



Broad-based Growth Drives Record 1H Revenue & Net Profit

(US\$, unless otherwise specified)

Revenue
301.51
Million
+23.2% YoY

Gross Profit
93.98
Million
+28.2% YoY
GPM **31.2%** **+1.2 pts**

Profit for the Period
18.30
Million
+30.0% YoY
NPM **30.0%** **+3.0 pts**

* Includes one-time restructuring expenses of \$1.2 million

EPS
4.39
US cents
+28.0% YoY

Diversified Market Footprint & Dual-engine Strategy Power Business Development

(Revenue by Region)

Core English-speaking markets
30.8% of total revenue



Non-core markets
69.2% of total revenue

+45.9% YoY

- Europe: +22.1%
- LATAM: +178.4%
- Middle East: +33.4%

(Revenue by Segment)

B2C
215.07
Million
+30.5% YoY
Main growth driver

B2B
82.75
Million
+6.2% YoY
Steady channel scaling

Ongoing Cost Control



Outstanding results in logistics infrastructure
Forward-looking investments in logistics infrastructure have enabled the Group to post net profit growth despite geopolitical conflicts

Freight charges as a percentage of revenue
Have declined for 3 consecutive years

19.0% **-0.2 pts**



HK dual AMR warehouse **Smart HQ**

- 401 AMRs for 284,993 sq. ft. GFA combined
- 99% fulfilment accuracy rate
- 30% overall efficiency enhancement

Social Media Marketing Fuels Expansion

557,00+
Unique Influencers

Revenue Share
~40%
+92% YoY

Sound Financial Position

Bank and cash balances plus
unutilized bank facilities

Net cash

37.3
Million

Gearing ratio
37.7%

A Clear Path Forward



Offline Presence

- YesStyle flagship store's strong footfall validates future offline expansion
- Continued K-beauty community events in different markets



Business agility

- Remain agile in supply chain management
- Explore partnerships with independent K-beauty brands for their creative edge and growth potential



AI capabilities

- AI-powered customer service supports local-language responses and scales with demand

