CLASSYS Story

Manufacturing and selling skincare and aesthetic medical devices.

KOSDAQ 214150



June. 13. 2023 CLASSYS Incorporation 2023 © All Rights Reserved

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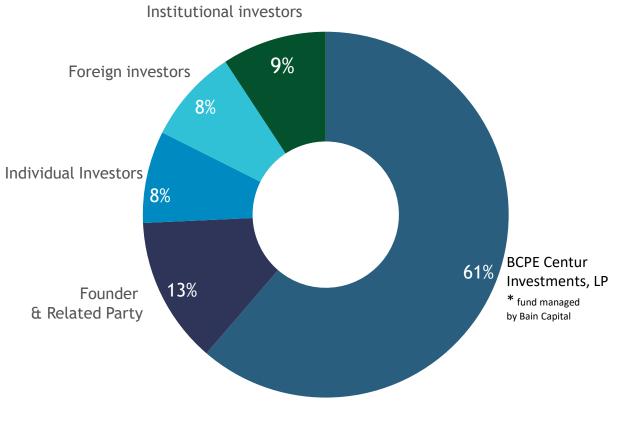


2. Company Overview

O Company overview

Company name	CLASSYS Inc.
CEO	Seung Han Baek
Founded	Jan 10, 2007
Listed KOSDAQ	Dec 28, 2017
Capital	KRW 6,477mn (as of 2022)
Employees	352 (as of Dec 31, 2022)
Business areas	Medical aesthetics device manufacturing
Brands	CLASSYS Cluederm SKEDERM
Headquarters	208 Teheran-ro, Gangnam-gu, Seoul, Korea
Website/ Contact	<u>http://www.classys.co.kr</u> / 1544-3481

O Shareholder composition



* Based on 31, Mar 2023

3. Company History



2007~2014

Jan 2007 Foundation of CLASSYS May 2011 Launch of Cryolipo

Feb 2012 Ultraformer approved by MFDS

Aug 2014 Launch of UF3(Ultraformer 3, known as Shurink in Korea)



2015~2016년

Mar 2015 UF3 obtained Europe CE approval

Jun 2015 CLATUU obtained Europe CE approval Nov 2015 Won USD 5mn Export Tower Award Apr 2016 Scizer approved by MFDS



2017~2021년

Dec 2017

Oct 2021

Dec 2021

Infrastructure expansion

- Listed to KOSDAQ / opened CLASSYS Tower

Sep 2018 Acquired Moonjeong-dong plant 1

- Started sales of UF MPT(Ultraformer MPT,

Sep 2019 Completed Misa plant 2

known as Shurink Universe in Korea)

- UF3 exceeded 3,500 units installed

- Won USD 50mn Export Tower Award



Quantum leap forward

2022년~

Jan 2022 Ultraformer MPT sales launching in Korea

Jan 2022 HQ relocation (208 Teheran-ro, CLASSYS)

Mar 2022 BCPE(fund managed by Bain Capital) became majority shareholder

Apr 2022 SH Baek appointed as CEO

Aug 2022 Volnewmer approved by MFDS

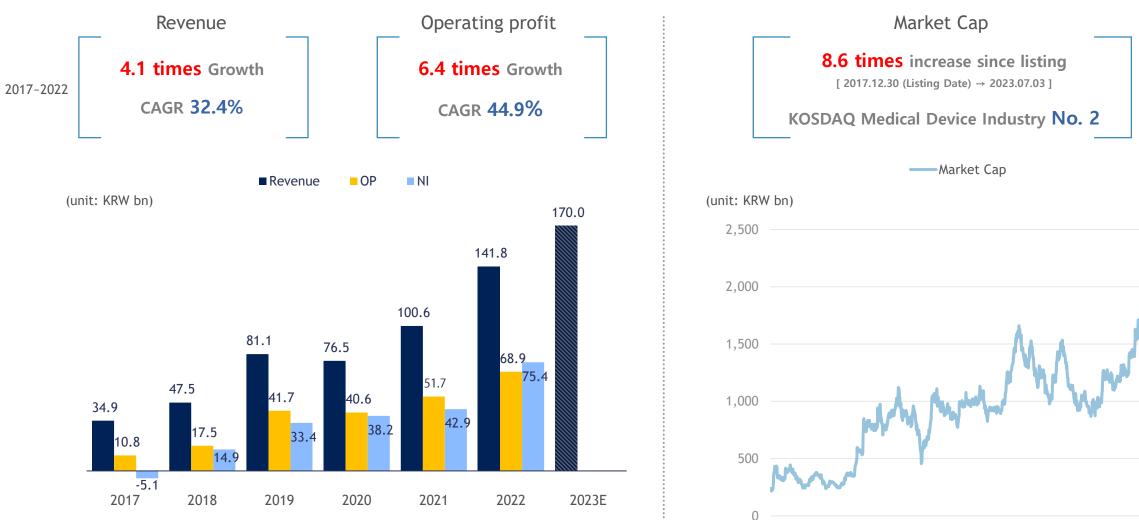
Nov 2022 Incorporated into the KOSDAQ blue chip company 'KOSDAQ Global Segment'

Dec 2022 UF MPT exceeded 1,100 units installed in Korea

Mar 2023 Volnewmer & UF MPT Marketing by utilizing celebrities



4. Growth History



2018

2019

2020

2021

2022

Note1) Consolidated

Note2) '17 NI loss is due to Merge with KTB SPAC2. It's only a one-time accounting record and there is no cash expenditure. Note3) '20 NI includes temporary tax refund for S/O exercise

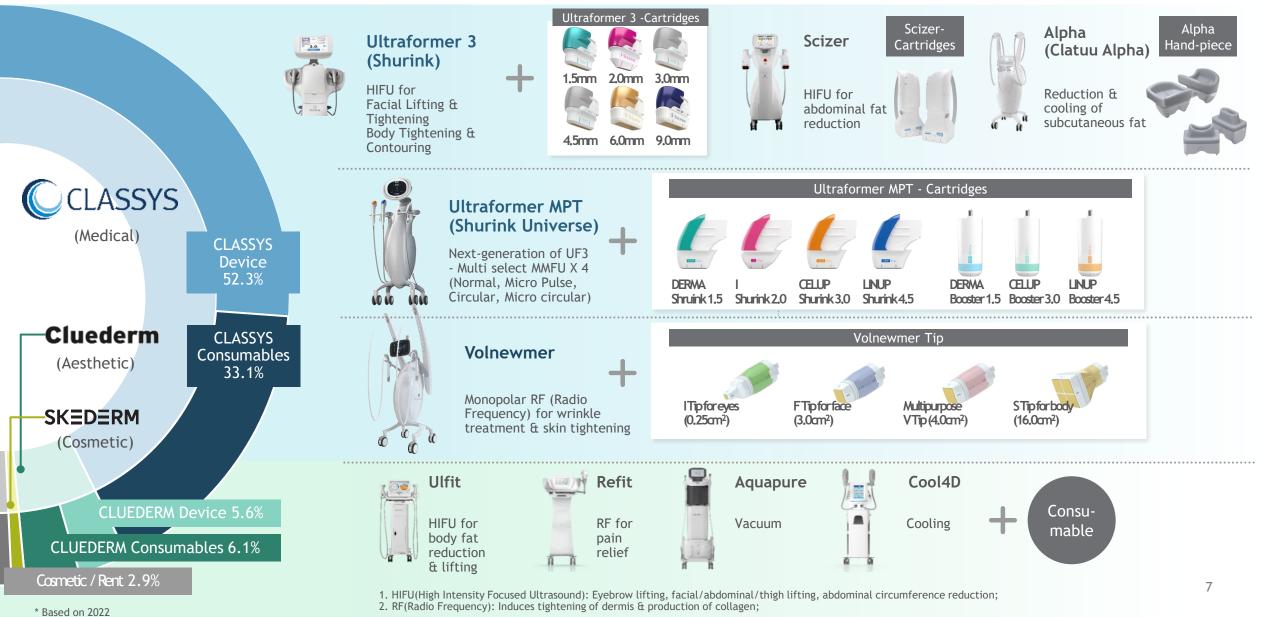
Note4) '22 NI includes temporary non-operating profit generated on selling previous HQ building

(trading profit of about 30 billion won)

2023

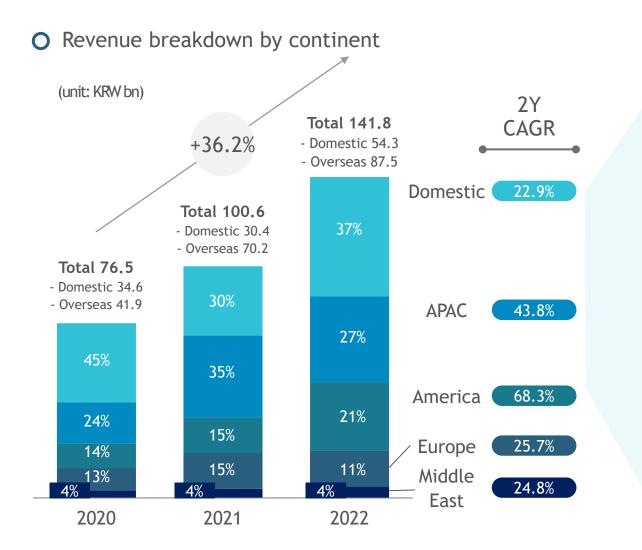
I Company Overview

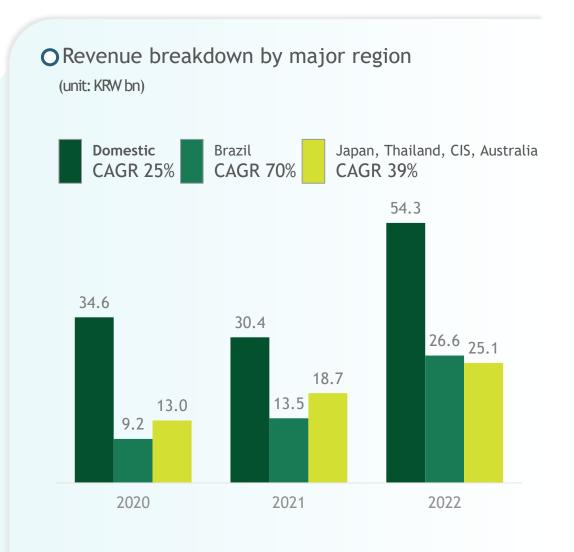
5. Product Portfolio





6. Regional Portfolio





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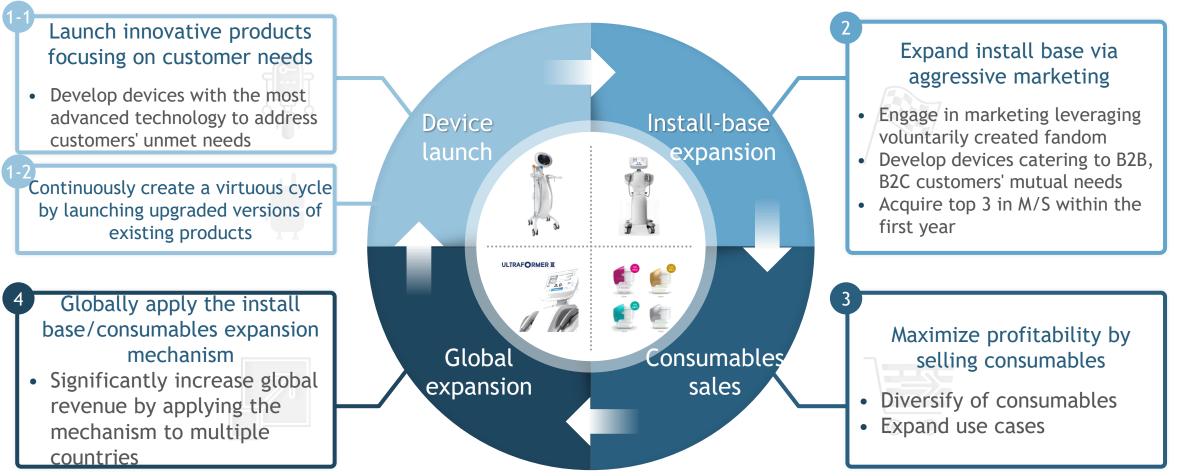
Business Highlights

- 1. Success formula of CLASSYS in the EBD market
- 2. Dominant No.1 player in Korea
- 3. Strong global presence

II Business Highlights

1. Success formula of CLASSYS in the EBD market

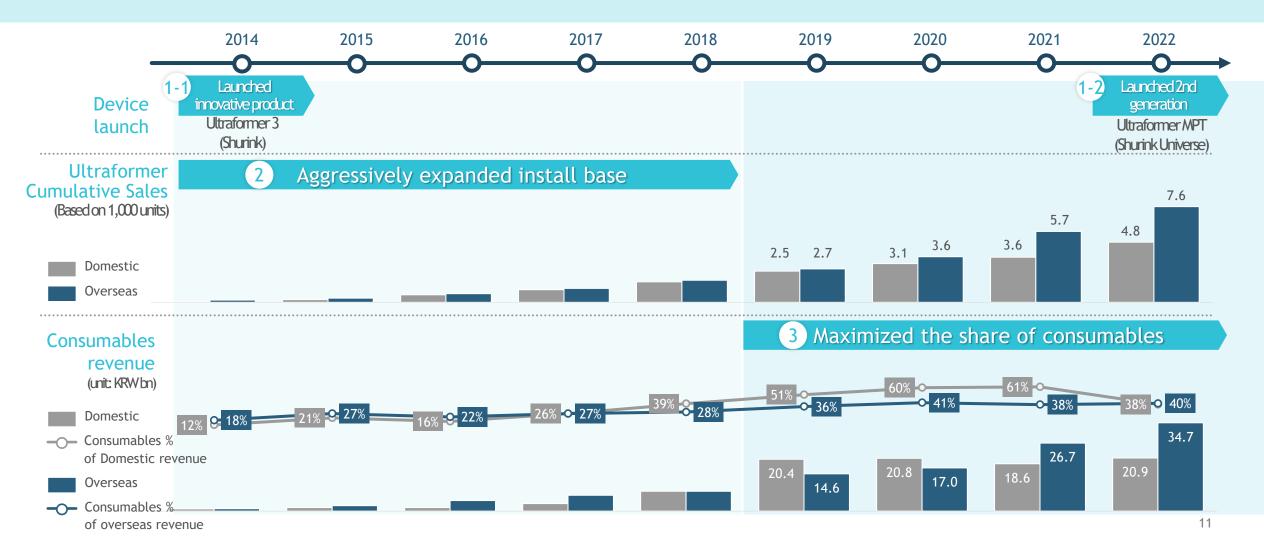
Following the popularization of "Shurink" in the domestic market, acceleration in growth through expansion into the global market





1. Success formula of CLASSYS in the EBD market

Ultraformer has become a global blockbuster brand after a phased growth

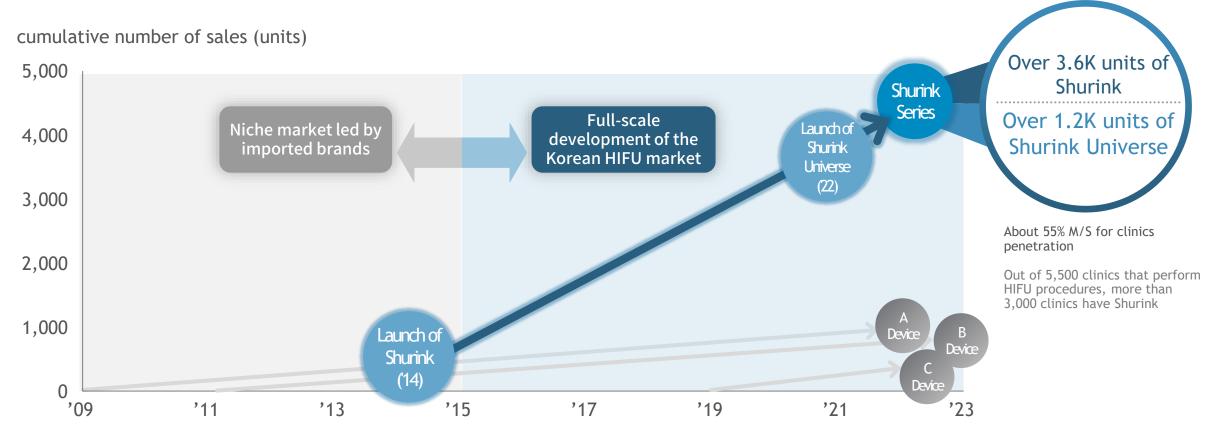




2. Dominant No.1 player in Korea

with over 4,800 devices sold in the Shurink series, Maintaining the M/S 1st in the HIFU market in Korea

O cumulative number of sales by HIFU device in the Korean market



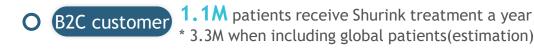


2. Dominant No.1 player in Korea

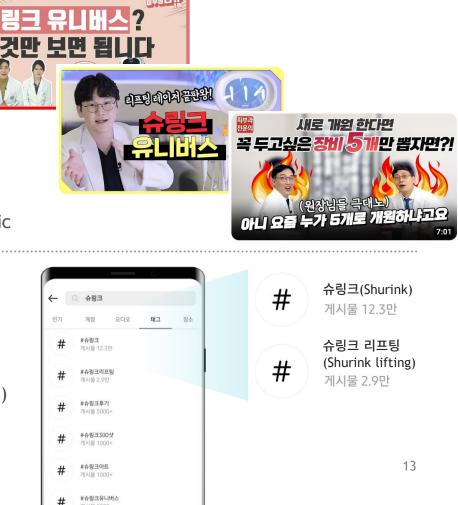
Shurink has the largest customer pool in Korea that voluntarily created a fandom



- ~3,000 hospitals/clinics in Korea have Shurink
- ~90% of large network hospitals are using Shurink
- Doctors voluntarily create marketing content to promote procedures (e.g. Doctors' YouTube channels, blogs)
- Most preferred device by clinics newly starting to offer medical aesthetics procedures
- Must-have device when opening a dermatology/plastic surgery/aesthetics clinic



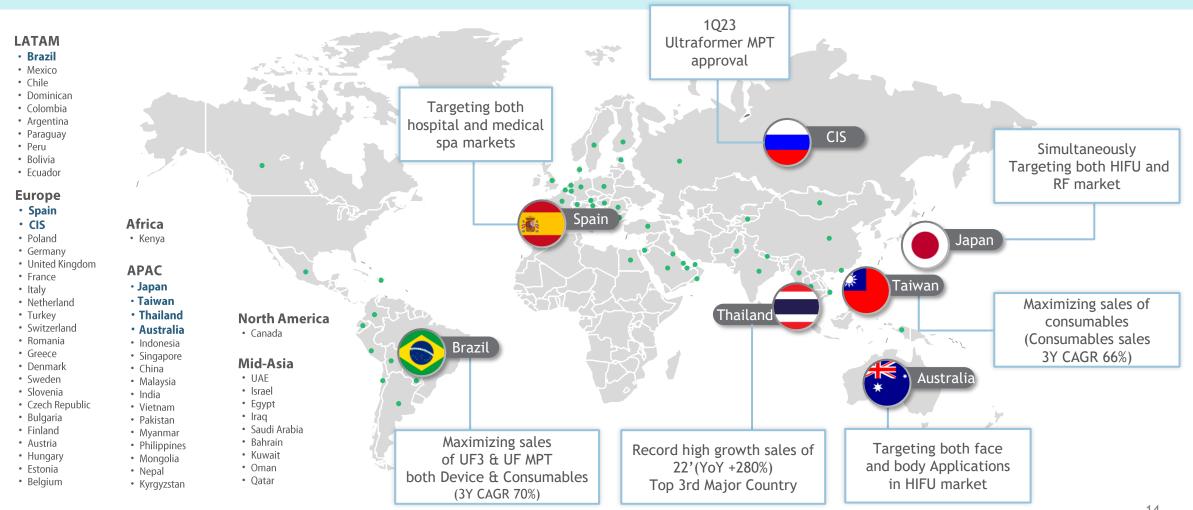
- Overwhelmingly large no. of patients' voluntary procedure reviews
- EBD brand most mentioned in digital channel (incl. SNS, blogs, beauty apps)
 Overwhelmingly large no. of virals vs. competitors
 (#Shurink 123k vs. #A Device 79k, # B Device 12k, # C Device 6k)





3. Strong global presence

Entered 60 countries and Applying UF's success formula for global market expansion

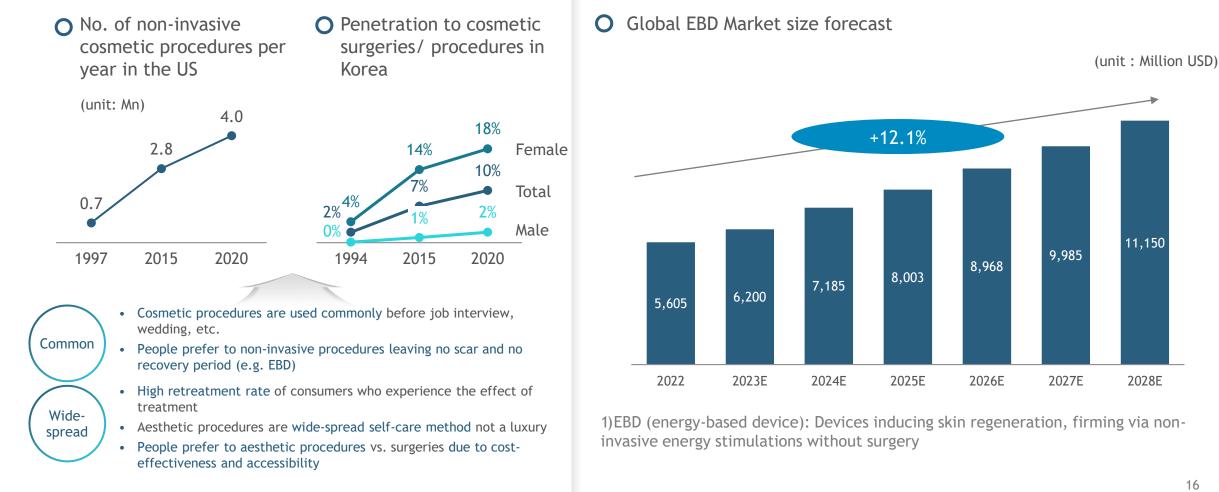






1. Attractive Market Growth (EBD)

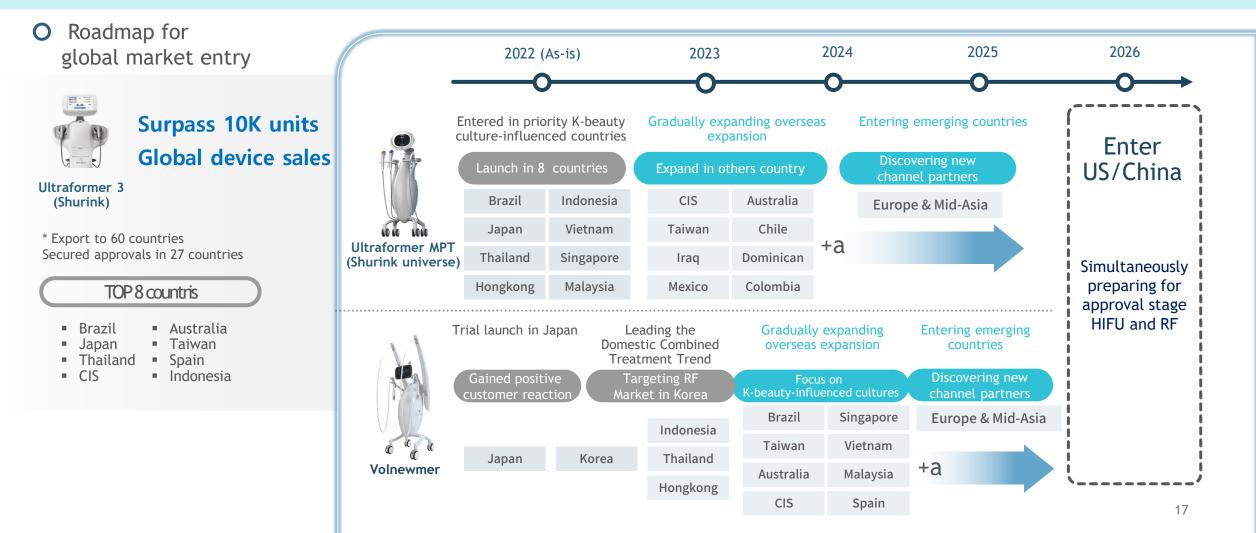
Medical aesthetics market is expected to grow fast led by EBD (energy-based device) as cosmetic procedures become more common and wide-spread



Why CLASSYS

2. Exponential Growth Potential in Market - On-Time Registration

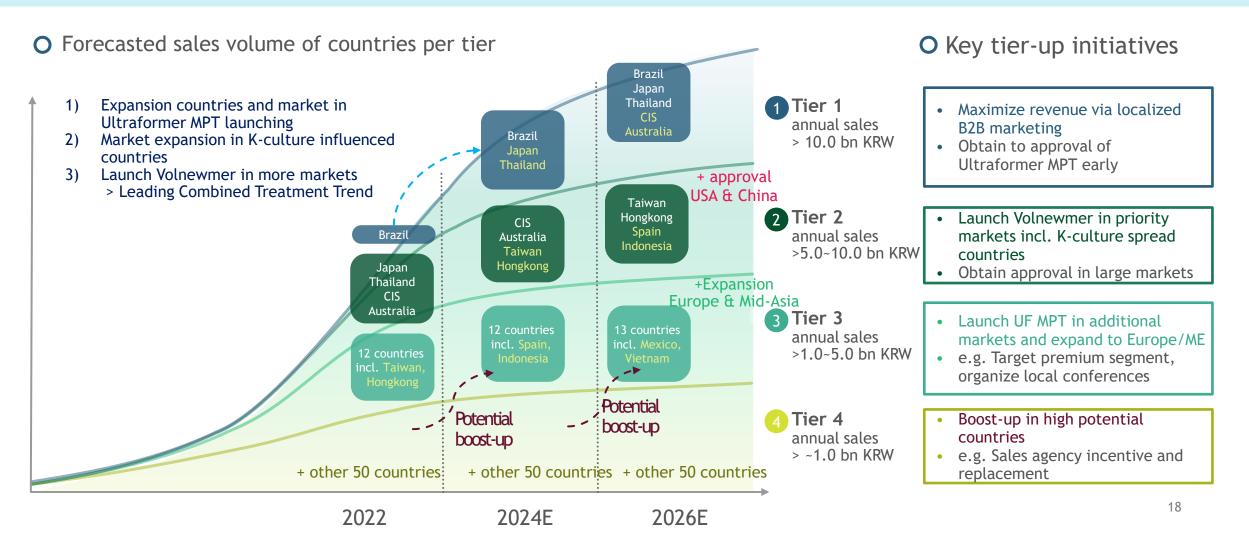
launching new product UF MPT/Volnewmer in additional and Visualizing the expansion of large markets incl. Europe/US/China



Why CLASSYS

2. Exponential Growth Potential in Market - Tier Up Strategy

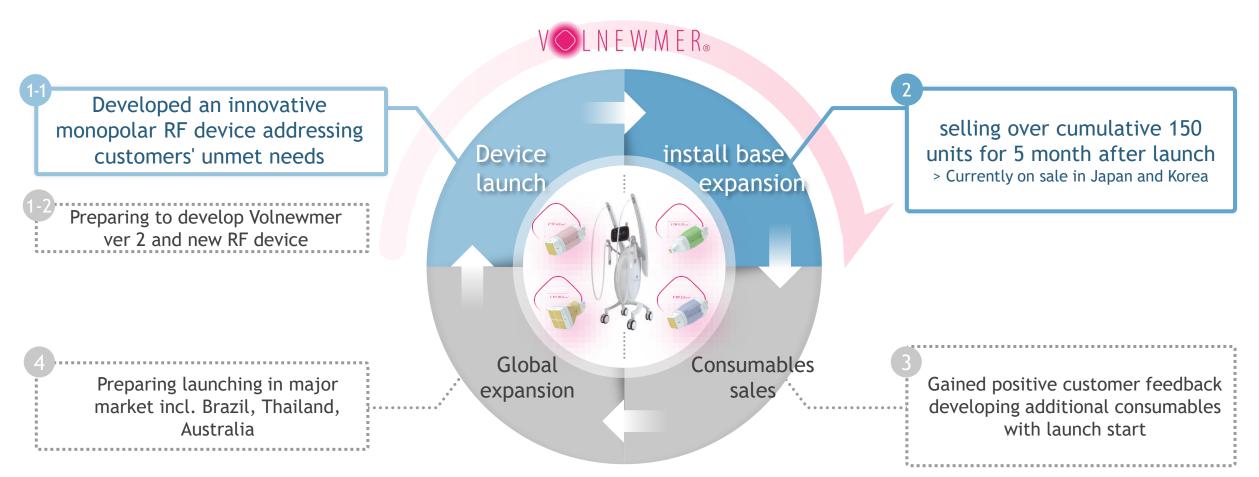
The share of high-revenue-generating countries is expected to increase via tier-up strategy specific to country type





3. Successful Launch of 2nd Blockbuster, Volnewmer

Volnewmer, a new RF device is expanding to install base following the UF's success formula





3. Successful Launch of 2nd Blockbuster, Volnewmer

Aggressive B2B, B2C marketing is carried out to accelerate Volnewmer's install base growth

O B2C Marketing

Maximizing brand exposure by utilizing multiple celebrities

Powerful celebrities for endorsement





Jiyeon Im & Jooyoung Cha for Volnewmer Minsi Go for UF MPT

taking a 360-degree campaign approach (OOH, TVC, DA, SNS etc.)



B2B Marketing Diversifying face-to-face touchpoints worldwide

CLASSYS ambassadors



~30 CLASSYS ambassadors (key doctors) worldwide

CLASSYS academy



~20 CLASSYS academy sessions in 10+ countries

User meetings



~10 small group regional meetings around the world

Domestic and international conferences/seminars



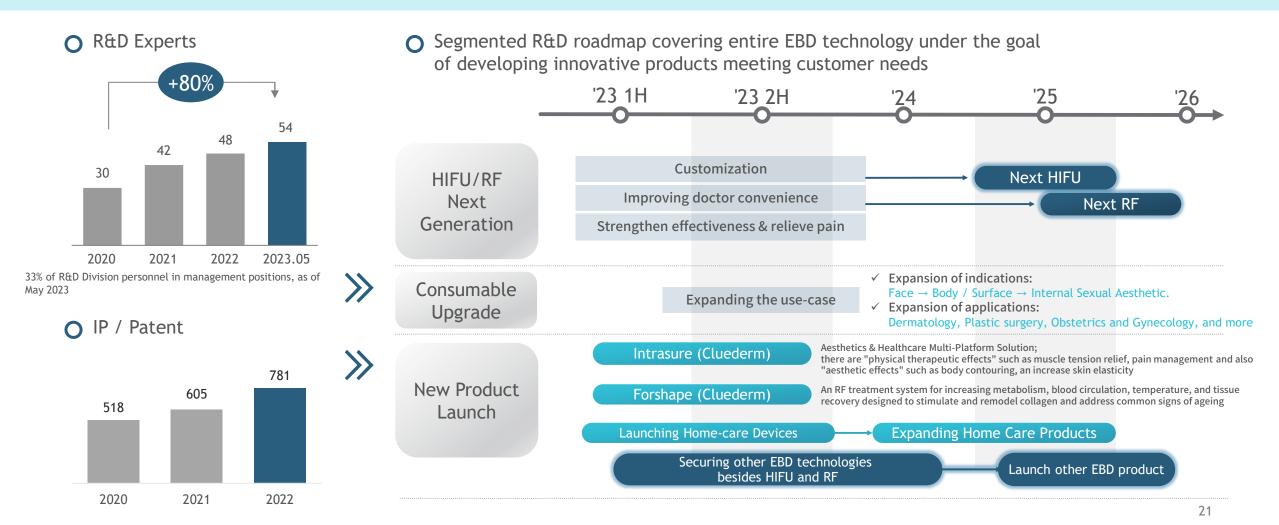
~20 participations and key doctors' presentations



Why CLASSYS

4. Customer-Oriented Product Innovation

CLASSYS has developed R&D roadmap per domain based on R&D organization's differentiated capabilities





5. Manufacturing / Quality Excellence

CLASSYS has global top-tier orgs and capabilities to accelerate regional and product expansion

Recruited AP Lean Production Director of a global leading player

66

We will build smart factory to achieve manufacturing excellence at the level of global leading players

- Production Director Former AP Lean Director, Parker Hannifin Korea

1. SIOP (Sales Inventory Operation Planning): Planning for sales, inventory, and production.

2. P-FMEA (Process-Failure Mode Effect Analysis): Analysis of potential failure modes and their effects

• Key initiatives for building a smart factory

	Production based on demand forecasting through monthly S&OP meetings
plan	with the Sales department
-	 Timely response to market demand through optimized production volume

• efficiency in the purchasing/inventory processes

Production management

Improved productivity through stabilization of the SIOP¹ system and visualized goal management (Digital Ops)

• Manage production target achievement rate, purchasing/inventory status with daily dashboard

Improve labor-intensive processes by introducing Robotics

- Introduce robots to the HIFU cartridge assembly process on a trial basis
- 1 robot for 3 workers
- Improved participation in employee improvement activities and increased sense of ownership through HPT (High-Performance Team) operation



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Quality stabilization through QMS strengthening and LEAN production system

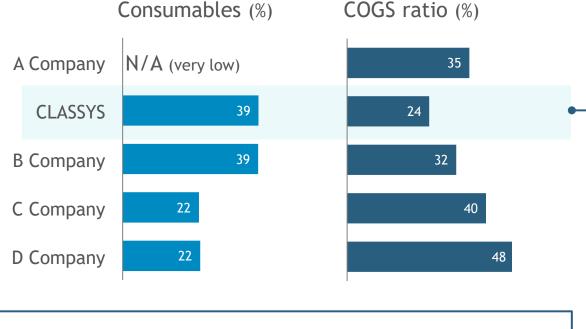
- Reduced quality risks in whole process through the introduction of $\mathsf{P}\text{-}\mathsf{FMEA}^2$
- Reduce defect rate by establishing an integrated management system from parts to finished products



6. Total Cost Ownership

Sales leverage effect will maximize when scale increases as CLASSYS' COGS ratio is low due to the high portion of consumables in its product portfolio

• COGS ratio is low due to high portion of consumables (domestic Top 5 players in terms of annual sales as of '2022)



lolding a product portfolio with a high proportion of consumables

Maintaining low-cost rates through global-level manufacturing excellence

• Sales leverage will lead to maximized profits (unit: %, KRW bn)





7. Professional Management Team



Role /Name	Key experience/competencies	Career history (Pre-CLASSYS)
CEO SH Baek	 Over 25 years of experience in management and global business development in various healthcare companies in Korea and abroad. 	 Abbott Korea / Beckman Coulter Korea, CEO / Danaher Korea, BoD Member / Chairman of In Vitro Diagnostic Products Committee of Korea Medical Devices Industry Association
R&D SM Park	 A highly respected expert in ultrasound medical device technology development with over 35 years of industry experience. 	 Samsung GE Ultrasound Division CTO, Siemens Healthineers
roduction TS Yoon	 A global leader in motion/control with 300 factories worldwide and expertise in APAC Lean, specializing in factory improvement and innovation. 	 P&G/Bosch/Brady Corporation AP Lean Director, Parker Hannifin Korea
Financial YS Choi	 Experience CFO in multiple consumer goods companies with expertise in business planning, M&A, accounting, and other management areas. 	 GONGCHA KOREA, CFO Eco Solutions Group, CFO
Approval GH Kang	 An expert in medical device quality approvals, with approval experience in US, China, and Europe. 	 Samsung (Medical Device Division) / recensmedical QRA(Quality, Regulatory Affairs) Director Siemens Healthineers
Overseas YJ Park	 Specializes in APAC and SEA regions, with capabilities in building new sales channels and advancing sales networks. 	SEA Director, Bio-Rad Laboratories
Domestic SW Han	 Over 15 years of experience in advanced sales systems at leading domestic and international medical aesthetics device companies. 	 J&J Medtech Korea/GE Healthcare Korea/Phillips Korea Hironic/Viol/Huons Medical
Narketing MJ Shin	 Oversaw marketing in medical aesthetics and luxury cosmetics industry for a global leader. 	 Luxury Business Marketing Director, L'Oréal /Coty Korea Solta Medical Marketing Director, Bausch Health Korea
CIC HJ Kim	 An EBD market specialist with years of experience managing skin beauty medical devices and KOLs. 	CLASSYS since 2014
SPO KY Bom	 A business development/strategic planning expert with experience in developing various business strategies at a global consulting firm. 	 McKinsey & Company Engagement Manager LG Electronics H&A Division oversaw business development



CLASSYS Expansion Plan

"A global aesthetics business leader"

delivering customer oriented and innovative products and solutions



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 - 2) Cost
 - 3) Sales Breakdown by Brand
 - 4) Sales Breakdown by Export

Summary I/S–1Q23

[Unit : KRW Billion]

	1Q23	4Q22	QoQ	1Q22	YoY
Sales	39.0	40.5	-4%	35.4	10%
Cost of Sales	8.8	9.2	-5%	8.8	-0.4%
GP	30.2	31.2	-3%	26.6	14%
GPM	77.5%	77.2%	0.3%p	75.1%	2.4%p
SG&A	10.3	11.8	-13%	9.9	4%
ОР	19.9	19.4	2%	16.7	19%
OPM	51.0%	48.0%	3.0%p	47.2%	3.8%p
NI	18.8	30.0	-37%	12.8	46%
NIM	48.2%	74.2%	-26.1%p	36.2%	12.0%p

• 1Q23

Sales KRW 39.0 bn (+10% YoY, -4% QoQ)

: Despite a high base effect due to the launch of ULTRAFORMER MPT(Shurink universe) in the domestic market in 1Q22, sales increase 10% YoY, driven by the expansion of domestic consumables sales for Shurink Universe and growth in overseas device and consumables sales.

> OP KRW 19.9 bn, OPM 51% (+19% YoY, +2% QoQ)

: Improved cost structure due to the increase of consumables sales portion (Portion : Devices 50%, Consumables 48%) : the easing of fixed cost burden as sales growth.

> NI KRW 18.8 bn, NIM 48%

: Favorable FX effects compared to YoY : One-time issue resolved (sale of previous building in 4Q22)

Revenue Breakdown– 1Q23

[Unit : KRW Billion]

	1Q23	4Q22	QoQ	1Q22	YoY
CLASSYS	18.4	21.0	-13%	20.5	-10%
Export	12.5	14.7	-15%	8.7	43%
Domestic	5.9	6.3	-7%	11.8	-50%
Cluederm	1.2	2.0	-43%	2.0	-42%
Export	1.0	2.0	-47%	1.9	-45%
Domestic	0.1	0.1	70%	0.1	26%
Consumables	18.7	16.6	13%	11.8	58 %
Export	10.5	9.1	15%	8.3	26%
Domestic	8.2	7.5	9%	3.5	135%
Cosmetics	0.3	0.3	8%	0.6	-52%
Export	0.1	0.1	-28%	0.4	-83%
Domestic	0.2	0.2	28%	0.2	1%
Rent	0.5	0.5	-4%	0.5	-4%
Total	39.0	40.5	-4%	35.4	10%
Export	24.0	25.9	-7%	19.3	25%
Domestic	14.9	14.6	2%	16.1	-7%

• 1Q23

CLASSYS KRW 18.4 bn / 47% in revenue : Export

- Stable demand of Ultraformer 3 & Strong demand of Ultraformer MPT

- High growth in Brazil, Thailand, and CIS. : Domestic

- Stable demand of Ultraformer 3

- Volnewmer sales on track

- > Cluederm KRW 1.2 bn / 3% in revenue
- Consumables KRW 18.7 bn / 48 % in revenue

: Export

- Cartridge sales are driven by increasing install base in Brazil and major markets : Domestic

- high demands of Shurink Universe procedure and Increase billable cartridge

Skederm KRW 0.3 bn / 1% in revenue Rent KRW 0.5 bn / 1% in revenue

Specified SG&A-1Q23

[Unit : KRW Billion]

	1Q23	4Q22	QoQ	1Q22	YoY		
Salaries	2.2	2.1	5%	2.6	-14%	• 1Q2	2
R&D	2.1	1.3	61%	1.1	94%		s ries KRW
Commissions	1.8	3.6	-51%	0.9	86%) KRW 2.
Advertising	1.3	1.2	11%	1.6	-18%	gene	eration an
Sales commissions	0.6	0.6	-11%	1.7	-66%		vely pursui
Depreciation	0.4	0.4	9%	0.4	18%		ertising k
Sample	0.4	0.4	-4%	0.1	184%		arketing r
Travel	0.3	0.2	64%	0.0	1,001%		s commis
Fringe benefits	0.2	0.5	-56%	0.5	-49%	reve	enue
Retirement benefits	0.2	0.2	-37%	0.2	-28%	distri	lated to d ibutors fo newmer
Others	0.8	1.2	-31%	0.8	8%	VOIN	
Total	10.3	11.8	-13%	9.9	4%		

Summary B/S– 1Q23

[Unit : KRW Billion]

		2020	2021	2022	1Q23
Assets					
CA		83.0	73.1	147.8	168.6
	Cash etc.	67.6	47.9	111.6	129.1
	Inventories	9.9	16.5	23.4	22.4
	AR	3.5	2.1	8.0	11.2
NCA		54.5	143.2	183.6	183.8
	P.P.E	50.1	80.7	104.2	121.2
	Inv. properties	1.8	58.4	74.7	57.7
Total Assets		137.5	216.3	331.4	352.4
Liabilities					
CL		13.4	16.8	36.2	46.3
NCL		0.3	35.8	65.6	65.1
Total Liabilit	Total Liabilities		52.6	101.8	111.5
Equity					
Shareholder's Equity		123.8	163.7	229.6	240.9
Total liabilities and shareholders' equity		137.5	216.3	331.4	352.4

• 1Q23

Current Asset KRW 168.6 bm

Cash KRW 168.6 bn : Operating Cash flow
Inventory KRW 22.4 bn : Finished Goods
KRW 4.6 bn, Raw Materials KRW 17.8 bn
AR KRW 11.2 bn : Most of AR, about 90%
arose within 3 months

> Non-current Asset KRW 183.8 bn

- Buildings 121.2b KRW – HQ, Factories - Buildings for rent 57.7b KRW in HQ

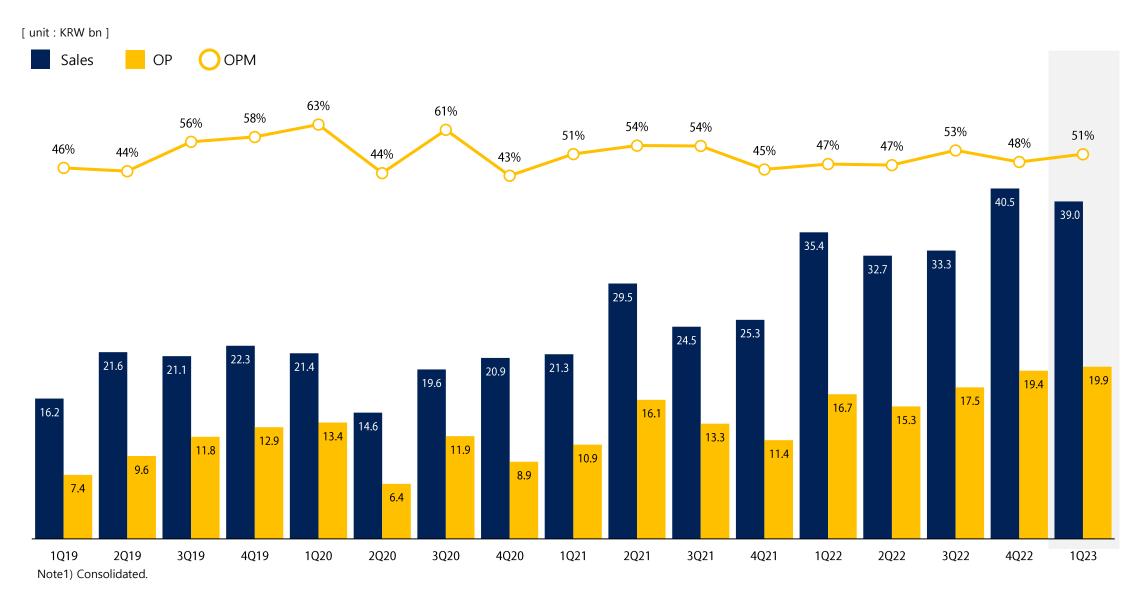
> Current Liability KRW 46.3 bn

- Current tax liabilities KRW 22.4 bn, Accounts payable KRW 7.5 bn(Other financial liabilities), Coupons KRW 4.5 bn etc.

Non-current Liability KRW 65.1 bn Debt for Headquarter building 66.2b KRW

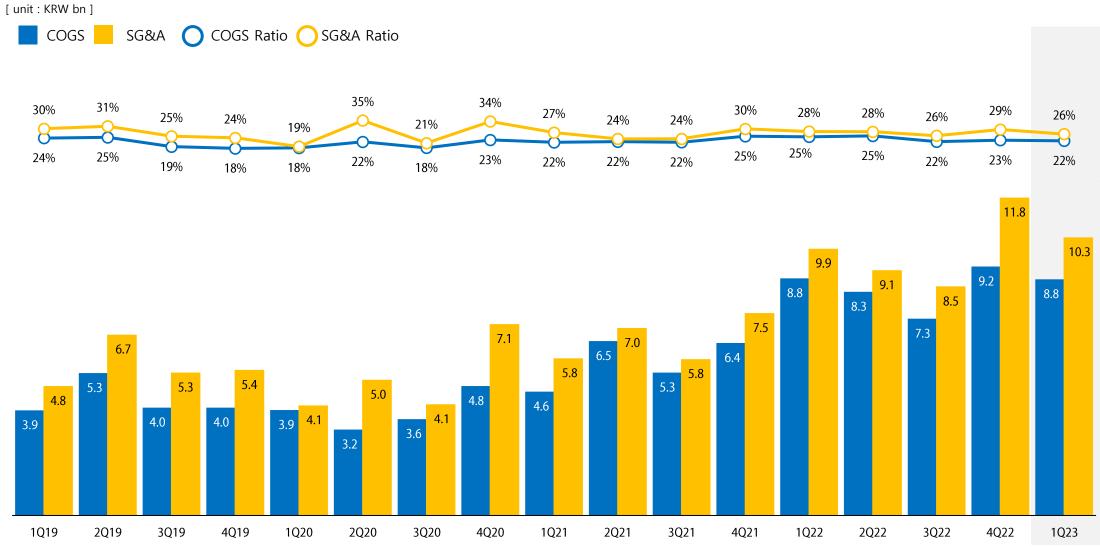
> Equity KRW 240.9 bn

Earning (QoQ)

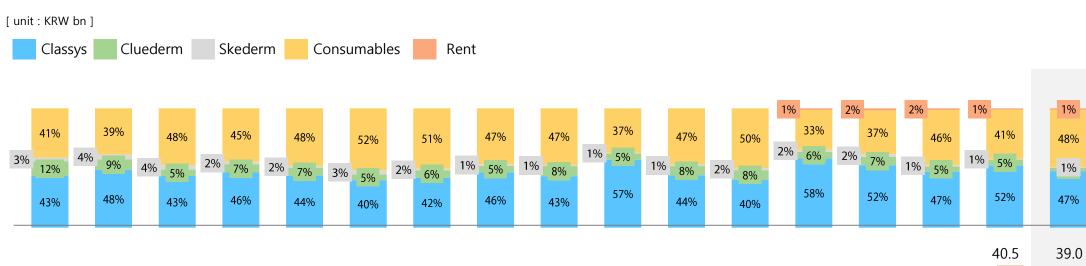


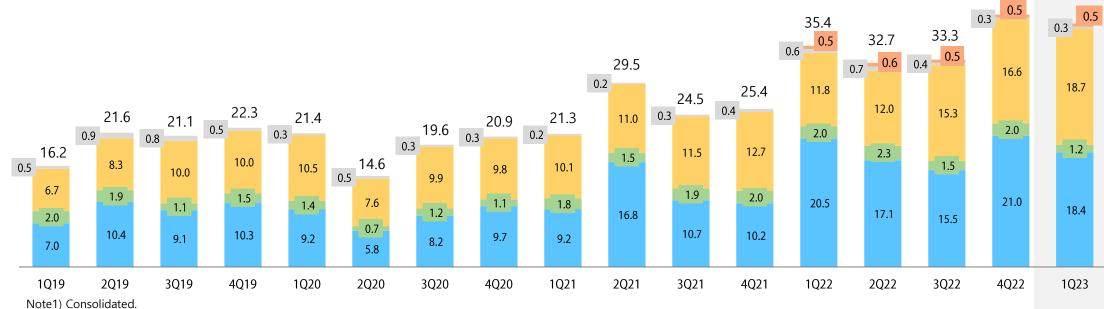
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Cost (QoQ)

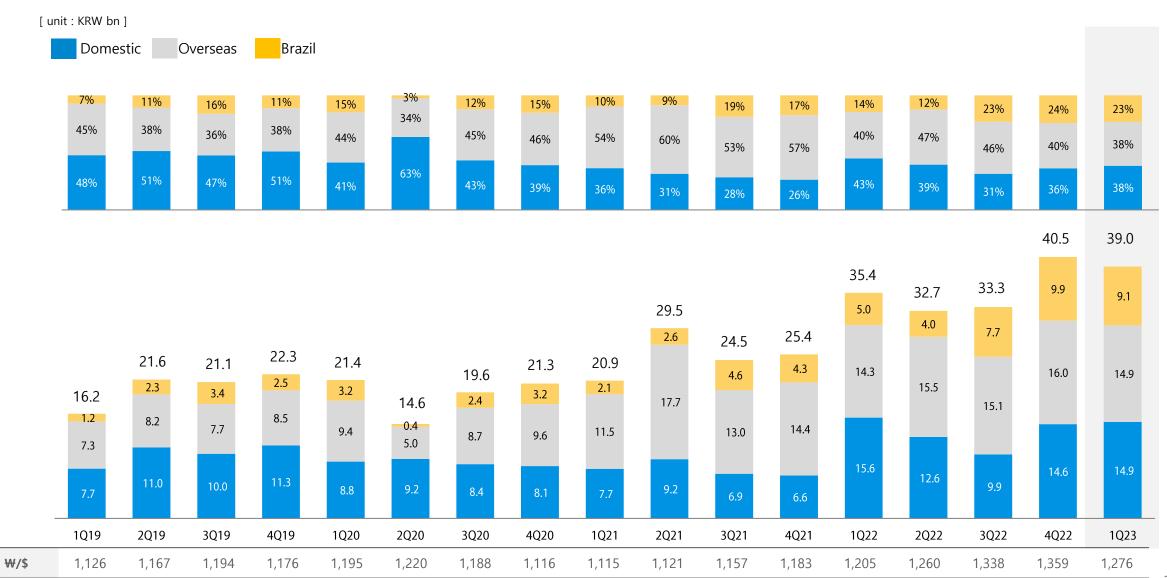


Sales Breakdown by Brand (QoQ)



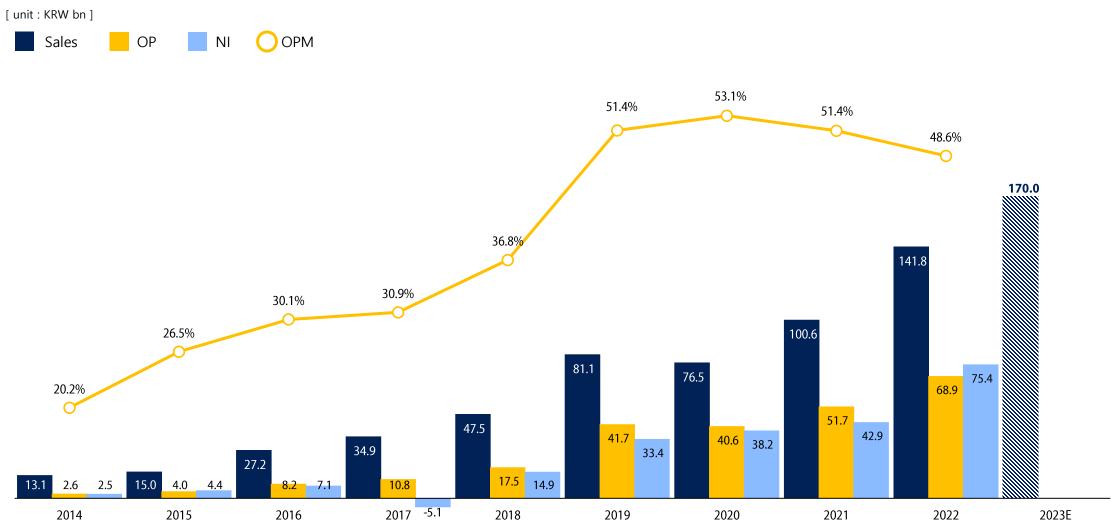


Sales Breakdown by Export (QoQ)



Note 1) Connection standard Note 2) Period average dollar

Earning(YoY)



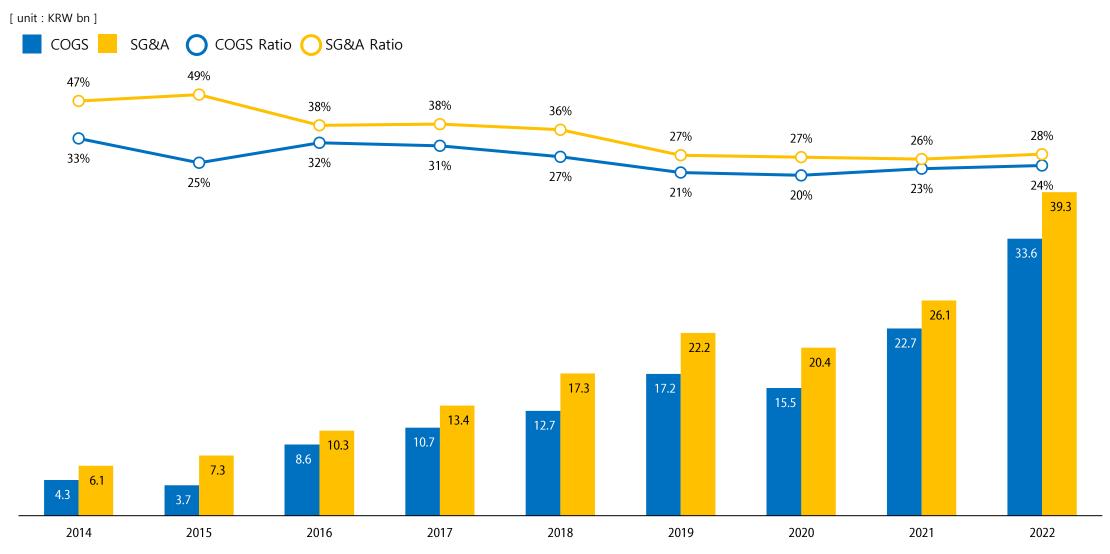
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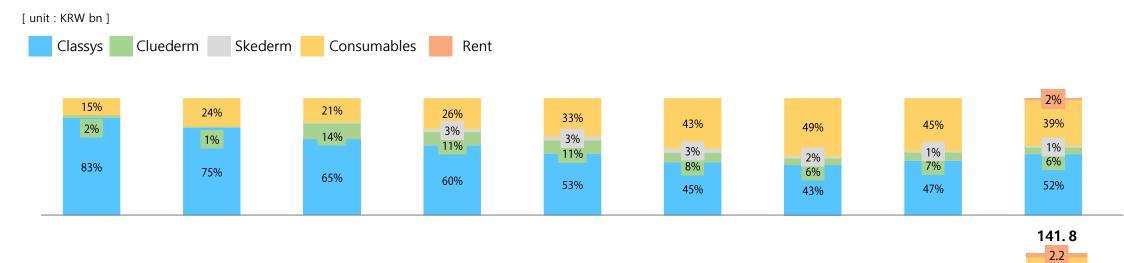
Note3) '20 NI includes temporary tax refund for S/O exercise

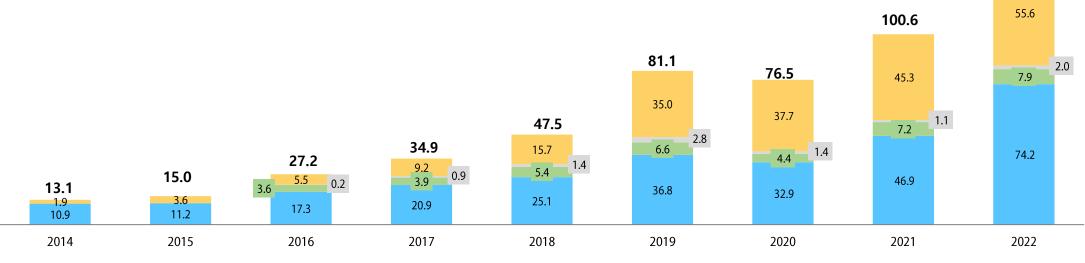
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Cost (YoY)

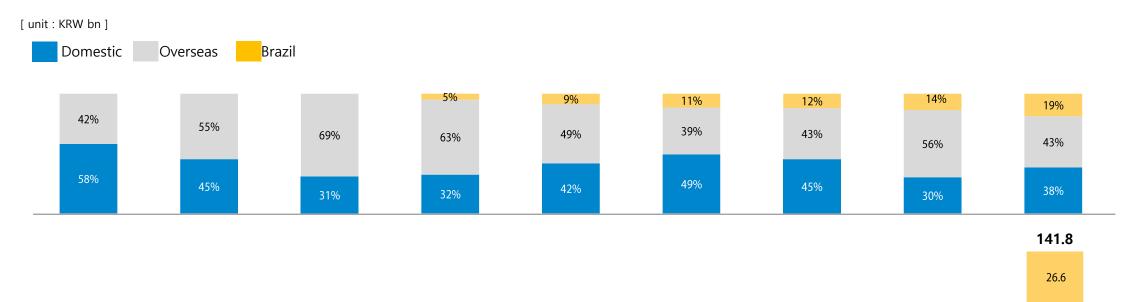


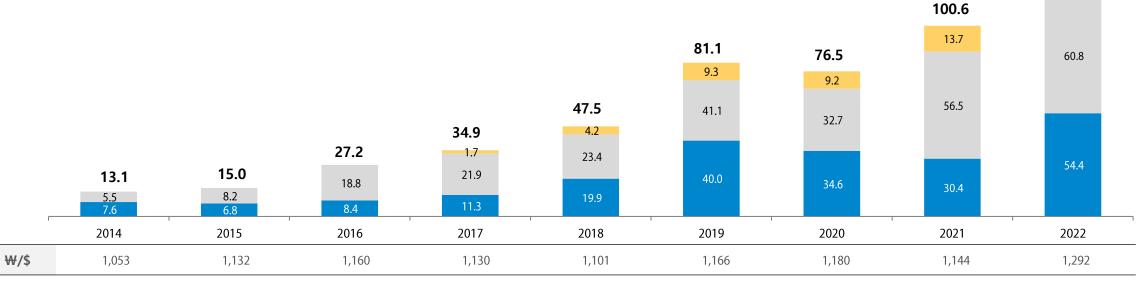
Sales Breakdown by Brand (YoY)





Sales Breakdown by Export (YoY)





Note 1) Connection standard Note 2) Period average dollar