

## Company Profile

Yatsen Holding Limited (NYSE: YSG) is a leading China-based beauty group with the vision of becoming a world-class pioneer in beauty innovation.

Founded in 2016, the Company has launched and acquired numerous color cosmetics and skincare brands including Perfect Diary, Little Ondine, Pink Bear, Galénic, DR.WU (its mainland China business), and Eve Lom. Our brands are strategically positioned to capture a wide spectrum of consumer demographics and price points, ranging from the mass market to the prestige and clinical segments.

Yatsen thrives on the synergy of brand equity, product strength and operational agility, anchored by a strong commitment to R&D and consumer insights.

### Our Diverse Brand Portfolio

#### *Galénic*

Originated in France, Galénic was founded in 1978 by Mr. Pierre Fabre, a well-known pharmacist, botanist and the inventor of dermo-cosmetics, with the aim of offering women high-end dermo-cosmetics with proprietary formulation and highly demonstrable effectiveness. Galénic is Yatsen's first premium skincare brand which we acquired from the Pierre Fabre group, one of the largest pharmaceutical and dermo-cosmetic group in Europe. With its R&D expertise and strong roots in France, Galénic's products are known for their scientific formula which are derived from precious plant essence and ingredients to create effective skincare solutions, as well as for offering elegant skincare experiences for women. Building on the R&D foundation established through our acquisition from Pierre Fabre, we have continued to develop and refine Galénic's products. Today, Galénic's products are sold in Asia and Europe.

In 2021, we launched Galénic in China and embarked on a number of marketing initiatives to increase brand awareness of Galénic among Chinese consumers. Galénic's No. 1 Brightening Radiance Energy Concentrated Care, a serum featuring a 20% Vitamin C extract to reduce dark spots and brighten the skin, has quickly established itself as a key player in the premium brightening serum category.

Building on the success of this iconic serum, we have extensively broadened Galénic's product portfolio. As of December 31, 2025, we have successfully launched several key products, including the brand's No.2 Anti-wrinkle Skin-renew Firmness Concentrated Care, Couture Secret D'Excellence Active Cream, and Extreme Brightening Micro Mask. Driven by science and engineered for visible results, Galénic remains committed to delivering skincare solutions to support skin renewal.

#### *DR.WU (mainland China business)*

Founded in 2003, DR.WU is a professional skincare brand developed by renowned dermatologist, Dr. Ying-Chin Wu. Leveraging decades of experience in dermatological expertise and extensive research on skin immunology, DR.WU has pioneered a technologically-advanced line of hypoallergenic and highly efficacious products.

Since the acquisition of DR.WU's mainland China business in January 2021, we have scaled the brand's market presence. Centered on its signature Mandelic Acid serum, DR.WU was recognized by Euromonitor in 2023 as Asia's Leading Mandelic Acid Skincare Brand. We further elevated the brand's positioning as a professional, dermatologist-grade skincare brand specialized in skin renewal. This expansion is supported by the successful launch of highperforming products including the Purifying Renewal Essence Toner.

To solidify the brand's positioning, we have made significant investments in research and development. In-depth studies on the brand's ingredients have been presented at prestigious international forums, including the International Federation of Societies of Cosmetic Chemists (IFSCC) and the Asian Dermatological Congress (ADC). Furthermore, DR.WU maintains a robust industry-academia-research ecosystem, supported by a scientific advisory board that provides expert guidance on emerging dermatological findings and strategic scientific communication.

#### *Eve Lom*

Founded in 1985 by the renowned facialist Ms. Eve Lom, Eve Lom is a prestige skincare brand built on a philosophy of mindful luxury and radiant skin. Inspired by traditional herbal remedies and refined through decades of professional practice, the brand is grounded in the healing power of botanicals and the belief that holistic skincare profoundly influences emotional well-being. Since its inception, the iconic Eve Lom cleanser balm has remained a timeless fixture among beauty authorities and on vanities worldwide. Its proprietary formula transforms a daily routine into a 5-in-1 ritual, designed to remove, cleanse, hydrate, tone, and exfoliate.

We acquired Eve Lom in March 2021 from Manzanita Capital, marking another significant milestone in our expansion into the prestige skincare segment. Currently, Eve Lom is sold through an international distribution network and maintains a sophisticated digital presence. By leveraging our multichannel capabilities and deep consumer insights, we have further elevated the brand's strong awareness.

### *Perfect Diary*

*Perfect Diary* is our first and largest brand. We launched Perfect Diary, providing high-quality and innovative color cosmetics with exquisite designs. With a broad and growing portfolio of products that spans the color cosmetics, skincare, beauty tools and kits categories, Perfect Diary offers comprehensive beauty solutions at a mass to mid-end market price point. In 2023, we repositioned the Perfect Diary brand by embracing makeup skintification, a philosophy that integrates skincare benefits into cosmetic products. This transformation was marked by a refreshed visual identity and the launch of a new hero product, the Biolip Essence Lipstick. Featuring our proprietary Biotec™ technology, the lipstick creates a bionic sebum film that reinforces the lips' fragile skin barrier while delivering vibrant colors.

Advancing this synergy between aesthetic excellence and skincare effectiveness, in 2025, Perfect Diary introduced the Bioface Essence Foundation, powered by our third-generation Biotec™ technology, as well as the Translucent Blurring Setting Powder featuring the Smartlock™ technology. Leading the future of makeup skintification, Perfect Diary aims to empower everyone to express and pursue their unique beauty effortlessly.

### *Little Ondine*

*Little Ondine* was founded in 2013, Little Ondine initially gained popularity with its odorless, non-toxic, easy peel-off and fashionable nail polish. We acquired Little Ondine in 2019 and have since expanded its product variety and offerings. Little Ondine now features trend-setting and functional face, eye and lip makeup products, such as liquid contour and highlighter, blush and eyebrow liners. Leveraging its iconic visual style and an authentic, bold attitude toward makeup, Little Ondine continues to provide next-generation urban women with surprising beauty experiences and personalized aesthetic choices.

### *Pink Bear*

*Pink Bear* is a color cosmetic brand we launched in March 2021 to target the teenage and young adult customer base. Employing a “young girl” style and brand identity, the brand provides high value-for-money products at a lower mass-market price point, with a focus on the lip gloss product category.



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