

IR BOOK

THE INVESTOR RELATIONS OF CLASSYS 2023

14 FEBRUARY 2024

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Contents

I. Company Overview

- 1. Key Figures
- 2. Corporate Information
- 3. Product Portfolio
- 4. Market Portfolio
- 5. ESG

II. Business Highlights

- 1. Classys' Success Formula
- 2. Installment Bases Increase and Rapid Consumable Sales
- 3. Unrivaled Presence in Domestic HIFU Market
- 4. Strong Global Presence in Major Countries
- 5. Accelerate the Sales of Monopolar RF, Volnewmer

III. Growth Strategy

1. EBD, Growth Engine of Medical Aesthetic Market

Financial Results

- 2. Global Approval Expansion
- 3. Tier-up Strategy in Each Country
- 4. Innovative Technology Diversification
- 5. Specialized B2B & B2C Marketing
- 6. Quality / Production Advancement
- 7. Classys Expansion Plan

IV. Financial Results

- 1. 4Q23 Earnings
- 2. 2024 Guidance
- 3. Quarterly Performance Trends
- 4. Annually Performance Trends

Appendix.

CCLASSYS

Cluederm

SKEDERM/shurink?

- 1. Key Figures
- 2. Corporate Information
- 3. Product Portfolio
- 4. Market Portfolio
- 5. ESG

Company Overview



1. Key Figures

Sales Growth

5Y CAGR **31%**

(as of 2023 KRW 180.2bn, YoY +27%)

Consumable Sales Growth

5Y CAGR **39%**

(as of 2023 KRW 81.0bn, YoY +46% consumables portion 45%)

EBITDA Growth

5Y CAGR **39%**

(as of 2023 EBITDA KRW 93.7bn, YoY +29% EBITDA Margin 52%)



Overseas Sales

65% (as of 2023)

Export to 70 countries / Secured approvals in 29 countries

Global Installment Bases / annual cases of procedures

Over **15K** units **4M** cases

* Based on Global Ultraformer Series

Valuation

Market cap KRW 2+ tril

Listed on KOSDAQ's Global Segment ESG Rating BBB (by MSCI)

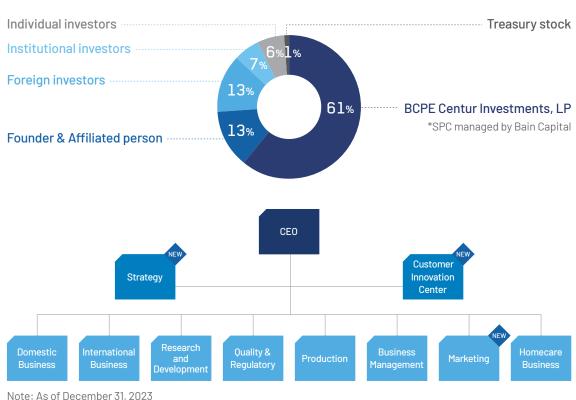
2. Corporate Information

In 2022, Classys enhanced its corporate structure by onboarding ten new executives with diverse expertise. We also introduced two new entities and promoted the Marketing Division to better support our CEO.

Com	pany	<i>i</i> 0	verv	/iew
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0	01.400\/0.15			
Company name	CLASSYS Inc.			
CEO	Baek, Seung-han			
Date incorporated	10 January 2007			
Date listed	28 December 2017			
Equity capital	KRW 6,477 M (as of the end of 2023)			
Headcount	383 persons (as of the end of 2023)			
Business area	Manufacturing of medical aesthetics devices & distribution of cosmetics			
Brands	©CLASSYS Cluederm SKEDERM/ShurinK ₹			
HO address	CLASSYS, 208, Teheran-ro, Gangnam-gu, Seoul, Korea			
Website/e-mail.	http://www.classys.com / ir@classys.com			

Shareholder & Management Structure





CLASSYS

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Ulfit

Refit

alleviate pain

Eyebrow lifting, improve elasticity in face, abdomen, thiah HIFU



Aquapure

aspirating blood, body fluid and pimple + causing absorption of medicine



alleviate pain, reduce edema and layer



Cool4D

subcutaneous







Scizer

Reduce abdominal circumference HIFU







Clatuu Alpha

reduce subcutaneous layer



Cooling control technology for



Others 2.2%

CLUEDERM Consumables

CLUEDERM Device

2.8%

5.0%

• Cluederm

CLASSYS (Medical)

(Aesthetic)

CLASSYS Consumables

40.0%



lacksquare

CLASSYS Device

49.9%

SK≡D≡RM/Shurink≅

(Cosmetic)



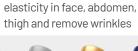
Ultraformer III (Shurink)







4.5mm



Eyebrow lifting, improve



Ultraformer MPT (Shurink Universe)



- Ultra Booster cartridge added











Shurink

4.5mm



Booster



4.5mm

1.5mm 3.0mm



Volnewmer

6.78MHz monopolar RF causing tissue coagulation







1 Tip (0.25cm²)



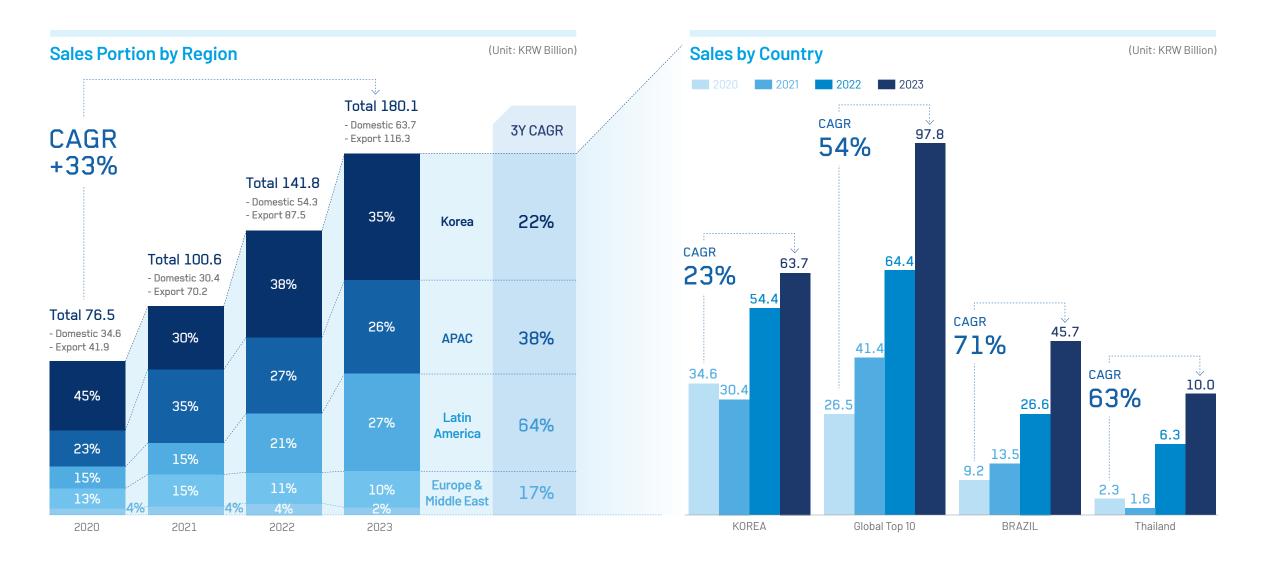
F Tip (3.0cm²)



Body S Tip (16.0cm²)



4. Market Portfolio



ESG Ratings CLASSYS **ESG Report** Classys 2022 Sustainability Report Classys transparently discloses its performance results in its pursuit of a sustainable future. Overall Grade **BBB** 2 level 个 MSCI В Overall Grade 1level 个 **SUSTINVEST** Overall Grade 1level 个 B+ B+ В В В 2021 2022 2023

ESG Strategic Tasks



- Activities for greenhouse gas and energy reduction
- Operation of EHS team for environmental management compliance
- Environmental management education and incorporation of performance results into the remuneration scheme
- Refurbishment process for product waste reduction



- Talent Management: Fair recruitment and rational personnel evaluation system improvement and stabilization
- Human Rights Management: Strengthening human rights education and employee grievances channel: Helpyou, Withyou
- Information Security: Establishing a systematic information security infrastructure
- SCM: supply chain due diligence & support



- Accountable management by a professional and independent board of directors- Compensation Committee, Candidate Recommendation Committee, Outside Director Council
- Shareholder-friendly policies and shareholder return policy
- Ethical and legal compliance management, Anti-corruption programs
- Company-wide integrated approach to risk management

Business Highlights

- 1. Classys' Success Formula
- 2. Installment Bases Increase and Rapid Consumable Sales
- 3. Unrivaled Presence in Domestic HIFU Market
- 4. Strong Global Presence in Major Countries
- 5. Accelerate the Sales of Monopolar RF, Volnewmer

1. Classys' Success Formula

Established a virtuous cycle of 'launching an innovative product \rightarrow Increased sales of consumables in tandem with the use of installed devices \rightarrow global sales growth'

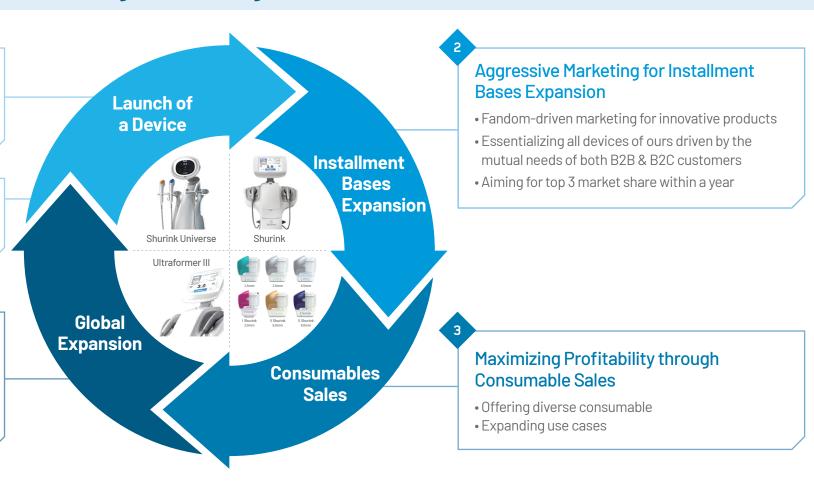
Introducing Innovative Products

 Development of devices with the most advanced technological capabilities, addressing customer's unmet needs

Establishing a Self-perpetuating Cycle of Continuous Growth by Releasing Upgraded Product

Taking our Mechanism of Expanding our Installment Bases/Consumable Sales Worldwide

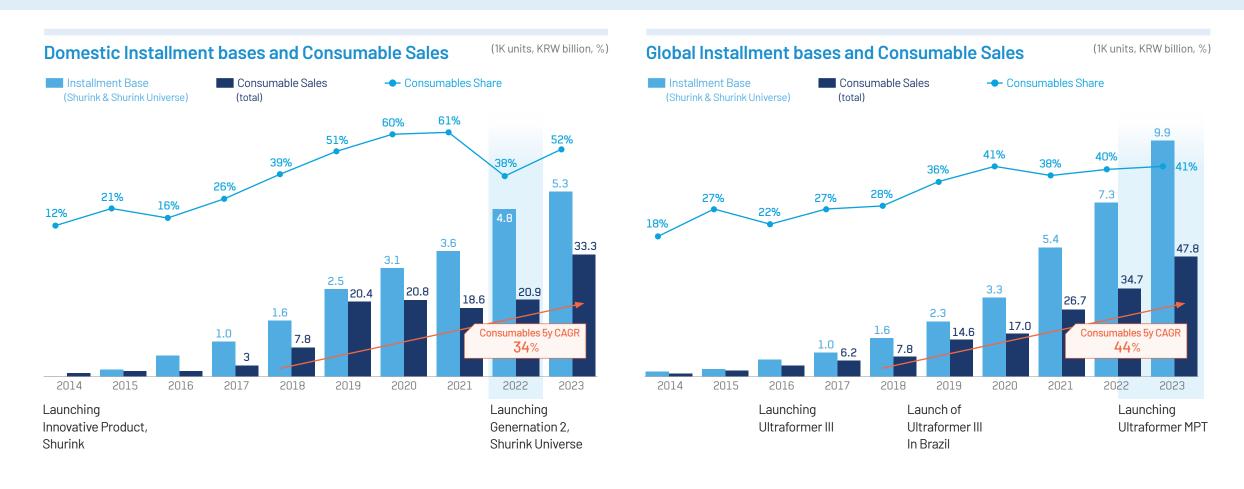
 Achieving significant global sales growth by applying our proven mechanism globally



2. Installment Bases Increase and Rapid Consumable Sales

Company Overview

Accelerate growth, expanding into global market after popularizing Ultraformer III (Shurink) in Korea



3. Unrivaled Presence in Domestic HIFU market

5,300+ units sold accumulatively, securing unrivaled No.1 position in the domestic HIFU market

55% M/S in Domestic HIFU Market

Over 17,000 dermatology clinics in Korea

Over 5,500 clinics & hospitals equipped with HIFU

Over 3,000 clinics & hospitals equipped with Shurink

- Shurink's accumulated sales: 3,700+ units
- Shurink Universe's accumulated sales: 1,600+ units

* Shurink is released in 2014, Shurink Universe is released in 2022

B2B Customers

+3,000 Shurink-equipped clinics in Korea

- Over 90% of 600 large-network clinics using Shurink
- **User-generated marketing content** promotion of the procedures (doctors' YouTube, blog, etc.)
- Most preferred device by doctors newly entering the medical aesthetics sector
- An "Essential" device for the dermatology/plastic surgery clinics and aesthetics-specialized clinics









B2C Customers

Domestically 1.2M Shurink procedure cases per year (E)

- An overwhelming volume of **viral review postings** by end users
- **Digital buzz No.1** among medical aesthetics device brands (SNS, blog, beauty app, etc.)
- #Shurink 146K vs.

 #foreign brand A 99K, #local brand B 9K, #local brand C 6K





4. Strong Global Presence in Major Countries

Anticipated market expansion and increased consumable sales growth in Brazil and Thailand



Sales Trend in Thailand





Ultraformer MPT

- Targets to secure the premium market position by being renowned as **the most reliable procedure**

Ultraformer III

- Positioning itself **as an essential tool** for dermatologists in private practice, aiming for mainstream popularity



Marketing

Campaigns

B2B Marketing

- local Ultraformer specialist clinical teams offer skilled know-how to doctors, helping maximize the efficacy and efficiency of procedures
- Evidence-based User Meetings and Product Launch Symposiums

B2C Marketing

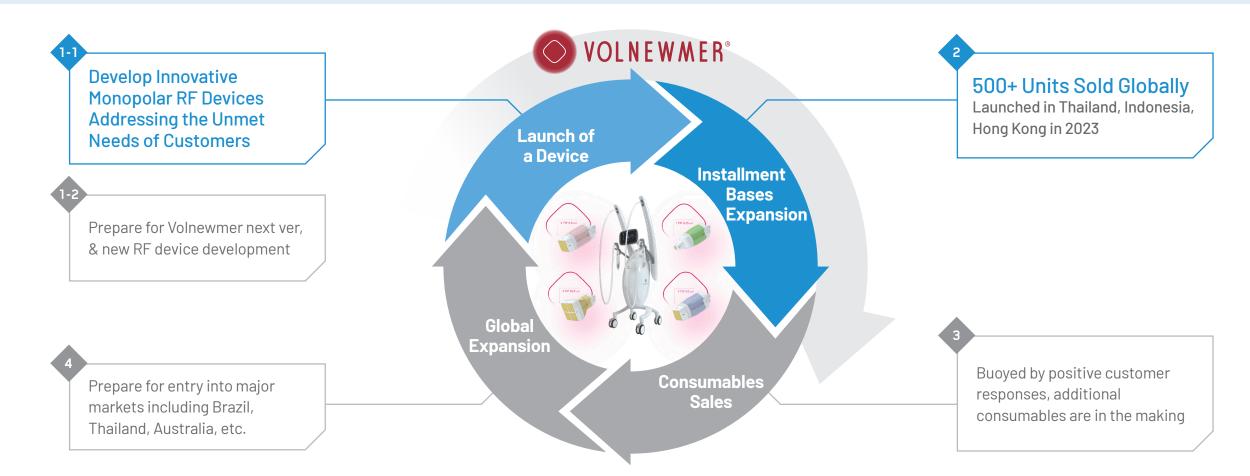
Expanding the Classys/Ultraformer brand presence through online social media platforms

Market with High Growth Potential

- **Unmatched scales**, compared to the domestic market, in the number of dermatologist clinics, doctors, and end users
- **Customer base is growing faster** with age diversification, increased male participation, and an increase in the utilization rate of cosmetic products
- With the launch of Volnewmer scheduled for 2024, a Volformer marketing plan will promote combined procedures involving Volnewmer and Ultraformer

5. Accelerate the Sales of Monopolar RF (Volnewmer)

Creating a virtuous cycle of innovative new RF device, Volnewmer



Company Overview

Business Highlights

- 1. EBD, Growth Engine of Medical Aesthetic Market
- 2. Global Approval Expansion
- 3. Tier-up Strategy in Each Country
- 4. Innovative Technology Diversification
- 5. Specialized B2B & B2C Marketing
- 6. Quality / Production Advancement
- 7. Classys Expansion Plan

1. EBD, Growth Engine of Medical Aesthetic Market

EBD procedures have become more common, procedure trend will be rapidly grew by CLASSYS Product



1) EBD (energy based device): a device regenerating skin condition & elasticity with non-invasive energy stimulation without surgical procedures



Non-invasive Aesthetics **Medical Beauty Penetration** Procedure Cases in USA rate by Countries (Unit: 1M cases) 1997 2015 2020 Korea US Japan China • Aesthetics procedures have become routines of everyday life such as job interviews, weddings, and more. Habituation • Preference for non-invasive procedures, such as EBD procedures, that leave no marks and require minimal recovery time · High revisit rate by satisfied consumers **Popularization** • No longer a luxury reserved for the affluent but an essential part of self-grooming • More affordable and accessible aesthetic procedures compared to plastic surgery

Source: Qianzhan Industrial Research Institute, China Baogao, Nomura research

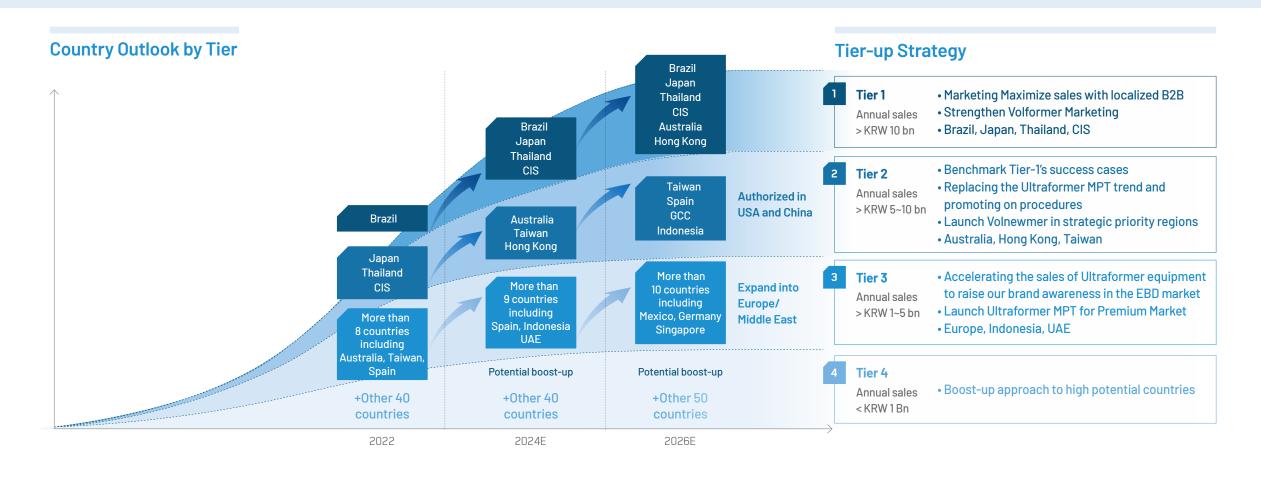
2. Global Approval Expansion

Ultraformer MPT/Volnewmer will expand into major markets, including Europe, the USA, and China



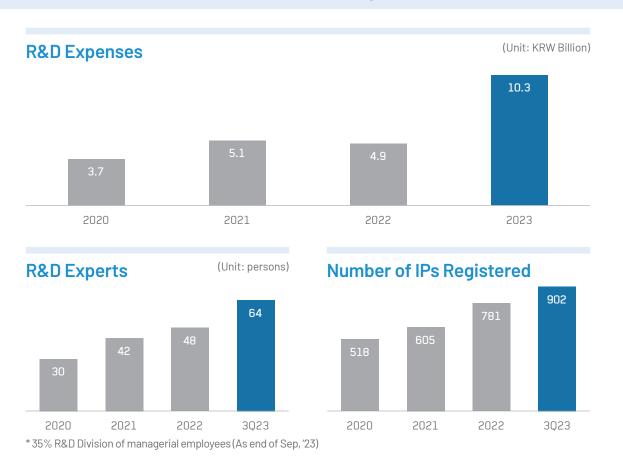
3. Tier-up Strategy in Each Country

Proactively support key markets with customized Tier-up strategies

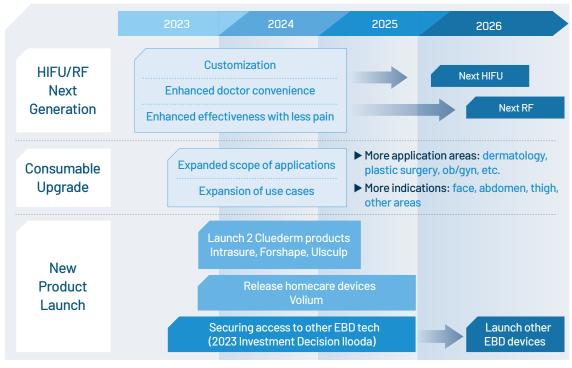


4. Innovative Technology Diversification

Develop Innovative Product Addressing the Unmet Needs of Customers based on differentiated R&D organization & competence



Detailed Technology Roadmap Encompassing the Entire Spectrum of EBD Technology



5. Specialized B2B & B2C Marketing

Marketing Virtuous Cycle Process with Experts and the Public to maximize treatment of HIFU and RF

B2B Marketing

Diversifying face-to-face contacts by domestic/overseas region

Classys Ambassadors



Domestic/Global Classys Ambassadors (key doctors)

~30 persons

Scientific Evidence



Ultraformer MPT, Volnewmer

~10 papers including SCI(E) level

Classys Academy & User Meetings



User meetings & conferences by global region

+10 countries ~20 times

Domestic/Global Conferences/Seminars









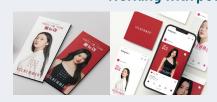
Medical conferences & key doctor lectures

~20 times

B2C Marketing

Maximizing our brand exposure by working with multiple popular celebrities

Working with powerful celebrity models



Volnewmer models: Actresses Lim Ji-yeon & Cha Joo-young



Actress Koh Min-see



All-out marketing campaigns on all available channels

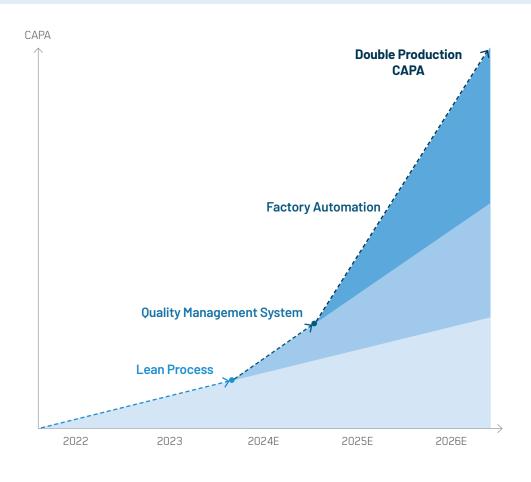






6. Quality / Production Advancement

Innovate manufacturing processes/sites to secure world's top-tier production and quality competence





- Establishing demand forecasting-based production processes through **S&OP meetings** (Sales and Operations Plan)
- Establishing **optimal inventory standards** to minimize excess inventory and enhancing market demand responsiveness
- Improving accuracy of sales forecast to ensure on-time delivery & minimize obsolete stock



- Establishing 'Lean' production system & continuous-flow processes
- Enhancing productivity through digital Operations
- Innovating labor-intensive processes with factory automation robots (higher efficiency)



- Securing globally competitive product quality by improving QMS
- Adopting P-FMEA (Process-Failure Mode Effect Analysis) to reduce defects in manufacturing processes and minimize quality issues
- Addressing quality non-conformances via Corrective Action/Preventive Action activities

Growth Strategy

7. CLASSYS Expansion Plan

"A global aesthetics business leader" delivering customer-oriented and innovative products and solutions



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Financial Results

- 1. 4023 Earnings
- 2. 2024 Guidance
- 3. Quarterly Performance Trends
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1. 4023 Earnings _ **Profit & Loss**

(Unit: KRW Billion)

	3023	4023	QoQ	4022	YoY	2022	2023	Yo
Sales	48.2	47.0	-2.6%	40.5	16.2%	141.8	180.1	2
COGS	11.2	10.1	-10.1%	9.2	9.3%	33.6	39.7	1
(%)	23.3%	21.5%	-1.8%p	22.8%	-1.4%p	23.7%	22.0%	-
Gross profit	37.0	36.9	-0.3%	31.2	18.2%	108.2	140.4	2
(%)	76.7%	78.5%	1.8%p	77.2%	1.4%p	76.3%	78.0%	
SG&A	12.3	15.0	21.4%	11.8	27.0%	39.3	50.8	2
(%)	25.6%	31.9%	6.3%p	29.2%	2.7%p	27.7%	28.2%	
Operating profit	24.7	21.9	-11.1%	19.4	12.8%	68.9	89.6	3
(%)	51.1%	46.6%	-4.5%p	48.0%	-1.4%p	48.6%	49.8%	
Profit before income tax	27.8	18.3	-34.1%	40.5	-54.8%	96.8	93.8	
Net profit	21.2	15.7	-25.9%	30.0	-47.7%	75.4	74.2	
(%)	43.9%	33.4%	-10.5%p	74.2%	-40.8%p	53.2%	41.2%	-1
EBITA	25.7	23.0	-10.5%	20.4	12.6%	72.8	93.6	2
(%)	53.2%	48.9%	-4.3%p	50.4%	-1.5%	51.3%	52.0%	

> Sales: KRW 47.0 bn (000 -2.6%, YoY +16.2%)

• Outperformed the 2023 guidance (KRW 170 bn) by 5.9% (KRW 180.1 bn) despite a slight QoQ decline due to year-end holiday season, achieving 16.0% YoY sales growth

> **Gross Profit: 78.5%** (QoQ +1.8%p, YoY +1.4%p)

- Consumables sales matched 3023's 42.5%, accounting for 42.8% of overall sales for 4023
- Optimal pricing strategy for new product launches while achieving cost savings through efficient product management.

> Operating Profit: 46.6% (QoQ -4.5%p, YoY -1.4%p)

- QoQ OPM reduction is attributable to the regain in advertising expense reduction for 4Q23. Annual OPM increased by 1.2% from 48.6% in 2022 to 49.8% in 2023.
- Other factors contributing to the OPM decline included incurred expenses related to corporate acquisitions for long-term growth and increased R&D expenses.

> Net Profit: KRW 15.7 bn (000 +25.9% YoY +47.7%,)

• 4Q22 one-time profit related to sell previous HQ building

> **EBITDA Margin: 48.9%** (QoQ -4.3%p, YoY -1.5%p)

• EBITDA Margin increased 0.7%p from 51.3% in 2022 versus 52.0% in 2023

1. 4023 Earnings _ Sales by Brand

(Unit: KRW Billion)

	3023	4023	Q oQ	4022	YoY
CLASSYS (Medical Devices)	25.8	23.8	-7.7%	21.0	13.3%
Export	17.8	16.6	-6.6%	14.7	13.0%
Domestic	8.0	7.2	-10.1%	6.3	14.1%
CLUEDERM (Aesthetics Devices)	0.9	1.5	71.6%	2.0	-26.0%
Export	0.8	1.5	84.0%	2.0	-23.7%
Domestic	0.1	0.0	-85.9%	0.1	-87.8%
Consumables	20.5	20.1	-2.0%	16.6	20.9%
Export	12.2	11.6	-4.3%	9.1	27.9%
Domestic	8.3	8.5	1.4%	7.5	12.5%
SKEDERM/Shurink₹ (Homecare products)	0.6	1.3	99.2%	0.3	399.2%
Export	0.3	1.0	253.2%	0.1	1003.4%
Domestic	0.4	0.3	-19.4%	0.2	75.3%
Others (Rentals)	0.4	0.3	-28.4%	0.5	-43.6%
Total	48.2	47.0	-2.6%	40.5	16.2%
Export	31.0	30.7	-1.0%	25.9	18.9%
Domestic	17.2	16.3	-5.4%	14.6	11.4%

2022	2023	YoY
74.1	90.0	21.4%
44.3	63.2	42.6%
29.9	26.8	-10.4%
7.8	5.1	-35.1%
7.4	4.8	-35.3%
0.5	0.3	-31.6%
55.7	81.0	45.5%
34.7	47.8	37.7%
20.9	33.3	59.1%
2.0	2.4	23.6%
1.1	1.4	27.3%
0.9	1.1	20.5%
2.2	1.6	-26.8%
141.8	180.1	27.0%
87.4	117.1	33.9%
54.4	63.1	16.0%

> CLASSYS: KRW 23.8 bn / 51% of sales

- Export: Quarterly sales slowed due to year-end season-off of distributors, but annual sales surpassed the target.
- Domestic: Maintained quarterly sales volumes of approximately 100 units for Ultraformer MPT and Volnewmer

> CLUEDERM: KRW 1.5 bn / 3% of sales

• Increased sales QoQ in Europe and Latin America, particularly for products like Aquapure

> Consumables: KRW 20.1 bn / 43% of sales

- Export: Slight decrease QoQ in paid orders quarterly due to free consumables provided with Ultraformer MPT sales, but continued rise of local HIFU procedures
- Domestic: Sustained growth driven by the expansion of Ultraformer MPT procedures

> SKEDERM / shurinkRX: KRW 1.3 bn / 3% of sales

• Increased export of lifting patches to China due to an expanded local distribution network

> Rental Income: KRW 0.3 bn / 1% of sales

1. 4023 Earnings _ **SG&A**

(Unit: KRW Billion)

	3023	4023	QoQ	3022	YoY
Salaries	2.5	2.5	-1.3%	2.1	19.9%
(% of sales)	5.3%	5.3%		5.2%	
R&D	2.2	2.6	17.0%	1.3	96.9%
(% of sales)	4.6%	5.5%		3.2%	
Advertisement	1.5	2.5	73.3%	1.2	113.5%
(% of sales)	3.0%	5.4%		2.9%	
Commissions	2.0	2.7	36.7%	3.6	-24.6%
(% of sales)	4.1%	5.8%		8.9%	
Sales commission	1.0	0.9	-15.6%	0.6	32.4%
(% of sales)	2.1%	1.8%		1.6%	
Depreciation	0.5	0.5	5.9%	0.4	36.0%
(% of sales)	1.1%	1.2%		1.0%	
Employee benefits	0.3	0.5	56.7%	0.5	3.3%
(% of sales)	0.7%	1.2%		1.3%	
Warranty expenses	0.3	0.4	25.0%	0.4	-16.6%
(% of sales)	0.6%	0.8%		1.1%	
Others	2.0	2.3	17.6%	1.6	46.0%
(% of sales)	4.1%	5.0%		3.9%	
Total	12.3	15.0	21.4%	11.8	27.0%
(% of sales)	25.6%	31.9%		29.2%	

(OIIII: KRW BIIIII				
2022	2023	YoY		
10.0	9.7	-3.5%		
7.1%	5.4%			
4.4	9.2	107.7%		
3.1%	5.1%			
5.9	9.0	52.7%		
4.2%	5.0%			
6.7	7.5	12.3%		
4.7%	4.2%			
3.8	3.2	-16.5%		
2.7%	1.8%			
1.4	2.0	37.9%		
1.0%	1.1%			
1.6	1.4	-9.9%		
1.1%	0.8%			
1.2	1.0	-9.8%		
0.8%	0.6%			
4.2	7.8	83.4%		
3.0%	4.3%			
39.3	50.8	29.4%		
27.7%	28.2%			

> Salaries: KRW 2.5 bn / 5.3% of sales (-1.3% QoQ, 19.9% YoY,)

> R&D Expenses: KRW 2.6 bn / 5.5% of sales

(+17.0% QoQ, +96.9% YoY)

- Increased staff for product upgrades and new technology development
- Increased investments to expand applicable indications and licenses in global markets

> Advertising Expenses: KRW 2.5 bn / 5.4% of sales (+73.3% 000, +113.5% YoY)

- Reinforced B2C online domestic marketing for Ultraformer MPT and Volnewmer in Korea
- Increased B2B campaigns, including symposiums and user meetings, for international product launches in various overseas countries

> Commissions KRW 2.7 bn / 5.8% of sales

(+36.7% QoQ, -24.6% YoY)

• One-time due diligence costs paid for equity investments

> Sales commission: KRW 0.9 bn / 1.8% of sales

(-15.6% QoQ, +32.4% YoY)

- Pay-As-You-Sell (PAYS) Model
- Linked to domestic sales of equipment/platform sales for homecare business division

Company Overview

1. 4023 Earnings _ **Financial Status**

(Unit: KRW Billion)

Growth Strategy

		2020	2021	2022	2023
Assets					
Cı	urrent assets	83.0	73.1	147.8	185.7
	Cash & cash equivalents	67.6	47.9	111.6	136.9
	Inventories	9.9	16.5	23.4	19.4
	Accounts receivables	3.5	2.1	8.0	17.7
No	on-current assets	54.5	143.2	183.6	189.7
	P.P.E.	50.1	80.7	104.2	139.0
	Invested properties	1.8	58.4	74.7	41.1
To	otal Assets	137.5	216.3	331.4	375.4
Liabilities					
Сι	urrent liabilities	13.4	16.8	36.2	29.2
No	on-current liabilities	0.3	35.8	65.6	62.7
To	otal Liabilities	13.7	52.6	101.8	91.9
Equity					
Re	etained earnings	93.2	133.1	204.2	271.0
To	otal Equity	123.8	163.7	229.6	283.5
To	otal Liabilities + Equity	137.5	216.3	331.4	375.4

> Current Ratio: 635%, Debt Ratio: 32%

> Current Assets: KRW 185.7 bn

- Cash and cash equivalents up by KRW 25.3 bn YoY due to strong sales
- Inventory down by KRW 4.0 bn despite sales growth, reflecting efficient product management system and lean process management
- 99% of accounts receivable all within a 6-month period, ensuring a stable collection process as consumable orders follow equipment purchases

> Non-Current Assets: KRW 189.7 bn

- Tangible assets (self-use): KRW 139.0 bn, invested properties (lease) at KRW 41.1 bn
- Increasing proportion of self-use due to the expiration of lease terms for some lots of the head office building

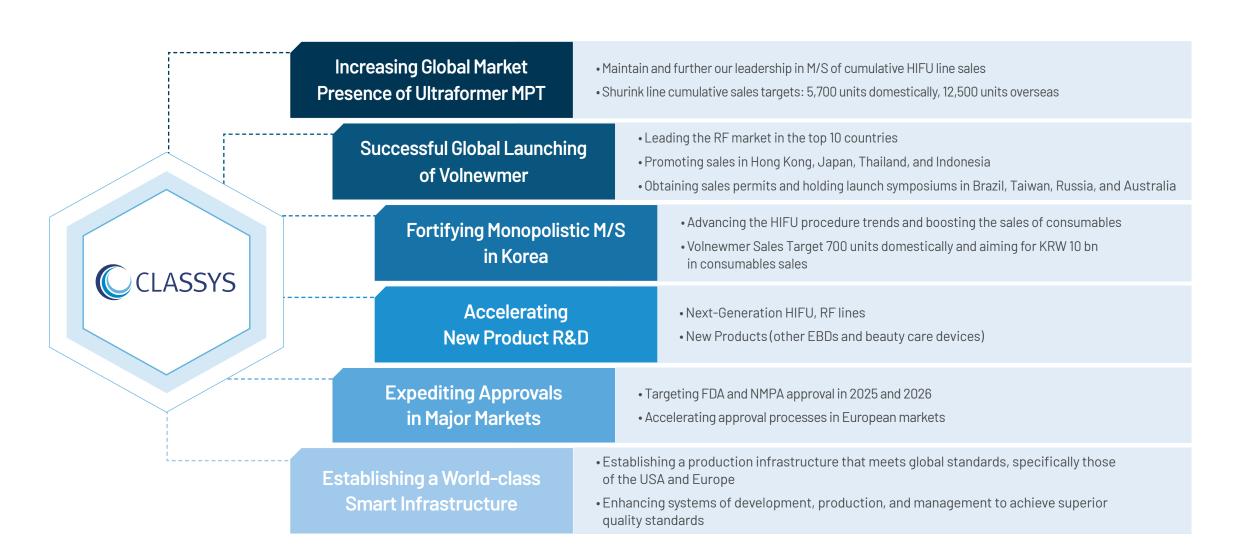
> Current Liabilities: KRW 29.2 bn

- Current income tax liabilities: KRW 10.5bn
- Advance Received decreased from KRW 5.3bn to KRW 4.6 due to the increased usage of redeemable coupons on installments of Ultraformer III & Ultraformer MPT

> Non-Current Liabilities: KRW 62.7 bn

- Long-term borrowings of KRW 62.0 bn
- > Total Equity: KRW 283.5 bn

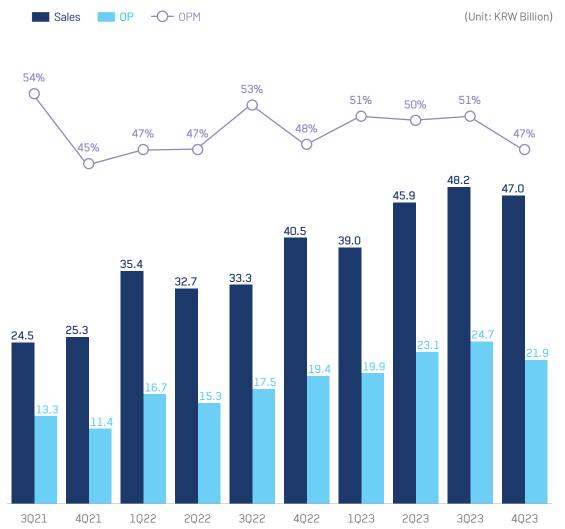
2. 2024 Guidance

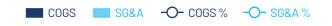


(Unit: KRW Billion)

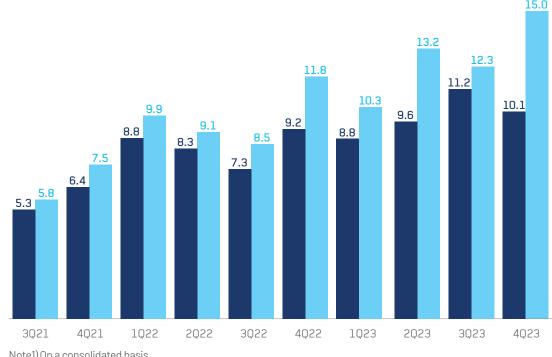
Note 1) On a consolidated basis

3. Quarterly Performance Trends (1)





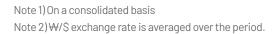


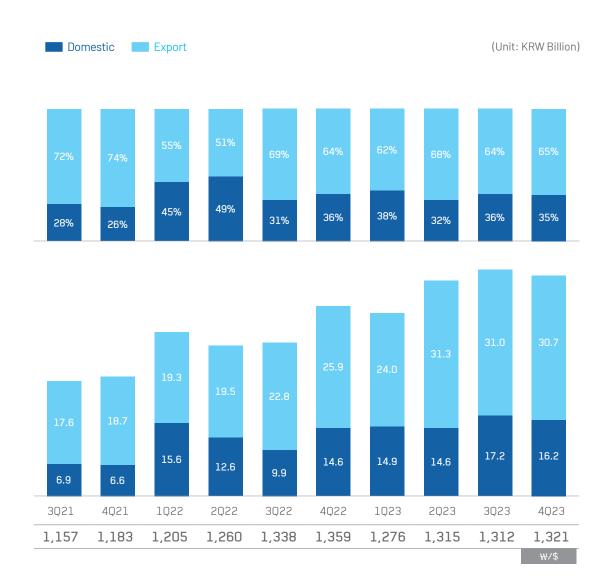


Note1) On a consolidated basis

3. Quarterly Performance Trends (2)

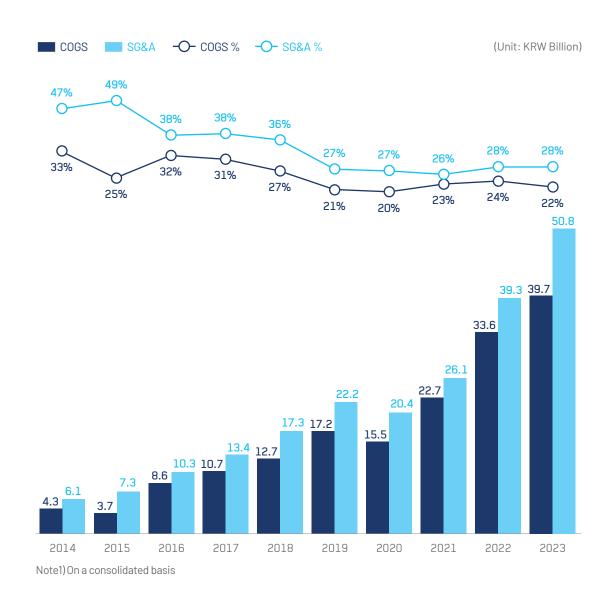




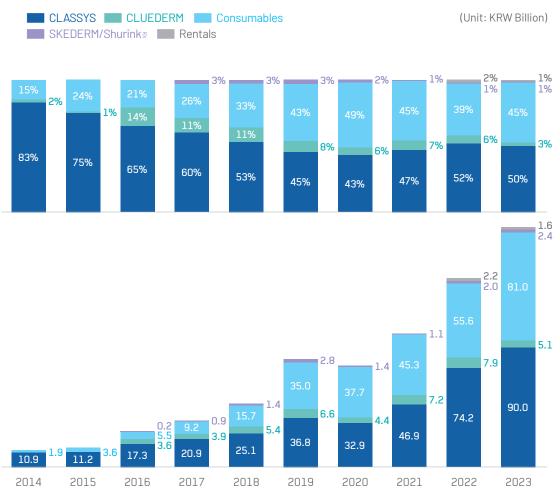


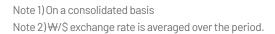
4. Annually Performance Trends (1)

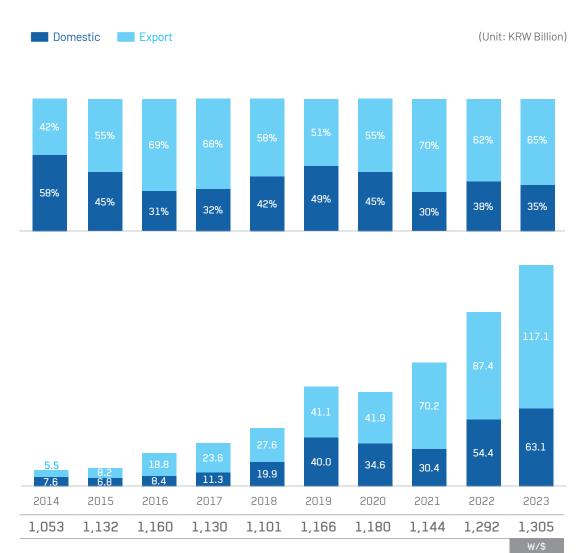




4. Annually Performance Trends (2)







Note1) On a consolidated basis



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