

JOURNEY TO RENAISSANCE

CHAIRMAN & CEO ALEX PAN



TO BEAUTY
OF THE FUTURE

致美·致未来

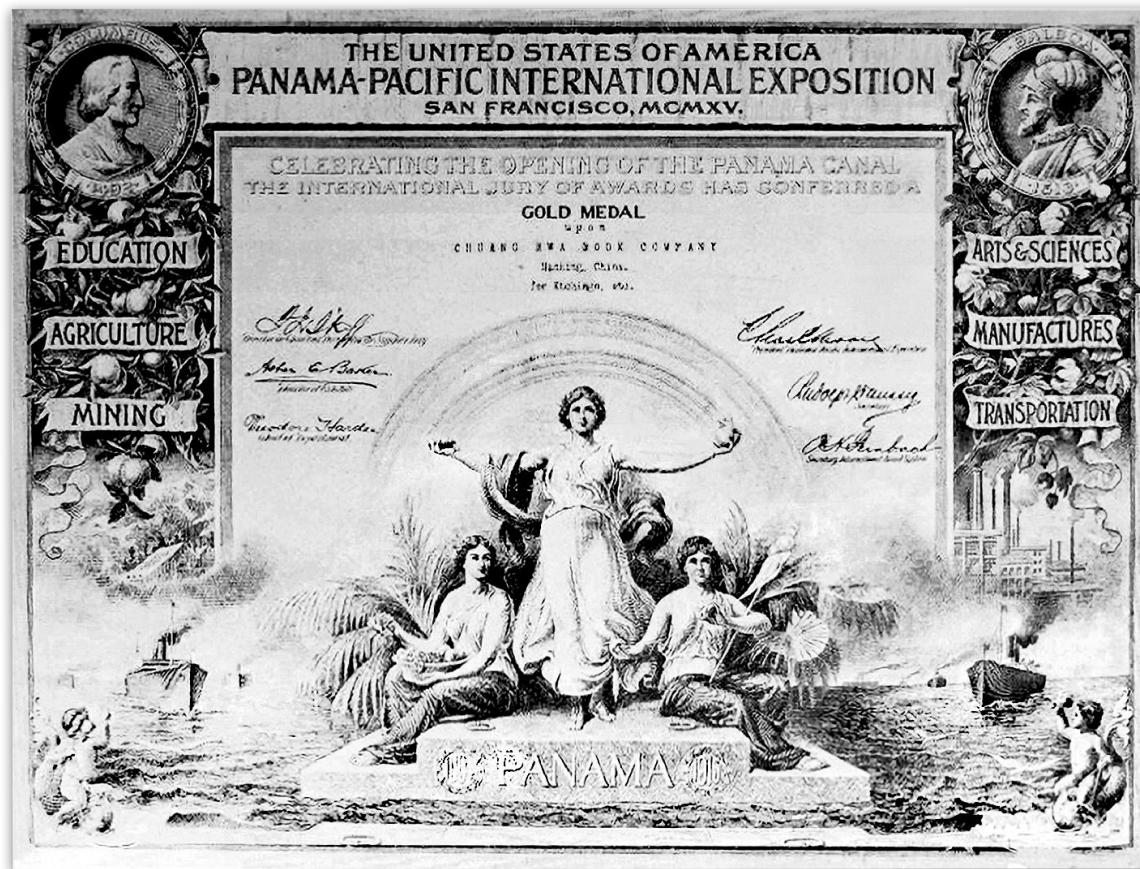
上海家化战略发布会
2021

1898





美國巴拿馬賽會特獎金牌之證書



123

1898



1962

1990



1992

1998



2003

2009



2013

2017



2020

OUR VISION

To become the market leader in the Chinese beauty and personal care industry, presenting Chinese beauty to the world.



OUR MISSION

To create the best health and beauty products and services to maximize the value for our consumers, employees, shareholders, and entire society.

Jahwa 上海家化



DEDICATED TO BEAUTY

ENVIRONMENT



GOVERNANCE

Jahwa
上海家化

上海家化联合股份有限公司
Shanghai Jahwa United Co., Ltd.

SOCIETY



25%↓

Water Consumption per
finished Product



30%↓

Factory Carbon
Emissions



0

Waste to Landfill



50%↓

Environmental Impact



2025

Reach the Peak in
Carbon Emissions



100%
Products Low-carbon

2050

Full Value Chain
Carbon Neutral



100%
Packaging Plastics
Renewable



100%
Water Recycling

11233

FOUNDATION

DRIVERS

ENABLERS



1

CONSUMER-
CENTRICITY
AS FOUNDATION

6 trends in the skin care market

Comprehensive conditioning



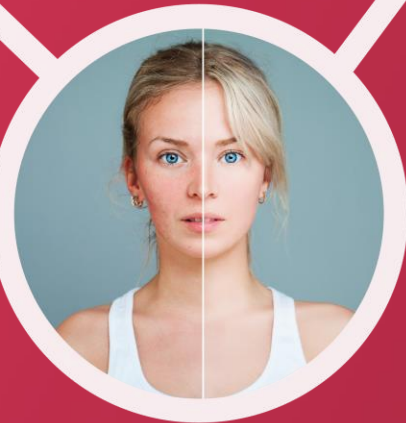
Personalization of unique position



Power of youth tribe



Expansion of lower tier market



Competition of product efficacy



Rise of local brands

2

BRAND
INNOVATION

CHANNEL
EVOLUTION



INSIGHT · INNOVATION

HEALTH · BEAUTY

CONSUMER

TAILOR · CREATION

| INSIGHT·INNOVATION



H HEALTH·BEAUTY



T AILOR·CREATION



CHANNEL EVOLUTION



1990



2000



2010



2021~



5 CORE ACTIONS

-  Strategic Partnership
-  Digitalization
-  Smart Retail
-  Private Domain
-  Business model Innovation

CHANNEL INNOVATION

-  STRATEGIC PARTNERSHIP
-  DIGITALIZATION
-  SMART RETAIL



INNOVATIVE CHANNEL

-  NEW CHANNEL
-  NEW OCCATION
-  NEW COMSUMPTION

3

CULTURE
SYSTEM & PROCESS
DIGITAL
TRANSFORMATION





OPEN AND
TRANSPARENT



INNOVATIVE AND
ENTREPRENEURIAL



RESPONSIBLE
AND EFFICIENT



COLLABORATION
AND WIN-WIN

SYSTEM & PROCESS



A person in a dark suit and red tie stands with their hands raised in front of their chest. The image is overlaid with a complex, futuristic digital interface consisting of concentric circles, lines, and data points, primarily in shades of blue and red. The background is a blurred, light blue sky. The text "DIGITAL TRANSFORMATION" is centered in white, bold, sans-serif font.

DIGITAL TRANSFORMATION

1

FOUNDATION

CONSUMER-
CENTRICITY

1898

美加净
maxam

1990

VIVE
雙妹

神

gf高夫

1992

2

DRIVERS

BRAND
INNOVATION
CHANNEL
EVOLUTION

98

HomeAnglo
家安

2009

玉泽
Dr.Yu

3

ENABLERS

CULTURE
SYSTEM & PROCESS
DIGITAL
TRANSFORMATION

2017

Giving
启初

HERBORIST DERMA
肌萃

A wide-angle, low-perspective shot of a long, straight asphalt road stretching towards a bright sun on the horizon. The sun is positioned centrally on the horizon, creating a strong lens flare effect that radiates across the sky and onto the road surface. The sky is a deep blue with scattered, wispy white clouds. The road has a double yellow line in the center and white dashed lines on either side, leading the eye towards the horizon. The overall mood is one of hope, direction, and a journey towards a bright future.

JOURNEY TO RENAISSANCE