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

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Maywufa Company Limited

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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.
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Agenda

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

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Company Profile & Important Operational Progress

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Consumer Business

Own Brands

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

美吾髮®

SAHOLÉA 森歐黎漾®

植萃賦活 INNEX

植優

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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Overview & Core Strengths

50 Years

50 years of commitment to Taiwan.

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.

Full Value Chain

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.

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Key Brand Portfolio

65% | 35%

Hair & Body Care

No.1 Shampoo Brand in Taiwan

Key Brands


SAHOLEA®


Perfume


INNEX®


Herbalism


INGRELUX®


AQILAH®


BlackVerse


Oriental Herb


Black Polygonum


IDEA5

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


Rishiri Konbu


Rice Extract


Grey Reverse

Gray Coverage


COLORFUL®


bubble up


iBubble


COLORFIX

Fashion Color

Formulation Categories


Bubble Treatment


Foam


Cream


Brush

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Omni-Channel



Offline

Personal Care Store

POYA, Watsons, Cosmed

Hypermarket & Supermarket

Costco, Prosperity Plaza, PX Mart, Simple Mart

Pharmacy

Greattree, Norbel Baby, Woodpecker

Distributor & Baby Store

Showba, Kodomo

Online

Official Store

Shopline

EC Platforms

momo, Shopee

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Awards

30+
Domestic &
International Awards



2023 BEAUTY INNOVATION AWARD
SHAMPOO PRODUCT OF THE YEAR

Beauty Innovation Awards

Shampoo Product of the Year



2024 BEAUTY INNOVATION AWARD
HAIR COLORING
PRODUCT OF THE YEAR

Beauty Innovation Awards

Hair Coloring Product of the Year



ARTE PLATINUM WINNER 2026

Arte of Beauty Awards
Hair Coloring Product

Winner of 8 Awards



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Full Value Chain



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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GMP Factory



衛生福利部
化粧品優良製造證明書
部長 石崇良

Good Manufacturing Practices

綠建築標章證書
內政部 部長 劉世芳

Green Building Label

Certificate
Certificate of Registration
THC11206-06
美吾華股份有限公司
ISO 22716:2007
Cosmetics - Guidelines on Good Manufacturing Practices (GMP)

ISO 22716

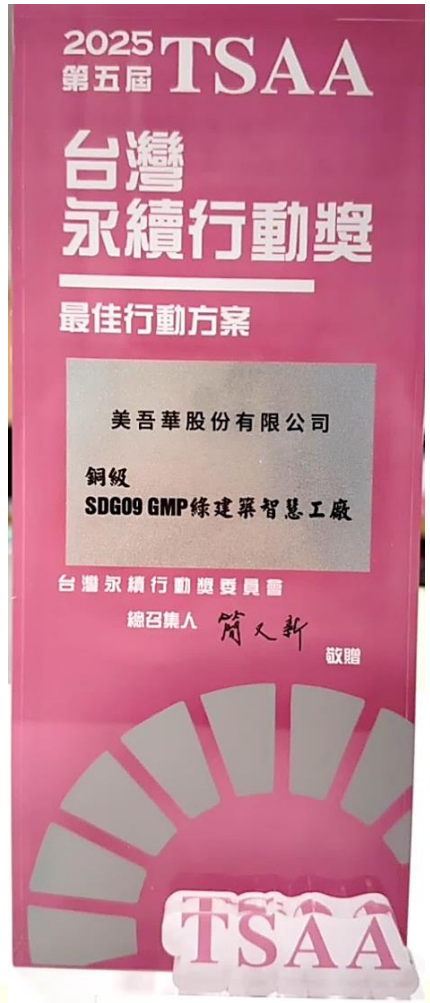
Certificate
Certificate of Registration
TTQ11206-06
美吾華股份有限公司
ISO 9001：2015 (CNS 12681：2016)

ISO 9001

Sustainable Development (ESG)

- Published 2025 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





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Brand Development

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SAHOLEA：New TV Commercial



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Hair & Body Care：Medical Aesthetic Ingredients





Exosome

PDRN



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Hair & Body Care ：Category Expansion



Hair Oil

Dry Shampoo





Body Lotion

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Hair Dye：Innovative Formulations

New Brand
COLORFIX







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Hair Dye：Packaging Upgrade







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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 ream, and Organic.
- Driving professional channel expansion through training and physician endorsements.

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Financial Results

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Consolidated Balance Sheet

Strong Financial Position
High current ratio:206%
Low debt ratio: 37%

Unit： NT $ thousands

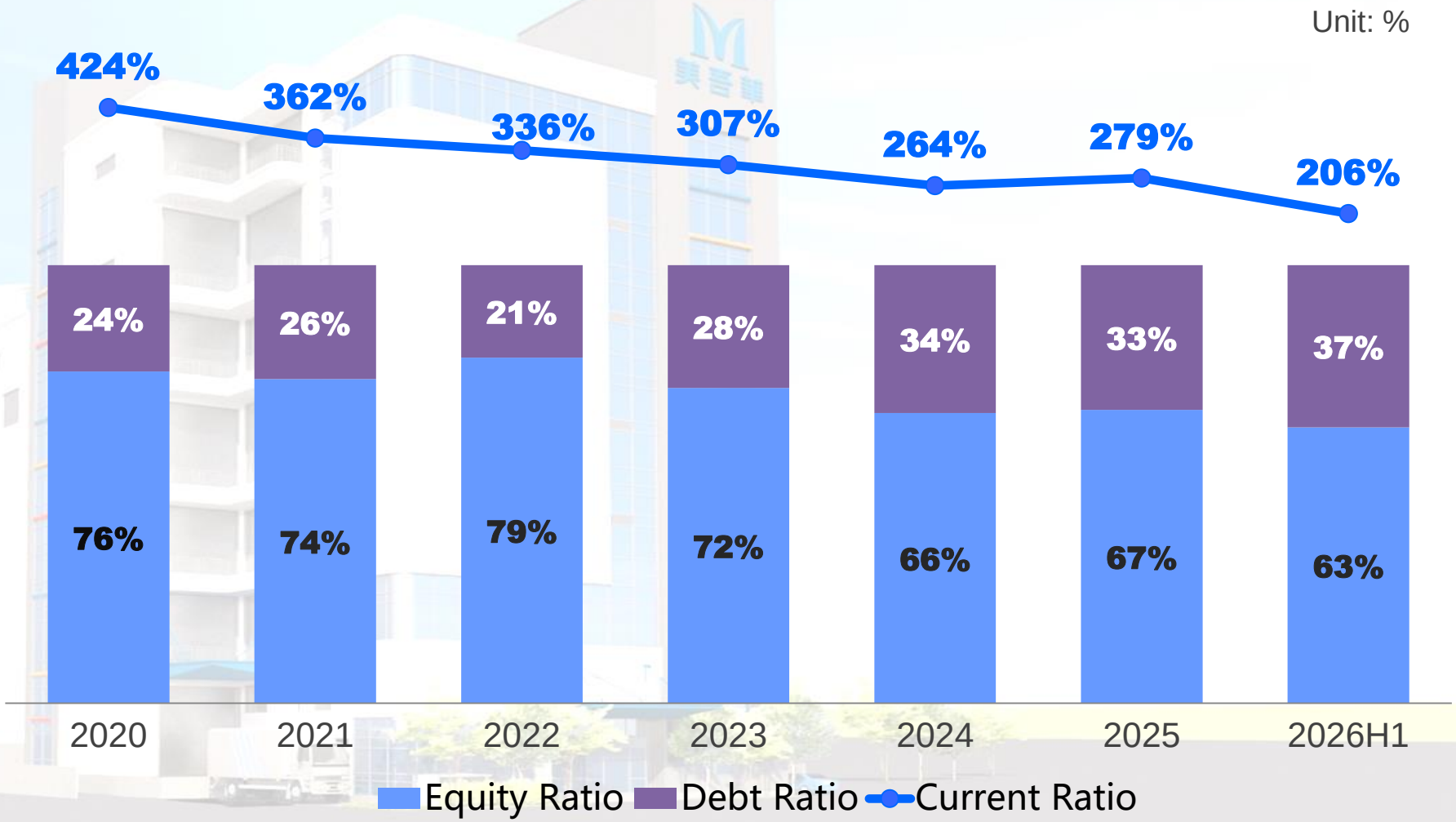
ITEMS	2026.6.30	%	2025.12.31	%
Current Assets	1,337,636	38	1,209,501	37
Non-current Assets	2,143,915	62	2,027,939	63
TOTAL ASSETS	**3,481,551**	**100**	**3,237,440**	**100**
Current Liabilities	648,176	19	433,201	13
Non-current Liabilities	640,390	18	641,308	20
TOTAL LIABILITIES	**1,288,566**	**37**	**1,074,509**	**33**
Share capital - ordinary	1,329,152	38	1,329,152	41
Capital surplus	192,352	5	192,289	6
Retained Earnings and Others	671,481	20	641,490	20
TOTAL EQUITY	**2,192,985**	**63**	**2,162,931**	**67**
TOTAL LIABILITIES AND EQUITY	**3,481,551**	**100**	**3,237,440**	**100**

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Financial Position & Current Ratio Overview

Lower Debt Ratio and Current Ratio Over 200%

Strong Financial Position



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Consolidated Income Statement

Revenue YoY growth 7.2%

Maintains high gross margin; profit before tax up 16.6% YoY

Unit：NT$ thousands

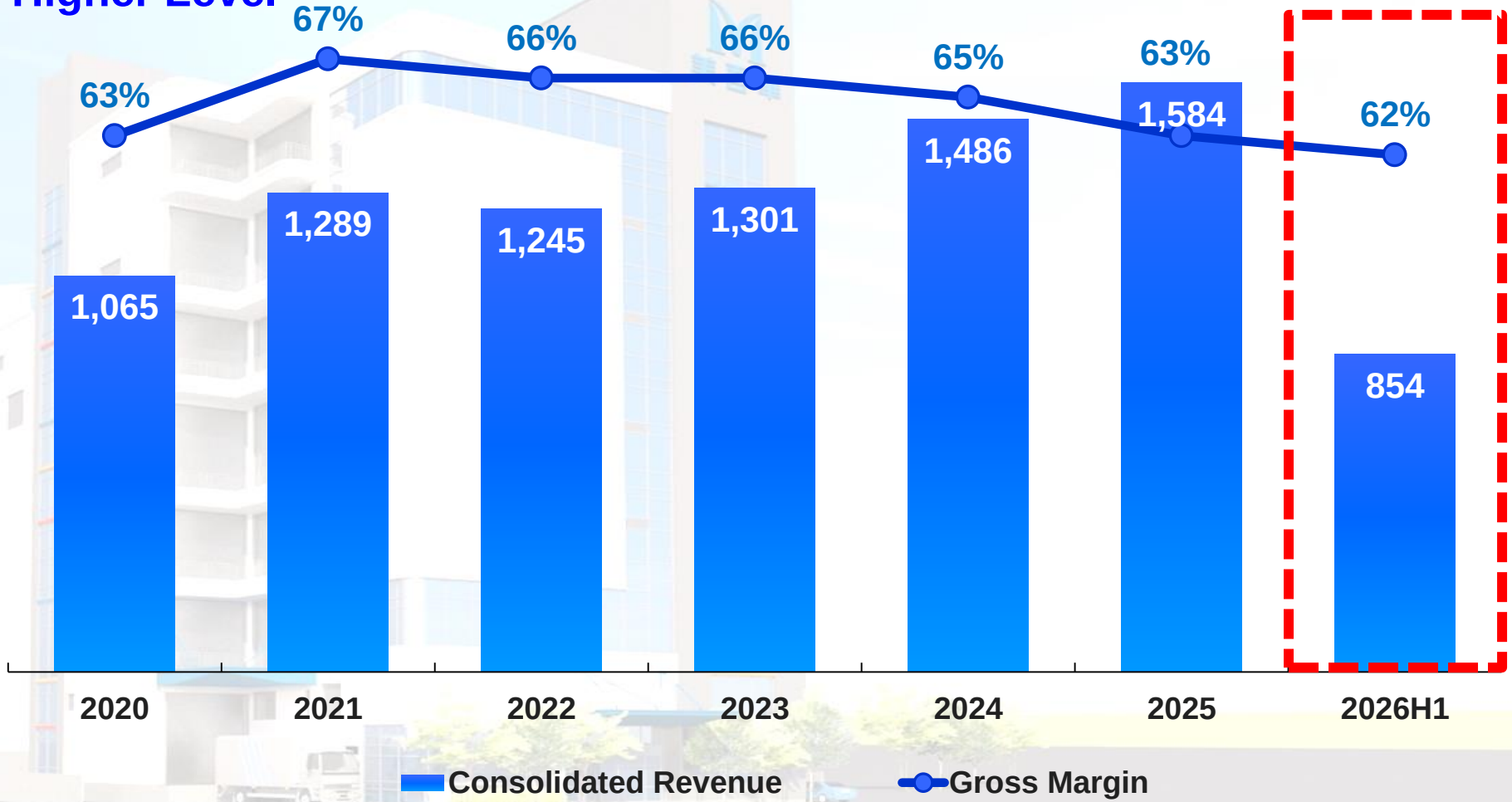
ITEMS	2026 H1		2025 H1		YoY%
	(A)	%	(B)	%	(A-B)/B
Operating Revenue	**854,499**	**100**	**796,989**	**100**	7.2
Gross profit	530,875	62	509,730	64	4.1
Operating expenses	(407,489)	(48)	(382,754)	(48)	6.5
Operating income	123,386	14	126,976	16	-2.8
Non-operating income and expenses	30,969	4	5,349	0	479.0
Profit before tax	154,355	18	132,325	16	16.6
Net profit	**125,858**	**14**	**105,537**	**13**	19.3
Earnings per share (NT$ dollars)	**0.95**		**0.79**		20.3

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Consolidated Revenue & Gross Margin

Consolidated Revenue and Gross Margin Sustains Higher Level

Unit: NT$ million;%



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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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