GLOBAL
BEAUTY TECH
COMPANY

APR

Investor Relations 2025

Global Beauty-Tech Company, APR Corporation

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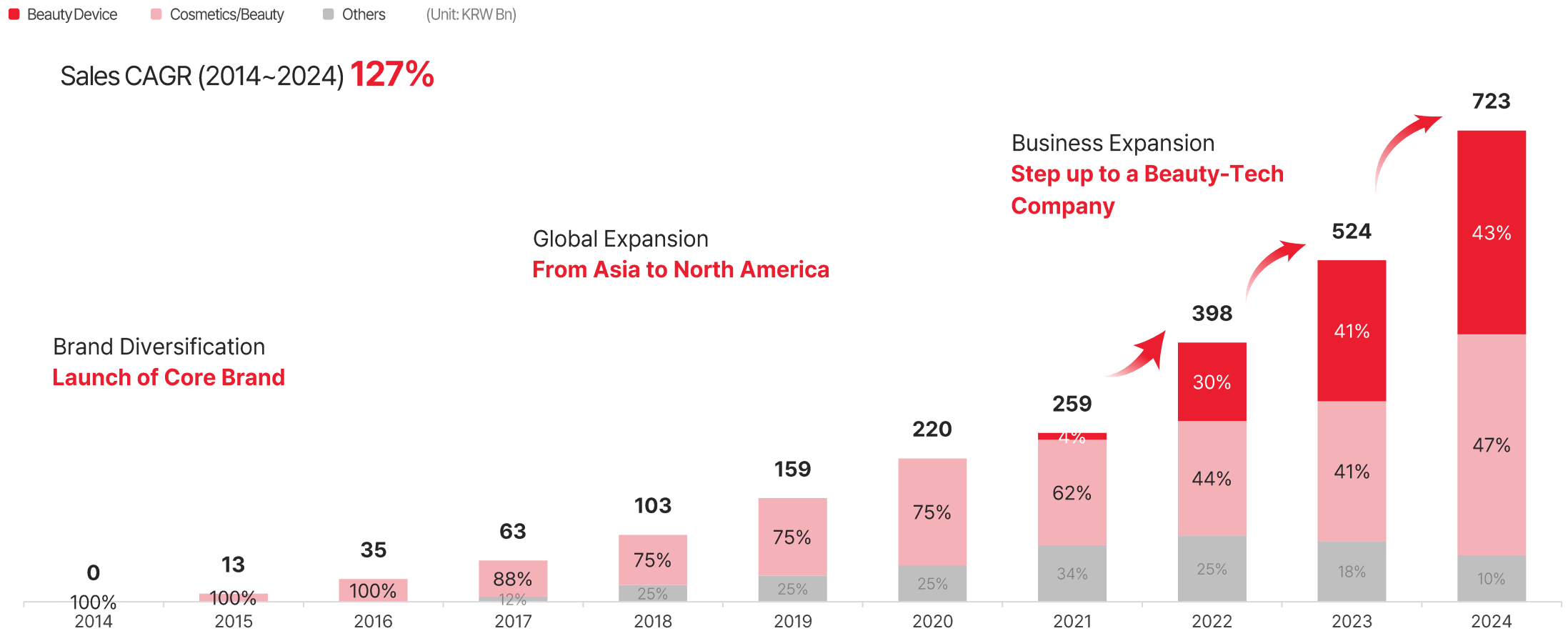


01

Company Overview

APR, Global Beauty-Tech Corporation

With its ground-breaking strategy, APR achieved 10 consecutive years of growth and emerged as a 'Game Changer' within beauty industry

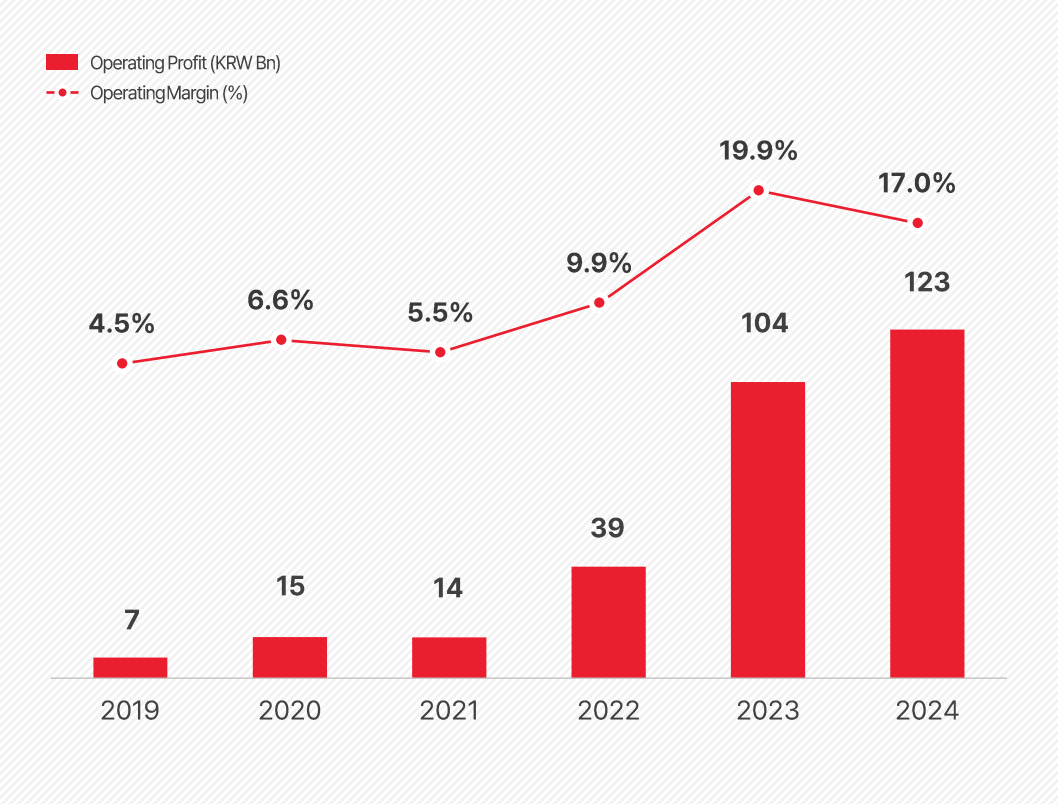


Note) FY2014-2015 were based on separated financial statement under K-GAAP standard, FY2016-2017 were based on consolidated financial statement under K-GAAP standard and FY2018-2024 were based on consolidated financial statement under K-IFRS Standard

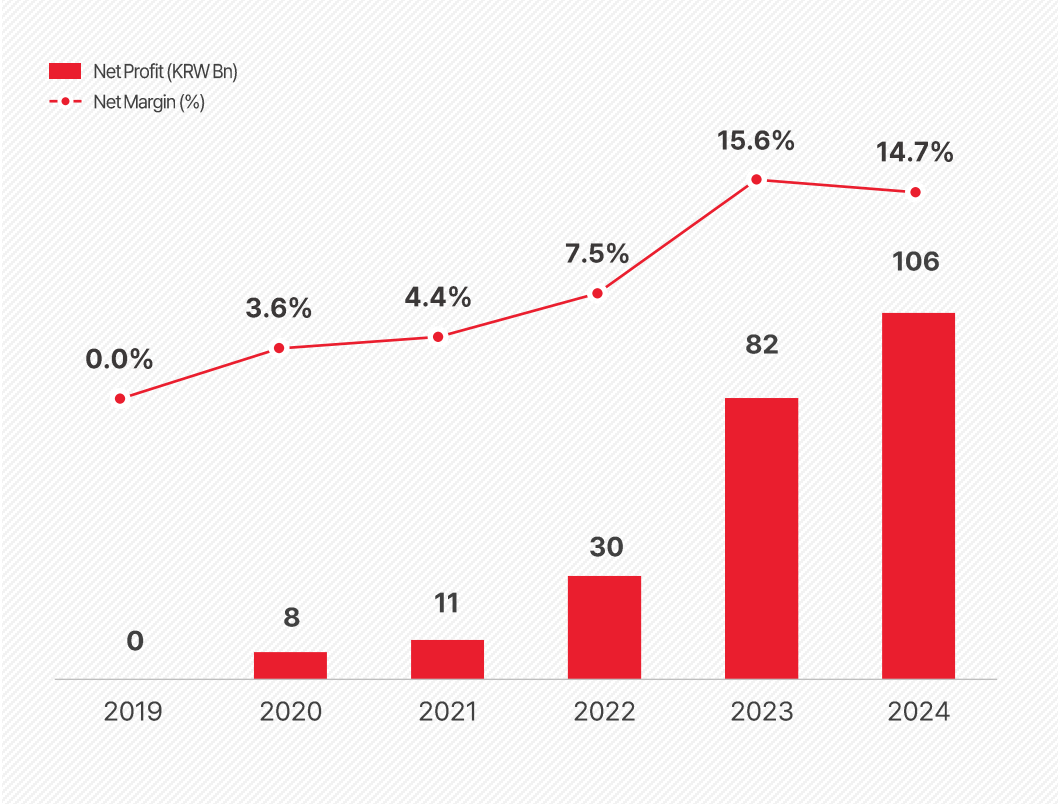
APR with Potential Growth and Profitability

Creating external growth along with profitability through:
(1) Global expansion via self-owned distribution network, (2) Business expansion in home-use beauty device sector

Operating Profit



Net Profit

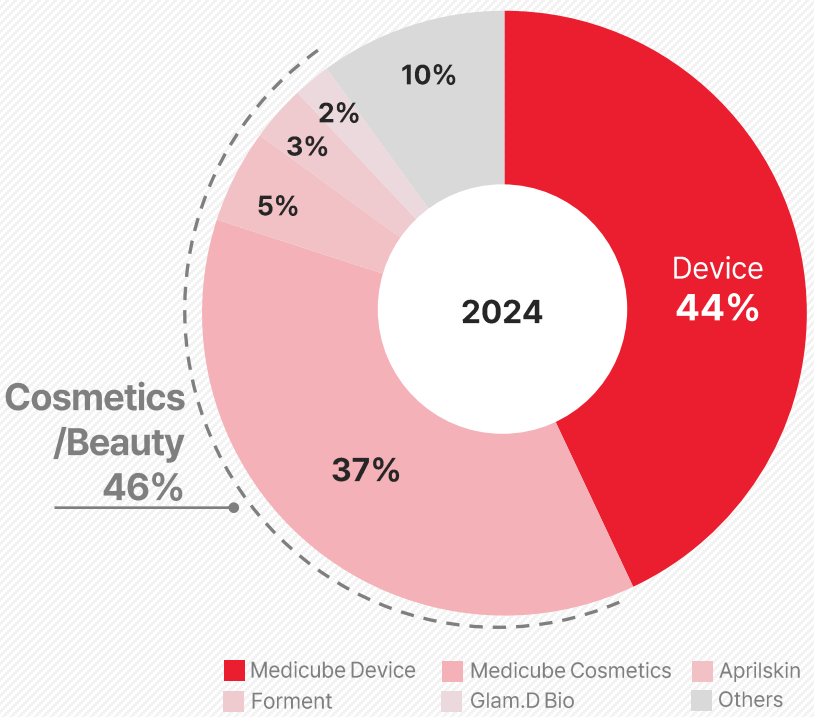


Note) Based on K-IFRS Consolidated Financial Statement

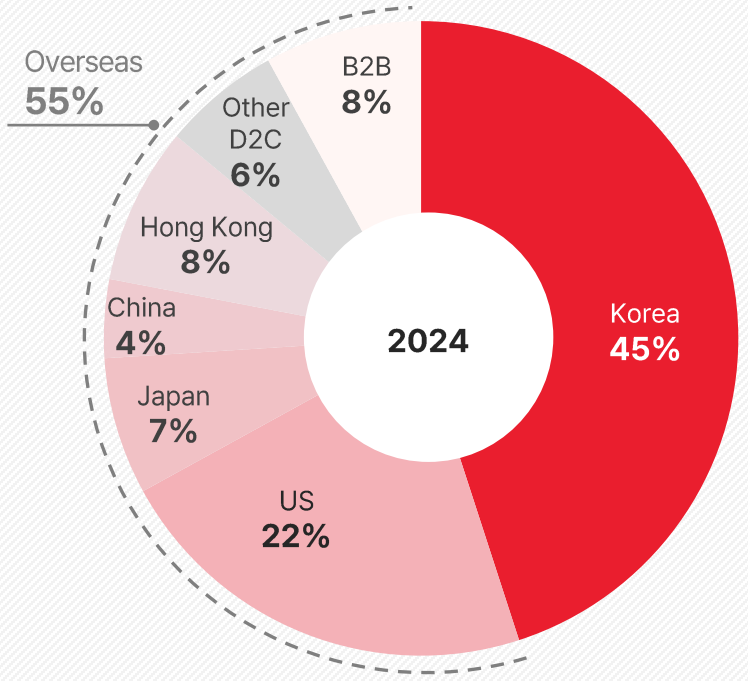
Sales Proportion by Division

- Approx. 90% of total sales are generated from cosmetics and devices
- Achieved 55% of overseas sales share through market diversification (39% in ‘23)
- Expanding online and B2B presence through diversified sales channels and accelerated global expansion

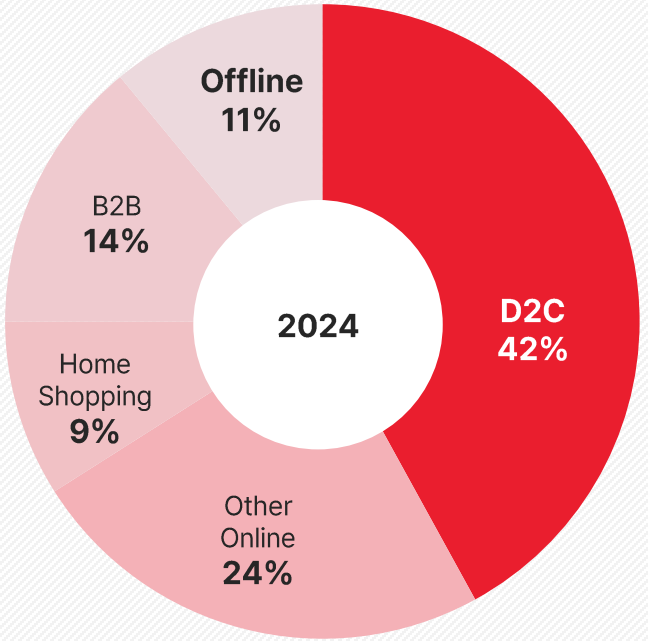
By Brands



By Regions



By Sales Channels



Core Brands and Product

APR

medicube AGE-R



AGE-R Booster Pro

- Launch : October 2023
- Electroporation, EMS, Microcurrent(MC)
- Glowness, lifting, pore care



AGE-R Ultra Tune 40.68

- Launch : May 2024
- RF(40.68MHz), Microcurrent(MC)
- Facial lifting via collagen reproduction



AGE-R High Focus-Shot

- Launch : September 2024
- HIFU
- Facial lifting via contraction of muscle fascia(SMAS)

medicube



Zero Pore Pad

- Launch : March 2017
- Global best seller item in Medicube
- Ranked 1st in Amazon skin/toner (As of 2024.04.19 10:00)



Collagen Night Wrapping Mask

- Launch : February 2022
- New concept item, overnight care
- Elasticity, hydration, radiant glow



Zero Exosome Shot

- Launch February 2024
- Aesthetic-like pore care
- Micro-sized, needle-shaped booster allows to deliver exosome in depth to your skin

APRILSKIN



Carrotene IPMP Hydromelt Cleansing Balm

- Launch : July 2022
- Removes sebum and waste from pores



Hero Cushion

- Launch : October 2021
- Ranked 1st in Olive Young(Make-up Category) (As of 2024.02.15)

FORMENT



Signature Perfume – Cotton Hug

- Launch : May 2018
- Ranked 1st in Fragrance in 2023 Olive Young Awards



Signature Perfume – Cotton Memory

- Launch : December 2020
- First fragrance for women



02

Core Competency

01. Value Chain Internalization & Integration of Beauty Device

Through beauty device internalization, APR is securing:
(1) Core technological asset, (2) price competitiveness, (3) mass production and flexible demand response

Value-Chain Integration

- Product Planning
- Core Technology
- Patent
- Materialization
- Production
- Sales

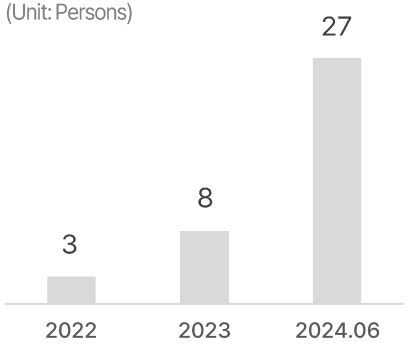
APR
Product planning, marketing, sales, CS, logistics

ADC
Device technology and product development

APR FACTORY
Production optimization(1st Factory)
Mass production(2nd Factory)

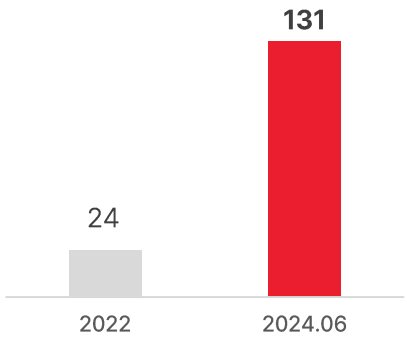
R&D

(Unit: Persons)



Applied & Registered Patents

(Unit: Patents)



Production Facility Status

1st Factory



Gasan-dong Seoul
2,314m²
Max Ann Capa: 2M units

2nd Factory



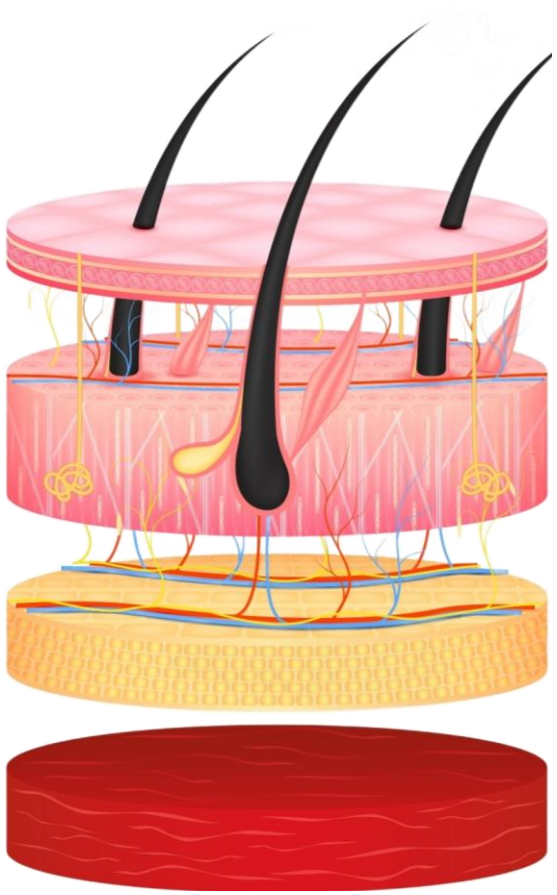
Pyeongtaek Gyeonggi-do
11,739m²
Max Ann Capa: 6M units

Note) maximum annual capacity is calculated under the assumption of producing only one device, 'Booster Pro'.

Core Competency

02. Possessed Product Portfolios That Enables Professional-Level Skin Care At Home

APR provides diverse product line-up that cares all layers of facial skin from epidermis to dermis and in-depth of skin layer



Layers	Technology	Effectiveness	Beauty Device
Epi-dermis	Poreporation	Pore care / skin texture	Booster Pro
	Electroporation	Maximized absorption	
Dermis	Microcurrent	Collagen Reproduction	Ultra Tune 40.68
	RF(40.68MHz)	Collagen Reproduction	
Fat			
SMAS	HIFU	Lifting / Sagging skin	High Focus-Shot
Muscle	EMS	Lifting / Muscle stimulus	





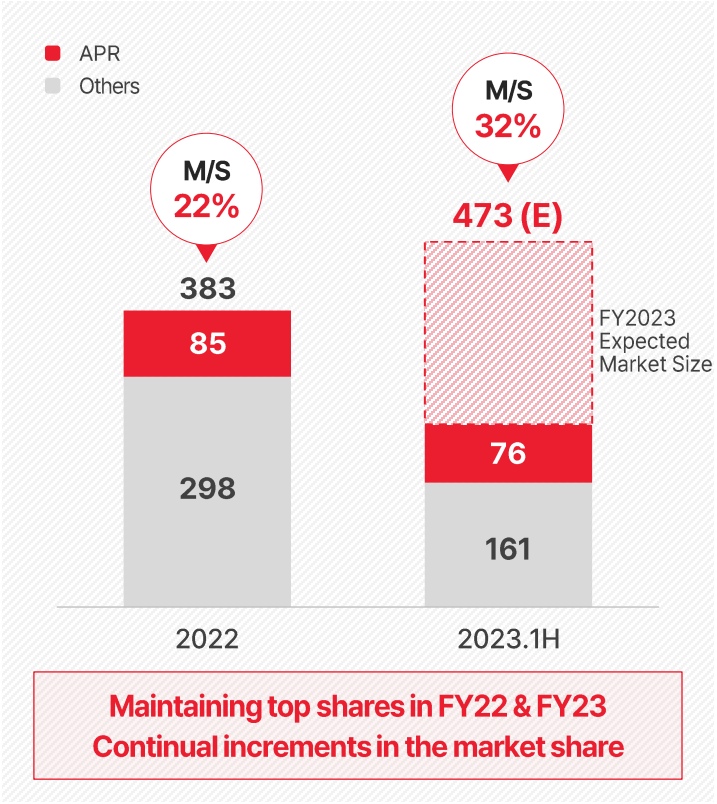


03. Expanding beyond domestic leadership with high growth in leading markets

APR

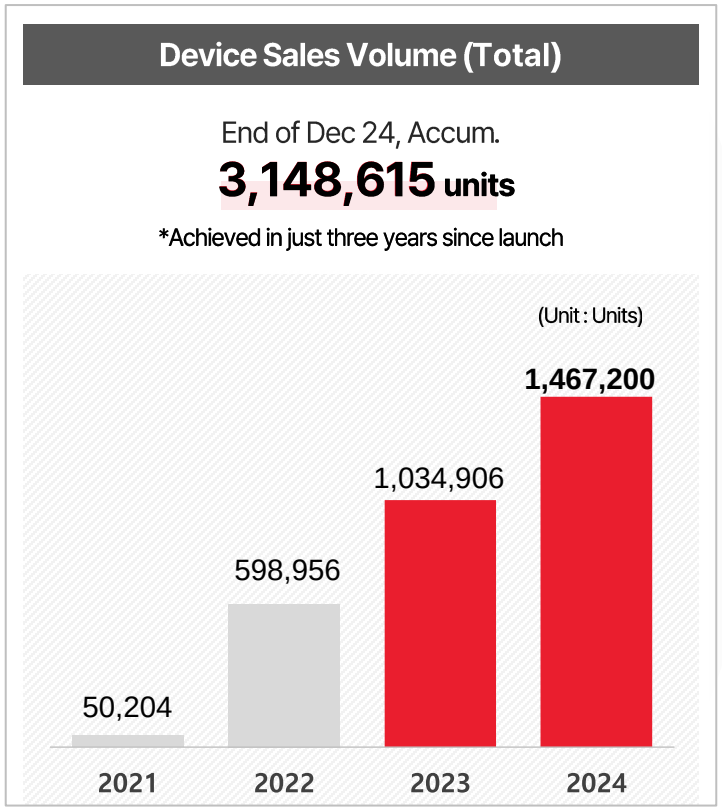
Medicube AGE-R is a top beauty device brand that sells over 1.5M units annually,
Also, it will stand as a top global player by rapidly penetrating in leading markets like US, Japan and etc.

Domestic Market Share for AGE-R



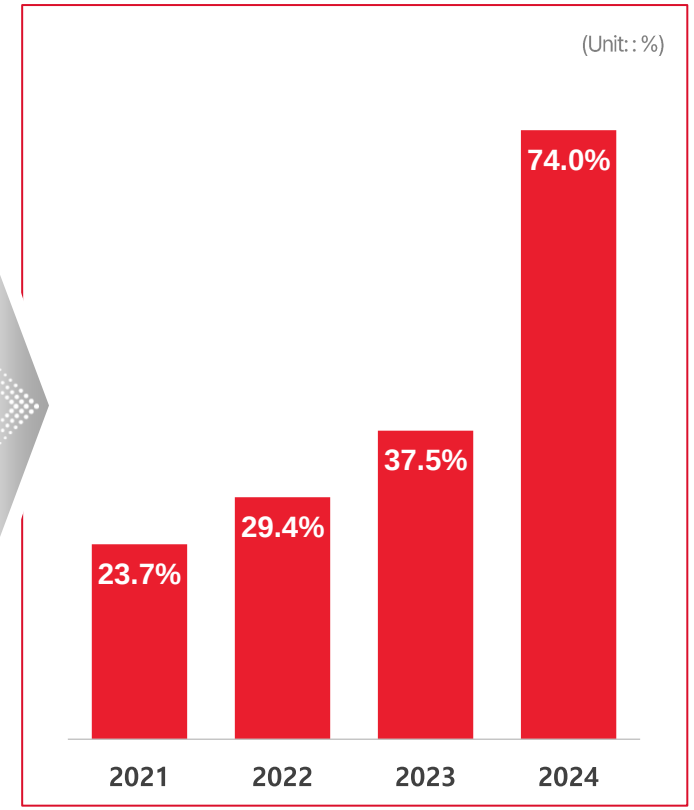
Source: Kearney

AGE-R Sales Performance



Note) Global AGE-R Sales Volume

Overseas Sales Proportion (AGE-R)

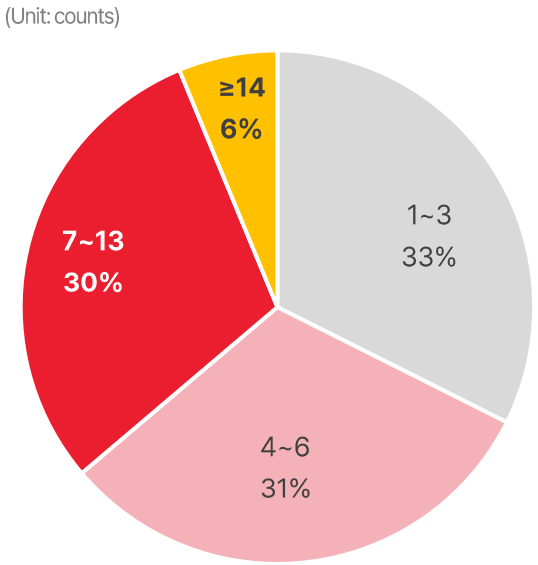


Note) Overseas Sales Proportion = Overseas sales volume / Total sales volume

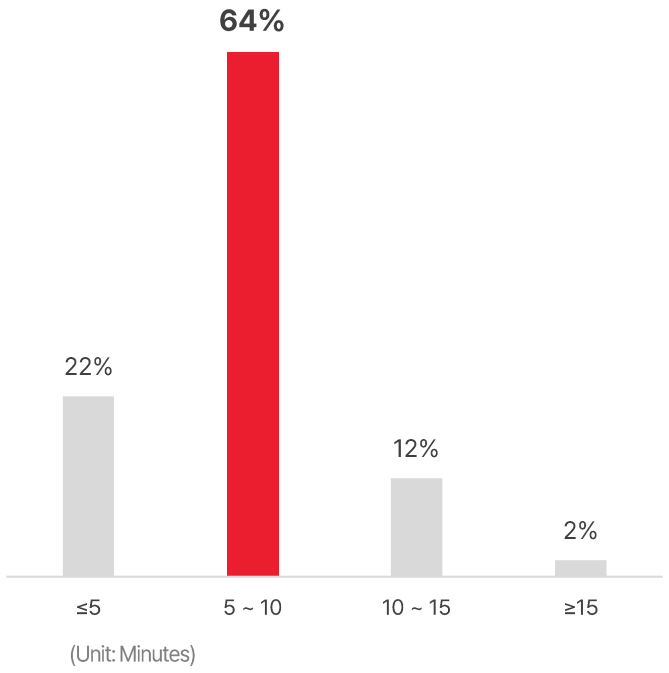
04. Empowering Customer Engagement via AGE-R Application

APR is empowering customer engagement by delivering various services and new contents through mobile application for AGE-R.
As a result, there is a continual increments in device user data.

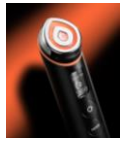
Weekly User Data (Booster Pro)



Usage time per use (Booster Pro)



Mode Distribution by Users



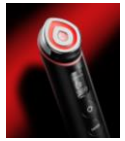
Booster Mode — 40%
Electroporation / Skin Toning



Airshot Mode — 24%
Poreporation / Pore care



MC Mode — 10%
Microcurrent / Line volume Care



Dermashot Mode — 26%
EMS / Elasticity Care

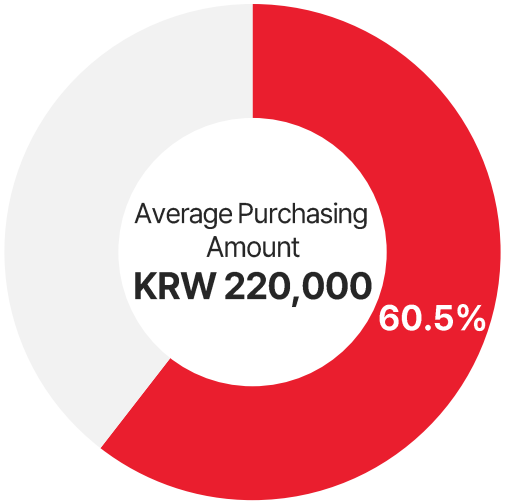
Note) Including both domestic and global users / Period: Oct 2023 ~ June 2024

05. Cosmetics Growth Driven by ① Synergies with Devices ② Product Excellence

APR

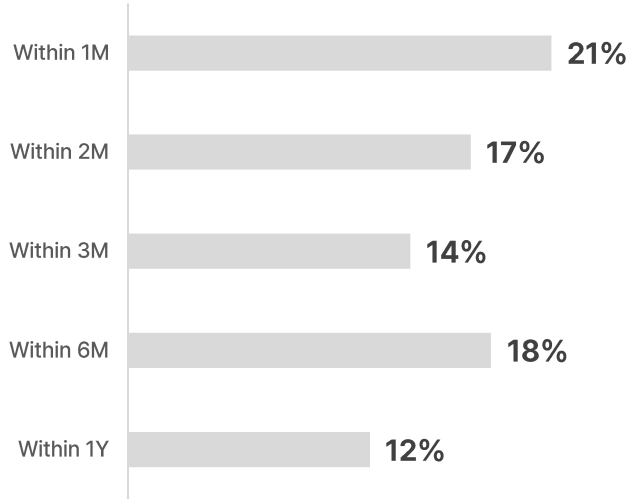
Cosmetic division is not only growing through synergy with beauty devices, but also through the launch of new products, an increase in steady-seller items and product renewals.

Cosmetic Conversion Rate from Device



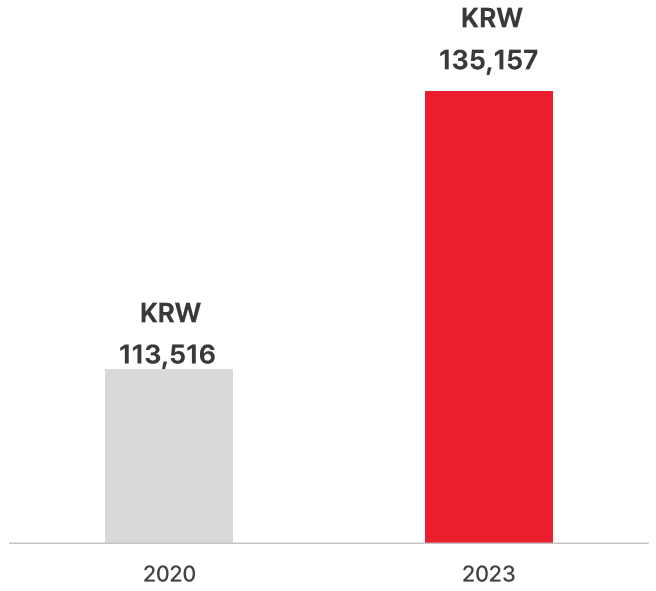
Note) Customers who purchased cosmetics within 1 year after making first purchase of Booster-H
Period: March 2021 ~ June 2024

Cosmetic Repurchase Period



Note) Customers who repurchased cosmetics via domestic Medicube D2C channel
Period: March 20921 ~ June 2024

Average Purchase Amount Trend for Cosmetics



Note) Average annual cosmetic purchase amount per customers on domestic Medicube D2C channel

APPENDIX


AGE-R
GLUTATHIONE GLOW SERUM
GLUTATHIONE SOME 5%
NIACINAMIDE 5%
50 ml | 1.69 fl. oz.

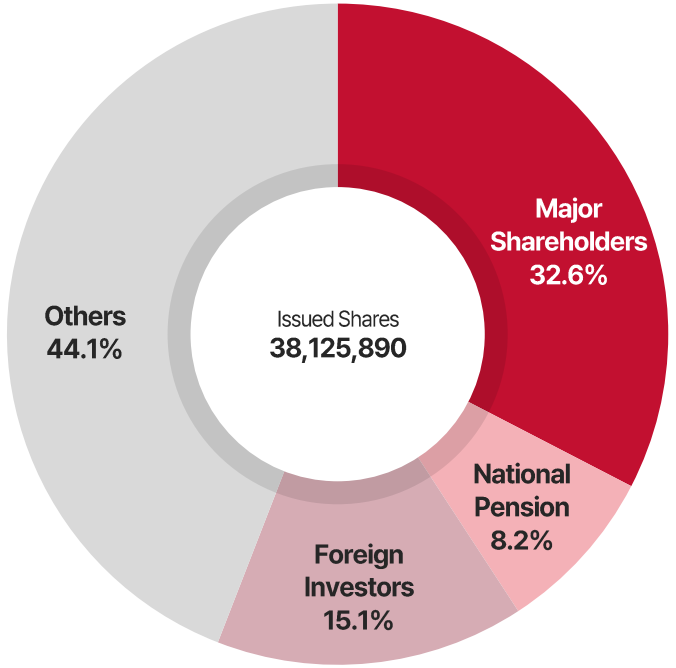
Company Overview

Company Overview

Corporate Name	APR CO., Ltd (Abbreviation : APR)
CEO	Kim Byung Hoon
Establishment Date	Oct 10, 2014
Initial Capital	KRW 3.8 Billion
# of Employees	500
Core Products	Home-use Beauty Device, Cosmetics
Address	36F, 300 Olympic-ro Songpa-gu, Seoul, Republic of Korea (05551)
Webpage	www.apr-in.com

Note) Capital and number of employees as of Sep 30, 2024

Shareholder Structure



Shareholding structure as of December 31, 2024

Financial Statements Summary (Consolidated)

Income Statement

Unit : KRW Mn	FY22	FY23	FY24
Revenue	**397,698**	**523,809**	**722,754**
COGS	106,223	128,361	182,177
Gross Profit	**291,475**	**395,448**	**540,577**
SG&A	252,246	291,255	417,916
Operating Profit	**39,228**	**104,194**	**122,660**
Other non-operating Income	241	442	829
Other non-operating Expense	417	1,246	1,849
Financial Income	5,608	9,036	28,859
Financial Cost	5,456	6,601	17,231
Profit before Income Tax	39,205	105,823	133,269
Income Tax	10,242	24,277	27,085
Net Profit	**28,963**	**81,546**	**106,184**
Controlling Interests	28,963	81,546	106,184
Non-controlling Interest	-	-	-

Balance Sheet

Unit : KRW Mn	2022.12.31	2023.12.31	2024.12.31
Current Assets	137,024	219,308	297,874
Non-Current Assets	46,107	68,001	266,665
Total Assets	**183,131**	**287,309**	**564,539**
Current Liabilities	76,267	82,296	145,896
Non-Current Liabilities	7,598	8,064	96,483
Total Liabilities	**83,865**	**90,361**	**242,379**
Controlling Interest	99,266	196,949	322,161
Paid-in Capital	3,593	3,638	3,813
Other Paid-in Capital	52,143	61,090	76,847
Other Equities	670	7,905	12,701
Accumulated Other Comprehensive Income	522	611	1,116
Retained Earnings	42,339	123,704	227,685
Non-controlling Interest	-	-	-
Total Equity	**99,266**	**196,949**	**322,161**

2024 4Q Results

Overall Sales Trends

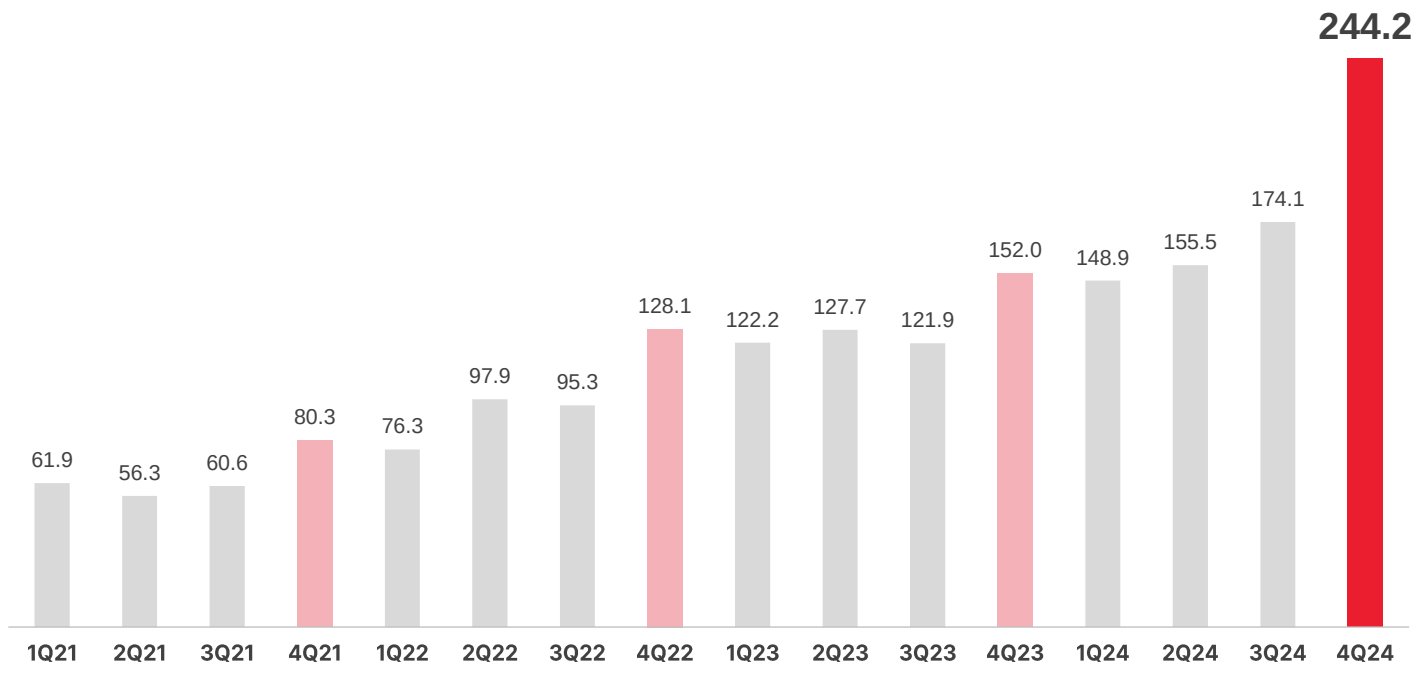
4Q 2024 consolidated sales reached a record-high of KRW 244.2 bn, breaking the highest record in history

Achieves peak 4Q sales annually, sustaining 40 consecutive quarters of YoY growth since founding

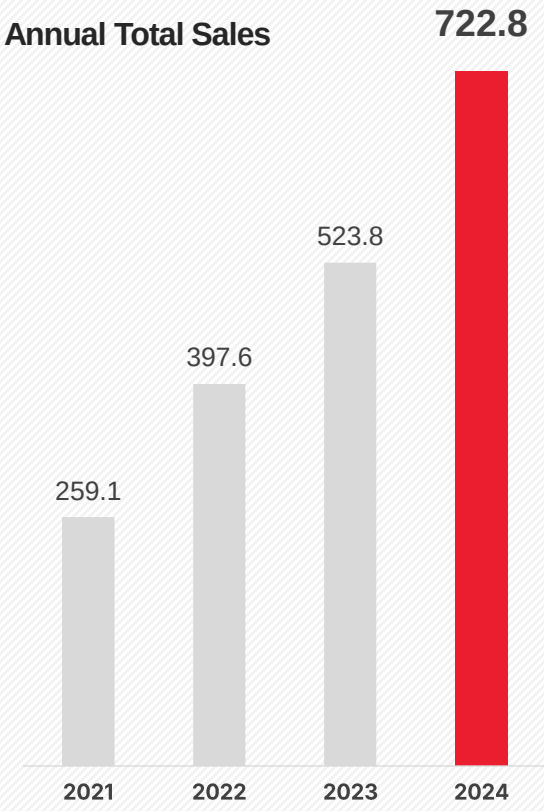
Driving the growth of K-beauty and K-devices, achieving record-high quarterly performance

Company Overall Sales

(Unit : KRW Bn)



Annual Total Sales



4th Quarter Results

Achieved the highest quarterly sales of KRW 244.2 bn (YoY +60.6%) and O·P of KRW 39.6 bn (YoY +15.4%)

– **Beauty devices and cosmetics each surpassed KRW 100 bn in quarterly sales. Especially, cosmetics achieved triple-digit YoY growth**

– **Expanding global distribution network to drive long-term growth**

Unit : KRW Mn, %	4Q 2024				FY 2024			
	4Q23	4Q24	YoY	% of	FY2023	FY2024	YoY	% of
Revenue	**152,019**	**244,215**	**+60.6%**	**100.0%**	**523,809**	**722,754**	**+38.0%**	**100.0%**
Beauty Device	70,158	103,390	+47.4%	42.3%	216,190	312,643	+44.6%	43.3%
Cosmetics / Beauty	57,250	116,328	+103.2%	47.6%	214,291	338,518	+58.0%	46.8%
Others	24,612	24,497	-0.5%	10.0%	93,328	71,593	-23.3%	9.9%
Operating Profit	**34,360**	**39,640**	**+15.4%**	**16.2%**	**104,194**	**122,660**	**+17.7%**	**17.0%**
O·P Margin(%)	22.6%	16.2%	-6.4%p	-	19.9%	17.0%	-2.9%p	-
Net Profit	**24,105**	**41,984**	**+74.2%**	**17.2%**	**81,546**	**106,184**	**+30.2%**	**14.7%**
Net Margin(%)	15.9%	17.2%	+1.3%p	-	15.6%	14.7%	-0.9%p	-

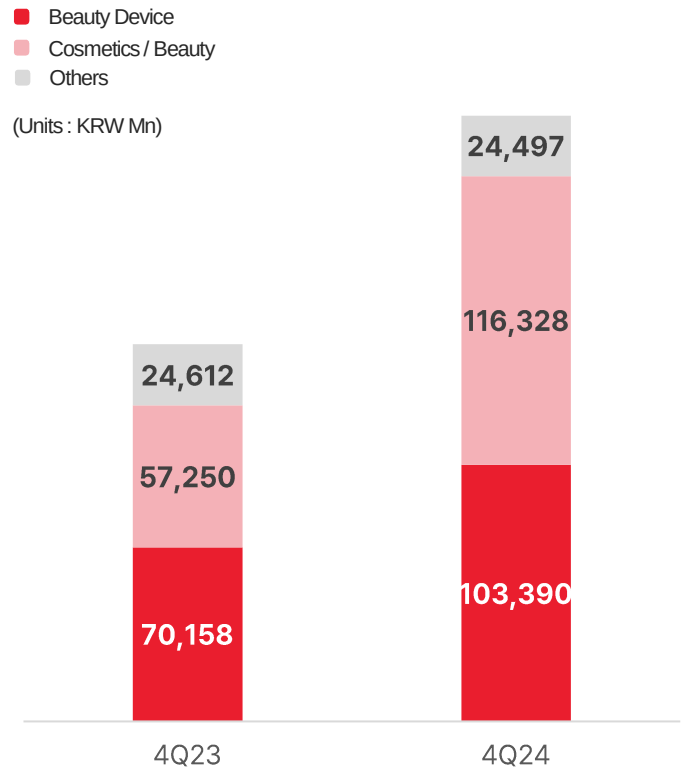
4th Quarter Results By Division

Device : Surpassed 580,000 units in 4Q, reaching KRW 100 bn in sales and achieving a new all-time high in sales

Cosmetics : Increased sales driven by strong global expansion, led by U.S. growth, enhancing brand recognition and driving strong growth

– Medicube cosmetics sales achieved overwhelming growth (KRW 96.9 bn, YoY +141%)

Sales by Division



(Unit : KRW Mn)

Division	4Q23	4Q24	YoY	Key Notes
Beauty Device	70,158	**103,390**	**+47.4%**	- The U.S., Japan, Hong Kong, and B2B segment drove sustained strong sales growth, reaching a record high in quarterly overseas sales - Ranked No.1 in Amazon U.S. beauty device category during Black Friday - Launched Booster Pro Mini in Korea (November) - Expanding presence in new markets through B2B exports
Cosmetics/ Beauty	57,250	**116,328**	**+103.2%**	- Medicube: Achieving rapid growth (Domestic YoY +54%, Overseas YoY +186%) Enhancing product competitiveness by expanding the cosmetics lineup, PDRN (Cosmetics KRW 96.9 bn, YoY +141%) -APRILSKIN: Delivering growth across domestic and global markets, with sales YoY +34%
Others	24,612	**24,497**	**-0.5%**	- NERDY YoY -6.5% (80% of the 'Others' segment)
Total	152,019	**244,215**	**+60.6%**	

Sales by Region

4th Quarter Results By Regions

APR

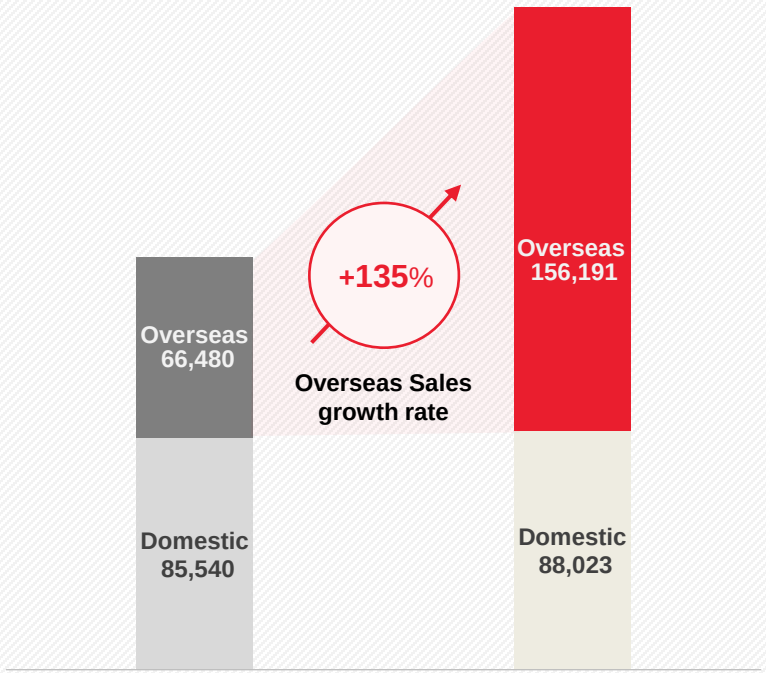
Achieved YoY overseas sales growth of +135% in the quarter, surpassing KRW 150 bn in 4Q

– Overseas sales proportion: 44% → 64%

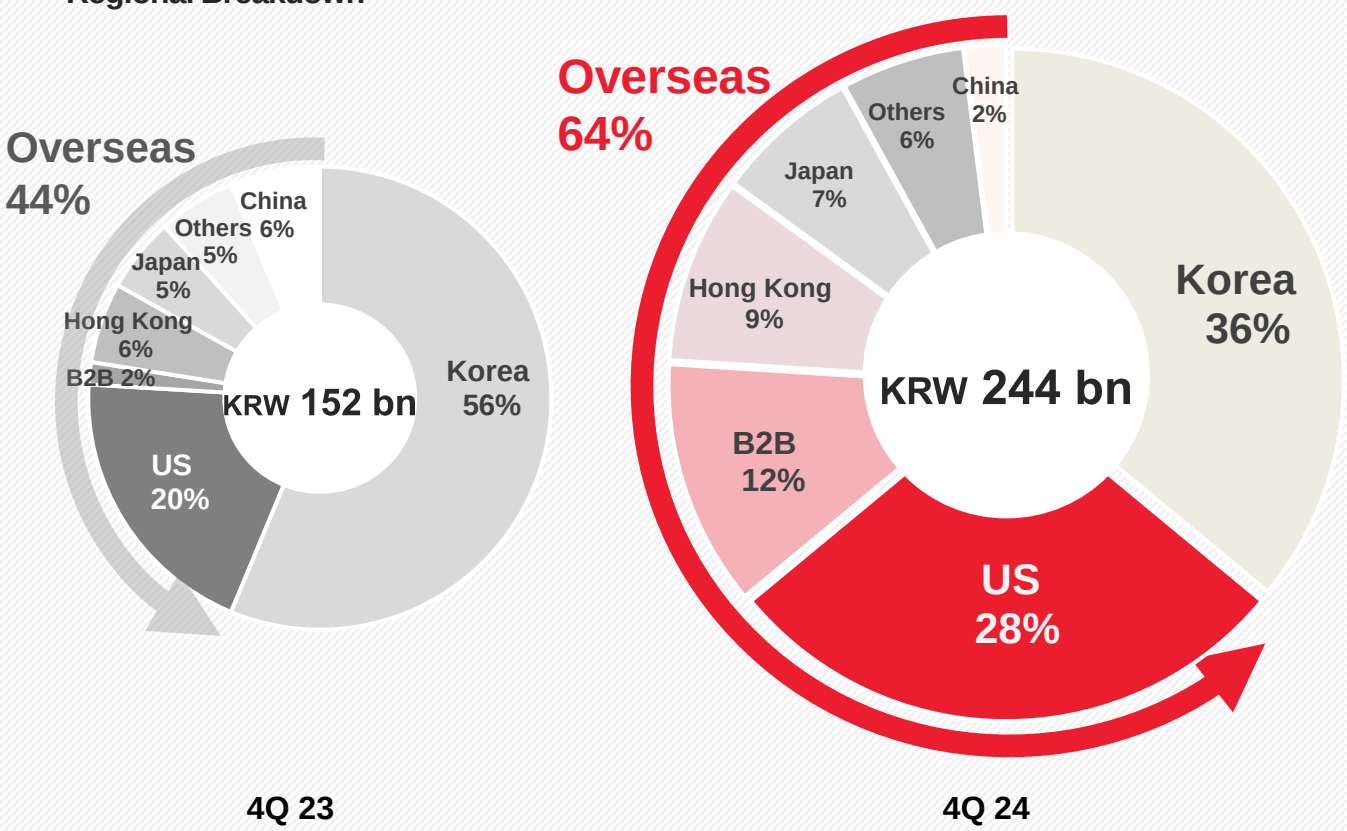
Delivered explosive growth in key overseas markets, driven by the U.S. and B2B segment, strengthening global presence

Domestic / Overseas Sales

(Unit : KRW Mn)



Regional Breakdown



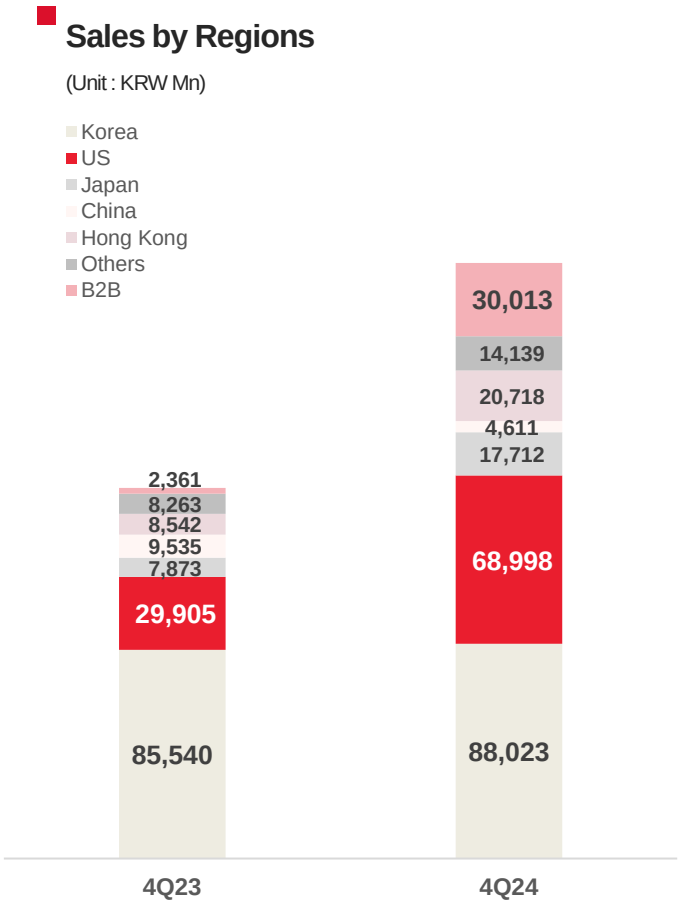
4th Quarter Results By Regions

APR

Strong growth in the U.S., Japan, Hong Kong, and B2B regions reinforced global competitiveness in leading and emerging markets

Channel expansion in leading markets broadened our local customer pool and enhanced global brand awareness

B2B region recorded extraordinary YoY growth of +1171%, signaling sustained long-term growth



(Unit : KRW Mn)

Regions	4Q23	4Q24	YoY	Key Note
Korea	85,540	**88,023**	**+2.9%**	- Growth driven by an expanded cosmetics lineup, PDRN - Launched the new 'Booster Pro Mini'
US	29,905	**68,998**	**+130.7%**	- Achieved record-breaking growth in Q4 2024 - Sustained high growth in cosmetics sales (YoY +182%)
Japan	7,873	**17,712**	**+125.0%**	- Solid sales momentum in Q4 2024 - Sustained high growth in cosmetics, reaching a record high quartely sales (YoY +343%)
China	9,535	**4,611**	**-51.6%**	- Fashion sales declined following the end of China distribution - Minimized operations following channel strategy adjustments and core product restructuring
Hong Kong	8,542	**20,718**	**+142.5%**	- Driving growth by strengthening consumer engagement (YoY +143%)
Others	8,263	**14,139**	**+71.1%**	- Other Asian markets grew YoY +71% - Taiwan YoY +50%, Singapore YoY +50%, Malaysia YoY +167%
B2B	2,361	**30,013**	**+1171.1%**	- Expanding new customer acquisition through tailored B2B strategies and online channel expansion - B2B YoY +1171%
Total	152,019	**244,215**	**+60.6%**	

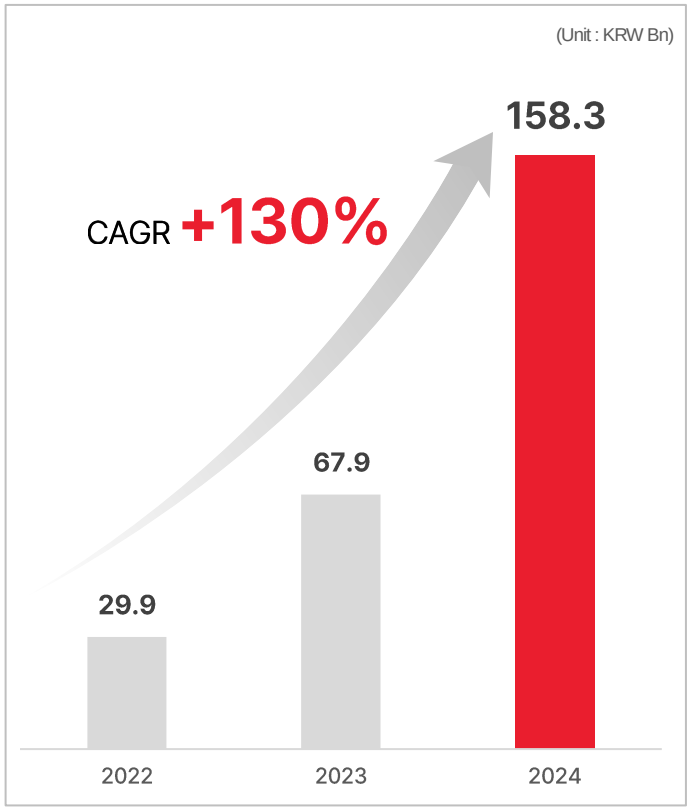
Strategic Global Expansion

APR

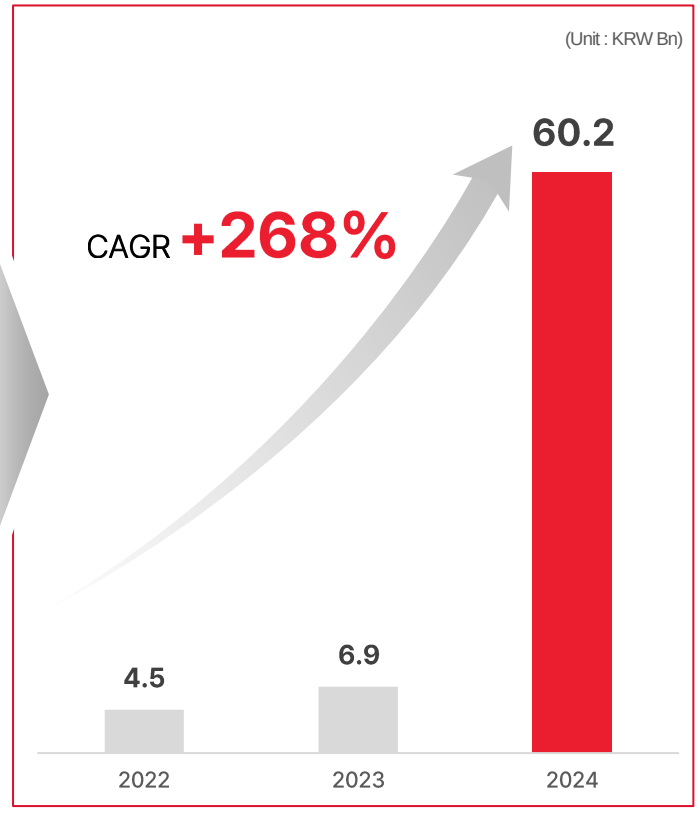
Building on rapid U.S. growth, driving explosive expansion in new markets

Expanding globally through new market entry in Europe and the Middle East, along with offline expansion in Japan

U.S. Sales Trend (2022-2024)



Overseas B2B Sales Trend (2022-2024)



Global Expansion Plan

Japan — **Medicube cosmetics launching in Japan's offline market** (Jan 2025)

- LOFT, PLAZA, @COSME, Don Quijote
- Targeting entry into 3,000 stores within the year

Europe — **Accelerating expansion into Europe**

- Key products successfully registered under CPNP[1]
- Exporting to 27 EU countries

Middle East • Southeast Asia — **Expanding into high-growth emerging markets**

(1) CPNP : Cosmetic Products Notification Portal

Rapid Growth in Cosmetics: U.S. Success and Global Market Expansion

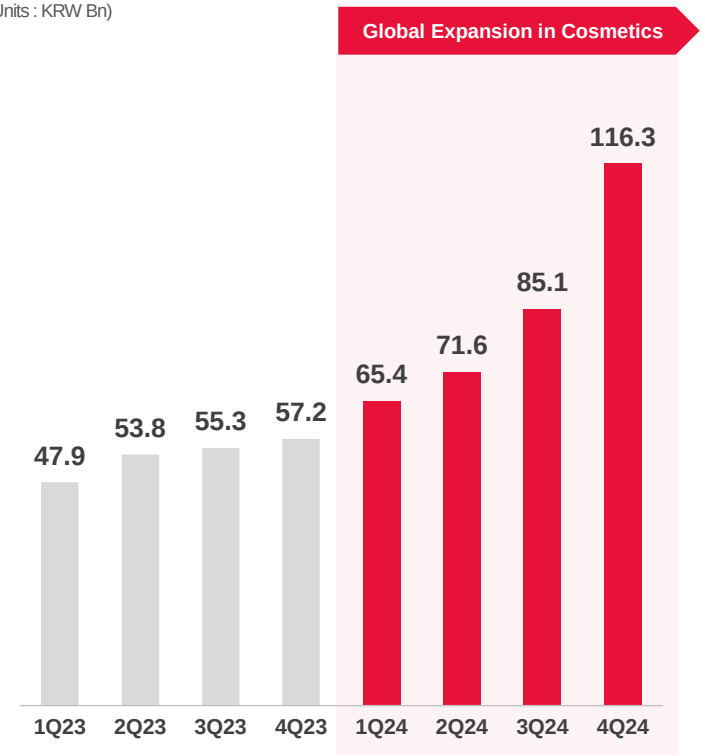
APR

Accelerated global expansion in cosmetics, with a strong focus on the U.S., driving brand awareness and rapid growth

Expanding global footprint through new product launches targeting key international markets, such as the U.S. and Japan

Quarterly Cosmetics Sales (1Q23-4Q24)

(Units : KRW Bn)



U.S. Amazon Key Highlights (4Q24 Highest Ranking)



Zero Pore Pad

#1 Facial Toners & Astringents



Collagen Night Wrapping Peel Off

#2 Facial Masks



Collagen Jelly Cream

#3 Face Moisturizers



Zero Exosome Shot 7500

#6 Facial Serums

Cosmetics Growth Strategy

Expanded SKU Portfolio	Expanding SKU portfolio to support sales growth
Global Product Launch	Launched new products for global markets, led by the U.S. and Japan, with unique formulations
PDRN = Medicube	Strengthening the PDRN lineup to reinforce Medicube's brand leadership in the segment

Key Highlights

Maximizing shareholder value through continued stock buybacks and cancellation, reinforcing long-term shareholder returns

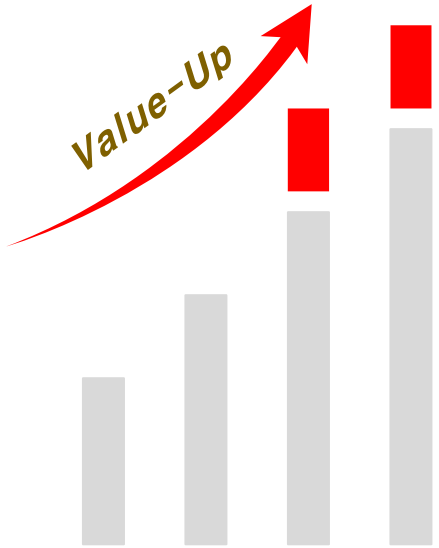
Inclusion in the KOSPI 200

APR

KRX KOSPI 200

- Listed in the KOSPI 200 as of Dec 2024, paves the way for sustainable growth

Cancellation of Common Shares



- Completed stock buybacks and cancellation of KRW 60 bn, equivalent to 2.32% of total outstanding shares as of 2024
- Executed an additional stock buyback of KRW 30 bn in 2025

CES 2025



- Attended CES 2025, presenting Beauty innovation for the second consecutive year and strengthening global leadership