

Results of Operations for FY4/25 (Fiscal year ended April 30, 2025)

YA-MAN LTD.

June 13, 2025

A new beautiful.

Exceptional manufacturing that transforms beauty into reality is achieved through inexhaustible ideas and outstanding product development. We will continue to renew our definition of “beautiful” to help attain perfect beauty and bring delight and inspiration to the world.

Overview of Results of Operations

YAMAN Summary of Profits and Losses

Results of Operations
for FY4/25

(Millions of yen)	FY4/24	FY4/25	YoY	Remarks on major changes
Net sales	32,023	25,040	(6,983)	In Japan, sales decreased due to a slowdown in direct sales affected by out-of-home consumption trend after the COVID-19 pandemic and curbed advertising expenses for securing profit. Overseas, sales declined due to downturn of cosmetic market in China. Sales composition: beauty equipment 80%; cosmetics 15%; and others 5%
Gross profit (Gross profit ratio)	19,128 (59.7%)	14,215 (56.8%)	(4,913)	Gross profit ratio decreased influenced by factors such as a decrease in net sales due to curbing advertising expenses for securing profit in the high-profit direct sales segment, and the increased procurement costs resulting from yen depreciation.
Selling, general and administrative expenses	18,712	13,587	(5,125)	Investment in domestic advertisement expense was more efficiency oriented. Although personnel expenses increased, other costs were reduced.
Operating profit (Operating margin)	416 (1.3%)	628 (2.5%)	+212	
Ordinary profit	1,010	310	(700)	While there was a decrease in share of loss of entities accounted for using equity method, the yen has continued to appreciate from the previous fiscal year, resulting in the recording of foreign exchange losses.
Profit attributable to owners of parent	398	706	+308	While there was an increase in income taxes - deferred, gain on sale of shares of subsidiaries and associates was recorded.
Net income per share (Yen)	7.24	12.85	+5.61	

YAMAN Segment Profits and Losses

Results of Operations
for FY4/25

In Japan, while sales at the Ginza flagship store and home appliance stores grew and sales of hair care products, a new category, also contributed, direct sales segment was slow, affected by out-of-home consumption trend after the COVID-19 pandemic and curbed investments in advertising expenses for maximizing profit.

For overseas, sales declined due to downturn of cosmetic market in China.

(Millions of yen)	Net sales			Operating profit		
	FY4/24	FY4/25	YoY	FY4/24	FY4/25	YoY
Home shopping sales	4,215	3,330	(884)	911	1,003	+91
Store sales	7,473	8,068	+595	994	1,878	+883
Direct sales	8,498	6,313	(2,184)	2,672	1,732	(940)
Overseas operations	11,256	5,858	(5,398)	3,067	1,341	(1,726)
Others	580	2,050	+1,470	301	92	(209)
Adjustment*	—	(581)	(581)	(7,531)	(5,418)	+2,112
Total	32,023	25,040	(6,983)	416	628	+212

YAMAN Balance Sheet

Results of Operations
for FY4/25

(Millions of yen)

	April 30, 2024	April 30, 2025	Change	Remarks		April 30, 2024	April 30, 2025	Change	Remarks
Current assets	26,016	25,640	(375)		Liabilities	3,976	3,539	(437)	Decrease of liabilities from application of equity method
Cash and deposits	16,605	16,968	+362		Trade payables	782	1,030	+247	
Accounts receivable Allowance for doubtful accounts	4,834 (980)	3,943 —	(890) +980	Collection of account receivable to China customer	Interest-bearing debt	729	595	(133)	
Inventories	4,056	3,725	(330)	Optimization of inventory					
Non-current assets	3,073	3,796	+722	Increased valuation of securities held due to IPO	Net assets	25,113	25,897	+784	Increased valuation of securities held due to IPO
Total Assets	29,090	29,436	+346		Liabilities and net assets	29,090	29,436	+346	
					Equity ratio	86.3%	88.0%	+1.7pt	

(Millions of yen)

	FY4/24	FY4/25	Change	YoY
Cash flows from operating activities	1,931	2,215	+283	Income increased due to an increase in profit before income taxes, an improvement in working capital, including lower inventory due to inventory reduction, and lower income tax payments.
Cash flows from investing activities	(950)	154	+1,105	Expenses decreased due to the initial investment for the opening of the Ginza flagship store in November 2023 in the previous year.
Free cash flows	980	2,369	+1,388	
Cash flows from financing activities	(1,347)	(1,178)	+169	Expenditures decreased due to the payment of a commemorative dividend for the 45th founding anniversary in the previous year.
Net increase (decrease) in cash and cash equivalents	459	816	+357	
Cash and cash equivalents at end of period	16,151	16,968	+816	

Progress on Our Medium-Term Management Plan and Medium-Term Investment Plan

Sales channel expansion

Expanded touchpoints through the establishment of New Development Division

New store openings

Opened YA-MAN counters in Fukuoka Airport and Terminal 2 of Narita Airport
Opened pop-up stores in outlet malls

Profitability improvement

Improved advertising efficiency of the Group as a whole through the acquisition of subsidiary forty-four Inc.

Good product performance

Liftlogy, a facial beauty device specialized in lifting care*, sold well and became available in approximately 2,000 stores

Launched Deep Lift

* Collective term for beauty care performed with the skin lifted using a device or by moving a device in such a manner as to lift the skin



Promotion of new growth strategies within the YA-MAN Group



Synergy between YA-MAN and the strengths of forty-four

One of forty-four's strengths is its know-how regarding effective sales promotions using infomercials. This know-how will further strengthen the YA-MAN Group's advertising strategies and sales channels.

The company's planning and development capabilities in a broad range of product categories and its quality management system, will help enrich and expand the YA-MAN Group's product lineup and contribute to its cycle of new hit product creation.

Creating new value through Group coordination

YA-MAN's powerful brand strength and forty-four's business promotion capabilities and expertise will be fused to create a highly competitive business structure.

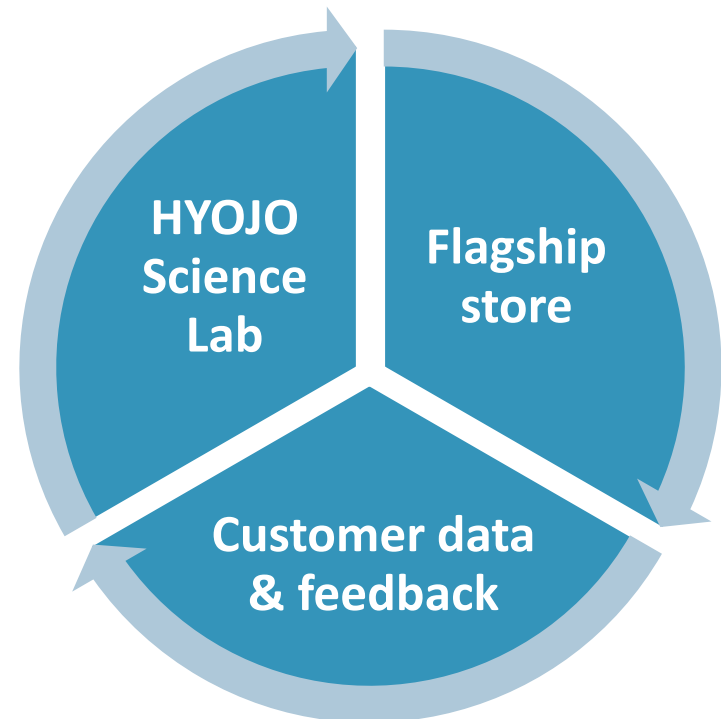
Leveraging the strengths of the two companies to the fullest, we will provide customers with more appealing, higher-quality products and services with the aims of achieving Group-wide sustainable growth and further increasing the Group's corporate value.

On November 29, 2023, “YA-MAN the store GINZA,” YA-MAN’s global flagship store, was opened in Ginza, a commercial center that bustles with overseas travelers. In January 2025, the store won an American interior design award. Sales have risen steadily since the store was opened, and the percentage of foreign customers is rising.

Visitors from **49 countries and regions** have come to the store and purchased high-priced facial beauty devices.

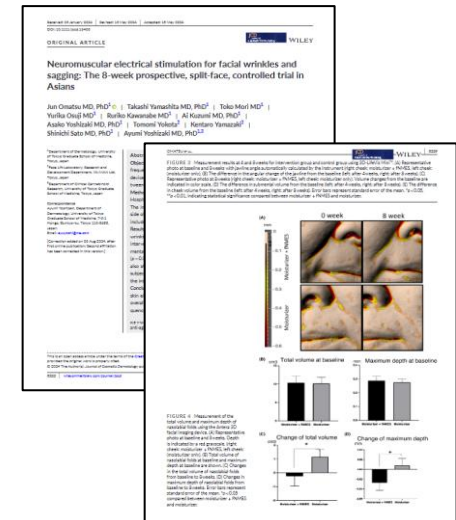
At the second floor of the flagship store, we host beauty technology workshops and product trial sessions for the media.

These showcase YA-MAN’s technical capabilities, and direct participant feedback and measurement data is taken back to the HYOJO Science Lab, where it is used in product design and development.



Joint research with The University of Tokyo

**This new anti-sagging technology is used
in YA-MAN's top-end facial beauty device,
YA-MAN THE MIYABI**



January 2025

Patented technology that uses 505 nm blue-green light as “melanin production suppression device and melanin production suppression method”

May 2025

Joint research with The University of Tokyo

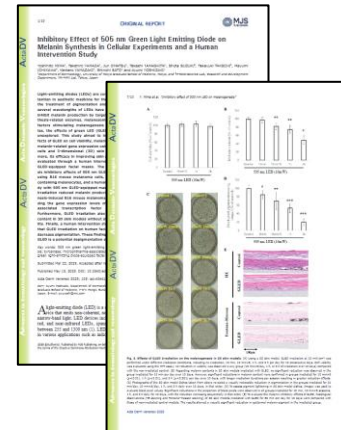
Published paper on the whitening effects of 505 nm blue-green light technology and the mechanism through which it produces these effects

Name of medical journal: Acta Dermato-Venereologica (European Society for Dermatology and Psychiatry)

Title of paper: Inhibitory Effect of 505 nm Green Light Emitting Diode on Melanin Synthesis in Cellular Experiments and a Human Intervention Study

Appeared in a peer-reviewed international medical journal, supporting the solid effectiveness of the technology

This unique technology is used in many of our products



Strengthening Asian markets

We are stepping up our expansion in Taiwan, in addition to the Chinese market.

Not only is the use of home facial beauty devices growing, but the use of professional beauty equipment is also becoming more widespread.

Advancing into Vietnamese market

To further expand our operations in Asia, we have begun advancing into the growth market of Vietnam. We are developing the market in line with the rising interest in beauty.

Developing Middle East markets

We have begun expanding into Saudi Arabia, and our commemorative event was a success.

We are building a foundation in the markets of the Middle East, where consumers are highly willing to spend money on beauty.



Commemorative event in Saudi Arabia

■ Subsidiary in Shanghai

Our Shanghai subsidiary led the Chinese expansion of the mysé, at-home beauty treatment brand.



■ Subsidiary in US

Our US subsidiary has won multiple awards, such as a BELLA 2025 Beauty Awards.



Earnings and Dividend Forecasts

Since the FY12/25(52nd) fiscal year is an eight-month accounting period, we are comparing the FY4/25(51st) fiscal year results with the figures converted to an 8-month period.

(Billions of yen)

	FY4/25 Results (12month)	【Reference value】 FY4/25 Results (8month)	FY12/25 Forecast (8month)	YoY Change
Net sales	25.04	16.69	18.00	+1.31
Operating profit	0.62	0.41	0.45	+0.04
Ordinary profit	0.31	0.21	0.40	+0.19
Profit attributable to owners of parent	0.70	0.47	0.25	(0.22)

In Japan, the **Ginza flagship store** set a new record for the highest sales in **April 2025**. In addition, **sales channels that involve direct engagement with customers, such as home appliance stores, showed solid performance**. Based on these factors, we aim to increase sales through **the enhancement of customer services and the launch of new products, focusing on flagship stores and department stores**. We will also **accelerate the sales of new products via infomercials through forty-four Inc.**, which became a subsidiary in the fiscal year under review. In addition, to **flexibly develop sales channels** that we have not entered previously, we have **established a dedicated sales team** and are actively working on **developing new sales channels**.

Overseas, we will strengthen our investment efforts in direct sales through sales channels such as TikTok and Red Book, and expansion efforts with a focus on **new markets such as Vietnam and Saudi Arabia**.

For existing markets, we will also reassess our approach and work on **boosting sales**.

In June 2023, we formulated our medium-term management plan, “Going Global Strategy” and set our target of 100.0 billion yen in net sales by the end of the fiscal year ending April 30, 2030. To this end, we will continue to make strategic investment in branding, R&D, overseas expansion, and more to work toward increasing our corporate value.

A new medium-term management plan is currently being formulated, with the interim target of **achieving 70.0 billion yen in net sales by the end of December 2028**. We plan to **announce it by the end of December 2025**.

Initially, we had planned to reach **50.0 billion yen in net sales** through YA-MAN alone and then carry out M&As and capital alliances. We have now decided to move up the schedule for this process and will be actively investing in growth strategies that contribute to increased corporate value from the next fiscal year onward.

Furthermore, we plan to **change the fiscal year-end from the current April 30 to December 31** to strengthen our coordination with overseas subsidiaries, improve transparency of our information disclosure, and increase comparability with overseas companies. The next fiscal year is a transition period, which will be the eight-month accounting period from May 1, 2025 to December 31, 2025.

We believe it is necessary to accelerate the development of unique technology and global expansion, and to facilitate faster management decision-making. This requires a stronger supervisory function of the Board of Directors, as well as a corporate governance structure for further activating strategic discussions over the medium- to long-term. Therefore, we have decided to make a transition from a company with an Audit & Supervisory Board to a company with an Audit and Supervisory Committee.

The transition to a company with an Audit and Supervisory Committee will occur upon approval of the partial amendments to the Articles of Incorporation and other matters necessary for the transition at the 51st Annual General Meeting of Shareholders scheduled to be held on July 25, 2025.

There is no change from the dividend forecasts announced on June 14, 2024.

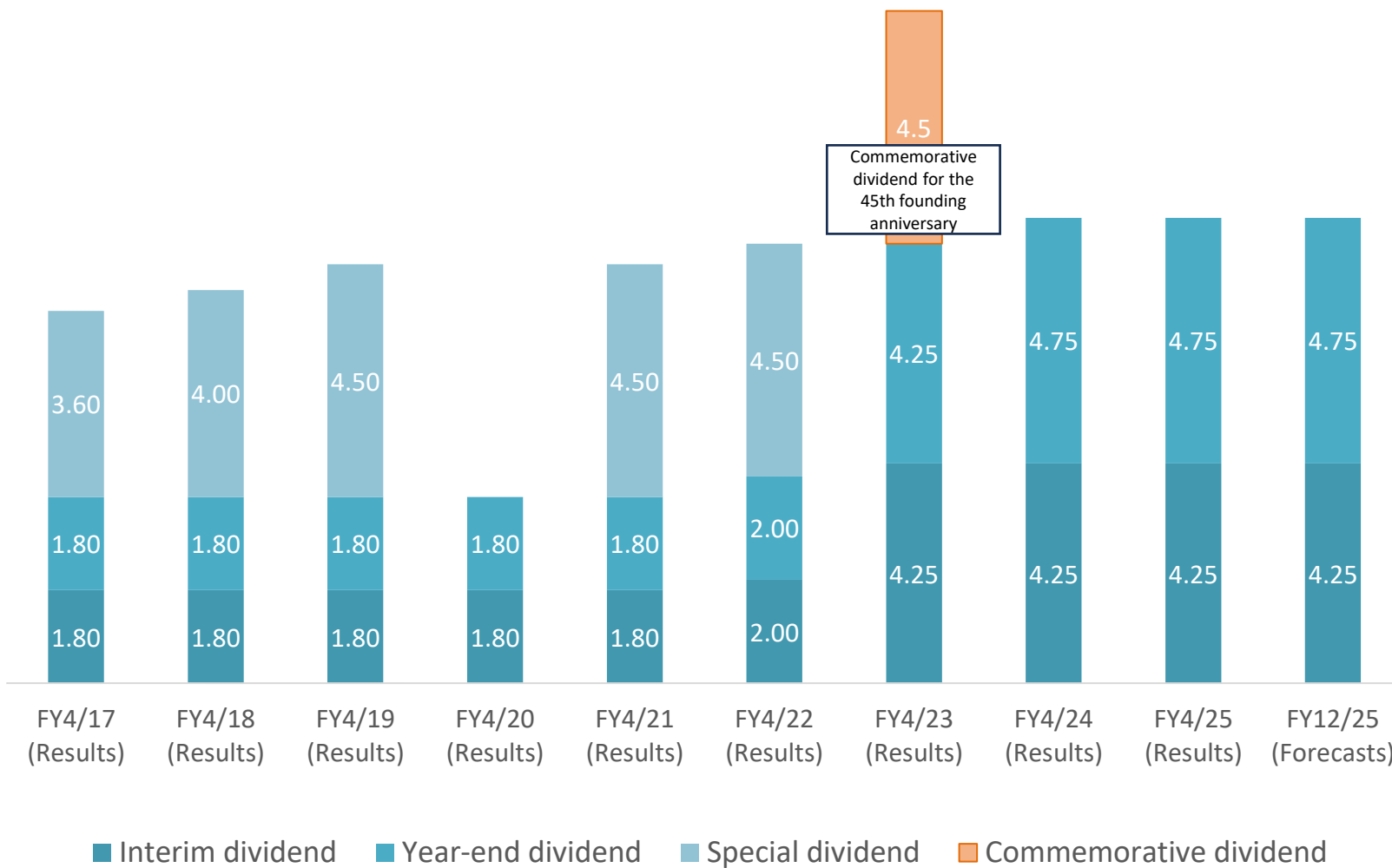
The dividend forecast for this fiscal year is also expected to be 9.00 yen per share. The FY12/25(52nd) fiscal year will be an eight-month fiscal year, but we are forecasting the same dividend amount as the FY4/25(51st) fiscal year.

(Yen/per share)

	FY12/25 Forecast	FY4/25 Results
Interim dividend	4.25	4.25
Year-end dividend	4.75	4.75
Total annual ordinary dividend	9.00	9.00

➤ **Basic dividend policy**

As a general rule, we pay stable, ongoing dividends every fiscal year, and the final amount will be determined by taking into account the full-year results and other factors.



Note: Dividends per share are adjusted to reflect the stock split on November 1, 2017.

- Forecasts regarding future performance in these materials are based on certain assumptions judged to be valid and information currently available to YA-MAN. Actual performance may differ significantly from these forecasts for a number of reasons.
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