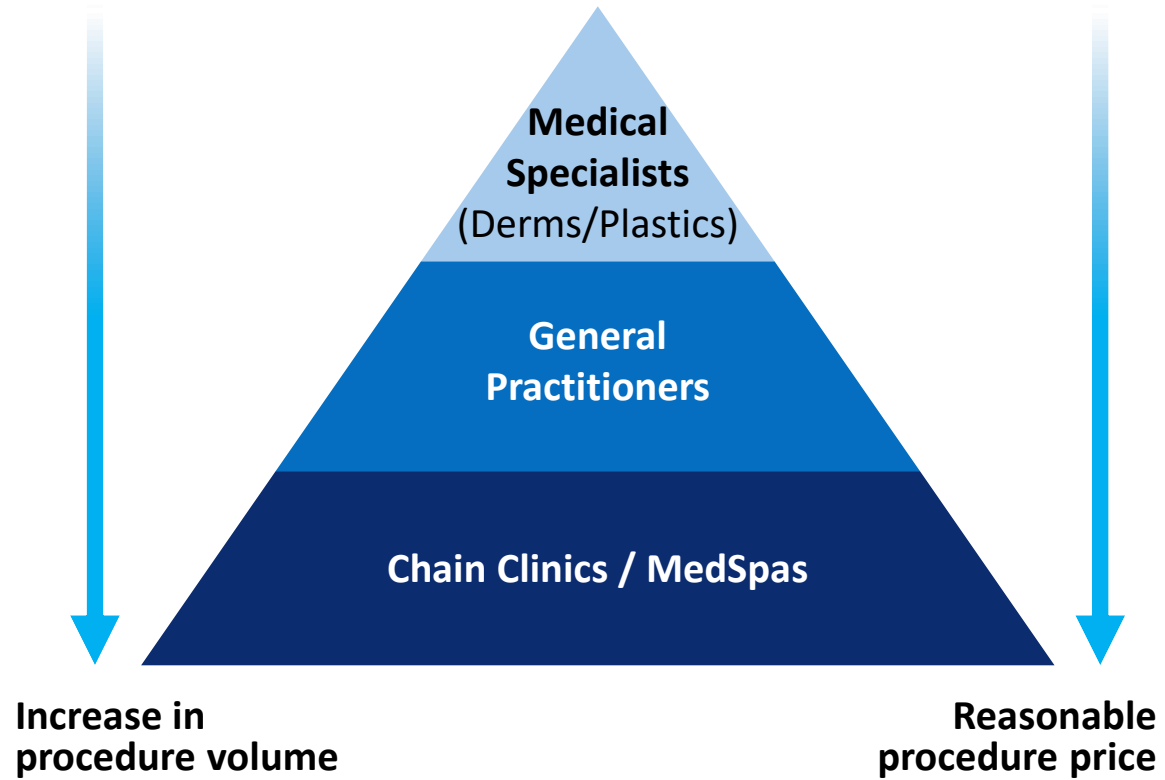
- Non-invasive treatments that are **easily delegable**
- Treatments that drive loyalty & **repeat visits**
- Profitable treatments that deliver **strong ROI**

*Source : Classys Internal Data; ISAPS; Mordor Intelligence; Insight Partners; Expert Interview; Lit. Search; Bain & Company Analysis

*Note 1) Aesthetics EBD : Inclusive of HIFU, MRF, MNRF technologies

As EBD adoption expands from medical specialists to the mass market, customer demand and market penetration soar.

Market Segmentation & Adoption Flow



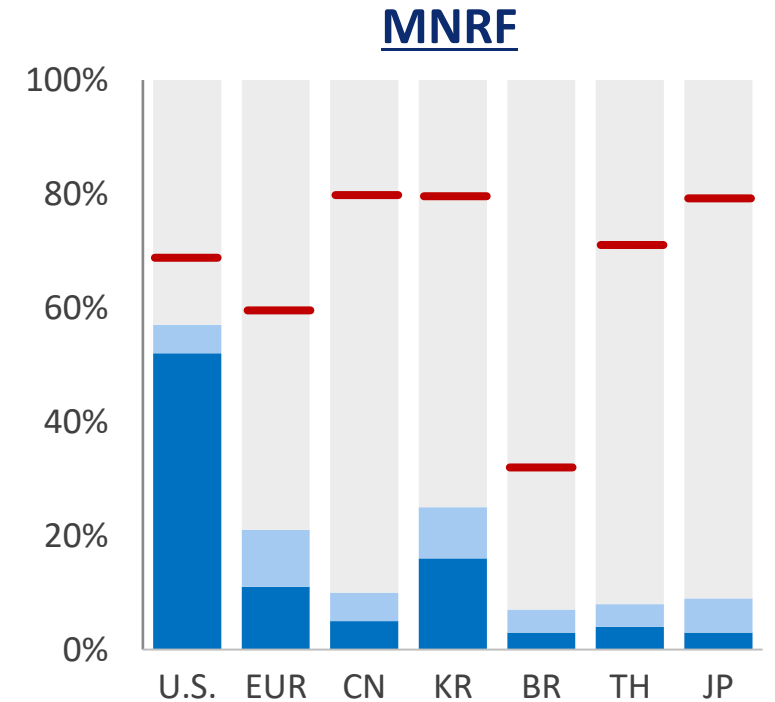
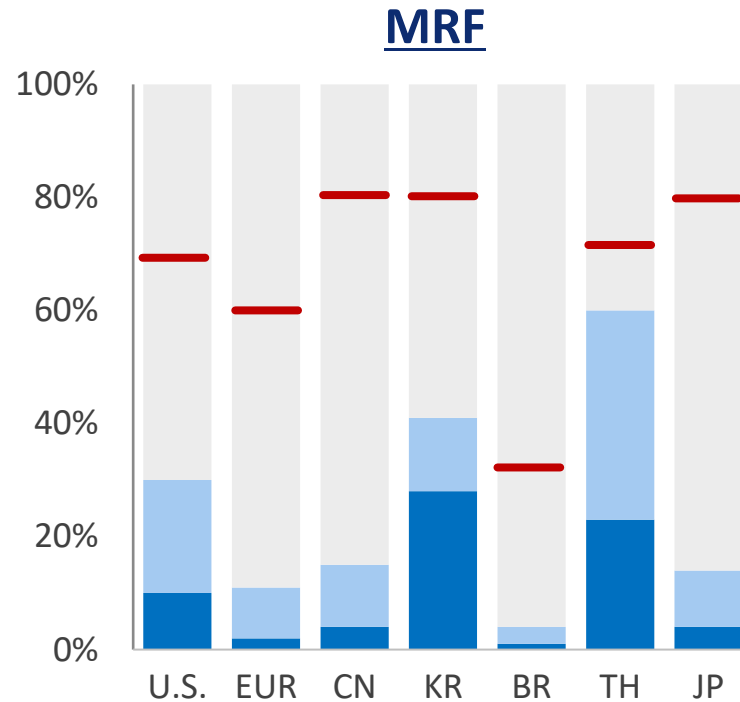
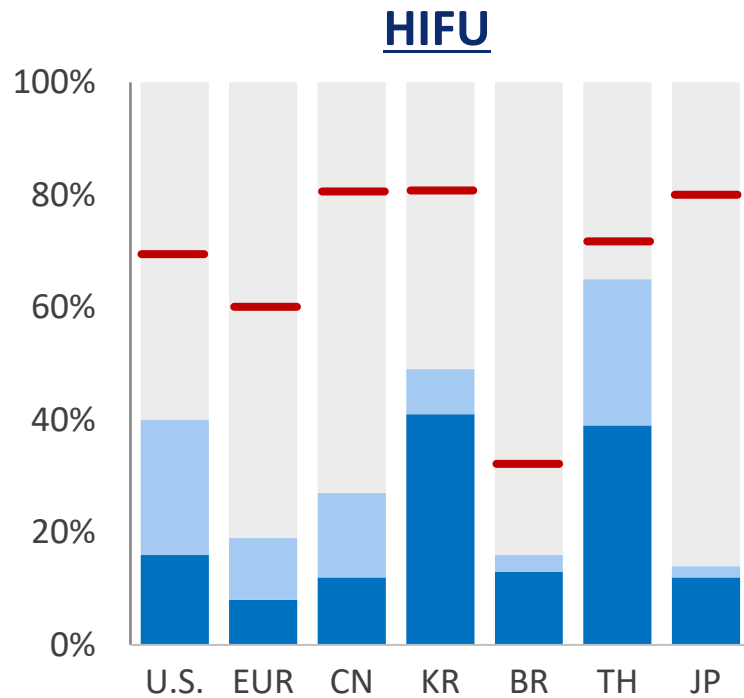
Treatment Efficacy by Indication

		Aesthetic EBD			Laser	Filler	Botulinum Toxin
		HIFU	MRF	MNRF			
Rejuvenation	Lifting	H	M	M	L		
	Tightening	M	H	M	L		
	Wrinkles	H	M	H	M		H
	Skin Texture	M	H	H	H	H	
Pigmentation	Superficial Pigmentation			M	H		
	Deep dermal pigmentation			L	H		

Clinic/MedSpa and patient penetration remain low in most countries, presenting significant opportunities in major markets like the U.S.

Clinic/MedSpa Penetration¹⁾

- '24E
- '30F
- Botulinum Toxin ('24E)



*Source : Classys Internal Data; ISAPS; Mordor Intelligence; Insight Partners; Expert Interview; Lit. Search; Bain & Company Analysis
 *Note: 1) # of clinics with EBD device / Total # of clinics

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Our products are driven by a pursuit of innovation and a deep understanding of customer pain points, redefining how challenges are addressed.

Patient Pain Points

“Painful procedure”

“Don’t want **anesthesia**”

“Treatment too **expensive**”

“**30-60 minutes** treatment time”

“Risk of **side effects**”

Filler fatigue and turning to solutions that promise safer, natural results

+ Clinic/MedSpa Pain Points >>>

“**Expensive costs**”

“**Clinic’s ROI** is unfavorable”

“**Labor** intensive”

“**Old school**”

“**Poor ergonomics**”

Clinics/MedSpas seek equipment that generates profit

Our Aesthetic EBD Blockbusters



Ultraformer (HIFU)

Leading HIFU brand with the largest **18,000+** installed base worldwide since launch in 2014



Volnewmer/Everesse (MRF)

New innovative RF brand with the fastest **1,700+** installed base worldwide since launch in 4Q22

We offer a complete range of medical aesthetic technologies, including HIFU, MRF, MNRF, and laser platforms, many with consumables.

HIFU



Ultraformer MPT

MNRF & Laser



Secret RF

Reepot

CuRas

MRF



Volnewmer(Everesse)

Other Platforms

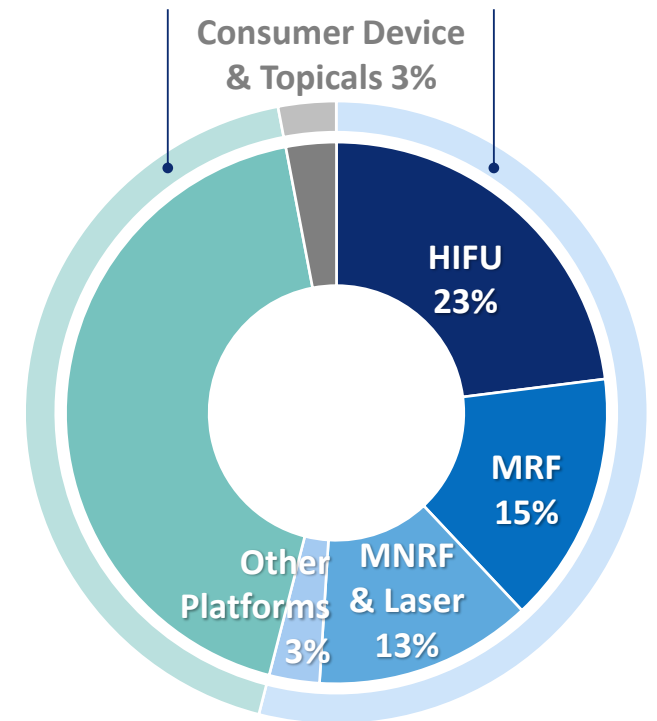


Scizer

Clatuu Alpha

Aquapure

Consumables 43% Platform 54%



*Source : Classys company data

*Note : % of revenue breakdown is based on the assumption of combined Classys and Ilooda full year sales revenue in 2024E

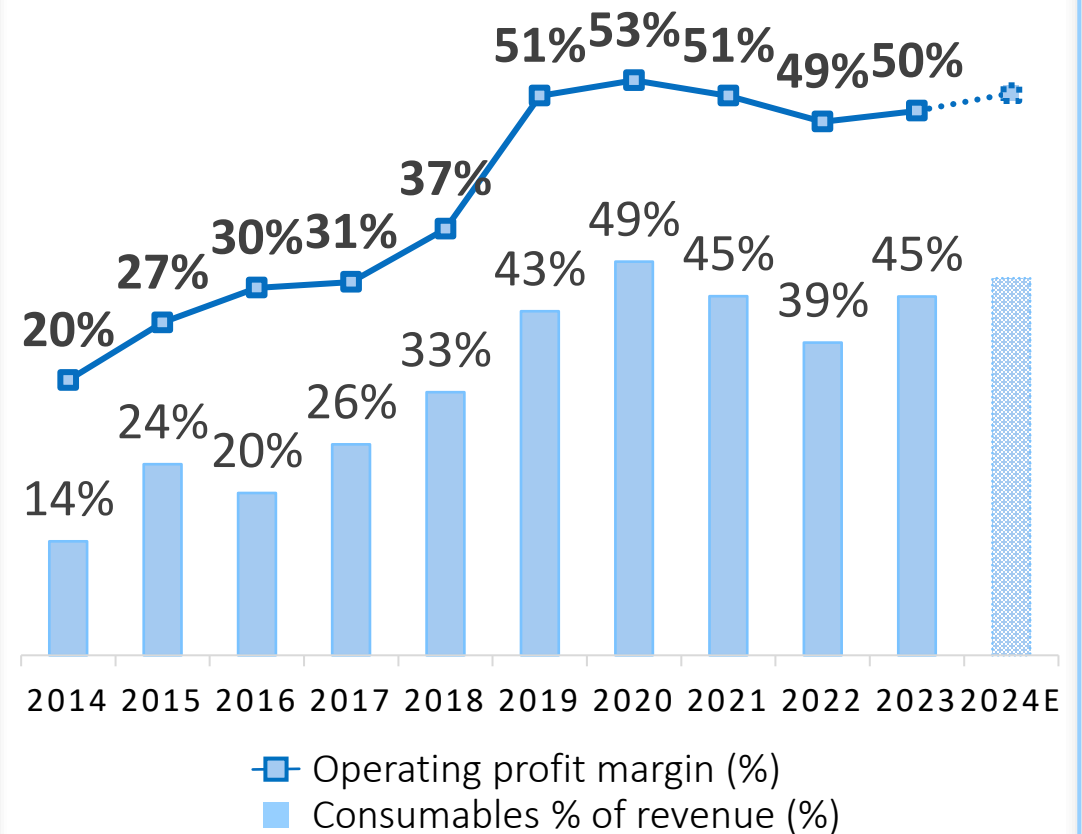
*Note : Other devices include dermabrasion, body contouring devices

We prioritized democratizing access with our growing global installed base driving consumables revenue, strong GM, and OPM.

EBRP(Energy-Based Recurring Platform) Model

	Classys EBRP	Typical model
Technology	Aesthetic EBD HIFU, MRF, MNRF	Other EBD
Source of Revenue	Capital sales Consumables (e.g., cartridges, tips, topicals)	Capital sales Warranty and service
Pros & Cons	(+) Steady topline growth (+) 90% consumables GM	(-) Heavy capital sales dependent (-) Reliant on device replacement cycles

Consumables & OPM Trends

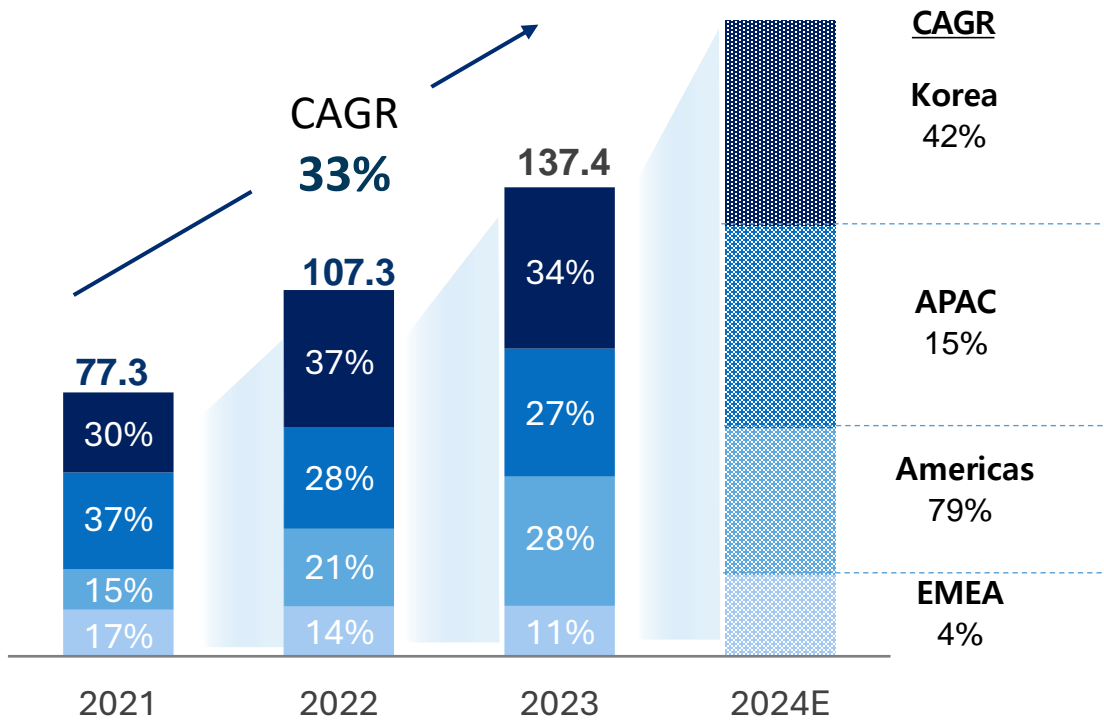


*Source : Classys data.
2024E Consumables shares, GPM, OPM are based on Classys internal forecast prior to merger with Ilooda

We've experienced rapid global growth, yet substantial opportunities remain untapped in key markets like the U.S., EUR, and China.

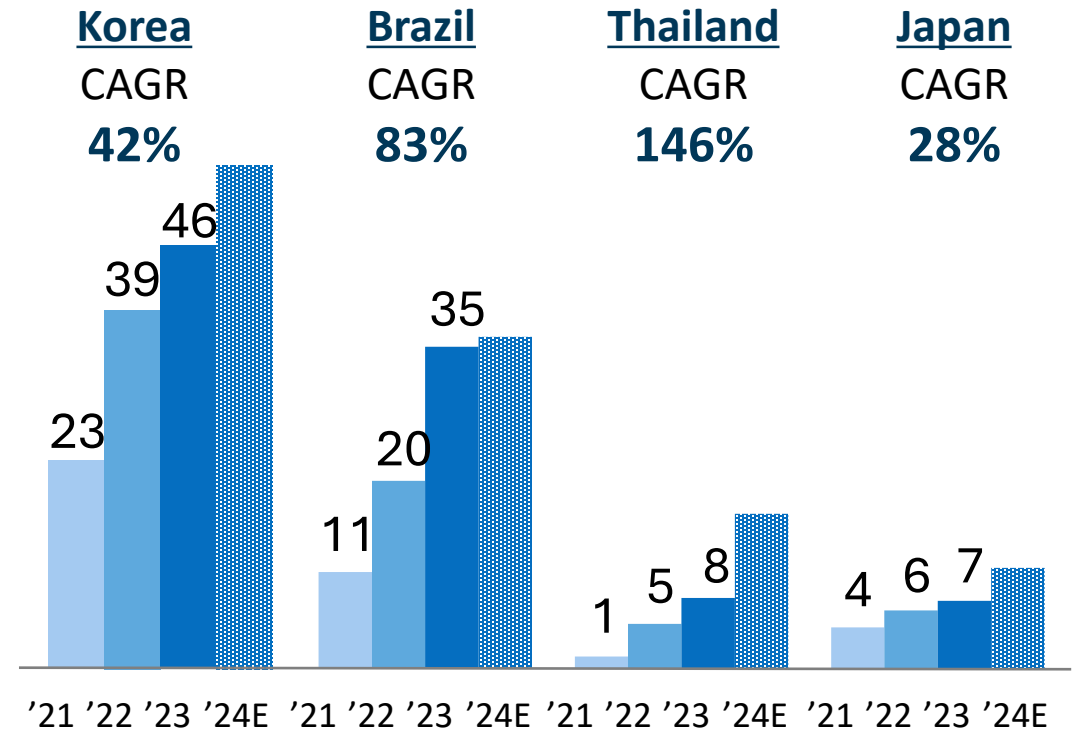
Sales by Region

(Unit: Million USD)



Sales of Top 4 Countries

(Unit: Million USD)



Our products are supported by rigorous clinical evidence from leading studies conducted globally, ensuring proven effectiveness and trusted results.

Sound Scientific Leadership

50+ Clinical papers
published to date

200+ Key opinion leaders
worldwide

5,000 Attendees
take part in Classsys user meetings per year

1,000 Training certificates
awarded in 2024

Our marketing initiatives, both clinics and patients across the globe, have driven rapid growth, solidifying our position as a leader in the industry.

Strong Marketing Expertise

Strong NPI¹⁾ rollout

GTM expertise for each NPI

Effective ATL²⁾ & BTL³⁾ marketing

Large scale ads & targeted user meetings

Patient journey optimization

Further strengthening AIDA⁴⁾

Strong content & digital channel

Maximizing viral marketing

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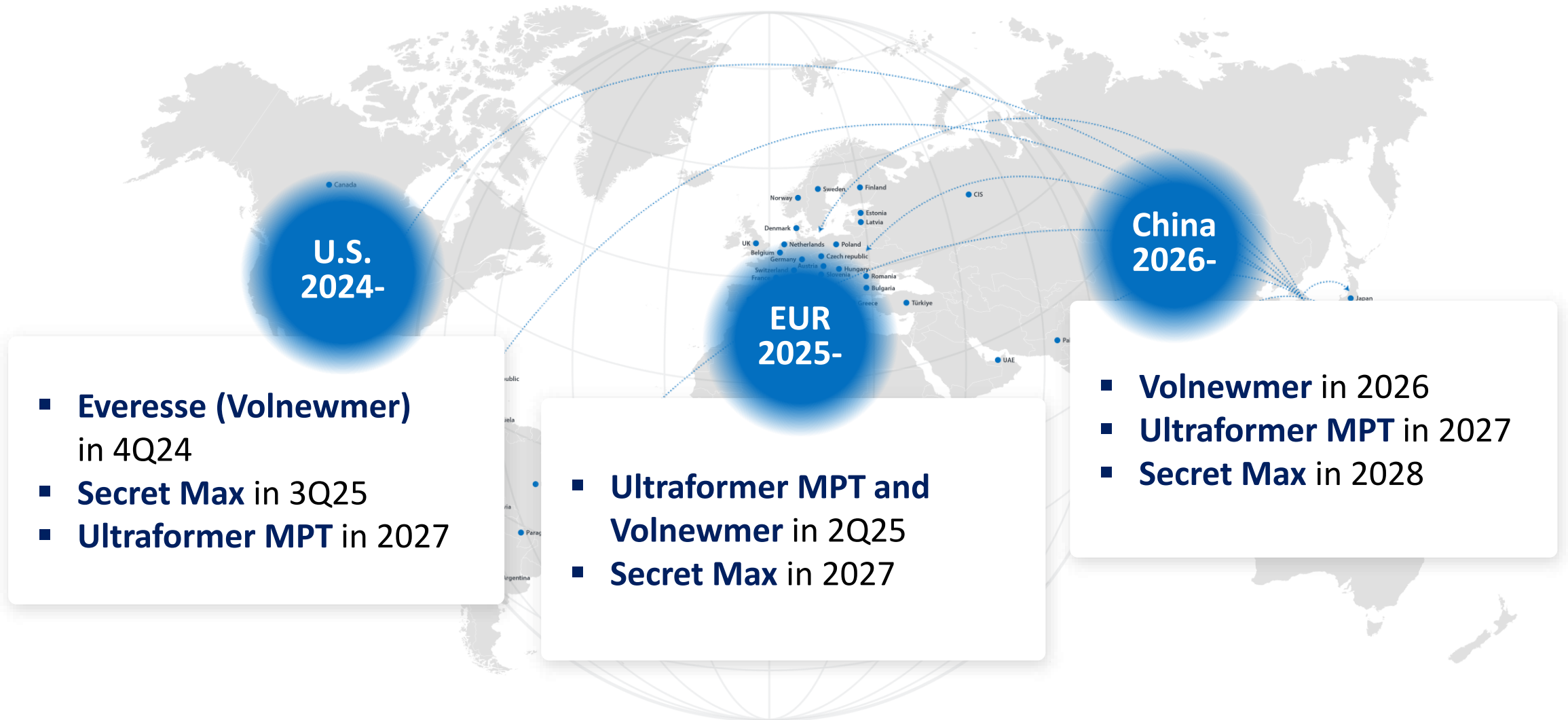
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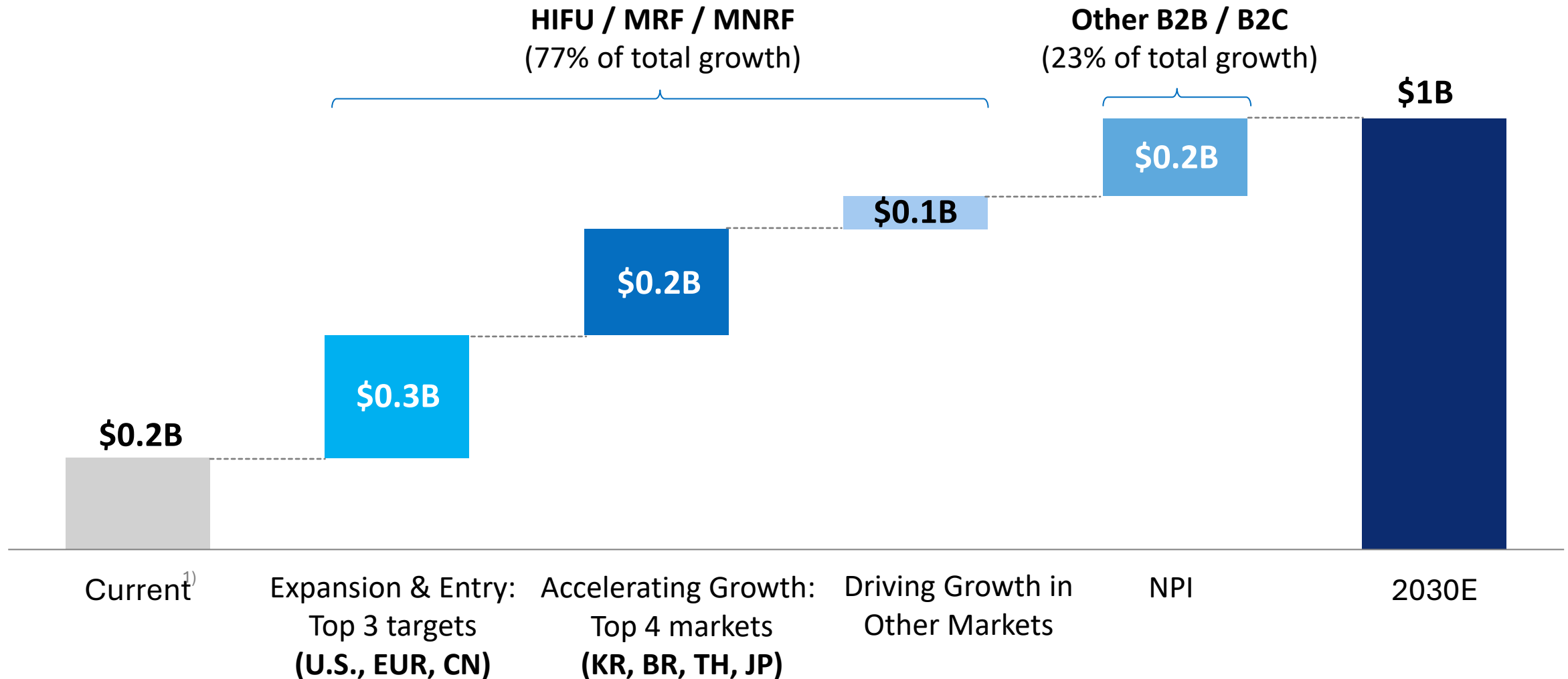
Our evolving product portfolio is supported by a robust pipeline of NPIs, reflective of market insights to address the needs of our customers.



We are now strategically targeting larger markets, including the U.S., China, and EUR, to accelerate global expansion.



With a bold goal of reaching \$1B by 2030, we are set to achieve a 30% CAGR over the next six years.



*Note 1) Current is based on the assumption of combined 2024 Classys's guidance and Ilooda's disclosed full-year(2023) sales revenue

In Closing...



The aesthetic EBD market projected to **grow at a 20% CAGR** from '24–'30.



Our EBRP business model allows us to **sustain a strong growth & margin profile.**



We will **expand into new territories** – U.S., Europe, China.



We will **continue to innovate new products** to meet the 5-year replacement cycle.



We will **achieve a 30% CAGR growth** from '24-'30.

**For inquiries, please contact us at:
ir@classsys.com**

