

Interactive Branding Company



A woman with dark hair is holding a small pink bottle of 'Glasty's Melting Balm' in her right hand. The bottle has a white cap and a pink label with the brand name 'Glasty's' and the product name 'Melting Balm'. The woman is looking directly at the camera with a slight smile. The background is a soft, out-of-focus pink and white.

Disclaimer

This material has been prepared as reference material for investors to make investment decisions, and our company does not provide any guarantee to investors or bear any responsibility for the contents of this material.

Additionally, we trust that our investors will make decisions based on specific facts.

The financial data in this material is based on IFRS consolidated and IFRS separate standards.

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Instruction

- Interactive Branding Company, proving the customer experience which content, products, and services are converged in online/offline




Company Profile

Company name	iFamilySC Co., Ltd.
CEO	TaeWook Kim, SungHyun Kim (Co-Representatives)
Date of Establishment	February 29, 2000
Capital	KRW 42.5 billion
Number of Employees	144 people
Key Business Areas	Cosmetics manufacturing and sales, IT-based Wedding services
Location	122 Dongnam-Ro, Songpa-Gu, Seoul, South Korea
Homepage	www.ifamily.co.kr

CEO Profile

TaeWook Kim CEO	SungHyun Kim CEO
<ul style="list-style-type: none"> • Graduated from Inha Industrial College of Engineering in Korea ('91) • Singer • Best Artist in Japan-Asian Network • CEO of Gguldansi Co., Ltd ('01) • CEO of Grigo Networks Co., Ltd ('11-'19) • CEO of iFamily SC Co., Ltd. ('03~) 	<ul style="list-style-type: none"> • Graduated from Seoul National University with a degree in architecture ('94) • Seoul National University Graduate School of Construction and Management ('01) • Daelim Industrial Co., Ltd. ('93-'98) • CEO of Psidesign Co., Ltd. ('05-' 18) • CEO of Grigo Networks Co., Ltd ('11-'19) • CEO of iFamily SC Co., Ltd. ('00)

OEM Partners

CosmaxT	C&C International	HK Kolmar	Etc.
			

Business Unit Introduction

Cosmetics Business HQ



rom&nd_ Cosmetic Brand specialized in colors

- With a color-tone brand targeted at women ages 18 to 24, we work with customers in the entire process from product planning and development to marketing and CS.
- rom&nd' is a combination of 'rom' of Saerom, a power blogger, and 'and', which means to make together.

iColor_ Personal Color Diagnostic APP

- Personal color diagnostic and color cosmetic library APP



Wedding Business HQ



iWedding_ Korea's No.1 Wedding Platform

- For the first time in Korea, we have been providing the best customized wedding professional service by combining wedding and IT since 2000.
- The company is leading the domestic wedding market by systematically datalizing its 20-year-accumulated contents and focusing on the iWedding app.

Hotel Cranberry_ Hope-chest Select Shop

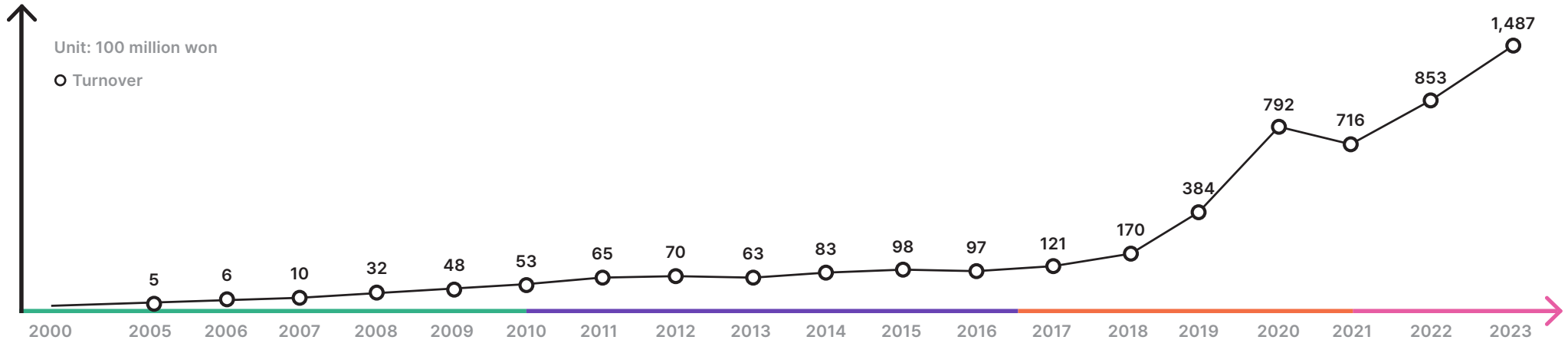
- Hope-chest Select Shop in the concept of European Hotel Life
- Jensen, Sleeppezee, Zaria



Company History

i F A M I L Y

- Based on the content and customer experience accumulated through the wedding business
- launching a cosmetic brand specializing in color and resulting in unrivaled achievement in the beauty market



Foundation Period (2000~2009)

'Start-up and Challenge'

- 2000.02 iWedding.net Co.,LTD Corporation established
- 2000.05 The world's first cyber wedding
- 2008.08 Certification of Venture Company
- 2011.11 Patented world's first IT wedding services business model

Reorganization Period (2010~2016)

'Leading the Organization and Industrialization of the Wedding Market'

- 2012.08 Established Shanghai office in China
- 2012.12 Changed name to iFamilySC
- 2013.11 IT Innovation Awards, commended by the Minister of Science, ICT, and Future Planning
- 2016.07 Acquisition of a Patent for 'Schedule-based Field Service Control Technology'
- 2016.09 Launching 'rom&nd', a color cosmetics brand

Leap stage (2017~2020)

'Take the leap into the Beauty Business'

- 2020.03 2020Commendation from the Minister of Industry on the 47th Commerce and Industry Day
- 2021.12 Commendation from the Minister of Industry at the 25th Korea Distribution Awards
- The 27th Corporate Innovation Awards
- 'Korea Chamber of Commerce and Industry President

Growth Period (2020~2024)

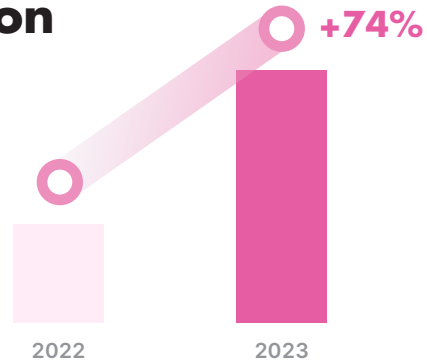
'More diverse product range and global expansion'

- 2022.06 The 'CJ Olive Young Awards & Festa' Icon of the Year Award
- Japan's @cosme '2021 Best Cosme Awards' Lip Tint 1st Place
- 2023.03 'Lawson specialty store' `And by Romand`
- 2023.06 Launch of new brand Nuse

FY 2023 Performance Highlights

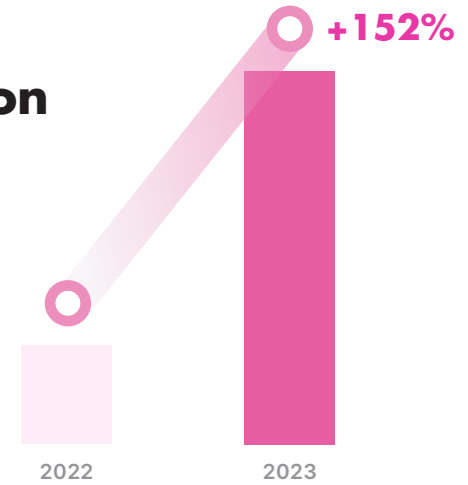
Sales

149 billion won



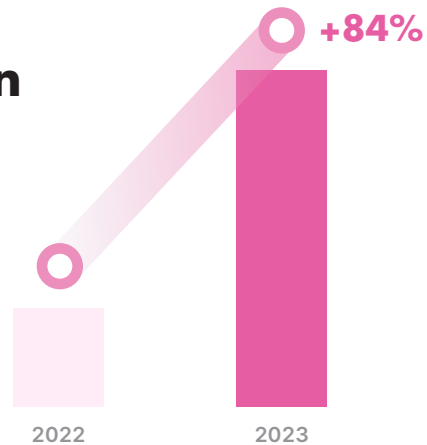
OP

24 billion won



Overseas sales

95 billion won

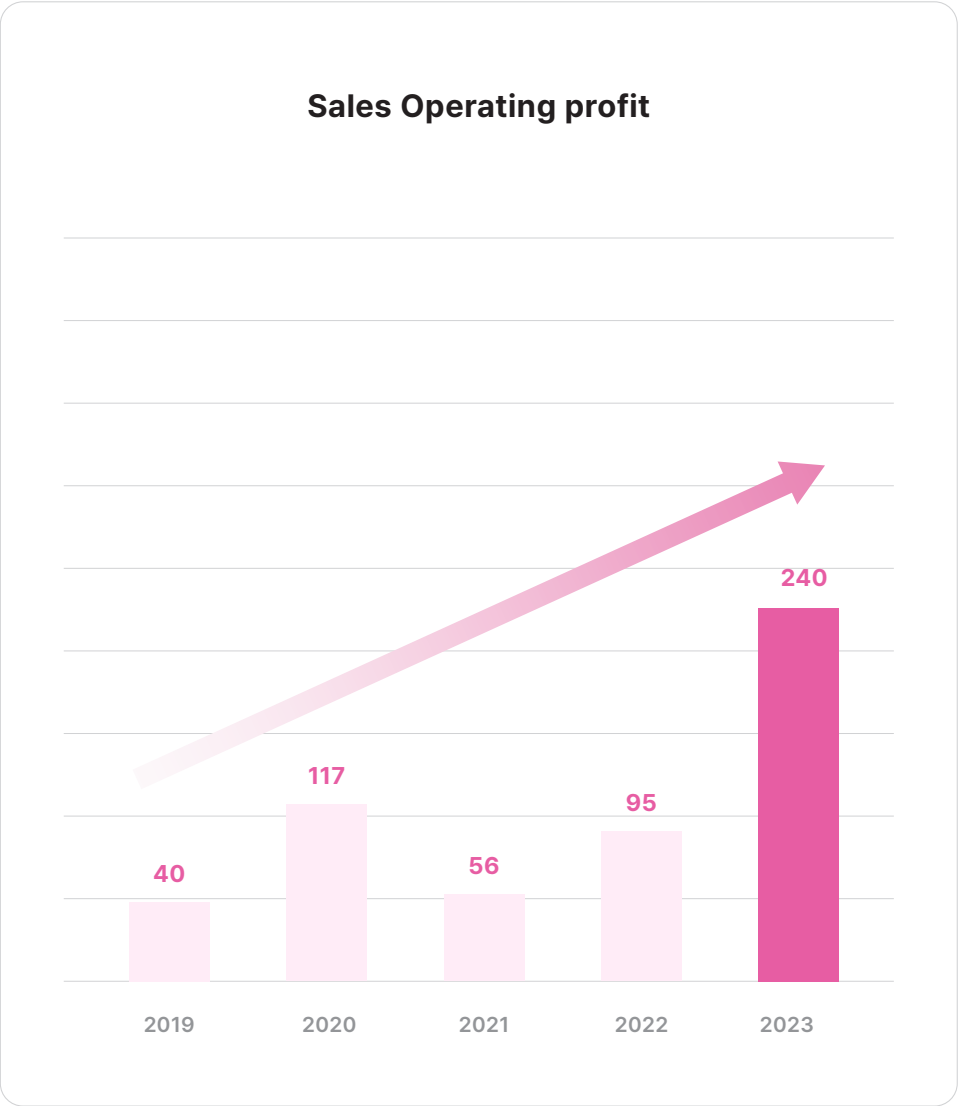
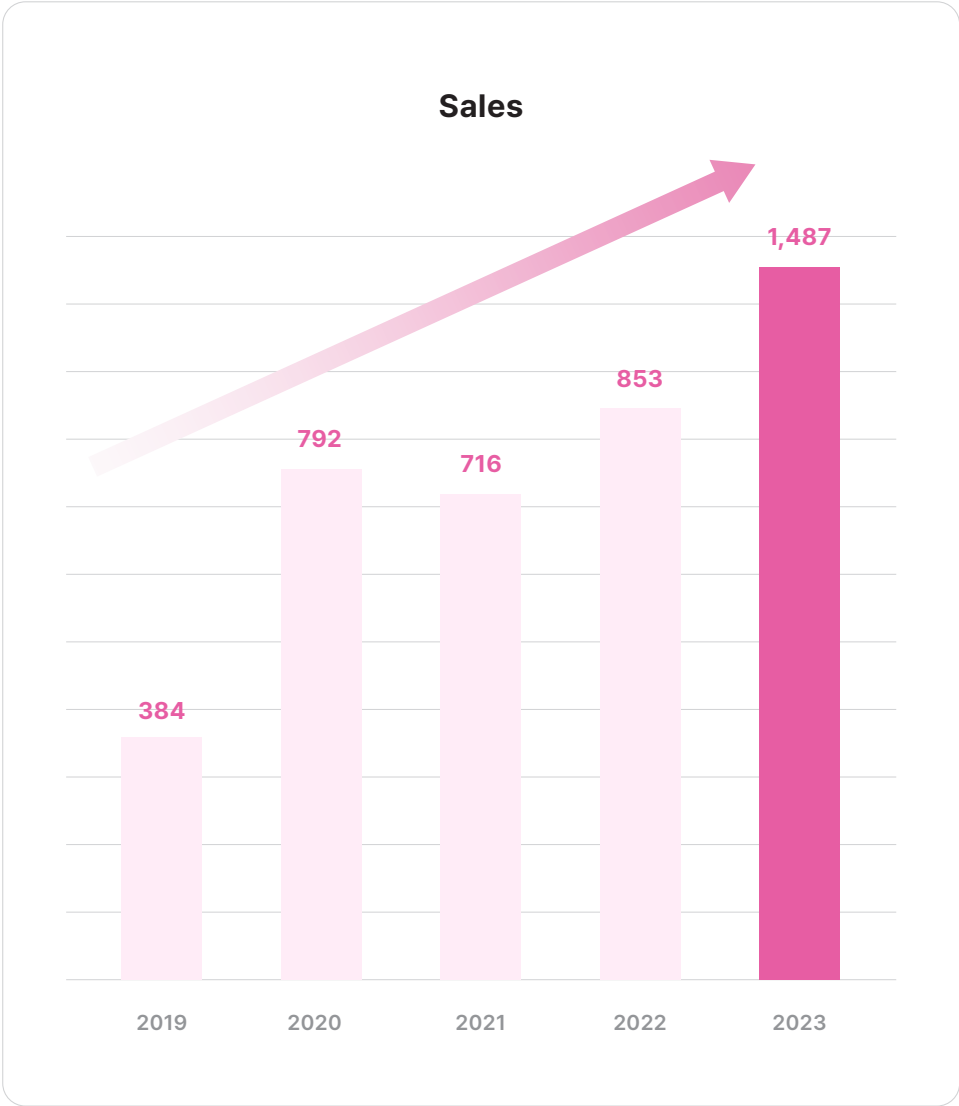


Countries with sales exceeding KRW 1 billion

9 countries

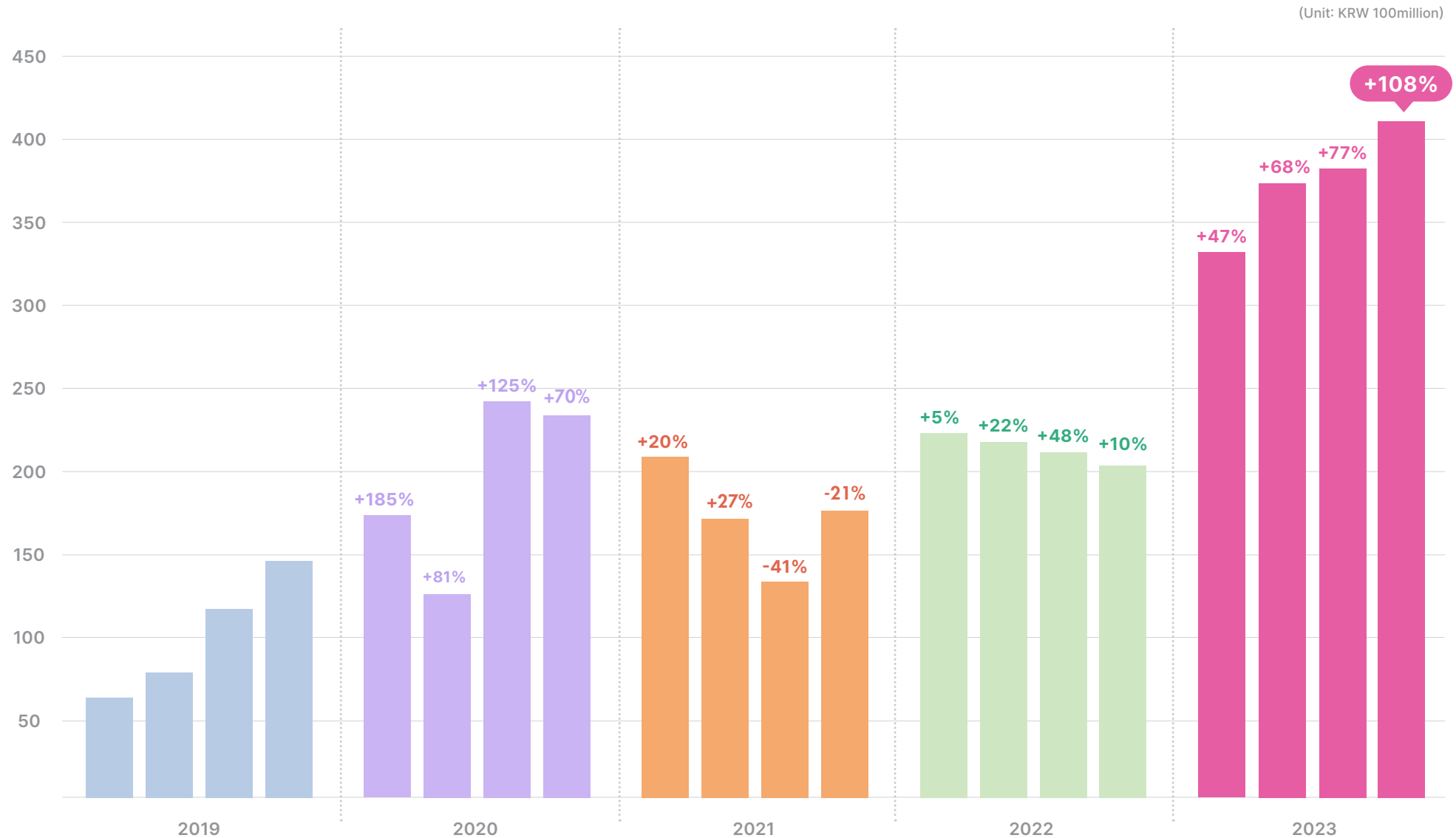


Annual sales and operating profit in 2023



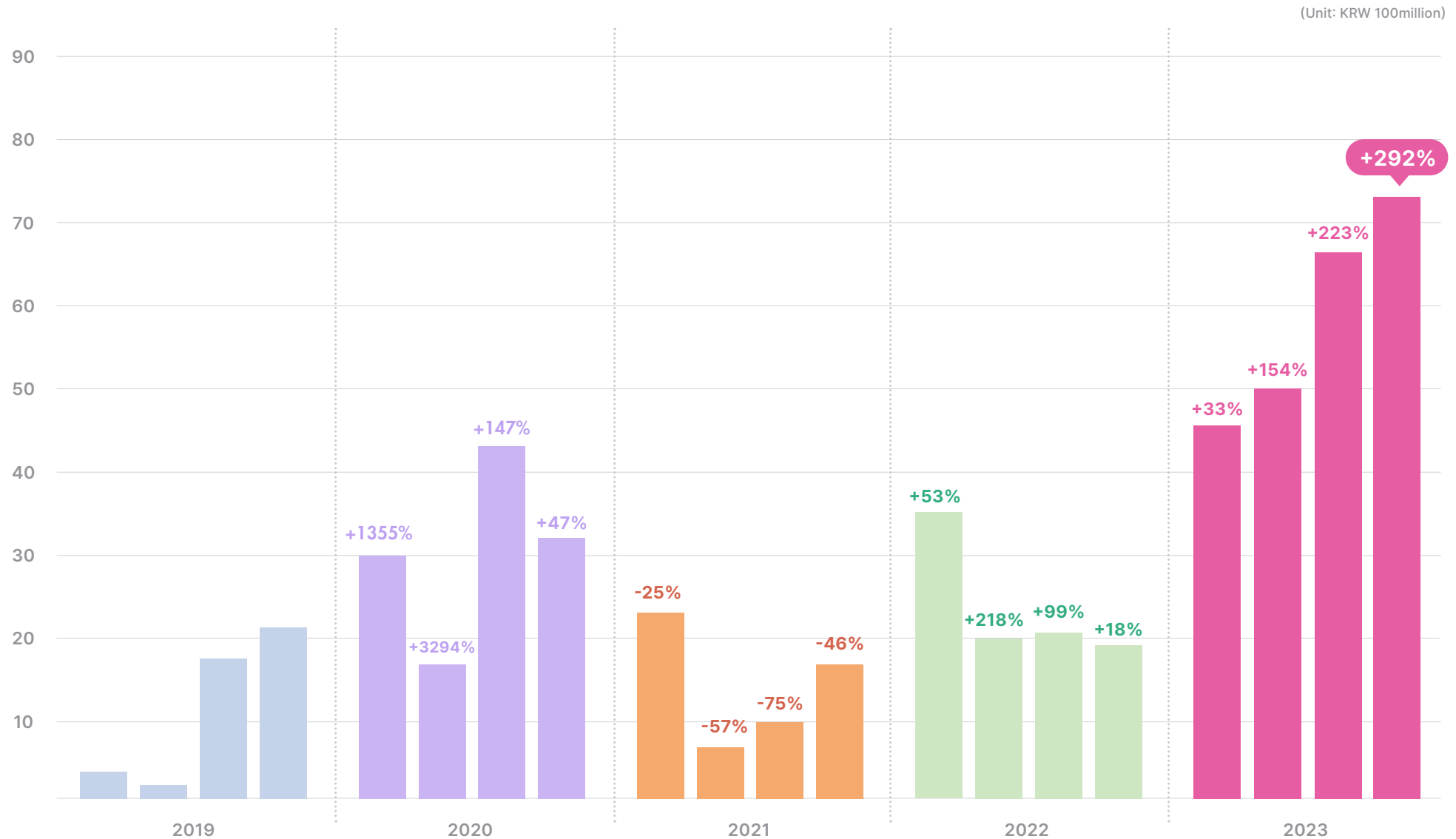
Quarterly sales

- Continued even growth without 'big hit products' in specific countries or categories
- Lip and eye sales more than 80% of total sales → Enough room for further expansion



Quarterly operating profit

- Unconventional operating profit in the color makeup market through low SG&A costs and efficient management
- 4th quarter with no one-time costs



Featured Product

i F A M I L Y

Liptint 36%



Zero-Velvet
tint

Juicy Lasting
Tint



Glazing Water
Tint

Blur Fudge
Tint

Eye Shadow 24%



Better than Eyes



Better than Palette

Lipbarm 11%



Glazing Melting Balm

Base 6%



Clear Cover
Cushion



Zero
Cushion



NU Zero
Cushion



Bare Water
Cushion

Lipstick 5%



Zero Matte Lipstick

Other 15%



Better than
Cheek



Sun Clean
(Sun Cream)



HANALL Lash
Serum



Eyeliner



HANALL Fix
Mascara

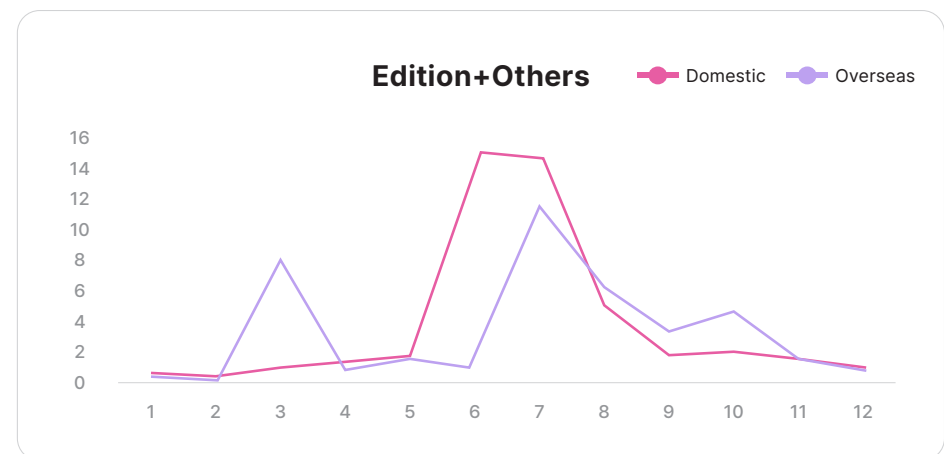
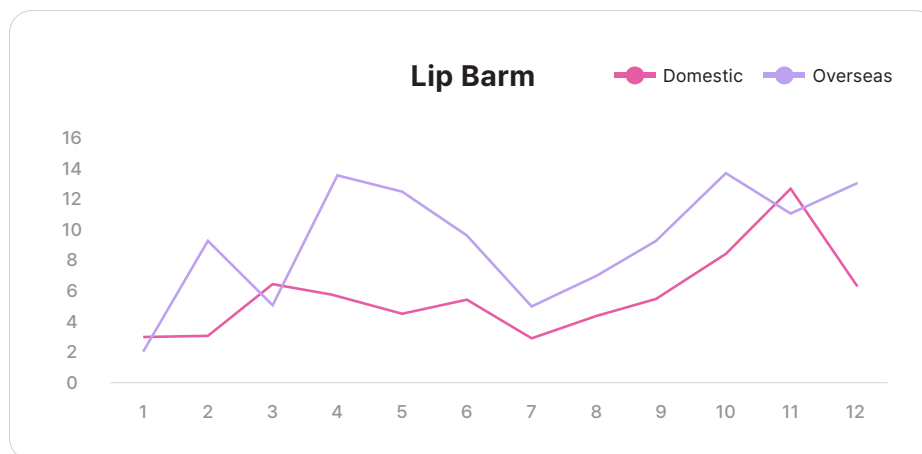
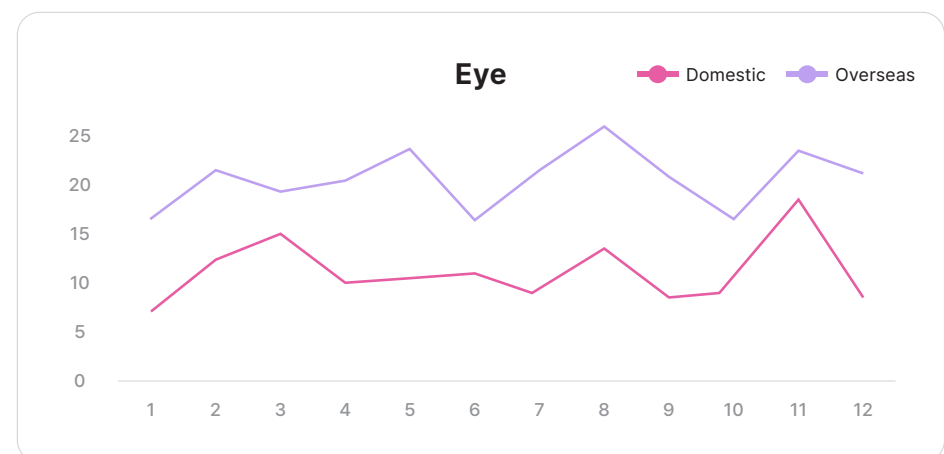
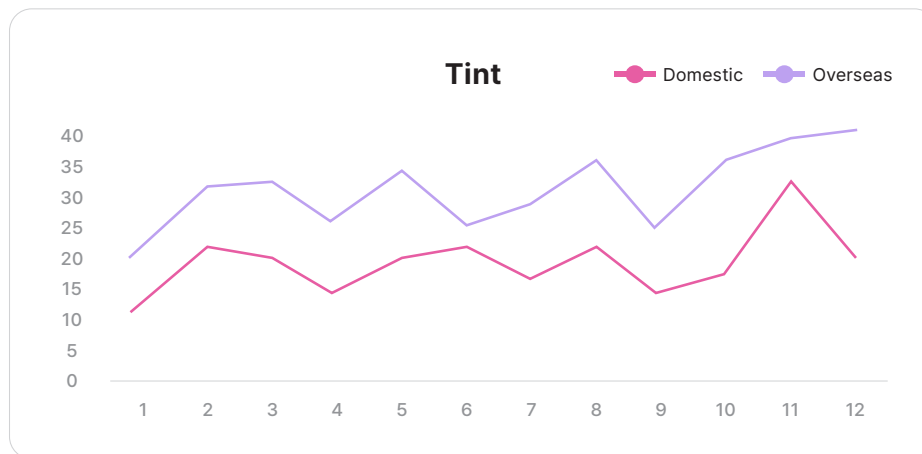


Mood Pebble
Nail

* Note: Sales share refers to the share of cosmetics sales in 2023.

Monthly sales trends for major categories

- The proportion of the representative product, 'Lip Tint', decreased from 62% in 2020 to a balanced proportion due to the good performance of other product groups.
- The eye category is a category where exports are much higher than domestic sales due to the popularity of Japan's 'one-all brow collar' in the first and second quarters.
- The domestic decline in the lip and eye categories in December is due to sales from year-end events in December being reflected in November and returning to normal.
- The temporary increase in edition product sales from June to September was due to the strong domestic and international sales of the 'Sanrio Collaboration Edition'.
- In the case of countries where new stores are opening, lip tints, eye and lip balms, which are popular categories, are exported first, so overseas trends in December are linked to increased sales in trading countries in 2024.



Country Comparison

- Continued strong performance at 33% in Korea and 30% in Japan
- Steady growth in Southeast Asia and other countries as brand awareness rises
- The wedding business, a fundamental business, continues to recover (first OPM profit since 2022)

(Unit: KRW 100 million)

	1Q23	2Q23	3Q23	4Q23	Ratio	YoY	MoM
Cosmetics	319	354	364	406	97%	+116%	+13%
Domestic	116	114	128	140	33%	+107%	+13%
Japan	122	140	110	128	30%	+124%	+16%
Greater China	22	34	42	33	9%	+106%	-9%
Southeast Asia	20	19	32	33	8%	+386%	+4%
American sovereignty	(not counted)			10	2%	-	-
Europe	(not counted)			7	2%	-	-
Othes	34	43	53	44	10%	+204%	+16%
Tax-free	6	4	4	5	1%	-34%	+30%
Wedding + Living	10	13	8	14	3%	+1%	+64%
Total	328	367	372	420	100%	+108%	+13%

- The Greater China region includes China, Taiwan, and Hong Kong.
- Southeast Asia includes Taiwan, Vietnam, Thailand, Philippines, Malaysia, Indonesia, Singapore, etc.
- The Americas region includes the United States, Canada, and South America.
- Europe includes the UK, Turkey, Czech Republic, etc.

Company expense

- SG&A cost reduction for 2 consecutive quarters
- Increase sales without reducing marketing costs through efficient personnel management and strengthening of company channel branding without dependence on external advertising

(Unit: KRW 100 million)

	4Q22	1Q23	2Q23	3Q23	4Q23	YoY	QoQ
Cost of sales (cost rate)	122	214	232	233	264	+117%	+13%
	(60%)	(65%)	(63%)	(63%)	(63%)	(+3%P)	(-)
SG&A expenses (Sales and administrative ratio)	60	67	83	79	73	+31%	-9%
	(30%)	(21%)	(23%)	(19%)	(20%)	(-11%P)	(-1%P)
Employee salary	11	13	13	14	13	+30%	+13%
Fees	8	13	18	15	15	+94%	+27%
Advertising expenses	13	14	18	20	20	+48%	+1%

2023 BEST Moments

i F A M I L Y

• Lawson 'And by Romand' launch (Mar.)



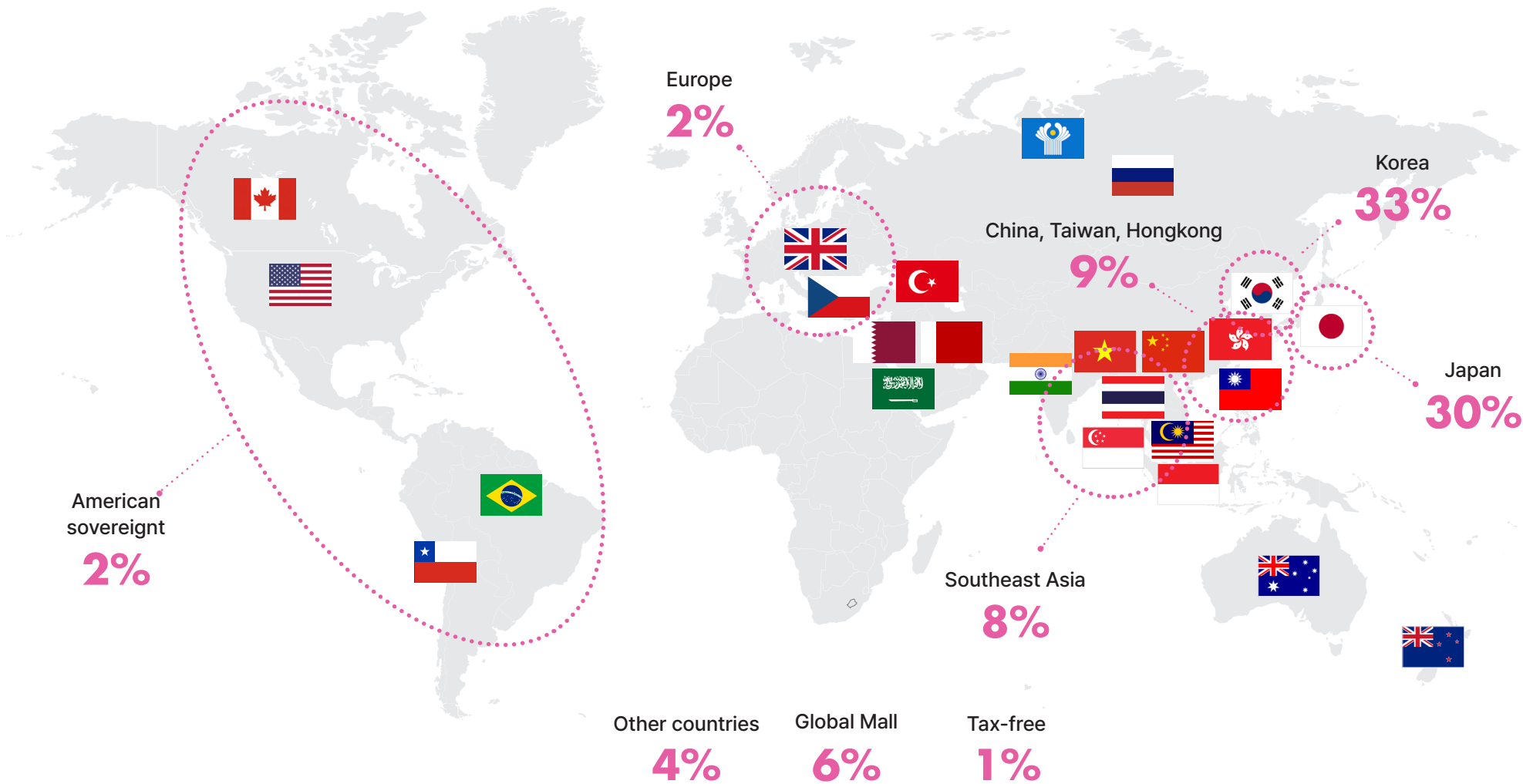
• Sanrio edition released (Jun.)



• Launch of Glasting Color Gloss (Dec.)

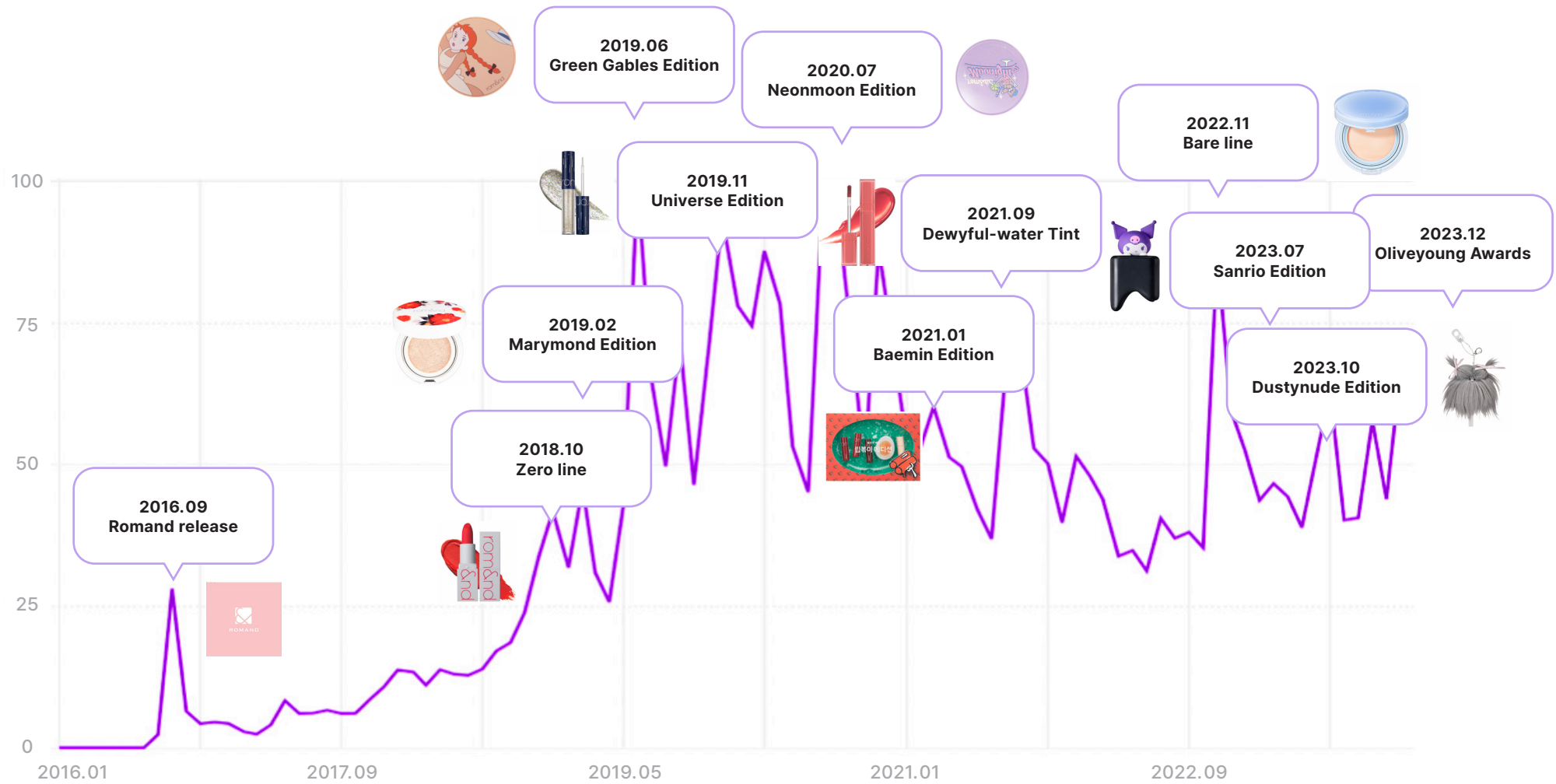


Gloval ratio of Romand



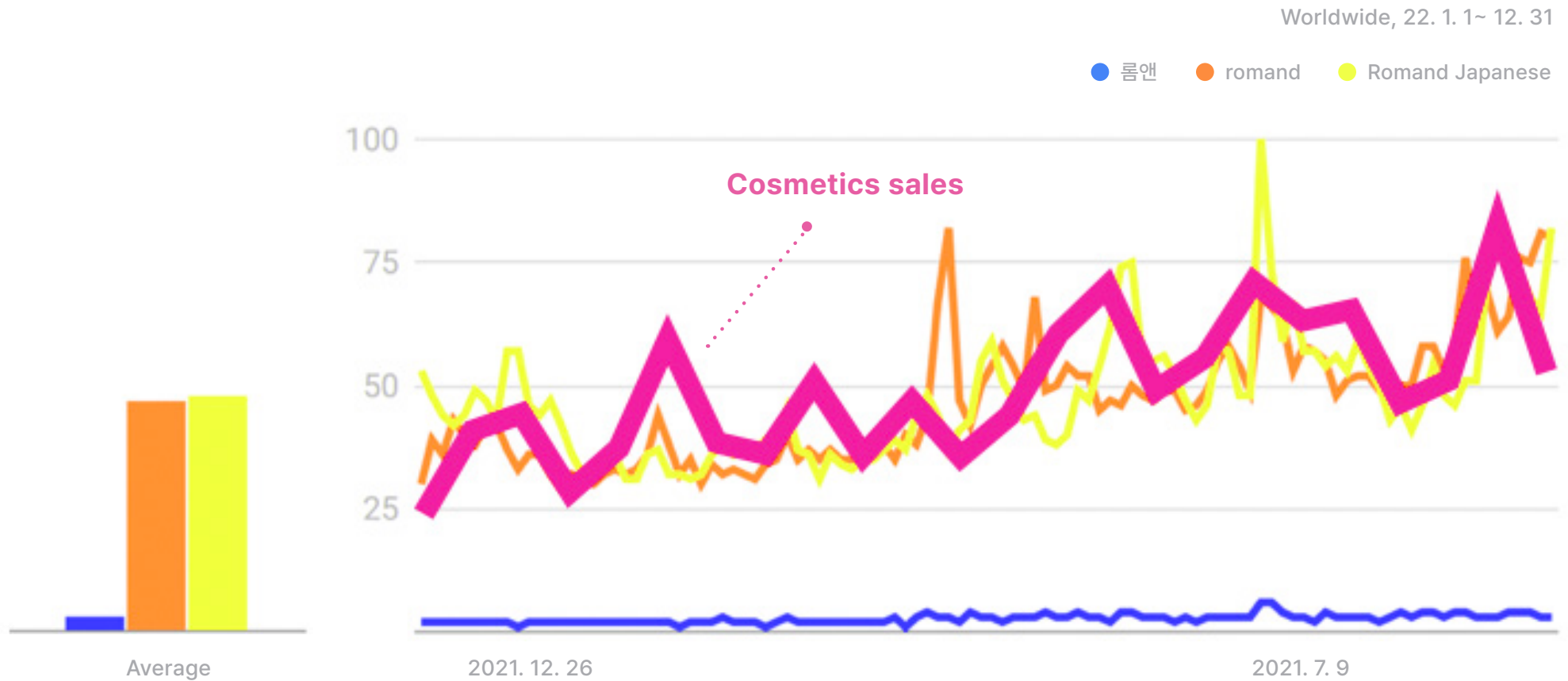
Traffic History

i F A M I L Y



Net sales grown by TRAFFIC

i F A M I L Y



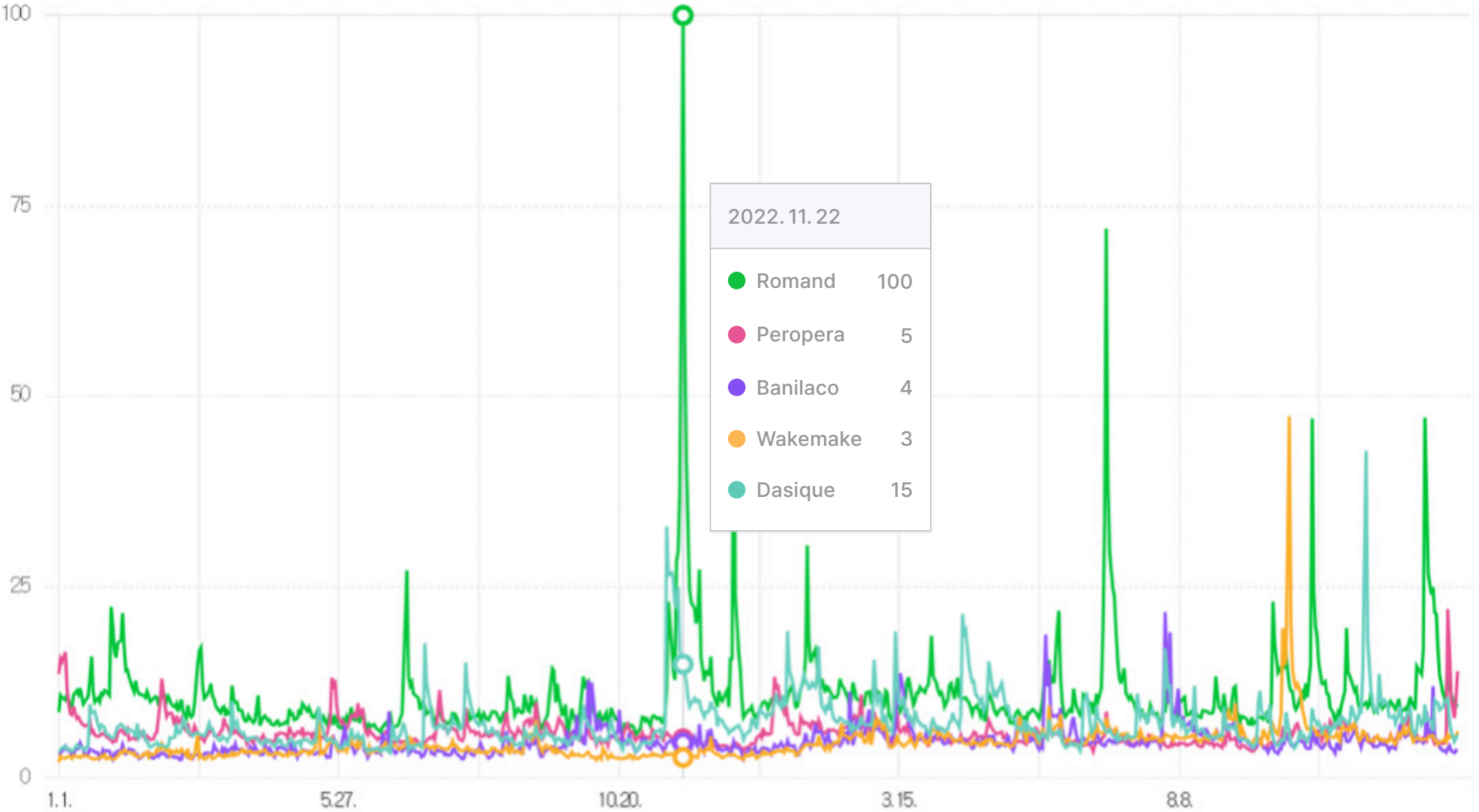
2023 Olive Young Awards Color Best Brand Number of Instagram Followers



BANILA CO	CLIO PROFESSIONAL	rom&nd	WAKE ME UP
too cool for school LONDON · NEW YORK	KISSME	LANEIGE	peripera
dasique	COSNORI	fwee	MUZIGAE MANSION

Followers (foundation date)			
366,000 (2014. 07)	626,000 (2016. 03)	romand 637,000 (2016. 03)	209,000 (2015. 06)
187,000 (2014. 02)	153,000 (2018. 08)	426,000 (2014. 05)	708,000 (2016. 03)
235,000 (2019. 09)	210,000 (2017. 06)	65,000 (2021. 04)	40,000 (2021. 11)

Net sales grown by TRAFFIC



2024 Strategie

i F A M I L Y

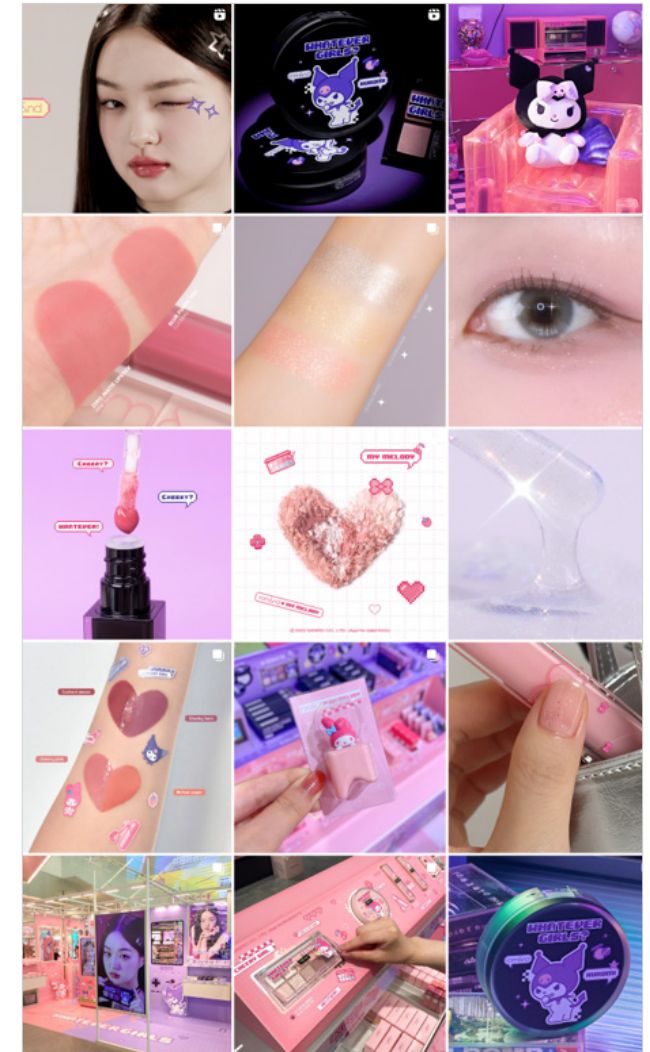
- New Category & Color & Collaboration



- Strengthening pop-up stores and experiential contents



- New channels and methods



2024 Strategie

i F A M I L Y

- Increased domestic and overseas advertising efficiency through simultaneous domestic and overseas launch → Sales expansion



APPENDIX – Financial Statements Summary

Income Statement

(Unit: 100 million won)	4Q22	1Q23	2Q23	3Q23	4Q23
Sales	202	328	367	372	420
Cost of Sales	122	214	232	233	264
Gross Profit	80	114	135	139	155
Sales Management Expense	60	67	84	73	79
Operating Profit	19	47	51	67	76
Non-operating revenue	3	4	3	3	4
interest income	3	3	3	3	4
Non-operating expenses	2	2	1	2	2
interest cost	1	1	1	1	1
NET income before corporate tax	16	49	53	68	78
Corporate Tax Expense	9	11	13	15	8
NET income	6	37	40	53	70

Financial Statements

(Unit: 100 million won)	2021	2022	2023
Current Assets	493	482	658
Non-current Assets	372	242	241
Total Assets	530	723	898
Current liabilities	108	121	107
Current liabilities	7	100	102
Total liabilities	114	221	201
Capital	21	43	43
Total Capital	415	502	690

Thank you