# First Quarter of Fiscal 2023 Supplementary Material 

## POLA ORBIS HOLDINGS INC. <br> Corporate Officer <br> PR, IR, CSR and Sustainability <br> Naotaka Hashi

- This report contains projections of performance and other projections based on information currently available and certain assumptions judged to be reasonable. Actual performance may differ materially from these projections resulting from changes in the economic environment and other risks and uncertainties.
- POLA ORBIS HOLDINGS INC. has applied Accounting Standard for Revenue Recognition (ASBJ Statement No. 29, March 31, 2020), etc. from fiscal 2022. The results for fiscal 2021 in this presentation have been calculated using the same accounting standards as those in fiscal 2022, and are shown as reference information (unaudited) for the purpose of comparison.

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1. Highlights of Consolidated Performance
2. Segment Analysis
3. Forecasts for Fiscal 2023
4. Initiatives Going Forward \& Appendices

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## Q1 Key Topics

## Cosmetics Market

■ The scale of the Japanese cosmetics market (including exports) as a whole was in a recovery trend.

- In the Japanese market, except for inbound demand, with signs of an upturn in personal consumption due to factors such as an increase in opportunities to go out, in addition to a rebound of the quasi-emergency measures in place last year.
- The market of mainland China experienced a moderate recovery trend due to changes in the zero-COVID policy.

Source: Ministry of Economy, Trade and Industry, Ministry of Internal Affairs and Communications, Japan Tourism Agency, Japan Department Stores Association, Intage SLI, and National Bureau of Statistics of China

## Our Group

- Performance recovered both in Japan and overseas, with a double-digit rise in consolidated revenue and a substantial increase in operating income (consolidated net sales in Japan $+8 \%$, overseas net sales $+32 \%$ ).
- POLA's revenue increased across all sales channels with the reopening of the Japanese market, and overseas revenue increased significantly with the postpandemic market recovery.
- ORBIS's customer numbers exceeded last year in its domestic businesses (mail-order + stores).
- Jurlique progressively recovered from the pandemic in Australia and Hong Kong.

| Medium-term Management <br> Plan Indicators (FY2023 Q1) |  |
| :---: | :---: |
| Overseas sales ratio | $\begin{gathered} 17.9 \% \\ \left(+0.5 \text { ppt}^{\star}\right) \end{gathered}$ |
| Domestic e-commerce sales ratio | $\begin{gathered} 27.5 \% \\ \left(+0.6 \text { ppt}^{\star}\right) \end{gathered}$ |

- Losses were ameliorated through a review of the brand portfolio, and the Company
*vs Dec. 2022 decided to discontinue Amplitude and ITRIM in brands under development.

YoY Change in Consolidated Monthly Net Sales


- In Japan, storefront activity became more vigorous with the continuation of the reopening trend from last year.
- The fiscal year started smoothly, with double-digit monthly revenue growth from February onwards.

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Consolidated P\&L Changes Analysis Net Sales to Operating Income

| (mil. yen) |  | FY2022 <br> Q1 Results | FY2023 <br> Q1 Results | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Amount |  | \% |
| Consolidated net sales |  |  | 37,662 | 42,136 | 4,473 | 11.9\% |
| Cost of sales |  | 6,816 | 7,748 | 931 | 13.7\% |
| Gross profit |  | 30,845 | 34,387 | 3,542 | 11.5\% |
| SG\&A expenses |  | 28,933 | 29,838 | 904 | 3.1\% |
| Operating income |  | 1,912 | 4,549 | 2,637 | 137.9\% |
|  |  |  |  |  |  |

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Consolidated P\&L Changes Analysis Operating Income to Profit Attributable to Owners of Parent

| (mil. yen) | FY2022 <br> Q1 Results | FY2023 <br> Q1 Results | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Operating income | 1,912 | 4,549 | 2,637 | 137.9\% |
| Non-operating income | 2,314 | 385 | $(1,929)$ | (83.3\%) |
| Non-operating expenses | 86 | 103 | 16 | 19.3\% |
| Ordinary income | 4,140 | 4,832 | 691 | 16.7\% |
| Extraordinary income | - | - | - | - |
| Extraordinary losses | 231 | 620 | 389 | 168.3\% |
| Profit before income taxes | 3,908 | 4,211 | 302 | 7.7\% |
| Income taxes etc. | $(3,291)$ | 1,454 | 4,746 | - |
| Profit attributable to non-controlling interests | 20 | 13 | (6) | (31.5\%) |
| Profit attributable to owners of parent | 7,180 | 2,743 | $(4,437)$ | (61.8\%) |

## Key Factors

■ Non-operating income: Decreased due to foreign exchange gain of $¥ 2,183$ mil. recorded in the same period last year.
■ Extraordinary losses:
Extraordinary losses due to discontinuation of Amplitude and ITRIM $¥ 399$ mil.
Reduction in income taxes etc. - recorded in the same period last year due to liquidation of H2O PLUS $¥ 4,443$ mil.

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Despite an increase in gross profit due to higher revenue, profit attributable to owners of parent declined by $¥ 4,437$ mil. YoY due to a decrease in foreign exchange gain and the rebound of the reduction in income taxes, etc. in the same period last year.


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## Segment Results

| (mil. yen) | FY2022 <br> Q1 Results | FY2023 <br> Q1 Results | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Consolidated net sales | 37,662 | 42,136 | 4,473 | 11.9\% |
| Beauty care | 36,516 | 40,950 | 4,433 | 12.1\% |
| Real estate | 523 | 518 | (4) | (0.9\%) |
| Others | 622 | 666 | 44 | 7.1\% |
| Operating income | 1,912 | 4,549 | 2,637 | 137.9\% |
| Beauty care | 2,026 | 4,359 | 2,332 | 115.1\% |
| Real estate | 189 | 161 | (27) | (14.7\%) |
| Others | 0 | 2 | 1 | 113.5\% |
| Reconciliations | (305) | 26 | 331 |  |

## Segment Results Summary

- Beauty care Net sales increased YoY, primarily due to an increase in revenue from POLA and ORBIS, and operating income rose, mainly due to an increase in gross profit.

| (mil. yen) | FY2022 <br> Q1 Results | FY2023 <br> Q1 Results | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Beauty care net sales | 36,516 | 40,950 | 4,433 | 12.1\% |
| POLA | 21,229 | 24,183 | 2,954 | 13.9\% |
| ORBIS | 9,340 | 9,977 | 637 | 6.8\% |
| Jurlique | 1,925 | 1,908 | (16) | (0.9\%) |
| Brands under development | 3,682 | 4,217 | 535 | 14.5\% |
| Beauty care operating income | 2,026 | 4,359 | 2,332 | 115.1\% |
| POLA | 1,611 | 3,501 | 1,890 | 117.3\% |
| ORBIS | 1,484 | 1,449 | (35) | (2.4\%) |
| Jurlique | (323) | (579) | (256) | - |
| Brands under development | (605) | (152) | 453 | - |

## POLA

## Brand Analysis (1)

## Q1 Result

- For domestic, used stronger online advertising and social media presence for aesthetic treatment, and new products as hooks to encourage customers to visit stores, and more actively promoted offline events, resulting in an upturn in the number of new customers for the consignment sales channel.
- In mainland China, pivoted on the B.A series to acquire new customers and revitalize existing customers.

| Q1 | Results (mil. yen) | YoY Change |
| :---: | :---: | :---: |
| Net sales | 24,183 | 13.9\% |
| Operating income | 3,501 | 117.3\% |
| Key indicators |  |  |
| Sales ratio | Domestic | 82.6\% |
| Consignment sales |  | 62.7\% |
| E-commerce |  | 6.8\% |
| Dept. store, B2B |  | 13.1\% |
| Overseas |  | 17.4\% |
| Sales growth* | Domestic | up 8.1\% |
| Consignment sales |  | up 3.5\% |
| E-commerce |  | up 18.5\% |
| Dept. store, B2B |  | up 30.0\% |
| Overseas |  | up 52.5\% |
| Consignment sales channel <br> Purchase per customer*/ \# of customers* |  | up 12.6\% / down 4.1\% |
| \# of stores domestic** |  | 2,787 (down 47) |
| \# of stores overseas**/ \# of stores mainland China** |  | 152 (unchanged) / 89 (up 2) |

## Topics

- Launched a serum containing protein from the WRINKLE SHOT series (January)

POLA WRINKLE SHOT GEO SERUM PROTEAN


*YoY basis
** vs Dec. 2022

## Brand Analysis (2)

## Q1 Result

■ Sales of ORBIS U. and UV special care product grew, new customer acquisition progressed, and the number of direct selling customers exceeded last year's level.

- External sales channels grew significantly more than $80 \%$ YoY, mainly through e-commerce platforms.

| Q1 | Results (mil. yen) | YoY Change |
| :---: | :---: | :---: |
| Net sales | 9,977 | 6.8\% |
| Operating income | 1,449 | (2.4\%) |
| Key indicators (See p. 20 for a comparison of classifications for disclosure) |  |  |
| Sales ratio Domestic |  | 94.6\% |
| Direct Selling ${ }^{(1)}$ |  | 85.0\% |
| External channels etc. |  | 9.6\% |
| Overseas |  | 5.4\% |
| Sales growth* | Domestic | up 5.8\% |
| Direct Selling ${ }^{(1)}$ |  | up 1.0\% |
| External channels etc. |  | up 81.5\% |
| Overseas |  | up 28.1\% |
| Direct Selling ${ }^{(1)}$ purchase per customer* |  | down 2.6\% |
| Number of Direct Selling ${ }^{(1)}$ customers* |  | up 1.9\% |
| Core target customer ratio |  | 55.8\% |

[^0](1) Total of in-house mail-order sales and directly-operated stores sales

## Topics

- Launched a genuine aging care series for the senior generation and a renewed UV protector that improves wrinkles and brightens the skin (February)
(Left) ORBIS AMBER
(Right) ORBIS WRINKLE BRIGHT UV PROTECTOR




## Jurlique

## Brand Analysis (3)

## Q1 Result

- Retail sales in mainland China increased YoY, although affected by COVID-19 in January, as Jurlique strengthened its product offerings and cross-selling pivoting on cosmetic oil from February onward.
- Revenue increased significantly in Australia and Hong Kong, with a gradual recovery in customer traffic and stronger new product offerings and storefront initiatives.

| Q1 | Results (mil. yen) | YoY Change |
| :---: | :---: | :---: |
| Net sales | 1,908 | (0.9\%) |
| Operating income ${ }^{(1)}$ | (579) | (256) |
| Key indicators |  |  |
| Sales ratio | Australia | 18.4\% |
|  | Mainland China | 40.3\% |
|  | Hong Kong | 15.4\% |
|  | Duty free | 12.6\% |
| Sales growth ${ }^{(2)}$ | Australia | up 25.0\% |
|  | Mainland China | down 11.4\% |
|  | Hong Kong | up 75.7\% |
|  | Duty free | down 31.1\% |

[^1]
## Topics

■ Launched limited-edition body oil (January)

Rose Body Oil <Limited Edition>


## Brand Analysis (4) Brands Under Development

## Q1 Result

- Ameliorated losses in brands under development.
- THREE focused on product recognition and creating brand experience opportunities for the launch of the main skincare series, and domestic revenue increased.
- Although DECENCIA struggled to acquire new customers, its customer retention rates increased with new branding.

| Q1 | Results (mil. yen) | YoY Change |
| :--- | ---: | ---: |
| Net sales | 4,217 | $14.5 \%$ |
| Operating income ${ }^{(1)}$ | $(152)$ | 453 |
| THREE Net sales | 1,374 | $(2.2 \%)$ |
| THREE OP income ${ }^{(1)}$ | $(264)$ | 16 |
| DECENCIA Net sales | 1,131 | $(8.7 \%)$ |
| DECENCIA OP income | 111 | $(47.5 \%)$ |

Key indicators

## THREE

| Sales ratio | Domestic | 79.9\% |
| :---: | :---: | :---: |
|  | Overseas | 20.1\% |
| Sales growth ${ }^{(2)}$ | Domestic | up 9.1\% |
|  | Overseas | down 30.6\% |

(1) The YoY change is shown as the amount (mil. yen)
(2) YoY basis

## Topics

- Launched the renewed THREE Balancing series (February)

THREE BALANCING NECTAR



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| (mil. yen) | FY2022 <br> Full-year Results | YoY Change (same-standard basis*) |  | FY2023 <br> Full-year plan | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Amount | \% |  | Amount | \% |
| Consol. net sales | 166,307 | $(8,588)$ | (4.9\%) | 180,000 | 13,692 | 8.2\% |
| Beauty care | 161,654 | $(8,749)$ | (5.1\%) | 175,500 | 13,845 | 8.6\% |
| Real estate | 2,083 | (29) | (1.4\%) | 2,000 | (83) | (4.0\%) |
| Others | 2,569 | 189 | 8.0\% | 2,500 | (69) | (2.7\%) |
| OP income | 12,581 | $(3,000)$ | (19.3\%) | 15,100 | 2,518 | 20.0\% |
| Beauty care | 13,793 | $(1,961)$ | (12.5\%) | 15,450 | 1,656 | 12.0\% |
| Real estate | 491 | 2 | 0.6\% | 300 | (191) | (39.0\%) |
| Others | 96 | 26 | 37.4\% | 80 | (16) | (17.3\%) |
| Reconciliations | $(1,800)$ | $(1,068)$ | - | (730) | 1,070 | - |
| Ordinary income | 14,928 | $(2,734)$ | (15.5\%) | 15,100 | 171 | 1.2\% |
| Profit attributable to owners of parent | 11,446 | 622 | 5.8\% | 10,000 | $(1,446)$ | (12.6\%) |

Assumed exchange rates: 1.00 AUD = 91.0 JPY (PY 91.00) 1.00 CNY = 18.6 JPY (PY 19.48)
Assumptions ■ In view of the uncertainty of inbound demand, it has been left at the previous year's levels and not used for
this guidance reflected in the plan at present.

- Shipments to the South Korea duty free channel have been reflected to the same extent as in 2022.

|  | FY2022 | FY2023 (plan) |
| :---: | :---: | :---: |
| Shareholder returns | Annual ¥52 (Consol. Payout ratio 100.5\%) | Annual $¥ 52$ (Interim $¥ 21$, Year-end $¥ 31$ ) (Consol. Payout ratio 115.0\%) |
| Capital investment Depreciation | $\begin{aligned} & ¥ 12,532 \text { mil. } \\ & ¥ 8,482 \text { mil. } \end{aligned}$ | $\nexists 18,000$ mil. $-¥ 19,000$ mil. <br> $¥ 8,000$ mil. $-¥ 9,000$ mil. |

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## POLA

Domestic Business

- Standardize customer IDs in the domestic businesses and launched the POLA Premium Pass (April).
- Enhance customer experience value through increased convenience as well as customer service tailored to each individual.
- Direct e-commerce customers to stores by providing aesthetic treatment service and promote repeat purchases by providing brand experiences only possible at physical stores.
- Launch a new-feel foam-type emulsion in the B.A series (April) and continue to introduce new products that capture the increase in opportunities to go mask-less.


## Overseas Business

- In mainland China, strengthen advertising and sales promotion investment to encourage store visits, and use new products as a hook to acquire new customers.
- Expand customer contact points in Asia with the first store openings at department stores in Vietnam and South Korea in April and May, respectively.


POLA Premium Pass RBIS

## Domestic Business

- Continue to introduce new products, targeting stable new customer acquisition and retention, and promote shopping-around to increase LTV.
- Sales of the renewed WRINKLE BRIGHT UV PROTECTOR are strong, with seasonal demand expected due to its high functionality.
- Launch the first base makeup from ORBIS U (March) and strengthen cross-selling proposals to skincare customers.
- Launch the renewed men's series, ORBIS Mr., which is experiencing growth mainly through external sales channels (March).


ORBIS Mr.

## Initiatives for FY2023 Q2 Onward

## Jurlique

■ With cosmetic oil performing well in mainland China, promote brand entry through promotions pivoting on star products.

- Continue to acquire and retain customers for face care products in Australia and Hong Kong, while also strengthening the acquisition of tourist demand.


Rare Rose Face Oil

Brands Under Development

## Domestic Business

- Release a new series to address pore and skin problems (April) and strengthen new customer acquisition through skincare with a high customer repeat ratio.
THREE Expand customer contact points on external e-commerce platforms.


## Overseas Business

- Began offline expansion into the local market in mainland China and swiftly expand customer contact points.
- Expand the range of items in the main DECENCIA series, acquire new customers and promote repeat purchases with differentiated products starting from the stratum corneum.
- Expand the brand's target demographics with a newly-launched skincare series and focus on new customer acquisition. BALANCING STEM


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## (Appendix) Quarterly Segment Results

■ Net sales

| (mil. yen) | FY2023 Jan.-Mar. |  | FY2023 Apr.-Jun. |  | FY2023 Jul.-Sep. |  | FY2023 Oct.-Dec. |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Results | YoY Change | Results | YoY Change | Results | YoY Change | Results | YoY Change |
| Consolidated net sales | 42,136 | 11.9\% | - | - | - | - | - | - |
| Beauty care | 40,950 | 12.1\% | - | - | - | - | - | - |
| Real estate | 518 | (0.9\%) | - | - | - | - | - | - |
| Others | 666 | 7.1\% | - | - | - | - | - | - |

- Operating income

|  | FY2023 Jan.-Mar. |  | FY2023 Apr.-Jun. |  | FY2023 Jul.-Sep. |  | FY2023 Oct.-Dec. |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (mil. yen) | Results | YoY <br> Change | Results | YoY <br> Change | Results | YoY <br> Change | Results | YoY <br> Change |
| Consolidated operating income | 4,549 | 137.9\% | - | - | - | - | - | - |
| Beauty care | 4,359 | 115.1\% | - | - | - | - | - | - |
| Real estate | 161 | (14.7\%) | - | - | - | - | - | - |
| Others | 2 | 113.5\% | - | - | - | - | - | - |
| Reconciliations | 26 | 331 | - | - | - | - | - | - |

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## (Appendix) Quarterly Results by Brands

■ Net sales

| (mil. yen) | FY2023 Jan.-Mar. |  | FY2023 Apr.-Jun. |  | FY2023 Jul.-Sep. |  | FY2023 Oct.-Dec. |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Results | YoY Change | Results | YoY Change | Results | YoY Change | Results | YoY Change |
| Beauty care net sales | 40,950 | 12.1\% | - | - | - | - | - |  |
| POLA | 24,183 | 13.9\% | - | - | - | - | - |  |
| ORBIS | 9,977 | 6.8\% | - | - | - | - | - |  |
| Jurlique | 1,908 | (0.9\%) | - | - | - | - | - |  |
| Brands under development | 4,217 | 14.5\% | - | - | - | - | - |  |

■ Operating income

| (mil. yen) | FY2023 Jan.-Mar. |  | FY2023 Apr.-Jun. |  | FY2023 Jul.-Sep. |  | FY2023 Oct.-Dec. |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Results | YoY Change | Results | YoY Change | Results | YoY Change | Results | YoY Change |
| Beauty care operating income | 4,359 | 115.1\% | - | - | - | - | - | - |
| POLA | 3,501 | 117.3\% | - | - | - | - | - |  |
| ORBIS | 1,449 | (2.4\%) | - | - | - | - | - |  |
| Jurlique | (579) | (256) | - | - | - | - | - | - |
| Brands under development | (152) | 453 | - | - | - | - | - |  |

## (Appendix) ORBIS Comparison of Classifications for Disclosure

Purpose and content of the change

- Purpose
- Our brand policy is to aim to provide seamless customer experiences across sales channels through OMO, and we have reorganized our classifications for disclosure to show structural changes in our businesses as a whole, without classifying them based whether purchases occur through e-commerce or stores.
- Content of the change
- We have broken down the domestic business into "direct selling" and "external channels, etc." from the former channel classification, "domestic e-commerce," "other mail-order," and "stores and overseas, etc."
- Sales not made through in-house channels (shipments to external e-commerce platforms, store wholesaling, etc.), which were previously included in "domestic e-commerce" and "stores," have been separated into the newly-established class of "external channels, etc."

Comparison
[Former channel classification]

- Domestic e-commerce
In-house e-commerce

External e-commerce

- Other mail-order


## In-house catalog mail-order

- Stores and overseas, etc.

[New channel classification]
- Direct selling

In-house e-commerce
In-house catalog mail-order
Directly-operated stores

- External channels, etc.

External e-commerce

## (Appendix) About POLA ORBIS Group

Beauty care is the core business of the Group, and nine different cosmetics brands are operated under the Group umbrella.

## FY2022

Consol. Net Sales
$¥ 166.3$ bil.


Beauty care business 97\%
Real estate business 1\%

Other businesses 2\%
(building maintenance business)

*Amplitude and ITRIM are planned to be discontinued during 2023

- Our strengths

■ Multi-brand strategy

- Focus on skincare products

■ Flagship brands, POLA and ORBIS own and operate through their own unique sales channels

- Meeting diversified needs of customers

■ High customer repeat ratio
■ Strong relationships with customers

## (Appendix) Beauty Care Business Brand Portfolio

|  | Sales ratio* | Brand | Concept and products | Price | Main sales channel |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Flagship brands | 60\% | POLA <br> Since 1929 | - High-prestige skincare <br> - Leading-edge technology in agingcare and skin-brightening fields | Approx. $¥ 10,000$ or higher | - JP: Consignment sales, department stores and e-commerce <br> ■ Overseas: Department stores, directly-operated stores, DFS ${ }^{(1)}$, e-commerce and cross-border e-commerce |
|  | 24\% | ORBIS <br> Since 1984 | Aging-care brand to draw out people's intrinsic beauty | Approx. <br> $¥ 1,000$ ~ <br> $¥ 3,000$ | JP: Mail-order (e-commerce and catalog) <br> and directly-operated stores <br> ■ Overseas: E-commerce, cross-border e-commerce, DFS ${ }^{(1)}$, and retail stores |
| Overseas Brands | 6\% | Jurlique <br> Acquired in 2012 | Premium natural skincare brand from Australia | Approx. $¥ 5,000$ <br> or higher | AU: Department stores, directly-operated stores and e-commerce Overseas: Department stores, directly-operated stores, DFS ${ }^{(1)}$, e-commerce and cross-border e-commerce |
| Brands under develop -ment | 10\% | THREE <br> Since 2009 | - Skincare made with natural ingredients from Japan and fashion-forward make-up | Approx. $¥ 5,000$ or higher | JP: Department stores, directly-operated stores and e-commerce <br> - Overseas: Department stores, DFS ${ }^{(1)}$, e-commerce and cross-border e-commerce |
|  |  | Amplitude ** <br> Since 2018 | High prestige quality makeup from Japan | Approx. <br> $¥ 5,000$ ~ <br> $¥ 10,000$ | - JP: Department stores and e-commerce <br> ■ Overseas: DFS ${ }^{(1)}$ and cross-border e-commerce |
|  |  | $\text { ITRIM }{ }^{* *}$ <br> Since 2018 | - Premium skincare made from finely selected organic ingredients | Approx. $¥ 20,000$ | ■ JP: Department stores and e-commerce <br> Overseas: DFS ${ }^{(1)}$ and cross-border e-commerce |
|  |  | $\begin{gathered} \text { FIVEISM } \\ \substack{\text { THREE } \\ \text { Since } 2018} \end{gathered}$ | Cosmetics brand with a genderfluid concept | Approx. <br> $\neq 2,000$ ~ <br> $¥ 12,000$ | JP: Department stores, directly-operated stores and e-commerce <br> - Overseas: Department stores, DFS ${ }^{(1)}$ and cross-border e-commerce |
|  |  | DECENCIA | - Skincare for sensitive skin | $\begin{aligned} & \text { Approx. } \\ & ¥ 5,000 ~ \\ & ¥ 10,000 \end{aligned}$ | - JP: E-commerce, department store <br> ■ Overseas: Cross-border e-commerce |
|  |  | Acquired in 2021 | Personalized beauty care brand operated by tricot, Inc. | Approx. $¥ 6,000 \sim$ $¥ 10,000$ | - JP: E-commerce and directly-operated store |

*Sales ratio in the beauty care business as of FY2022. Brands under development includes OEM business. **Amplitude and ITRIM are planned to be discontinued during 2023.
(1) Duty free stores

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(Appendix) Improvement in Capital Efficiency and Shareholder Returns

Initiatives to Improve Capital Efficiency


## Basic Policy :

- With a policy of consolidated payout ratio of $60 \%$ or higher, aim for steady increases in dividends, in line with profitable growth.
- Purchases of treasury stock shall be considered based on our investment strategies, as well as market prices and liquidity of the Company's shares.

Dividends forecast for FY2023:

- Dividend per share $: ¥ 52$ (Interim $¥ 21$, Year-end $¥ 31$ )
- Consol. payout ratio : 115.0\%



## VISION 2029

## A collection of unique businesses that respond to diversifying values of "beauty"

## Basic strategy 1 Develop the cosmetics business globally; reform and enhance the brand portfolio

Basic strategy 2 Create new value and expand business domains

Basic strategy 3 Strengthen research and technical strategy

Be a collection of unique businesses that respond to diversifying values of "beauty"

## STAGE 1

Build the base of existing businesses, and restructure the portfolio for high profits
$\checkmark$ Emphasize profitability and LTV in domestic businesses
$\checkmark$ Accelerate global development
$\checkmark$ Sow the seeds for growth in new businesses, and engage in CVC investment
$\checkmark$ Dispose of unprofitable businesses

## STAGE 2

Invest in growth businesses
to accelerate growth
$\checkmark$ Rapid global development
$\checkmark$ New business growth
$\checkmark$ M\&A and CVC investment
$\checkmark$ Launch new materials and expand pipelines
$\checkmark$ Establish new dosage forms technology

## STAGE 3

$\checkmark$ Establish a clear presence in the well-being and social domains

【Targets for 2029】
■ Consolidated operating income: $¥ 50.0$ bil.
■ Consolidated operating margin: $15 \%$ or higher

- Consolidated net sales: $¥ 300.0$ bil.

■ Overseas sales ratio: 30-35\%

- ROE: $14 \%$ or higher
(Appendix) Beauty Care Business Results for FY2021 - FY2022 by Brands

| (mil. yen) | $\begin{aligned} & \text { FY2021 } \\ & \text { Results } \end{aligned}$ | FY2021 <br> Results (recalculated under the 2022 standard) | $\begin{aligned} & \text { FY2022 } \\ & \text { Results } \end{aligned}$ | $\begin{aligned} & \text { FY2021 - FY2022 } \\ & \text { YoY Change } \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Amount | \% |
| Consolidated net sales | 178,642 | 174,896 | 166,307 | $(8,588)$ | (4.9\%) |
| Beauty care net sales | 174,150 | 170,403 | 161,654 | $(8,749)$ | (5.1\%) |
| POLA | 105,168 | 105,769 | 96,371 | $(9,397)$ | (8.9\%) |
| ORBIS | 43,389 | 39,071 | 38,417 | (654) | (1.7\%) |
| Jurlique | 7,838 | 7,940 | 8,388 | 447 | 5.6\% |
| H2O PLUS | 1,116 | 1,116 | 1,584 | 467 | 41.9\% |
| Brands under development | 16,637 | 16,505 | 16,892 | 387 | 2.3\% |
| Consol. operating income | 16,888 | 15,582 | 12,581 | $(3,000)$ | (19.3\%) |
| Beauty care operating income | 17,060 | 15,754 | 13,793 | $(1,961)$ | (12.5\%) |
| POLA | 16,374 | 15,144 | 12,495 | $(2,648)$ | (17.5\%) |
| ORBIS | 5,925 | 5,965 | 4,850 | $(1,115)$ | (18.7\%) |
| Jurlique | $(1,536)$ | $(1,542)$ | $(1,266)$ | 275 |  |
| H2O PLUS | (802) | (802) | (180) | 621 | - |
| Brands under development | $(2,901)$ | $(3,011)$ | $(2,105)$ | 905 | - |

[^2]
[^0]:    * YoY basis

[^1]:    1) The YoY difference is shown as an amount (mil. yen)
    (2) AUD basis, YoY
[^2]:    Note : Consolidated operating income and loss for each brand are shown for reference purpose only (unaudited).
    Full-year financial results for 2021 (recalculated under the 2022 standard) have been provided for reference only (unaudited).
    YoY change has been calculated using the same accounting standards for both years.

