CLASSYS

Next Stage Growth Strategy

November 12th, 2026



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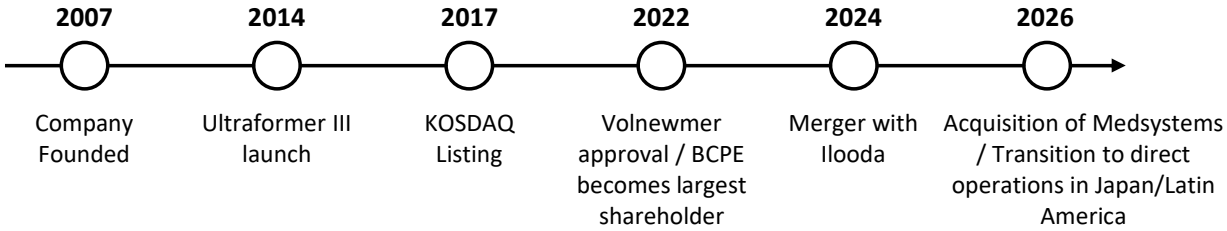
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CLASSYS at a Glance

Company Overview

- **Energy-based device (EBD) manufacturer with a full modality portfolio** — HIFU, MRF, MNRF, Laser, and Dermabrasion (founded in 2007, KOSDAQ-listed in 2017)
- **Operating in ~80 countries on a recurring revenue model** combining device and consumable sales

Company History



900+
Employees

150+
Engineers (R&D, manufacturing, quality)

3,450+
IP rights (registered and pending)

2
In-house manufacturing plants
(Munjeong, Gunpo)

Regulatory approvals secured in key markets

식품의약품안전처 · EU-MDR CE · ANVISA

Key Highlights

Proven Products and Technology

Full Line-up
Product lineup across 5 core technology platforms

#1
HIFU brand power by Google Trends

200+
Global KOL network

Unrivaled Global Leadership

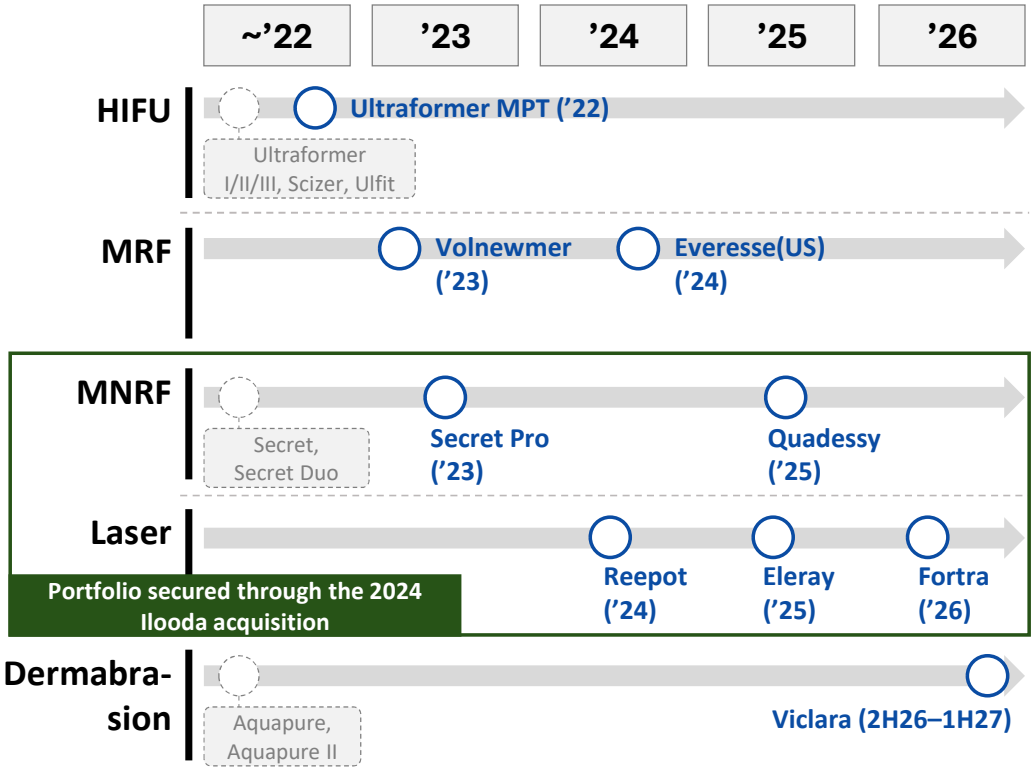
50,000+
Cumulative global installed base (as of Oct 2026)

~5.5M
Average annual HIFU procedures globally

77%
Global revenue share (3Q26 YTD)

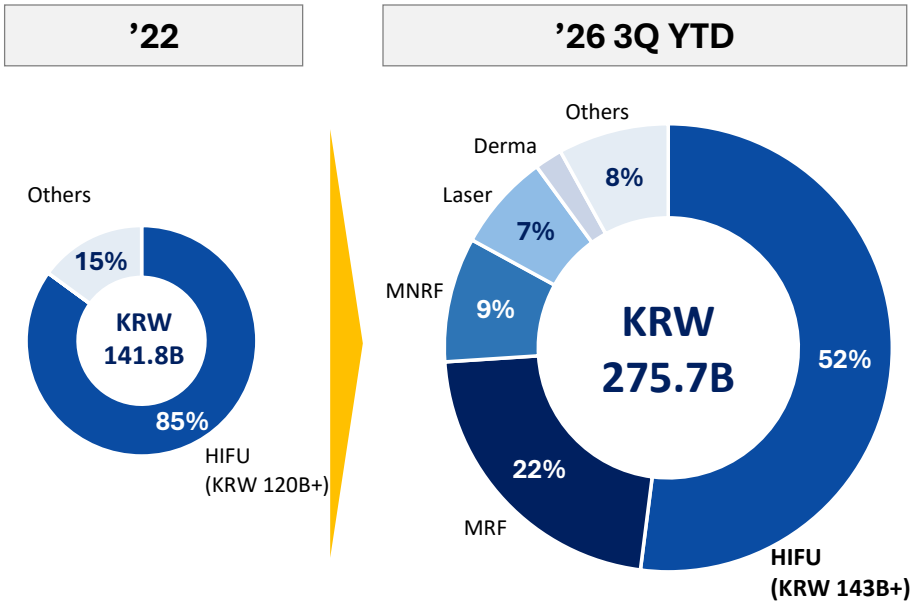
Product Portfolio

Portfolio Expansion Across All Energy Modalities



Note: Also holds IPL (Veloce) and Cryolipo (Clatuu Alpha)

Shift in Revenue Mix by Product



Non-HIFU modalities now account for ~40% of revenue
→A full portfolio that reduces single-product dependence

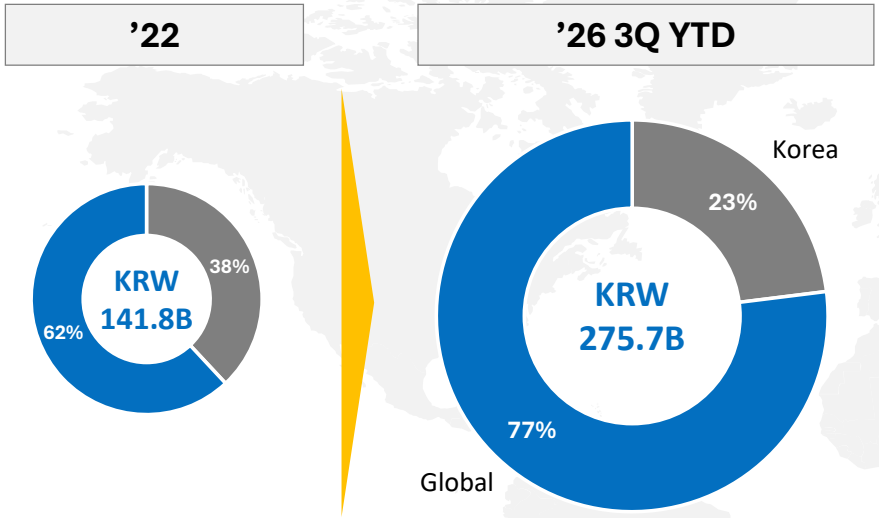
Differentiated Technologies

Company Introduction

	HIFU	MRF	MNRF	Laser		Dermabrasion
	 **Ultraformer MPT**	 **Volnewmer /Everesse**	 **Quadessy**	 **Reepot**	 *2026 Launch* **Fortra**	 *2027 Launch Planned* **Viclara**
Key Target Markets	**Lifting, elasticity, wrinkles**	**Tightening, elasticity**	**Pores, scars, skin texture**	**Pigmented lesions, melasma**	**Lifting, tightening, skin tone and texture**	**Skin quality and barrier care**
Energy Delivery (Core Technology)	**Layer-specific energy delivery** MP Mode Booster	**Heating without thermal damage** Continuous cooling & pulse	**Dual-depth delivery in a single insertion** Hybrid RF·DualDepth™	**Selective targeting of melanin** 532nm post-vasoconstriction	**Simultaneous 4-wavelength delivery across 4 skin layers**	**Four-step skin care in one session** From peeling to regeneration
Safety/Comfort (cooling and pain control)	**Low pain, short treatment time** Lightweight handpiece	**Reduced discomfort via continuous contact cooling** Water-cooling system	**Fractionated energy delivery for reduced pain** Up to 15 sub-pulses	**Epidermal protection via contact cooling** CPTL® cooling	**Surface cooling to reduce pain and swelling** 3-stage contact cooling	**Needle-free delivery of active ingredients** BoostJet rotating brush
Customisation (by area and depth)	**Dedicated cartridges by treatment area and depth**	**Dedicated tips by treatment area**	**Auto output adjustment by skin condition** Energy Cruise Control	**Automatic lesion detection for uniform delivery** AutoDerm®	**Fine output control by skin type** 0.1 J/cm² increments	**Configurable treatment programs by skin condition**
Consumables (recurring revenue base)	**10 cartridge types** Smart connector shot tracking	**4 dedicated tip types** eye, face, body / Smart connector shot tracking	**9 dedicated tip types** Needle and non-needle tips	**Dedicated tips** 30-minute usage limit		**Dedicated solutions, brushes, booster ampoules** Moisturizing, elasticity, and other functions

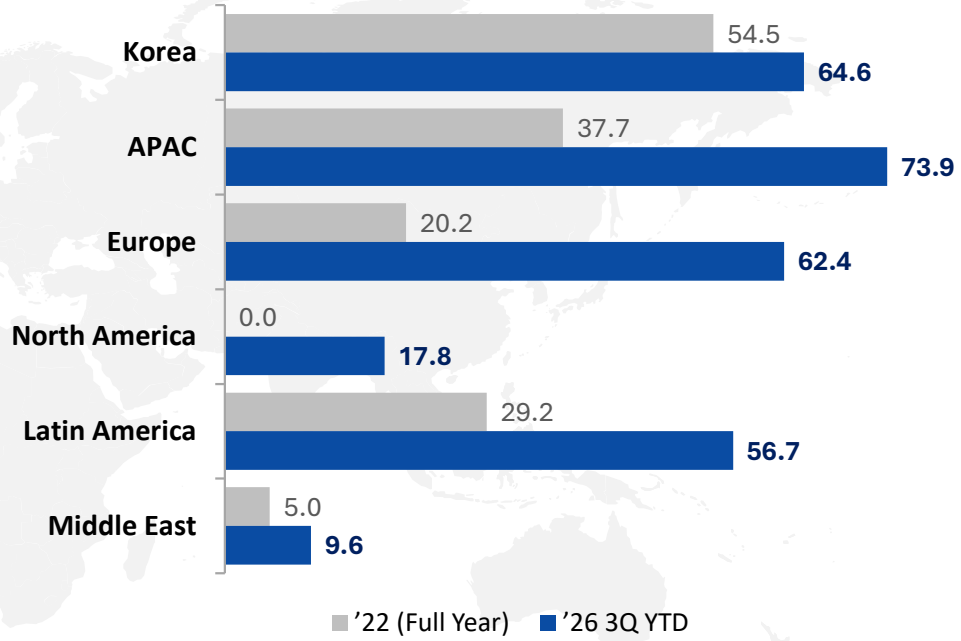
Global Business Overview

Revenue Mix by Region



Revenue by Region[1)]

(Unit: B KRW)



※ Full-scale China entry planned for 2027

Note: 1) Cumulative revenue through 3Q26; China not yet reflected in current revenue

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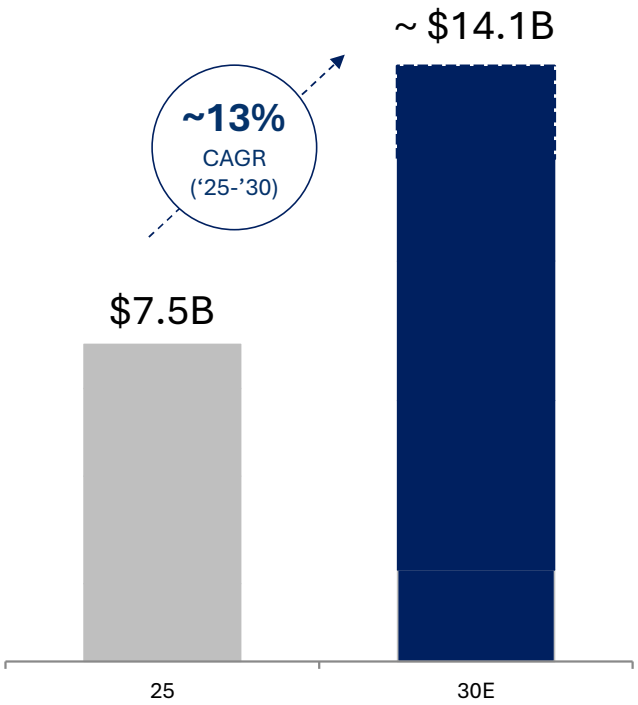
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Global EBD Market Outlook

Market growth driven by mainstream adoption, broader patient/treatment coverage

Global Aesthetic EBD Market Forecast



Growth Drivers



Mainstream Adoption of Aesthetic Procedures

Shifting from a luxury for high-income consumers to a **mainstream form of self-care**



Broader Patient Base

Lifetime patient relationships — from preventive care in the 20s to elasticity management in middle age



Broader Treatment Coverage

Expanding from face to body, and **from standalone to combination and customized treatments**



Preference for Minimally Invasive Procedures

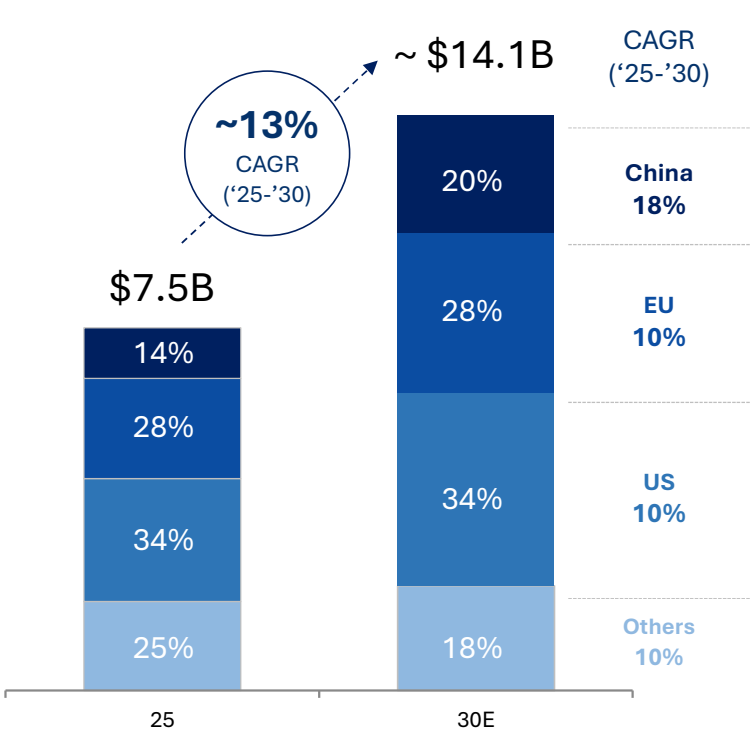
Growing demand for **natural results** with less pain and downtime — continued shift from surgery and injectables to EBD

Source: Grand View Research (GVR), Global Energy-Based Aesthetic Devices Market Size & Outlook, Market Glass, Energy-based Aesthetic Device

Regional Market Opportunities

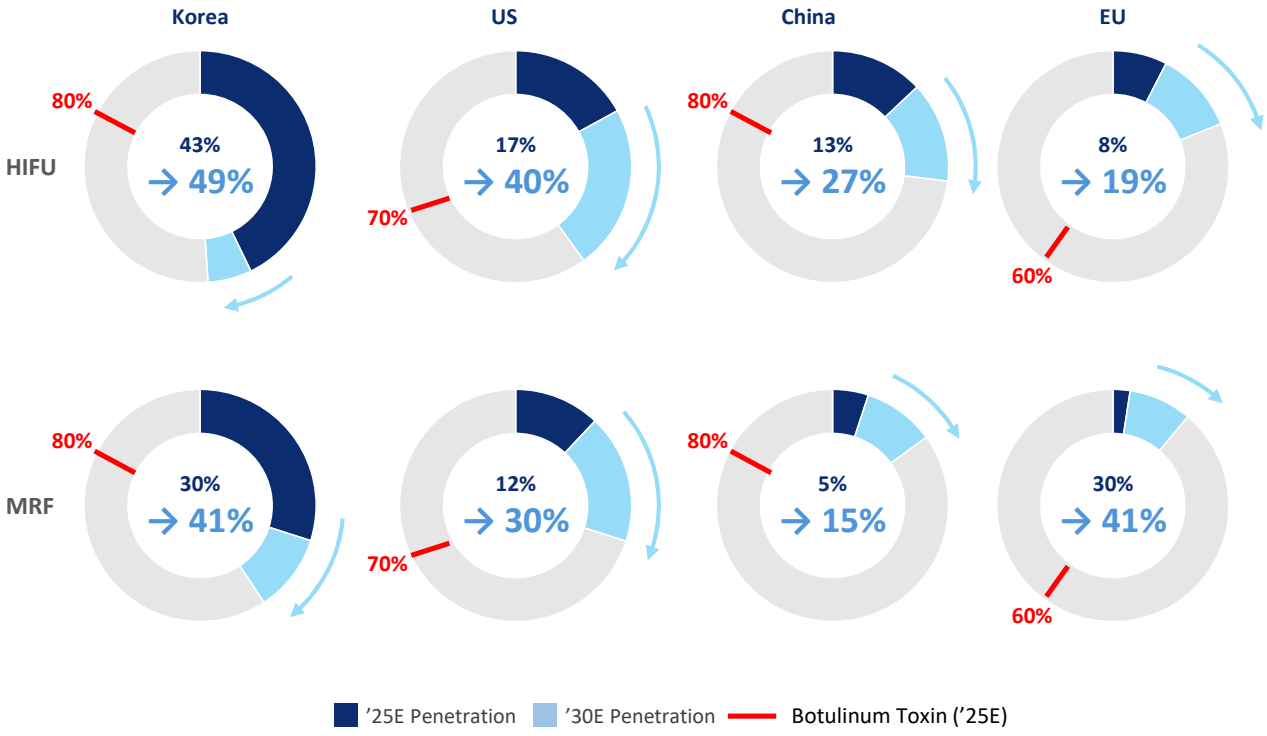
Major markets incl. US, EU, and China expected to drive future market growth

Aesthetic EBD Market Forecast by Region



Source: Grand View Research (GVR), Global Energy-Based Aesthetic Devices Market Size & Outlook, Market Glass, Energy-based Aesthetic Device

Clinic Penetration in Key Markets (HIFU/MRF, '25 vs. '30F)



Source: Bain & Company

Competitive Landscape

Future market to be dominated by players with tech. leadership, global scalability, and proven recurring revenue model

Current Competitive Structure

New entrants are increasing, but few players combine technology depth with global capability

Established Korean Players	**Proprietary core technologies and an established global sales base**
New Korean Entrants	Single-product and price-driven competition; **limited global approvals and distribution networks**
US/EU Players	Strong brand recognition, but losing share in growth markets due to **premium pricing and slowing innovation**

Key Success Factors for the Next Phase

Aesthetic platform companies equipped with three core capabilities will lead Next Phase growth



Technology and Product Competitiveness

The ability to continuously launch innovative, indication-specific products by combining multiple core technologies rather than relying on a single product



Global Scalability

Securing early position in key markets through proactive regulatory approvals, market-optimized distribution models, global KOLs, and strategic partnerships



High-Margin Recurring Revenue Model

Expanding the revenue base through consumable sales on a large installed base and new product rollout

Classys' Competitiveness

Early entry into key growth markets and sustain capabilities to lead industry growth

Differentiated Technology and Products

Demonstrated clinical superiority against competing products; sustained cycle of innovative product launches

Full Line-up
Product lineup across 5 core technology platforms

150+
Engineers (R&D, manufacturing, quality)

Product Launch History

- '22 Ultraformer MPT (HIFU)
- '23 Volnewmer (MRF)
- '24 Reepot (Laser)
- '25 Quadessy (MNRF)
- '26 Fortra (Laser)

Proactive Global Expansion

Selecting and optimizing the operating model to fit each market's characteristics in GTM execution

80+
Countries of operation

~77%
Global Revenue Share ('26 3Q YTD)

GTM Models by Market Type

At initial entry, the subsidiary manages networks and distributors cover individual clinics; full transition to direct operations follows

Direct	**Large markets** and markets with strong understanding of the Company
Distributor	Markets where **proven partners** enable efficient expansion
Hybrid	Markets where **brand and KOL management** are critical

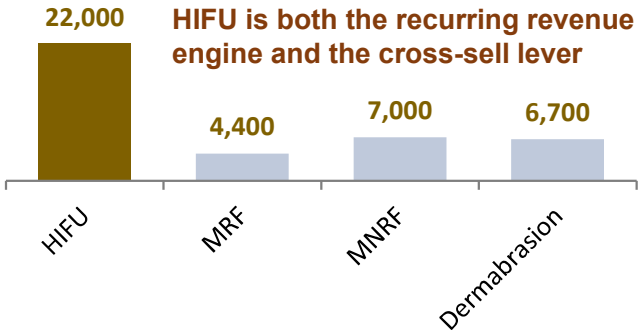
Proven High-Margin Recurring Revenue Model

Accelerating consumable revenue growth on the global installed base

~5.5M
Average annual HIFU procedures globally

Combination protocol development
QUATTRO 4D
Volink

Cumulative Device Installations Generating Consumable Revenue
('26 3Q YTD)



HIFU is both the recurring revenue engine and the cross-sell lever

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Reaccelerating Growth from 2027 through Three Strategic Pillars

Classys Next Stage Growth Strategy

Product Innovation

A Accelerating Next-gen Products

Faster launch of Next Gen products built around customer needs and treatment objectives

Advance Development of Core Technologies

Securing core technologies early to establish fundamental differentiation and build the foundation for next-generation innovation

Market Expansion

B New Market Entry and Early Positioning

Early entry and market capture with fully approved devices

C Land & Expand

Full-scale expansion of market position on the existing portfolio

D Defending the #1 Position

Defending leadership and returning to growth through new devices and cartridges

E Stabilizing Direct Operations

Stabilizing the direct operating model and executing turnaround

Portfolio Expansion

F Home Beauty Business Expansion

Home beauty lineup built on clinical technology, with global distribution network expansion

Inorganic Growth

M&A and JV to secure core technologies and distribution networks

B China

First-mover position secured via first approval/launch among Korean HIFU/MRF players

Market Characteristics

Early-Stage Medical Aesthetics Market

Aesthetic EBD market growing 15–20% annually ('25 – '30)

Users per 1,000 population at ~1/5 of Korea

Regulatory Approval as the Entry Condition

Full Class III regulation reshaping the market around approved devices

Regulatory capability is a core competitive advantage

Market Capture Strategy

① Proactive Product Approvals



② GTM Tailored to Market Characteristics and Entry Timing

Positioning	**"Early expansion of treatment trends on proven efficacy"** First Korean player to enter a market currently contested by one global and one to two local players
Distribution Partners	**"Competitive local partners with nationwide coverage"** A distribution network reaching from major cities to regional hubs
Target Regions	**"From high-demand Tier 1 and Tier 2 cities to nationwide"** Starting with Tier 1/2 city chains and leading clinics, expanding nationwide in phases

US

Key EBD product launches within next two years to establish foundation for rapid market expansion

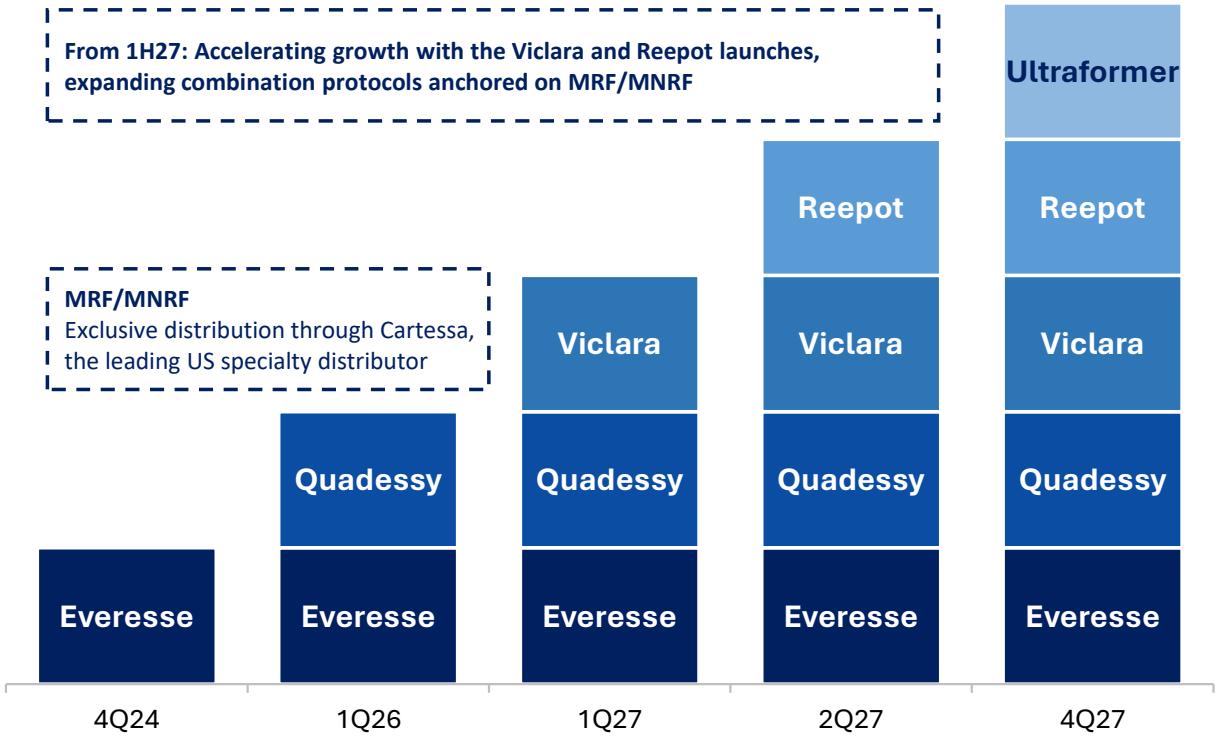
Progress and Results to Date

500+
Cumulative Everesse (MRF, Volnewmer) installations (since 4Q24)

150+
Cumulative Quadessy (MNRF) installations (since 1Q26)

21→26%
Consumable revenue share (2025 → 3Q26 YTD)

Key Strategy



EU

Early growth driven by first-mover position and regional hub/portfolio expansion

Progress and Results to Date

First

to obtain CE MDR approval for MRF/HIFU

Capturing share as the first mover

5,300+

Cumulative installations of consumable-based devices

Growing consumable revenue on the installed base

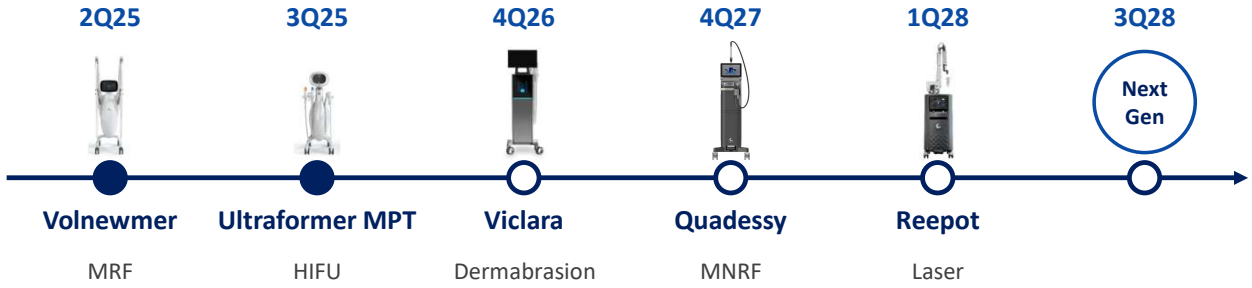
9 Countries

with annual revenue of KRW 1bn or more (‘26E)

Up from 3 countries in 2024, replicating the Spain/Türkiye model

Key Strategy

① Capture and Expand: Portfolio Approval Schedule



② Expand: Replicating the Spain/Türkiye Model Across EU (annual revenue by country)

2024	2025	2026E
		Spain, Türkiye
	Spain, Türkiye, Poland	Poland
Spain, Türkiye, Poland	Italy	Germany, UK, Switzerland, Italy
-	Germany, UK, France, Sweden	France, Sweden

D Korea

Defending #1 position and accelerating growth in 2027 with new devices/cartridges

Product and Treatment Innovation

Expanding the Treatment Menu with New Tips and Protocols

Adding new tips and protocols for Shurink, Quadessy, and Volnewmer to **expand the treatment menu and support procedure price uplift** across the installed base

'27



New Protocols HIFU

New Tips MRF/MNRF

Growing Device Sales through New Product Launches

Capturing **replacement and add-on demand** from the existing base with the Reepot and New Shurink ('27)

'27



New Shurink

Reepot Upgrade

Strengthening B2B2C Marketing

B2C Marketing and Global Campaign Expansion

Expanding the treatment menu drives both procedure volume and pricing
Expanding treatments tailored to consumer needs across multiple channels
Growth in Ultraformer and Volnewmer procedures converting into consumable revenue

Global Campaign / B2C Marketing



riving consumer demand to in-clinic treatments

Scaling Recently Launched Devices

Activating marketing for devices already in market, including Quadessy and Fortra
- Quadessy rollout across multiple channels (from Sep 2026)
- Fortra campaign launch (from Nov 2026)





Quadessy

Fortra

From 2027, Consolidating the **#1 EBD Position on HIFU Leadership and Sustaining Korea Revenue Growth**

E LATAM / Japan

Direct transition complete; business stabilization/performance improvement in 2027

Latin America

'26.3 — **Transition to Direct Operations**
Medsystems acquisition and integrated operation of the LATAM subsidiary

Earnings Recovery and Stabilization Strategy

Leveraging the HIFU Installed Base
Expanding Volnewmer and other product sales into the Ultraformer customer base

Product and Marketing Expansion
Launching the full product portfolio while scaling combination treatments and B2C marketing

Improving Consolidated COGS Ratio
Clearing pre-acquisition high-cost inventory early, then selling higher-margin new supply

Japan

'26.8 — **Transition to Direct Operations**
Completed transition from a dual model to 100% direct operations

Earnings Recovery and Stabilization Strategy

Targeting Major Chain Clinics
Expanding combined HIFU/MRF adoption at major chains on the back of large-chain references

Early Traction for New Products
Proactive Quadessy and Fortra placements with KOLs and medical professionals

Reactivating Key Accounts
Restoring device utilization through refresher training and early new-tip placement

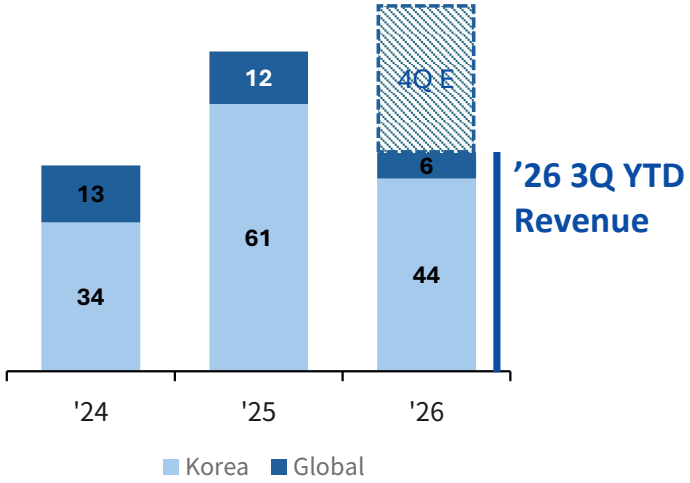
Target **'27~** **Stabilizing Direct Subsidiaries and Resuming Full-Scale Growth and Margin Expansion**

Ⓕ **Home Beauty Business Expansion**

Accelerate growth via clinical tech-based products and global distribution expansion

Progress and Results to Date

Home Beauty Revenue Trend (Unit: KRW 100m)



'26 3Q YTD Revenue

Key Highlights

- **Pop-up at Ready-Young pharmacy, Myeongdong**
- **Volium and Lift2Glow home shopping broadcasts**
- **Full-scale global market entry via TikTok Shop and Amazon launch**

Key Strategy

① Completing a Needs-Based Lineup, from New Concern Areas to Premium EBD

New device launches aligned to consumer needs — pore care, new concern areas, and premium expansion
Six core device lines plus DERMA, completing a seven-category portfolio



Volium **Lift2Glow** **Zap Pore Shot**

Portfolio Expansion in 2027

6 Device SKUs
7 Cosmetics Lines

② Expanding New Products Built on Clinical Technology

- Home beauty products planned on clinical technology, developed in collaboration with medical device KOLs from the development stage

③ Expanding the Global Distribution Network

Stage 1	Stage 2	Stage 3	Stage 4
Online Channel	**K-Beauty Specialty Channel**	**Major Retailer**	**Mass Retail**
Amazon / TikTok Shop / Qoo10 / Rakuten – 10 Channels	MiiN / PURESEOUL / Moida / Oliveyoung Global – 24 Channels	Watsons / Guardian / Boots / Superdrug - 34 Channels	Costco / Walmart / Target / Currys – 26 channels

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Key Capabilities

Strengthened leadership and redesigned operating model for new growth

New Leadership Team with Global Expertise



Juno Yoon, CEO

Joined in Jul '26

Former Samsung Electronics, EVP – Corporate Strategy/M&A, Harman Mgmt.



Junghee Bae, CCO - Head of GTM Center

Joined in Oct '26

Former Bain & Company, Partner
Former Head of Deloitte Consulting Korea



Taek-soo Kim, CTO

Joined in Aug '26

Former Vuno CSO, Former Samsung SAIT, Head of Tech Strategy & Open Innovation



Yongsik Yoon, Director - China Business

Joined in Jul '26

Former Osstem Implant, Head of China



Andrea Lima, CEO - Brazil

Joined in Jan '26

Former Allergan Brazil GM
Former Danone Senior Director



Juan Puyo - COL/ARG Business Lead

Joined in Aug '26

Former ODELLA Aesthetics Sector CEO
Former MERZ AESTHETICS LATAM GM



Tadashi Yoshikawa, CEO - Japan

Joined in Feb '25

Former Cynosure Japan, Country Manager
Former HydraFacial Japan, Country Manager



Michael Byers - N.A. Business Lead

Joined in Mar '25

Former Cutera N.A. Sales Director
Former Lutronic Int'l Sales Director

Organization, Operating Model, and Tech Roadmap Redesign

Org. Structure

- **New GTM Center:** Integrating Korea/Global sales and marketing
- **New Product Strategy Division:** End-to-end ownership from product planning to launch
- **Restructuring of R&D Organization and Processes**

Operating Model

- **Unified Management across HQ, subsidiaries, and distributors** — covering positioning, pricing, brand, training, and inventory/sell-out
- Managing and supporting **key distributors at the same level as direct subsidiaries** to maximize operational efficiency

Technology Roadmap

- Dedicated **KOL advisory group** for product development
- Following Ilooda and Medsystems, **continued M&A and partnerships** to secure channels and core technologies

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