September 14, 2022

Financial Results Presentation for FY07/22

AXXZIA Inc.

AXZIA

AXXIA

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Executive Summary

Executive Summary

owners of parent

AXZIA Far exceeded initial targets on success of e-commerce in China, the priority market, to mark record business results. (Exceeded revised forecast announced on July 14, 2022) FY07/22 Vs. initial Consolidated Net sales: (+42.0% YoY 8.22bn yen +15.4%) target Results Vs. initial (+18.1% YoY +11.4%Operating income: 1.63bn yen target Profit attributable to Vs. initial 1.12bn yen (+28.6% YoY +20.0%) target owners of parent Target net sales and profit growth through stable business expansion while frontloading investment for longer-term growth (plants and R&D). FY07/23 Consolidated Net sales: 10.35bn yen (+26.0%YoY) Forecast **Operating income:** 1.82bn yen (+11.3% YoY) Profit attributable to 1.17bn yen (+5.0% YoY)

Business Results: Highlights

Net sales and profit (FY07/22 consolidated results)

AXXIA

(Unit: millions of ven)

Record net sales and profit despite Shanghai Lockdown and tightened Chinese government restrictions on faster-than-expected e-commerce growth in China.

(Net sales +220mn yen and operating income +130mn yen vs. revised forecast announced on July 14, 2022)

			(811	It. Millions of yen)
	FY07/21	FY07/22	YoY change	FY07/22 initial forecast
Net sales	5,787	8,215	2,428 (+42.0%)	7,117
Operating income	1,383	1,633	250 (+18.1%)	1,466
Operating margin	23.9%	19.9%	-4.0pt	20.6%
Ordinary income	1,370	1,746	376 (+27.4%)	1,424
Profit attributable to owners of parent	868	1,116	248 (+28.6%)	930
Earnings per share (yen)	35.97	43.28	-	36.06

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CoGS and SG&A expenses (FY07/22 consolidated results)

Frontloaded spending on advertising and promotions as planned, resulting in net sales and **profit growth.** Ratio of SG&A expenses to net sales was higher than planned, but **strong profit margin was maintained, due in part to lowering cost ratio.**

(Operating income: 1.63bn yen [operating margin: 19.9%], +250mn yen YoY)

	FY07/21		FY0	7/22	Change		
		Amount	Ratio to Net Sales	Amount	Ratio to Net Sales	YoY change	Vs. initial forecast
Ne	et sales	5,787	100.0%	8,215	100.0%	_	_
С	ost of goods sold	1,712	29.6%	1,994	24.3%	-5.3pt	-1.3pt
S	G&A expenses	2,692	46.5%	4,587	55.8%	+9.3pt	+2.1pt
	(Personnel expenses)	686	11.9%	842	10.3%	-1.6pt	-1.1pt
	(Advertising expenses)	793	13.7%	1,578	19.2%	+5.5pt	-0.8pt
	(Commissions paid)	670	11.6%	1,252	15.3%	+3.7pt	+2.4pt
O	perating income	1,383	23.9%	1,633	19.9%	-4.0pt	-0.7pt

(Unit: millions of yen)

Consolidated B/S (FY07/22 consolidated results)

Total assets reached **10bn yen** on business expansion. Maintained robust balance sheet with abundant cash and deposits, with net assets of **8.4bn yen**. (ROE: 13.3%, ROA: 11.1%)

			J	
		End-FY07/21	End-FY07/22	YoY change
		Amount	Amount	Amount
	Current assets	7,690	8,795	+1,105
_	(Cash and deposits)	5,935	6,389	+454
	Non-current assets	577	1,257	+680
Total assets		8,267	10,053	+1,786
	Current liabilities	958	1,243	+285
	Non-current liabilities	116	414	+297
Т	otal liabilities	1,074	1,657	+583
	(Interest-bearing liabilities)	213	654	+440
Total net assets		7,193	8,396	+1,202
Total liabilities and net assets		8,267	10,053	+1,786

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Consolidated Cash Flows (FY07/22 consolidated results)

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Made Huit Laboratories, Inc. a wholly owned subsidiary in April 2022. Cash and deposits increased to **6.39bn yen** at end-FY07/22.

(Unit: Millions of yen)

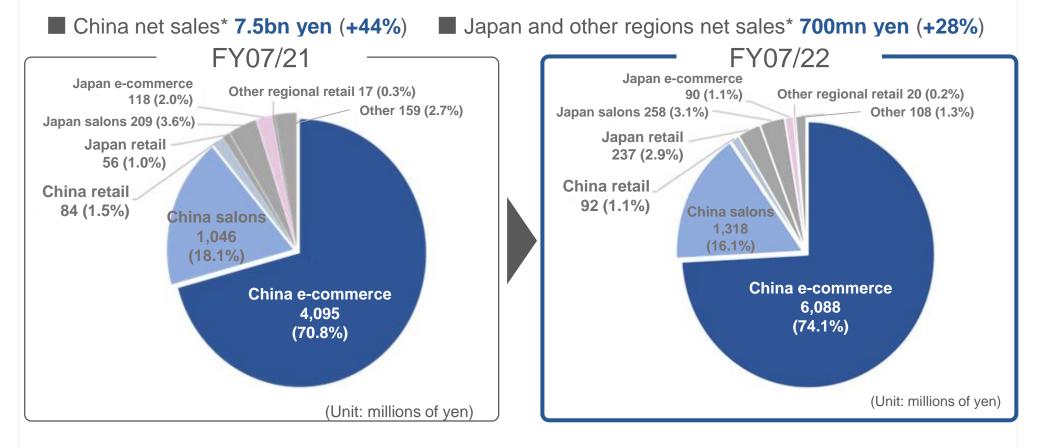
Classification	FY07/21	FY07/22	YoY change
	Amount	Amount	Amount
Balance at period start	924	5,935	5,010
Operating CF	1,059	797	-261
Investing CF	-84	-775	-690
Financing CF	3,959	386	-3,572
Forex adjustment	77	45	-31
Balance at period end	5,935	6,389	454
Increase / Decrease (Amount)	5,010	454	-4,556

Status by Sales Channel

FY07/22 Net Sales by Region and Channel (FY07/22)

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Brisk net sales in China despite Shanghai Lockdown and tightened government restrictions. Shift in e-commerce strategy in Japan. Net sales in Japan **up YoY** due to making Huit Laboratories, Inc. a wholly owned subsidiary.



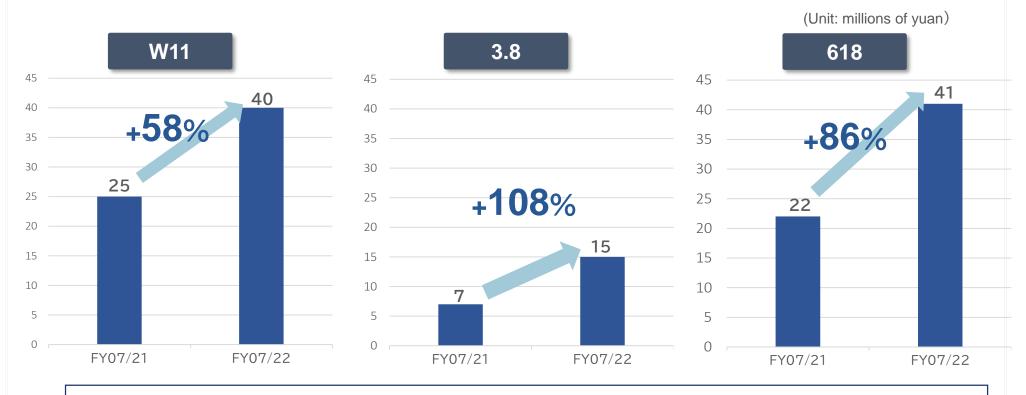
* Sales figures in China and Japan are the total of e-commerce, salon, and retail sales.

Steady growth of Douyin, the mainland China version of video platform TikTok. Sharp growth of +49% YoY.



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Initiatives to expand sales channels (including Douyin) proved effective, marking record-high GMV* at W11, 3.8, and 618.



< China's three main e-commerce events >

·Singles' Day (November 11) event in China; largest e-commerce sale in China (W11)

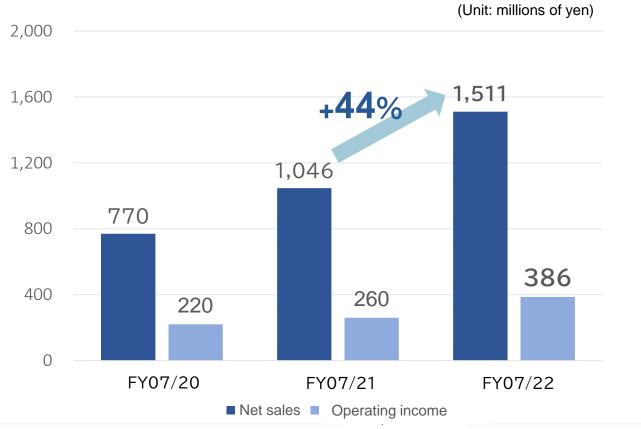
- •E-commerce sale of products for women held on March 8, International Women's Day (3.8)
- •E-commerce sale held around June 18 by Chinese e-commerce site JD.com (618)

*GMV: Gross Merchandise Value

Results of Shanghai subsidiary (FY07/22)

Limited negative impact of Shanghai Lockdown by taking swift action. **Opened flagship store in China's domestic e-commerce channel,** which led to sharp revenue growth.

- Established logistics base outside Shanghai (Luoyang) in May to prepare for future lockdowns and natural disasters.
- Strengthened e-commerce sales as well as sales for beauty salons and retailers.



Net sales of **600mn yen** (**+53% YoY**). Took steps to **raise profile in Japan**. Aims to **strengthen domestic business** as well as reinforcing R&D and manufacturing through acquisition.

Appointed Taiki Sato and Yusei Yagi as brand ambassadors of THE B MAISON salon skincare line to raise the profile of our brands in Japan. Made Huit Laboratories, Inc. a wholly owned subsidiary in April 2022. To strengthen domestic business by acquiring R&D/manufacturing base and new domestic brands and sales channels. (FY12/21 net sales of 720mn yen and operating income of 10mn yen)



Overview by Brand







AXXZIA (FY07/22 results)

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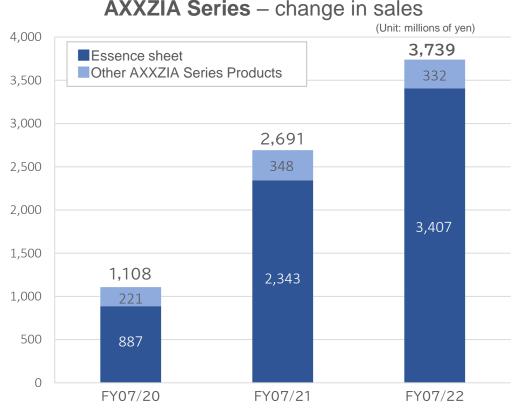
Essence Sheet sales **continued to grow**, driving sales increase of Eye Care series (net sales **+3.7bn yen**, **+39% YoY**).

Core retail brand centered on eye care products



Milestones for sustained growth

- > Brought product range to market centered on Essence Sheet
- Launched Essence Sheet Premium in December 2020, which has been selling well
- Added new sunscreen product in spring 2022; making it a second growth driver



Agtheory (FY07/22 results)

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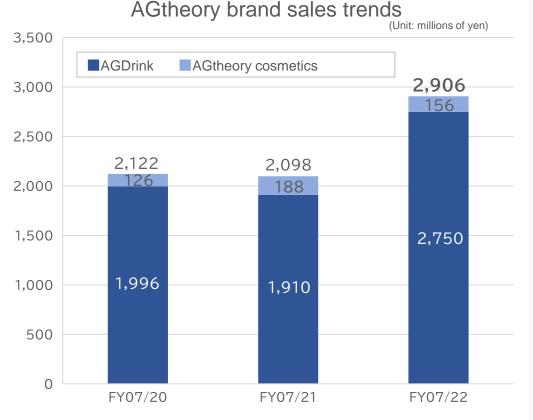
Launched cosmetics series with same concept as **AGDrink** for the product's fans. Sales grew (net sales: **2.9bn yen; +39% YoY**) **on success of live commerce.**

Second core retail brand integrating cosmetics with AGDrink



Milestones for sustained growth

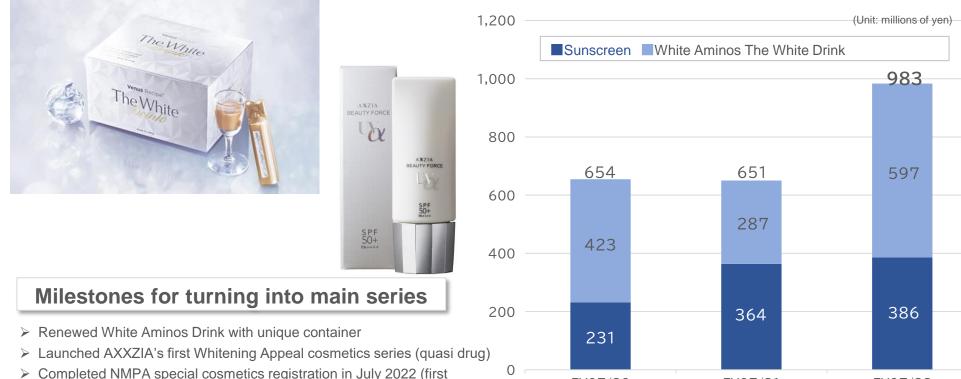
- Renewed AGDrink to launch fifth generation in March 2021; sales stable at around 10,000 units per month
- Completed AGtheory cosmetics range in October 2021 with addition of cleanser/face wash



AXXIA Up-and-Coming (Whitening Appeal) Series (FY07/22 results)

The White Drink and sunscreen (UV Veil EX) are growing steadily as up-andcoming products that we hope will become our third major brand (sales of The White Drink, launched in February 2022, totaled **400mn yen**).

Positioned beauty supplements and sunscreen as up-and-coming products to turn into third major brand



special cosmetics registration for AXXZIA). To begin sales in China of

products imported by Shanghai subsidiary.

FY07/20

Up-and-coming (Whitening Appeal) sales trends

FY07/21

FY07/22

Salon-Exclusive (Professional) Series (FY07/22 results)

Includes long-selling Le Ciel de L'aube and The B premium skincare range.

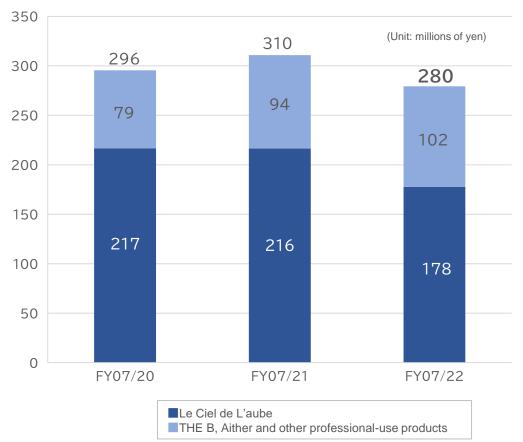
Salon-exclusive products have been AXXZIA's strength and distinctive business area since its founding





Milestones for sustained growth

- Launched The B premium skincare brand in March 2021. To nurture into new earnings pillar by development and expansion of cosmetics catering to special-care needs
- To use the series also as new trial products that harness new technologies and ingredients



Salon exclusive series

Forecast for FY07/23

FY07/23 Earnings Forecast

/1.1.14

10.1

Centered on robust growth of e-commerce business in China, strengthen investment for the longer term while maintaining high profit margins. Net sales to **exceed 10.0bn yen** (+26%) for the first time.

	FY07/22 Actual	FY07/23 Forecast	YoY change
Net sales	8,215	10,351	+2,135 (+26.0%)
Operating income	1,633	1,818	+184 (+11.3%)
Operating margin	19.9%	17.6%	-2.3pt
Ordinary income	1,746	1,797	+50 (+2.9%)
Profit attributable to owners of parent	1,116	1,172	+55 (+5.0%)
Earnings per share (yen)	43.28	45.43	-

Strengthen e-commerce business in China and promote its growth, as well as accelerate R&D and human resource investment, and progress M&A and alliances to further diversify business and revenue base.

Brand strategies	 Launch branded product series and nurture hit product Prompt registration of cosmetics with NMPA to protect brand Strengthen R&D by building new laboratories
Marketing strategies	 Deepen and diversify Chinese e-commerce channels Step up expansion into new regions (explore expansion into regions other than China)
Policies on M&A and alliances	 Strengthen manufacturing and R&D and create synergies Expand domestic business and secure sales channels Increase revenue by accelerating sales of quality Japanese products in Chinese market

Brand Strategies for FY07/23

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Nurture brands and turn them into hit products in the **skin whitening market** (a large market where differentiation by fulfilling a niche need is possible) as well as strengthening two core brands.

1. Launch branded product series and nurture hit products

Grow and nurture products for the skin whitening market into hit products. Hit products raise the brand's profile and enable sustained growth of the whole brand series.



2. Prompt registration of cosmetics with NMPA to protect brand

Develop products on the premise of registering them with NMPA in China to ensure approval is obtained smoothly. Help the brand grow and gain a solid reputation through intellectual property registration (trademark/design) and introduction of a security label system in major markets.



3. Strengthen R&D by building new laboratories

Planning construction of new laboratory facilities to extend manufacturing function (an initiative to strengthen R&D).

Marketing Strategies for FY07/23

Strengthen expansion into other areas (including Japan) while deepening and diversifying Chinese e-commerce channels. Reinforce business structure and hire aggressively for this purpose.

1. Deepen and diversify Chinese e-commerce channels

[Diversification]

Continue to develop e-commerce platforms in China after Douyin and Kuaishou in FY07/22. Raise AXXZIA's profile further and attract new customer segments, as well as diversify channel risk. [Deepening]

Establish brand's position through a bottom-up approach (word of mouth, social media, and live commerce). Analyze customer segments and approach potential customers using big data; promote D2C.



2. Step up expansion into regions other than China

Operate a global business to diversify revenue base and grow net sales.

- Strengthen messaging in Japanese social media and operate physical stores (Haneda Airport Garden, major department stores)
- Aggressively expand into other regions (Australia, Canada, Southeast Asia, etc.)

Policy on M&A and Alliances for FY07/23

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Promote synergies from acquisition of Huit Laboratories and **continue to promote M&A and alliances** using abundant cash for **aggressive business expansion and revenue base diversification.**

1. Strengthen manufacturing and R&D and create synergies

Leverage Huit Laboratories (acquired in April 2022) to utilize manufacturing and research facilities further, seeking revenue growth by contract manufacturing of other companies' products as well as timely R&D and manufacturing of group products.

2. Expand domestic business and secure sales channels

Target quality cosmetics businesses for M&A to accelerate and expand domestic business.

3. Increase revenue by accelerating sales of quality Japanese products in Chinese market

Promote alliances with quality domestic manufacturers to expand business in China and provide marketing support leveraging AXXZIA's Chinese sales network to increase revenue.

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Establish foundation for flexible shareholder returns as well as investing aggressively to expand business revenue.

Shareholder Benefit Program

Established Shareholder Benefit Program in FY07/22 to improve recognition and increase the number of shareholders.

Shareholder benefits in FY07/22

[100–499 shares] AXXZIA product 1
[500–999 shares] AXXZIA products 1 and 2
[1,000+ shares] AXXZIA products 1, 2, and 3



- 1. AXXZIA Beauty Force Liquid Lucent 3D
- 2. AXXZIA Beauty Eyes Intensive Care Essence
- AXXZIA Beauty Eyes Day Care Cream

Revised Articles of Incorporation in anticipation of future dividends, etc.

Decided to submit to the General Shareholders' Meeting on October 24, 2022 a revision of the Articles of Incorporation to allow the distribution of surplus in the form of dividends, etc., by a resolution of the Board of Directors in anticipation of future dividends, etc.

Appendix

Company Overview

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Creating things and experiences that amaze people.

Company Overview

Establishment Capital	December 21, 2011 2,109 million yen (As of end of July 2022)
Location	Tokyo, JAPAN
Office	Tokyo Head Office, Osaka Sales Office, Fukuoka Sales Office AXXZIA GINZA SIX
Business Activities	Manufacturing, sales of cosmetics and supplements
Market	TSE Growth (4936)

Board of Directors

- President
- Executive Vice President Xiaowei Amano
- Managing Director
- Managing Director
- Director
- Director
- Outside Director
- Outside Director
- Corporate Auditor
- Outside Corporate Auditor Kenji Shimizu
- Outside Corporate Auditor Kuninobu Okuda

Dan Taku

Wu Jun

Zhang Hui

Masahiro Yoshida

Yasuhito Fukui

Yujiro Arakawa

Reiko Akemine

Masahiro Miyajima

Consolidated Subsidiaries

- Xiaozi Cosmetic (Shanghai) Inc.
- AXXZIA (HongKong) International Limited
- Huit Laboratories, Inc.

Corporate History

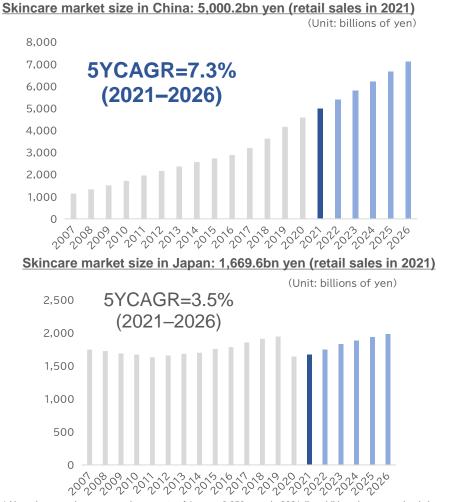
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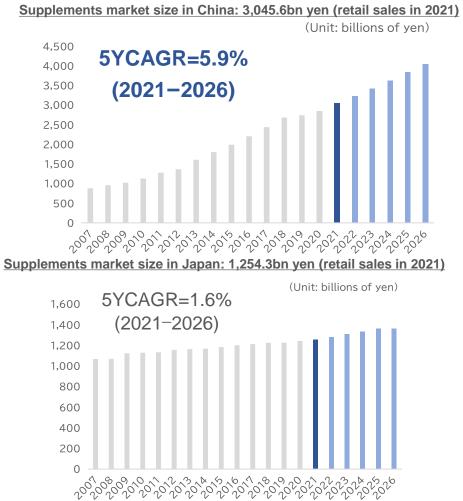
Date	Topics
2011	Established Orientina Cosme Co.,Ltd. in Tokyo, Japan (Capital: 9 million yen) Started development and production of cosmetics for beauty salons
2012	Changed company name from Orientina Cosme Co.,Ltd. to AXXZIA Inc.
2013	Launched Le Cier de L'aube, skincare brand for beauty salons and spas
2016	Launched Beauty Eyes, eye care and skincare brand for the retail market Launched Venus Recipe, supplemental brand for retail the market
2018	Established Xiaozi Cosmetic (Shanghai) Inc. as a consolidated subsidiary (100%)
2019	Opened AXXZIA Flagship Store, an e-commerce flagship store on Xiaohongshu (RED), one of China's largest social commerce platforms Opened AXXZIA Flagship Store, an e-commerce flagship store on Tmall Global, another of China's largest social commerce platforms Launched AGtheory, skincare brand for the retail market
2021	Listed on the Mothers market (section) of the Tokyo Stock Exchange Launched The B Pro, a salon-exclusive skincare brand Opened AXXZIA GINZA SIX Store, the Company's first directly managed store Launched LisBeau, skincare brand for the retail market Opened AXXZIA flagship store for China's largest mobile video app Douyin/TikTok Shanghai subsidiary opened flagship skincare product store for Douyin/TikTok Opened AXXZIA flagship store for major Chinese e-commerce platform JD.com
2022	Made Huit Laboratories a wholly owned subsidiary Listed on Tokyo Stock Exchange Growth Market following the exchange's market restructuring Opened AXXZIA flagship store for major Chinese mobile video app Kuaishou

Market Environment: The Market in China (Our Target Area) is Expanding

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The skincare and supplements market, which accounts for a large portion of China's cosmetics market, is growing significantly on the back of rising income levels associated with economic growth and an increase in the number of people using cosmetics.





* Uses the annual average exchange rate of 1 yen = 0.059 yuan in 2021 (In addition, the conversion is based on the numbers atter the 4th decimal place.) Source: Euromonitor International Limited, Beauty and Personal Care 2021 edition, retail value RSP fixed 2021 exchange rates, current prices, data extracted on 23 August 2022

Source: Euromonitor International Limited, Consumer Health 2021 edition, retail value RSP, fixed 2021 exchange rates, current prices, data extracted on 23 August 2022

$^{Market Trends:}$ Product Categories and Premium Market for Cosmetics in China A X Z [A]

In the Chinese skincare market, the premium segment is growing fast and increasing its share of the overall market.

Skincare premium market in China and Japan



*Premium = high-end cosmetics. Luxury lineup for customers who are highly conscious of beauty and are willing to spend more money on beauty products and services. Positioned as series exclusively for premium channels such as department stores and directly-managed shops.

*Uses the annual average exchange rate of 1 yen = 0.059 yuan in 2021 (the conversion is based on the numbers after the 4th decimal place.)

(Source: Euromonitor International Limited, Beauty and Personal Care 2021 edition, retail value RSP fixed 2021 exchange rates, current prices, data extracted on August 23, 2022)

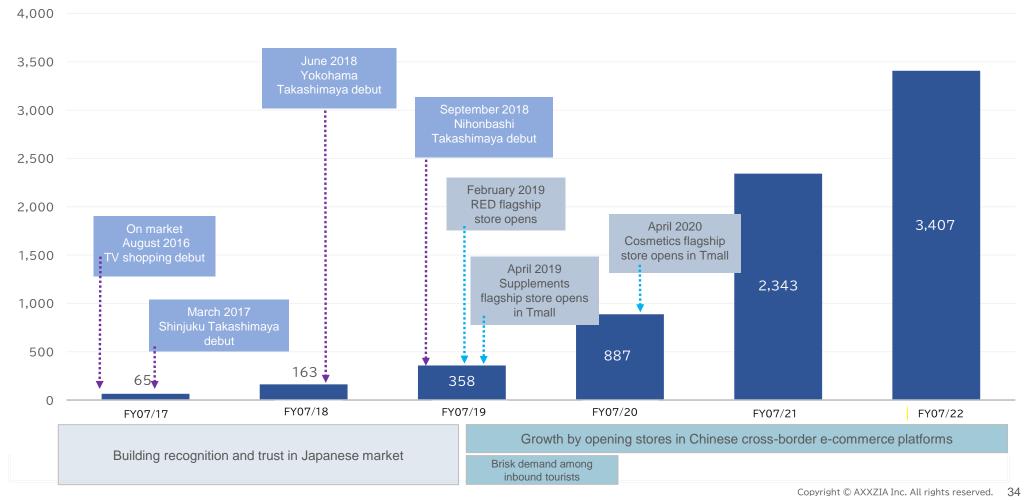
Growth Trajectory of Mainstay Products/Domains (1) AXXZIA (Growth Trajectory of Essence Sheet)

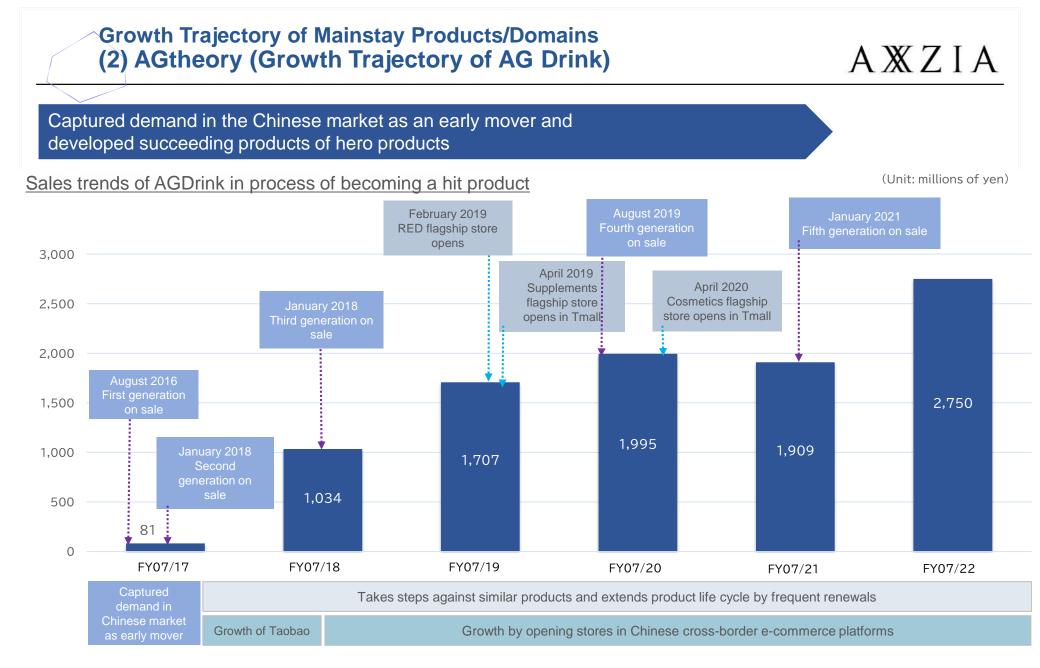
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Growth model based on first building recognition and trust in Japanese market and then expanding into Chinese market

Sales trends of Essence Sheet in process of becoming a hit product

(Unit: millions of yen)



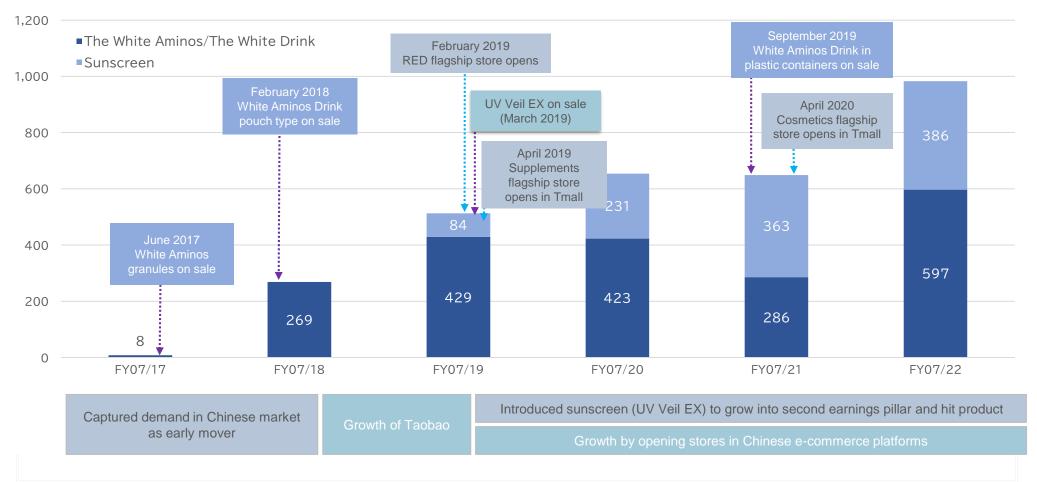


Growth Trajectory of Mainstay Products/Domains (3) Up-and-Coming: Skin Whitening (Growth Trajectory of Two Main Products) A X Z A

Captured demand in the Chinese market as an early mover and developed a growth model supported by frequent upgrades

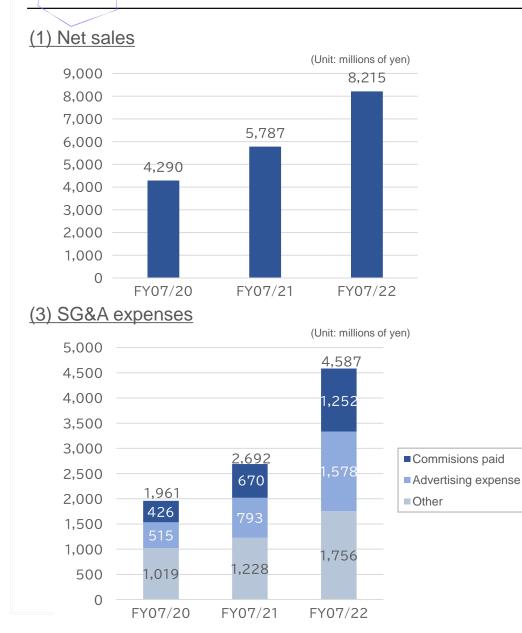
Sales trends of up-and-coming skin whitening products in process of becoming hit products

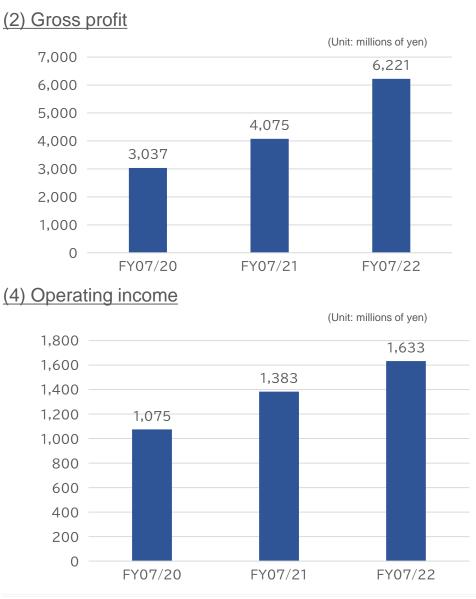
(Unit: millions of yen)



Operating Results (Consolidated)

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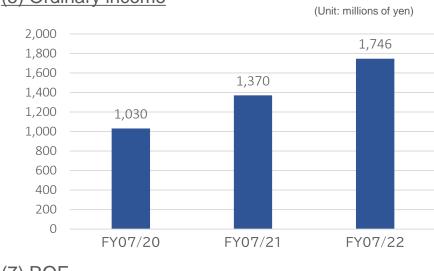




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Operating Results (Consolidated)

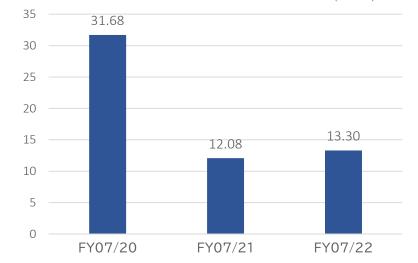
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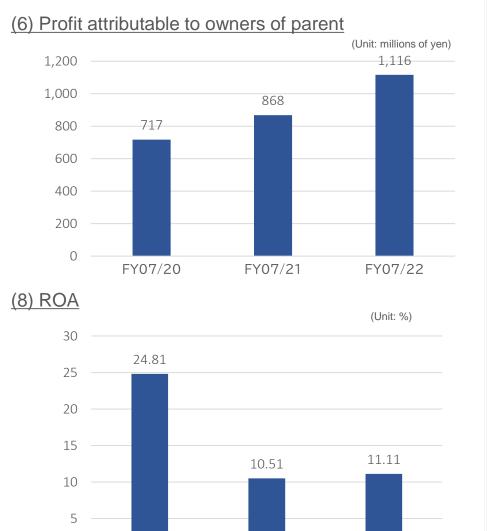
(5) Ordinary income



(Unit: %)



Note: Values for FY07/20 are before listing (AXXZIA was listed in February 2021)



FY07/21

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FY07/20

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FY07/22

Awards in Japan

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2016	Awarded 2016 Best of Venture Award by Beauty and Healthcare News Inc.
2017	Ranked 1st Place in Rakuten Research Ranking in the Cosmetics Popular Among Adult Women category Awarded 2017 Growth Company Brand by Beauty and Healthcare News Inc.
2018	Awarded 2018 Monde Selection Bronze Award Awarded product: Venus Recipe AG Drink Plus Awarded Smile Award, Gritter Award, and Happy Award in Girls Happy Style Selection 2018 (selected by Japanese TV program Girls Happy Style) Awarded product: AGtheory Clarifying Essence, Venus Recipe AG Drink Plus
	Ranked 1st Place in selection by JMRO, Inc. in Cosmetics Popular Among Adult Women category Survey overview: November 2018 image survey
2019	Ranked 3rd Place in @cosme word-of-mouth ranking in the Skincare Beauty Appliances category Survey period: May 1, 2019 to July 31, 2019 (three months) Awarded product: MATE FOR EYES
2021	Ranked 1st Place in selection by JMRO, Inc. in the Eye Care Cosmetics Recommended by Beauty Professionals category According to JMRI, Inc.'s survey Survey overview: February 2021 brand image survey Survey period: January 19, 2021 to February 2, 2021
2022	Awarded Gold Prize in Esthe Selection 2022 Awards announced in <i>Esthetic Wired</i> (professional magazine for beauty salon operators) August 2022 issue (published July 10, 2022) by Beauty and Healthcare News Inc. Awarded product: THE B MAISON series





2017 Popular Cosmetics Among Adult Women



2018 Monde Selection Bronze Award



2018 Popular Cosmetics Among Adult Women

2021 Eye Care Cosmetics Recommended by Beauty Professionals No. 1 in Category

International Awards

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2019	Winner of 医药保健双11-新店成长奖 (Winner of Supplement Category W11 Rapid Growth Award by Tmall)
2020	Winner of 财年新锐奖 (Winner of 2020 Emerging Company of the Year Award by Tmall)
	Winner of 优质战略合作品牌方 (Winner of 2020 Outstanding Strategic Alliance Enterprise Award by Japan Buyers Community)
2021	Winner of 卓越价值品牌 (Winner of Excellent Value Brand Award by Japan Buyers Community)
	Winner of 2021小红书美护趋势品牌 (Winner of 2021 RED Skincare Trends Brand Award)
	Winner of 2021畅销抗衰眼膜大奖 (Winner of 2021 Bestseller Anti-aging Eye Sheet Grand Prize)
2022	Winner of 2021 Top 100潜力新品牌 (Winner of Top 100 Brands with Potential Award)
	Winner of 新勢力品牌榜 Top 10 (Winner of 2021-2022 Top 10 Newcomer Brands Award)





Tmall Supplement Category W11 Rapid Growth Award

荣誉证书

CAL PERS OVER

化系统络合作品带力 A 第21A

Japan Buyers Community

2020 Outstanding Strategic

Tmall 2020 Emerging Company of the Year Award



Japan Buyers Community Excellent Value Brand Award



2021 RED Skincare Trends Brand Award



2021 Bestseller Anti-aging Eye Sheet Grand Prize



Disclaimer and notes regarding the future outlook

- This document is intended solely to provide information about AXXZIA Inc., and is not intended to solicit investment in securities issued by the Company. AXXZIA Inc. does not guarantee the accuracy, completeness, validity, etc. of the numerical figures, information, opinions, and other statements in this document, and will not pay any compensation for any damages, losses, or consequences resulting from use of or reliance on these numerical figures, information, opinions, or other any statement.
- Information provided in this document and this presentation includes forward-looking statements. These statements are based on current expectations, forecasts, and assumptions with a degree of risk, and therefore include some uncertainties that could lead to substantially different results.
- These risks and uncertainties include general Japanese and international economic conditions, such as general industry and market conditions, interest rates, and currency exchange fluctuations.
- AXXZIA Inc. has no obligation to update or revise these forward-looking statements, even if new information comes to light or there are new events in the future



Creating things and experiences that amaze people.

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