

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



美吾華股份有限公司
Maywufa Company Limited

Consumer Business

◆ Own Brands

In-house R&D and manufacturing to create market-driven personal care brands



SAHOLÉA
森歐黎漾®



植萃賦活
INEX

🌐 Distributed Brand

Exclusive distributor in Taiwan for France's No. 1 maternal and baby care brand

Mustela®

慕之恬廊®



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Maywufa Company Limited

Overview & Core Strengths

 **50
Years**

The Group marks its 50th anniversary milestone.

 **No. 1
Shampoo**

No.1 market share in Taiwan's shampoo category.

 **No. 1
Hair dye**

No.1 market share in Taiwan's hair dye category.

 **6,000+
Locations**

A network of over 6,000 sales locations.

 **30+
Awards**

Strong R&D capabilities with over 30 awards.

 **Vertical
Integration**

Vertically integrating R&D, manufacturing, marketing, and sales.

 **GMP
Factory**

GMP Certification and Green Building Label.

 **ESG**
(Sustainable Development)

Published sustainability report and received the Taiwan Sustainability Action Award.

Key Brand Portfolio

59%

41%

Hair & Body Care

No.1 Shampoo Brand in Taiwan

Key Brands



SAHOLEA®



Perfume



INNEX®



Herbalism



INGRELUX®



AQILAH®



BlackVerse



Oriental Herb



Black Polygonum



Super Good Luck

Product Categories



Shampoo



Conditioner



Scalp Care



Body Wash



Intimate Care



Body Lotion

Hair Dye

No.1 Hair Dye Brand in Taiwan

Key Brands



Instant Coloring Cream



Herbal



Oriental Herb



Herbalex



Black Polygonum



Rice Extract



Grey Reverse



Rishiri Konbu



COLORFUL®



bubble up



iBubble

Gray Coverage

Fashion Color

Formulation Categories



Bubble Treatment



Foam



Cream



Brush

Omni-Channel


81%


19%

Offline


 **Personal Care Store**
POYA, Watsons, Cosmed


 **Hypermarket & Supermarket**
Costco, Carrefour, PX Mart

 **Pharmacy**
Greentree, Norbel Baby,
Woodpecker

 **Distributor & Baby Store**
Showba, Kodomo

Online

 **Official Store**
Shoptline

 **EC Platforms**
momo, Shopee

Awards

30+

Domestic & International Awards



Beauty Innovation Awards
Shampoo Product of the Year



Beauty Innovation Awards
Hair Coloring Product of the Year



Arte of Beauty Awards
Hair Coloring Product
Winner of 8 Awards



Vertical Integration



SAHOLÉA
森歐黎漾®



R&D

Leveraging market insights and technological breakthroughs to develop highly competitive products.



Manufacturing

Implementing automated smart warehousing and MES system to maximize production efficiency.



Marketing

Utilizing a diversified media mix to maximize brand awareness and market penetration, leading consumer trends.



Sales

Strengthening Omni-Channel operations and resource integration to drive rapid sales growth.



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Maywufa Company Limited

GMP Factory



Good
Manufacturing
Practices



Green Building
Label



ISO 22716



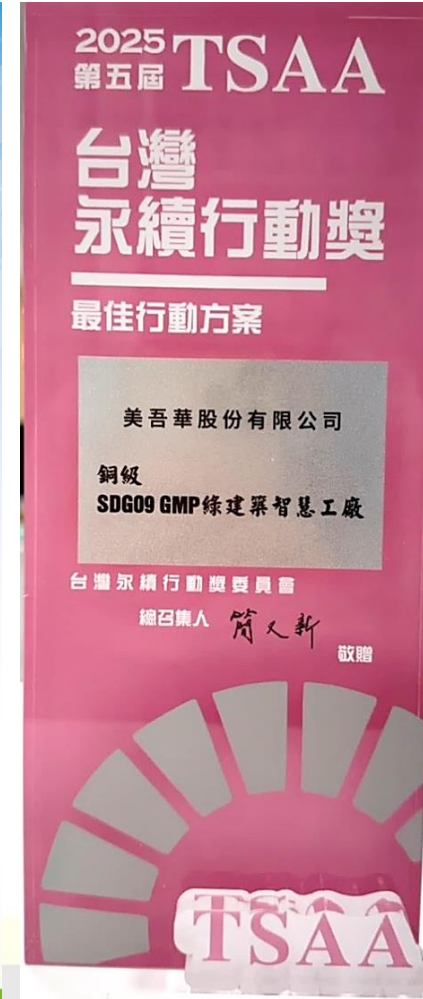
ISO 9001

Sustainable Development (ESG)

- Published 2024 Sustainability Report
- Completed SASB-aligned Disclosure
- Conducted Greenhouse Gas Inventory Report
- Implemented Manufacturing Execution System (MES)
- Recognized with Bronze Award for SDG09 GMP Smart Factory Construction Project

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





Brand Development

Hair & Body Care

Premium Hair Care Growth



- SAHOLEA® Silken Glow Camellia launches a large-size version.
- Launch of the new SAHOLEA® Pure Light Immortelle series.

Emerging Brand Expansion



- AQILAH® & INGRELUX® drive strong consumer demand.
- Emerging brands launch trending-ingredient products, capturing market demand.

Hair Dye

Color Bubble Treatment



- High market acceptance for new formulations; introducing new shades and expanding channel coverage.
- Multi-brand strategy serving diverse consumer segments.

Expanding hair dye market share



- Bubble hair dye: iBubble Limited Edition capturing youth; Rice Extract introducing new shades.
- Consolidating advantages in cream formulations and planning new formats to meet diverse needs.

Mustela

Early Touchpoints



- Leveraging baby expos for early engagement with new parents.
- Reaching new parents through newborn gift boxes and sample packs.

Audience Expansion



- Promoting 4 core family care lines: Stelatopia, Sun Lotion, Recovery cream, and Organic.
- Driving professional channel expansion through training and physician endorsements.



Financial Results

Consolidated Balance Sheet

Strong Financial Position
Higher current ratio: 275%
Lower debt ratio: 33%

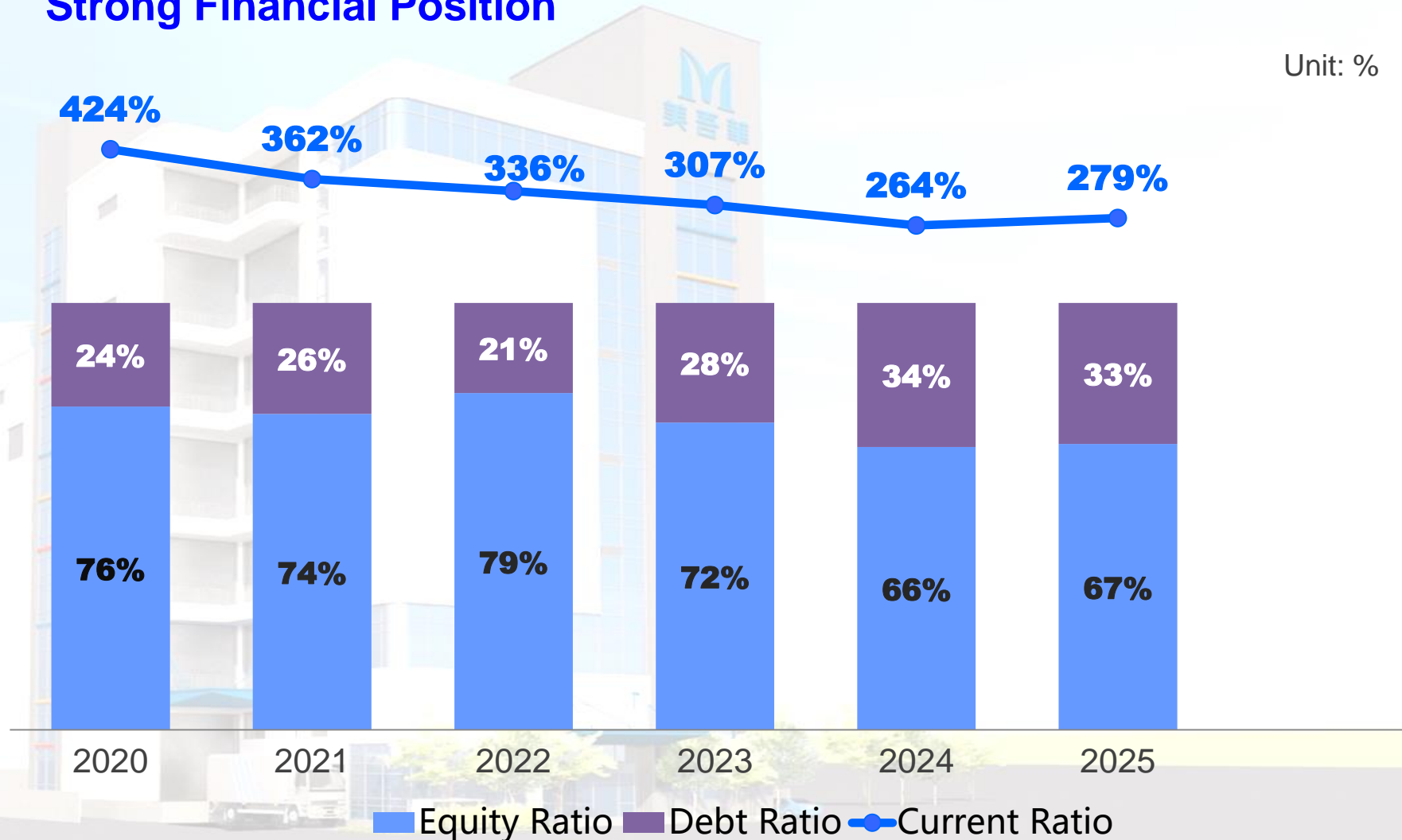
Unit : NT \$ thousands

ITEMS	2026.3.31	%	2025.12.31	%
Current Assets	1,235,092	37	1,209,501	37
Non-current Assets	2,076,666	63	2,027,939	63
TOTAL ASSETS	3,311,758	100	3,237,440	100
Current Liabilities	449,159	14	433,201	13
Non-current Liabilities	640,716	19	641,308	20
TOTAL LIABILITIES	1,089,875	33	1,074,509	33
Share capital - ordinary	1,329,152	40	1,329,152	41
Capital surplus	192,319	6	192,289	6
Retained Earnings and Others	700,412	21	641,490	20
TOTAL EQUITY	2,221,883	67	2,162,931	67
TOTAL LIABILITIES AND EQUITY	3,311,758	100	3,237,440	100

Financial Position & Current Ratio Overview

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

Unit: %



Consolidated Income Statement

Revenue YoY growth 7%
Maintains stable net profit compared to 2025Q1

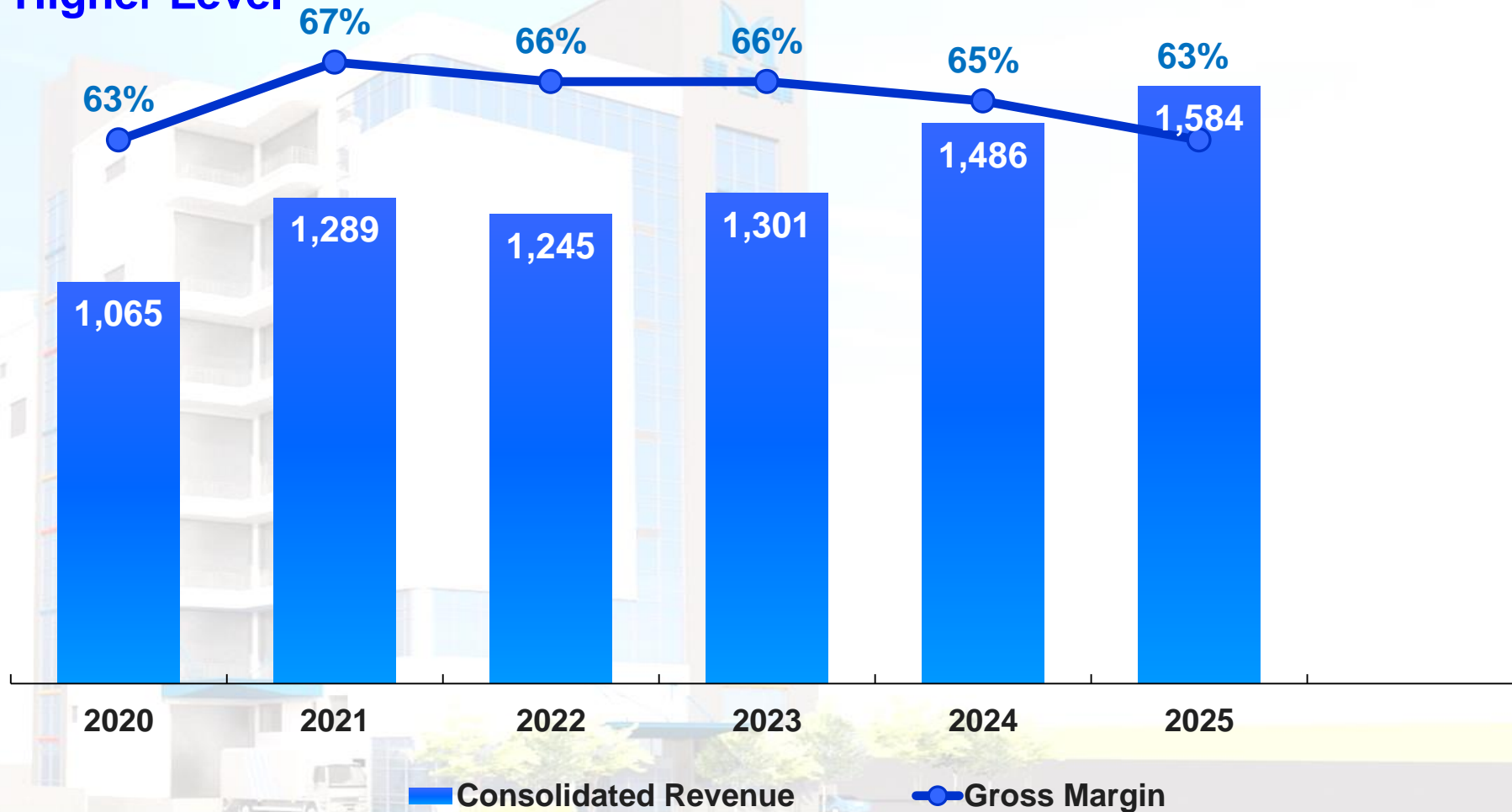
Unit : NT\$ thousands

ITEMS	2026 Q1		2025 Q1		YoY%
	(A)	%	(B)	%	(A-B)/B
Operating Revenue	452,346	100	422,336	100	7.1
Gross profit	281,778	62	272,538	65	3.4
Operating expenses	(207,024)	(46)	(206,429)	(49)	0.3
Operating income	74,754	16	66,109	16	13.1
Non-operating income and expenses	(1,013)	0	(1,032)	0	(1.8)
Profit before tax	73,741	16	65,077	16	13.3
Net profit	57,752	13	53,073	13	8.8
Earnings per share (NT\$ dollars)	0.43		0.4		7.5

Consolidated Revenue & Gross Margin

Consolidated Revenue and Gross Margin Sustains Higher Level

Unit: NT\$ million;%



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	2025
Earnings	0.76	1.29	1.24	1.22	1.27	1.30	1.36
Cash Dividends	0.60	1.00	1.17	1.10	1.15	1.20	1.22
Dividend Yields	4.57%	6.50%	6.13%	5.84%	5.37%	5.00%	5.61%



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Thank You!



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