

Yatsen to Announce Fourth Quarter and Full Year 2022 Financial Results on March 8, 2023

GUANGZHOU, China, March 1, 2023 /PRNewswire/ – Yatsen Holding Limited ("Yatsen" or the "Company") (NYSE: YSG), a leading Chinese beauty company, today announced that it will release its unaudited financial results for the fourth quarter and full year ended December 31, 2022, on Wednesday, March 8, 2023, before the open of the U.S. markets.

The Company's management will hold a conference call on Wednesday, March 8, 2023 at 7:30 A.M. U.S. Eastern Time (8:30 P.M. Beijing/Hong Kong Time) to discuss the financial results. Listeners may access the call by dialing the following numbers:

| | |
|-----------------------------|-----------------|
| United States (toll free): | +1-888-346-8982 |
| International: | +1-412-902-4272 |
| Mainland China (toll free): | 400-120-1203 |
| Hong Kong (toll free): | 800-905-945 |
| Hong Kong: | +852-3018-4992 |
| Conference ID: | 3186314 |

A live and archived webcast of the conference call will be available on the Company's investor relations website at <http://ir.yatsenglobal.com/>.

A replay of the conference call will be accessible by phone one hour after the conclusion of the live call at the following numbers, until March 15, 2023:

| | |
|---------------------|-----------------|
| United States: | +1-877-344-7529 |
| International: | +1-412-317-0088 |
| Replay Access Code: | 3186314 |

About Yatsen Holding Limited

Yatsen Holding Limited (NYSE: YSG) is a leading player in China's beauty market with a mission to create an exciting new journey of beauty discovery for consumers in China and around the world. Founded in 2016, the Company has launched and acquired multiple color cosmetics and skincare brands, including *Perfect Diary*, *Little Ondine*, *Abby's Choice*, *Galénic*, *DR. WU* (its mainland China business), *Eve Lom* and *Pink Bear*. The Company's flagship brand, *Perfect Diary*, is one of the top color cosmetics brands in China in terms of online retail sales value. Leveraging its digitally native direct-to-customer business model, the Company has built core capabilities which enable it to launch and scale multiple brands quickly while offering a wide selection of products to a growing variety of customers. The Company reaches and engages with customers directly both online and offline, with expansive presence across all major e-commerce, social and content platforms in China.

For more information, please visit <http://ir.yatsenglobal.com/>.

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