

Maywufa Company Limited

Taiwan Stock Exchange (TWSE-1731)

Established: 1976

Stock Exchange Listed: 2001

Capitalization: NTD 1.33 billion

Chairperson: C. C. Lee

CEO

Fred Lai



美吾華股份有限公司
Maywufa Company Limited

Statement

1. Apart from historical data, the matters listed in this presentation that are forward-looking statements may be subject to significant risks and uncertainties, which could result in differences between these forward-looking statements and actual outcomes.
2. The future projections presented in this document reflect the company's views as of the current date. However, the company is not obligated to update this information in case of any events or changes in the environment.
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4. The content of this presentation includes all entities belonging to the consolidated financial statements.

Agenda

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- Company Profile & Important Operational Progress
 - Brand Development
 - Financial Information

Company Profile & Important Operational Progress

- ❑ Established in 1976.
- ❑ The first factory in Taiwan to manufacture hair color creams in compliance with good manufacturing practices for cosmetics.(GMP)
- ❑ Maywufa[®], the only hair care brand in its industry to receive “TOP 100 Taiwan Brand Award” in recognition of top companies from various industries.
- ❑ Employees : 193

Brand



SAHOLÉA
森歐黎漾®

Mustela®
慕之恬廊®

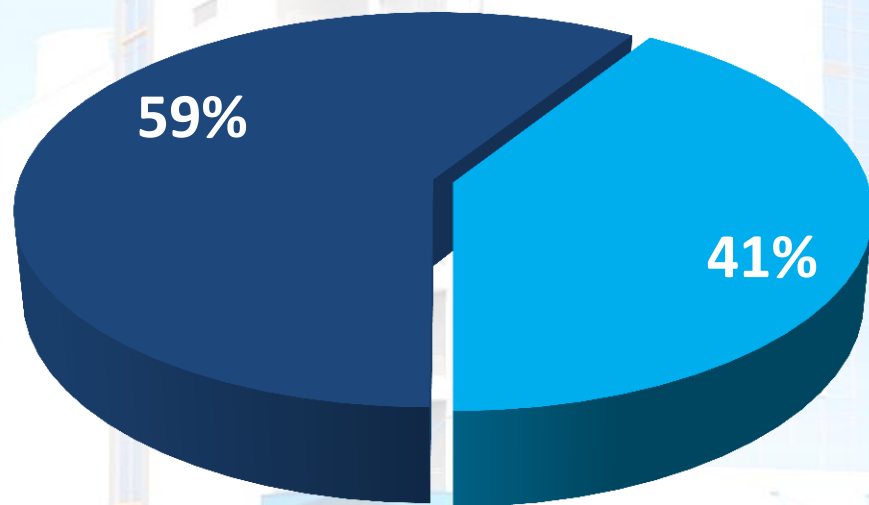
Maywufa® + SAHOLEA®, as our own brands

Mustela®, partner with a top European skincare brand

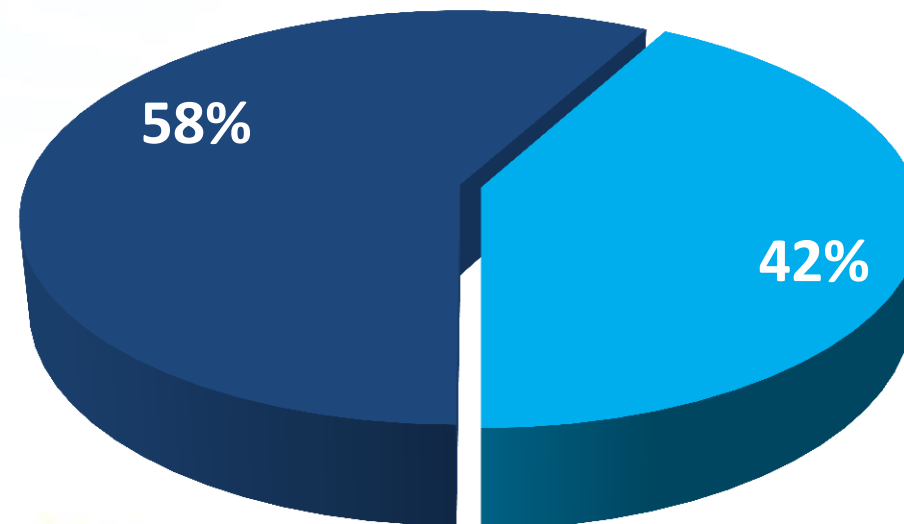
Category Weight of Consumer Goods

Consolidated share in shampoo & body wash market;
steady growth in hair dye

2024



2025 A+E

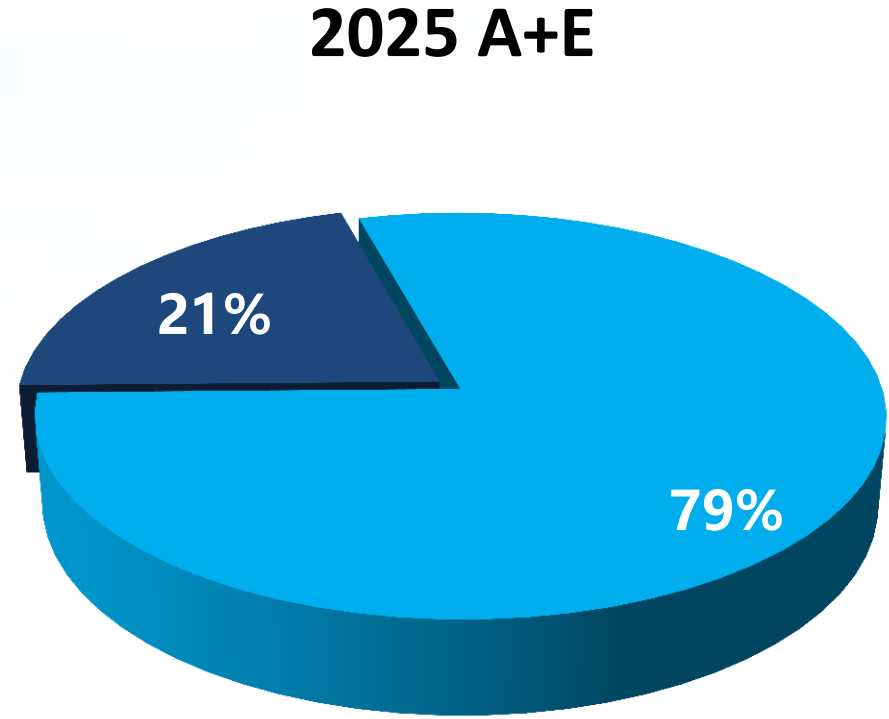
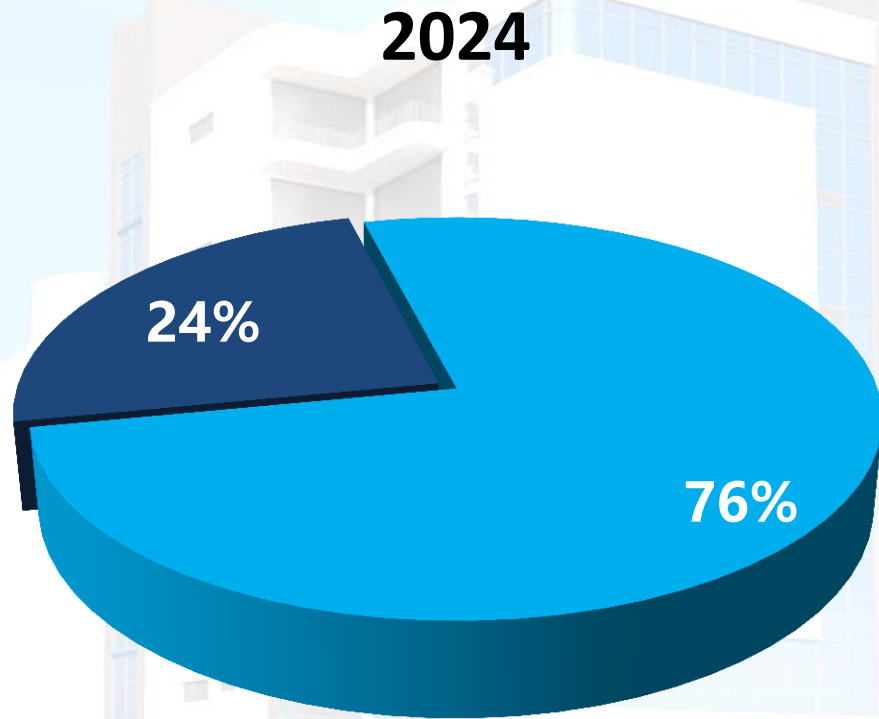


■ Shampoo/
Body Wash

■ Hair Dye

Channel Weight of Consumer Goods

Dual Growth Engines: Offline Expansion & E-commerce Refocus



■ On Line

■ Off Line

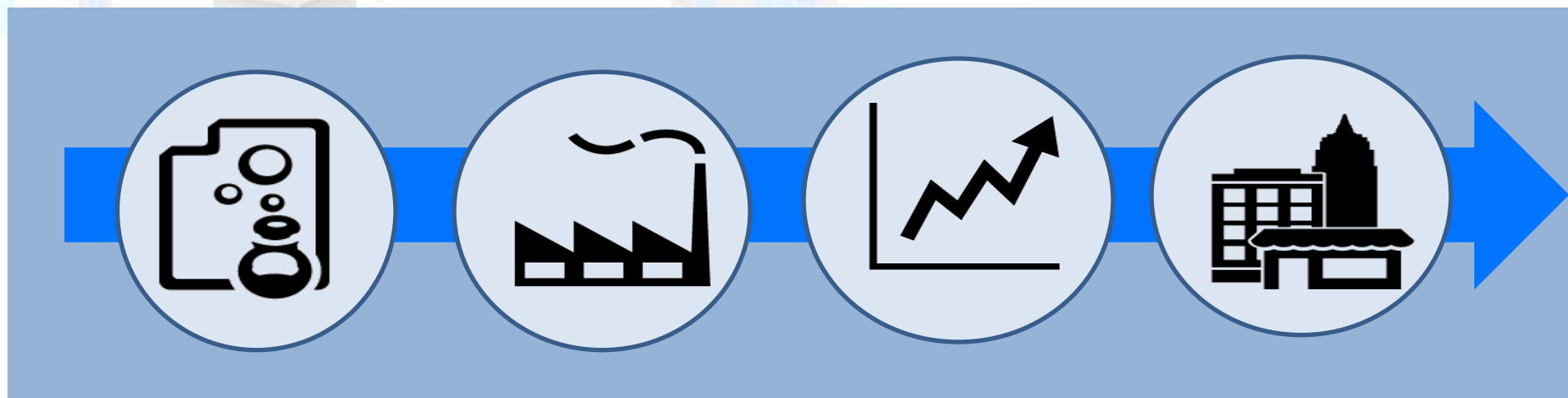
Omni-channels

E Commerce	Shopline, Momo, Shopee
Personal Care Store	Watsons, POYA, Cosmed
Hyper Store	Costco, Carrefour, Amart
Distributor	Showba, Kuan Nan, 4 Seasons
Baby Store	Kodomo, Rearhouse, 126baby
Supermarket	PX Mart, Mega PX Mart , Simple Mart
Pharmacy	Greattree, Norbelbaby, Woodpecker

Full Function Streamlined



SAHOLÉA
森歐黎漾®



R&D

Manufacturing

Marketing

Sales



美吾華化妝品 GMP綠建築工廠

- 「化妝品優良製造準則(GMP)」及「EEWH綠建築標章」現代化的美妝品製造綠色工廠。
- 節能、減碳，降低地球生態負擔，與環境共存與共榮。
- 創新研發中心。





Sustainability Development (ESG)

- Published 2024 Sustainability Report
- Completed SASB-aligned disclosure
- Conducted Greenhouse Gas Inventory Report
- *Awarded the 2025 5th TSAA Taiwan Sustainability Action Award*
- *Recognized with Bronze Award for SDG09 GMP Smart Factory Construction Project*
- Implemented Manufacturing Execution System (MES)

Key Achievements	
Item	Benefit
Overall Equipment Effectiveness (OEE)	Improved from 50% to 60%
Production Yield	Improved from 85% to 90%
Production Efficiency	Improved from 75% to 85%
Order Scheduling Accuracy	Improved from 90% to 95%
Lead Time	Shortened from 6 days to 4 days
Inventory Information Response Speed	Improved from 1 day to real-time



Sustainability Development (ESG)

■ Green Product Recognition

SAHOLEA® Achievements:

2021 *Global Green Beauty Awards* – **Gold**

2022 *Global Green Beauty Awards* – **Bronze** (Best Natural Shampoo)

Maywufa® Herbal Color Cream Achievements:

2023 *Taiwan Excellence Awards* – **Bronze** (Natural Products Category)



■ Green Packaging & Environmental Impact Reduction

Product packaging incorporates up to **80% recycled plastic**

AI Virtual Hair Color Try-On System reduced the use of 49,000 plastic display strips.





Brand Development



No.1 Share of Taiwan Shampoo Supplier

Get the certificate by Kantar Taiwan.



Driving Growth of Shampoo and Body Wash Brands

■ Core / Premium Hair Care Growth

Expand the core brand series and launch new products

■ Emerging Brand Expansion

Develop exclusive brands with a multi-brand strategy

■ Category Extension

Expand into body and intimate care markets

■ Multi-Channel Media Exposure

Embrace emerging media platforms

Launch New Products



Emerging Brand Expansion

植萃賦活

INEX | 髮芯小綠蛋 |

100%* 高效密集修護
髮芯強韌 髮絲柔順

*指與同系列一般髮膜比較，髮質調理成分添加量超過100%以上

控油蓬鬆涼感洗髮精

洗出清涼蓬鬆 重喚爽健人生

獨特 5α 酪梨成分
×
薑萃複合物

強化控油

涼感+雙重調理因子
天然羽衣甘藍
×
紅車軸草
涼爽豐盈

積雪草煥活清爽涼感沐浴露

草本主義
積雪草
喚活青春晶亮光澤
含薄荷醇沁涼舒適

薄荷萃取
沁涼舒緩

韓國積雪草 與
賦活精華[^]
喚醒青春晶亮光澤
含薄荷醇沁涼舒適

草本清新香氣
活力清爽

[^]指蒲公英草

Multi-Channel Media Exposure

- Short videos, KOLs, and social media (e.g., Threads)



Driving Growth of Hair Dye Brands

■ Hair Color Treatment: Multi-Brand Strategy

Secure exclusive resources from channels to maintain our leadership

■ Bubble Hair Dye: New Shades

Launch new colors to seize the bubble dye market

■ Multi-Channel Media Exposure

Maximize online & offline exposure

Hair Color Treatment

- Simply apply like shampoo and in just 3 minutes, experience remarkable results



Bubble Hair Dye

- Launch new colors to lead the trend and reach the youth

New 韓系大勢 光霧感髮色
顯白 × 透亮 自帶柔焦濾鏡

iBubble
泡泡宣妍 泡沫染髮劑

新品上市

三款產品展示：
1. 冷光霧黑
2. 奶茶霧棕
3. 霧光黑茶

每款產品均標註：神級顯色力、柔順修護、鎖色不褪色、鎖色不傷髮。

예뻐요



Multi-Channel Media Exposure

- Brand awareness has grown significantly



Mother & Baby Brand Strategy



For Maternity and Baby

- **Hero Items** : Stretch mark care, Cleansing Gel, Body Lotion, and Vitamin Barrier Cream
- **Gift Sets** : Strengthening presence in the gift-giving market
- **Maternity & Baby Fair** : Reaching more new parents

For Family

- **Organic**
- **Sun care**
- **Atopic-prone skin**
- **Specific Care**

Professional

- Endorsements by Dermatologists and Obstetricians
- Product Sampling at Clinics



Media Exposure

- Exposure across all-age and beauty media
- Partnerships with emerging online media and celebrities



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On-line and Off-line Grow Respectively

- On-line : Utilize online platforms and digital marketing strategies to expand brand visibility and market coverage.
- Off-line : Provide in-depth product experiences and customer service through physical stores.
- Integrate and coordinate online and offline sales channels to expand brand influence and market reach.

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膜莢黃耆
- ✓ 創新專利萃取技術
雙相分離精製技術
- ✓ 製藥規格安全把關
PIC/S GMP 藥廠品質監控
(海峽群島註冊及GMP認證、馬來西亞、印度、澳洲、美國等國家均有)

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PG2® Lyo. Injection
懷特血寶® 凍晶注射劑
Astragalus Polysaccharides (APS) Injection 500mg

中文名稱: 懷特血寶凍晶注射劑
英文名稱: PG2 Lyo. Injection
適應症: 適用於癌症末期因疾病進展所導致中重度疲勞症狀之改善

衛部製藥字第058837號

Oraphine® (nalbuphine HCl 60mg Soft Capsules)
懷特痛寶® 軟膠囊
Easy way to end pain now

Relieving Pain
Brightening Lives

Relieve moderate to severe acute pain

PhytoHealth

Pain

Cerebrolysin®
速利清注射液
Cerebrolysin Concentrate 215.2mg

5 ampoules of 10ml solution

For the treatment of disturbances of cerebral functions

速利清注射液

中文名稱: 速利清注射液
英文名稱: CEREBROLYSIN Ampoules
適應症: 不能攝取適當食物之患者之補助治療劑。蛋白質之消化吸收機能及合成利用障礙。嚴重創傷、火傷、骨折時蛋白質之補給。蛋白質攝取減少，營養失調症。

衛署藥輸字第018737號

Neuro

百賜益® 錠
活性生菌整腸劑
BIO-THREE® Tablets

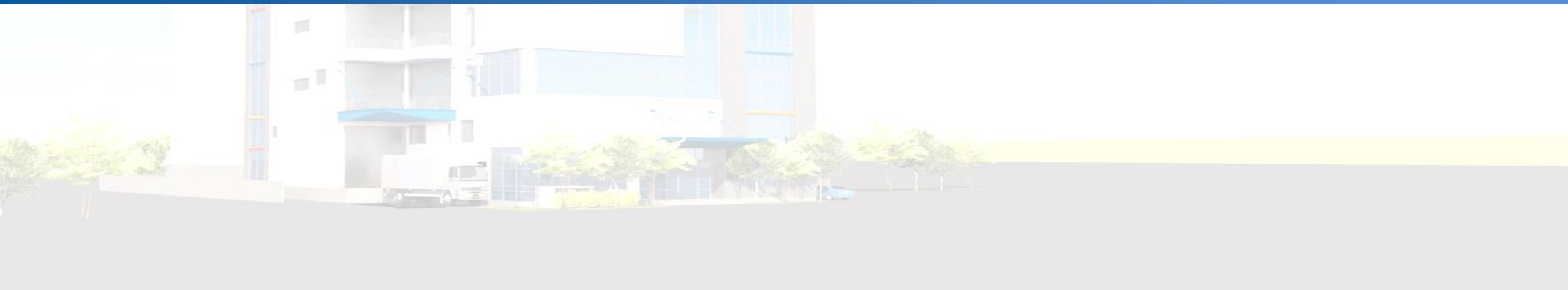
中文產品名: 百賜益 錠
英文產品名: Bio-Three Tablets
主要成分: [乳酸菌] Streptococcus Faecalis/Lactomin 2mg
[腸菌] Clostridium Butyricum Butyric Acid Bacteria 10mg.
[腸化菌] Bacillus Mesentericus Amyolytic Bacillus 10mg

衛署藥製字第046432號

Pediatric/GI



Financial Results



Consolidated Balance Sheet

Strong Financial Position
Higher current ratio: 225%
Lower debt ratio: 37%

Unit : NT \$ thousands

ITEMS	2025.6.30	%	2024.12.31	%
Current Assets	1,239,763	38%	1,140,097	36%
Non-current Assets	1,982,414	62%	2,038,209	64%
TOTAL ASSETS	3,222,177	100%	3,178,306	100%
Current Liabilities	550,375	17%	432,556	14%
Non-current Liabilities	638,024	20%	638,931	20%
TOTAL LIABILITIES	1,188,399	37%	1,071,487	34%
Share capital - ordinary	1,329,152	41%	1,329,152	42%
Capital surplus	192,208	6%	192,157	6%
Retained Earnings and Others	512,418	16%	585,510	18%
TOTAL EQUITY	2,033,778	63%	2,106,819	66%
TOTAL LIABILITIES AND EQUITY	3,222,177	100%	3,178,306	100%

Consolidated Income Statement

Revenue YoY growth 5%
Maintains stable net profit compared to 2024H1

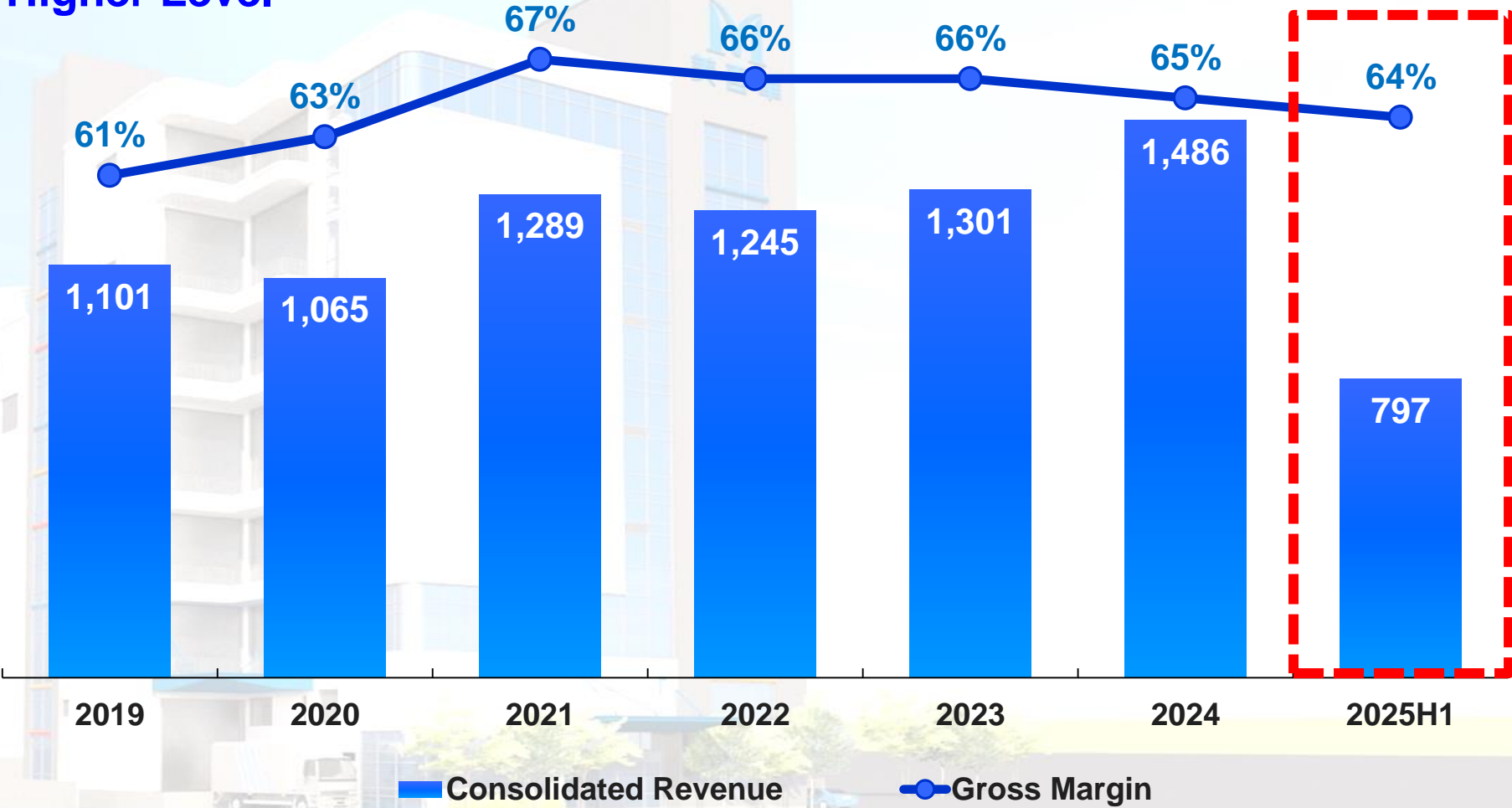
Unit : NT\$ thousands

ITEMS	2025 H1		2024 H1		YoY%
	(A)	%	(B)	%	(A-B)/B
Operating Revenue	796,989	100%	757,975	100%	5.1%
Gross profit	509,730	64%	494,794	65%	3.0%
Operating expenses	(382,754)	(48%)	(371,383)	(49%)	3.1%
Operating income	126,976	16%	123,411	16%	2.9%
Non-operating income and expenses	5,349	0%	7,034	1%	(24%)
Profit before tax	132,325	16%	130,445	17%	1.4%
Net profit	105,537	13%	104,832	14%	0.7%
Earnings per share (NT\$ dollars)	0.79		0.79		0.0%

Consolidated Revenue & Gross Margin

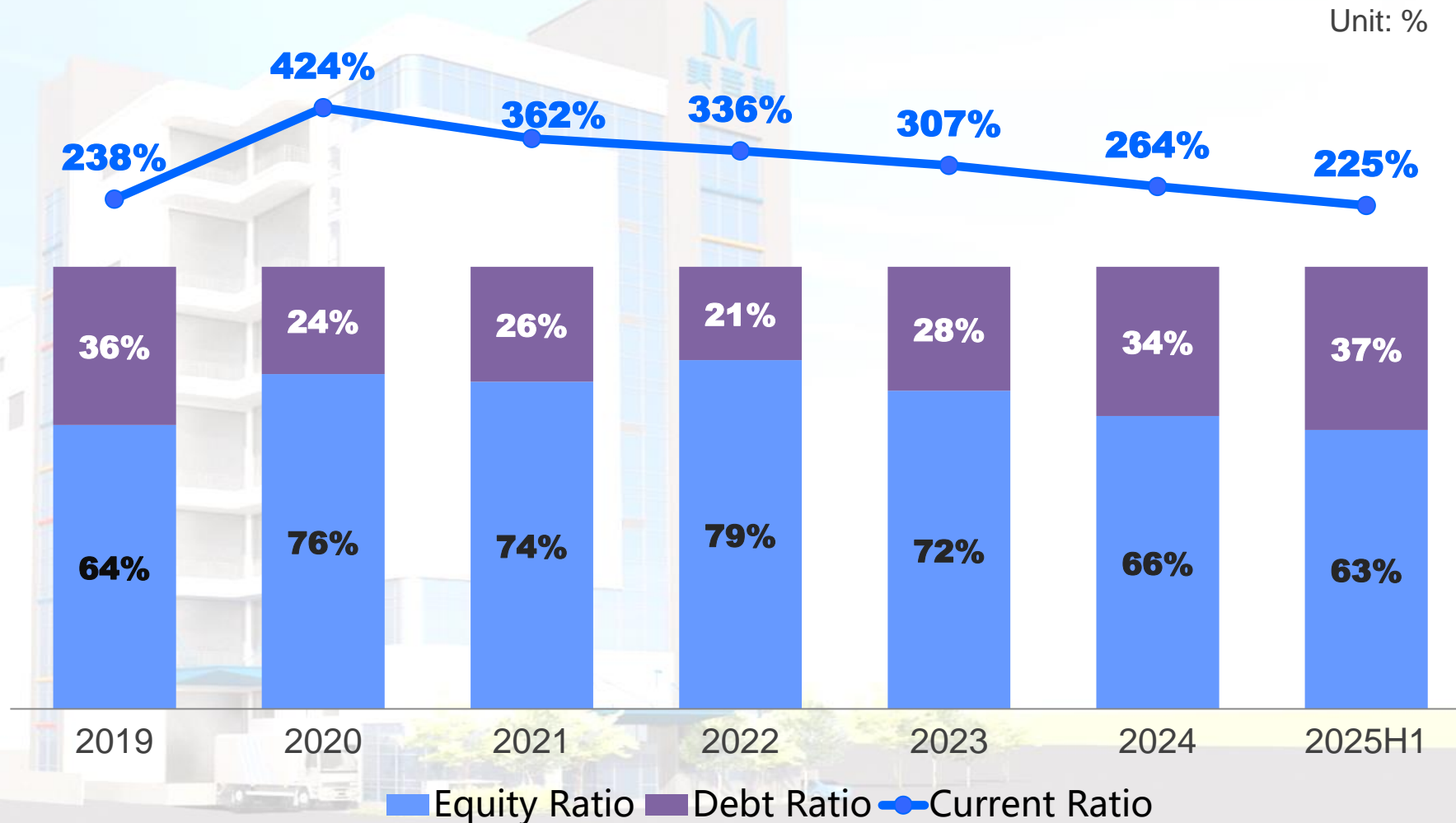
Consolidated Revenue and Gross Margin Sustains Higher Level

Unit: NT\$ million;%



Financial Position & Current Ratio Overview

Lower Debt Ratio and Current Ratio Over 200%
Strong Financial Position



Maximization of Shareholder Returns

Dividend per share Over \$1 Last Five Years

Dividend Yields Over 5% Last Five Years

Unit: NTD per share ; %

Annual	2019	2020	2021	2022	2023	2024
Earnings	0.76	1.29	1.24	1.22	1.27	1.30
Cash Dividends	0.60	1.00	1.17	1.10	1.15	1.20
Dividend Yields	4.57%	6.50%	6.13%	5.84%	5.37%	5.00%



謝謝指教