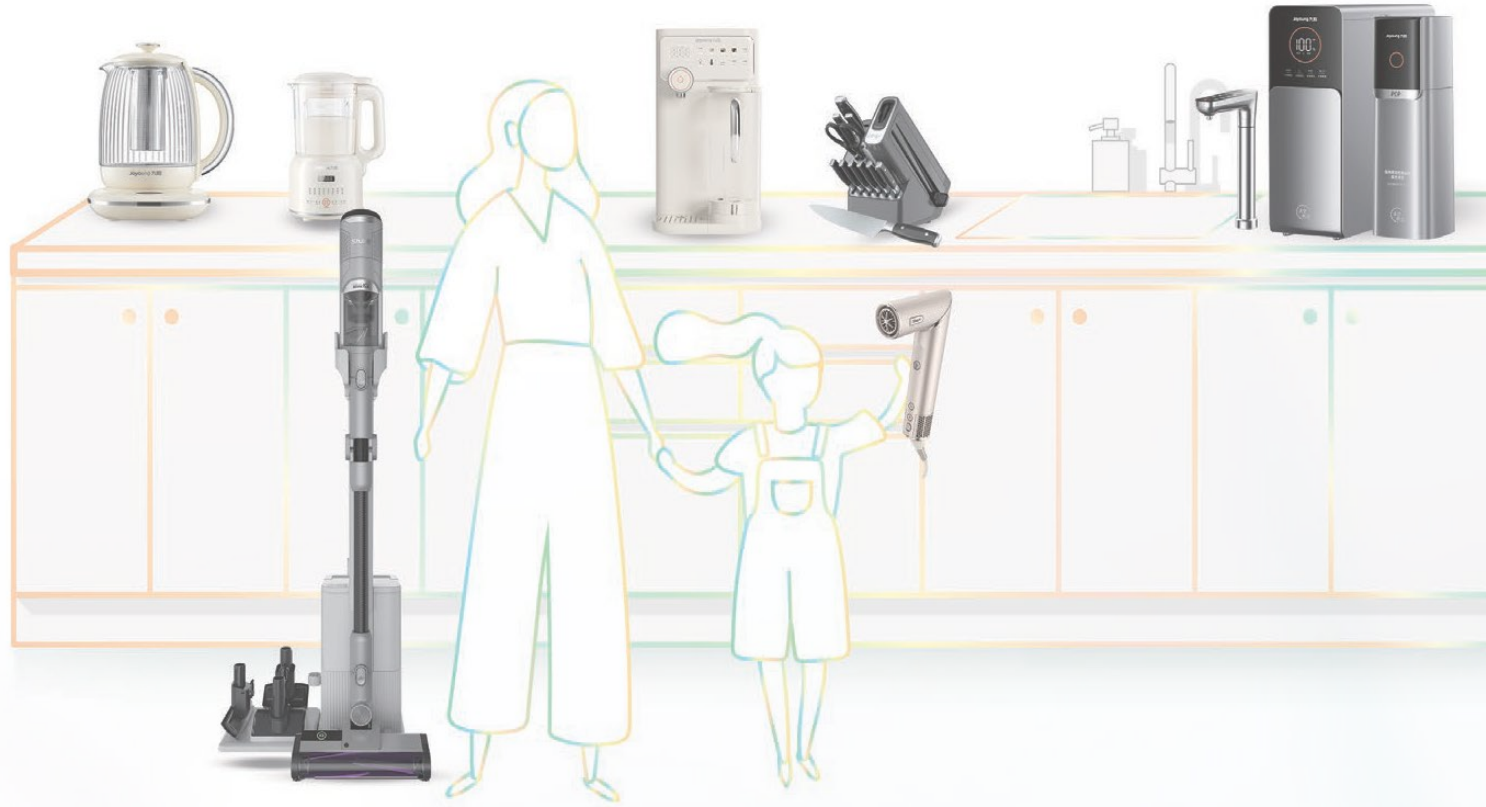


2023年中期业绩发布会

2023 INTERIM RESULTS PRESENTATION



**HIGH-QUALITY
INNOVATIVE
LIFESTYLE**

JS 环球生活有限公司
JS GLOBAL LIFESTYLE COMPANY LIMITED

(Incorporated in the Cayman Islands with limited liability)

Stock code: 1691



Table of contents

1	Financial Updates for 1H 2023	3
2	Business Updates - Joyoung	12
3	Business Updates – SharkNinja APAC	18
4	Related Party Transactions Overview	27
5	ESG Updates	29

Financial Updates for 1H 2023

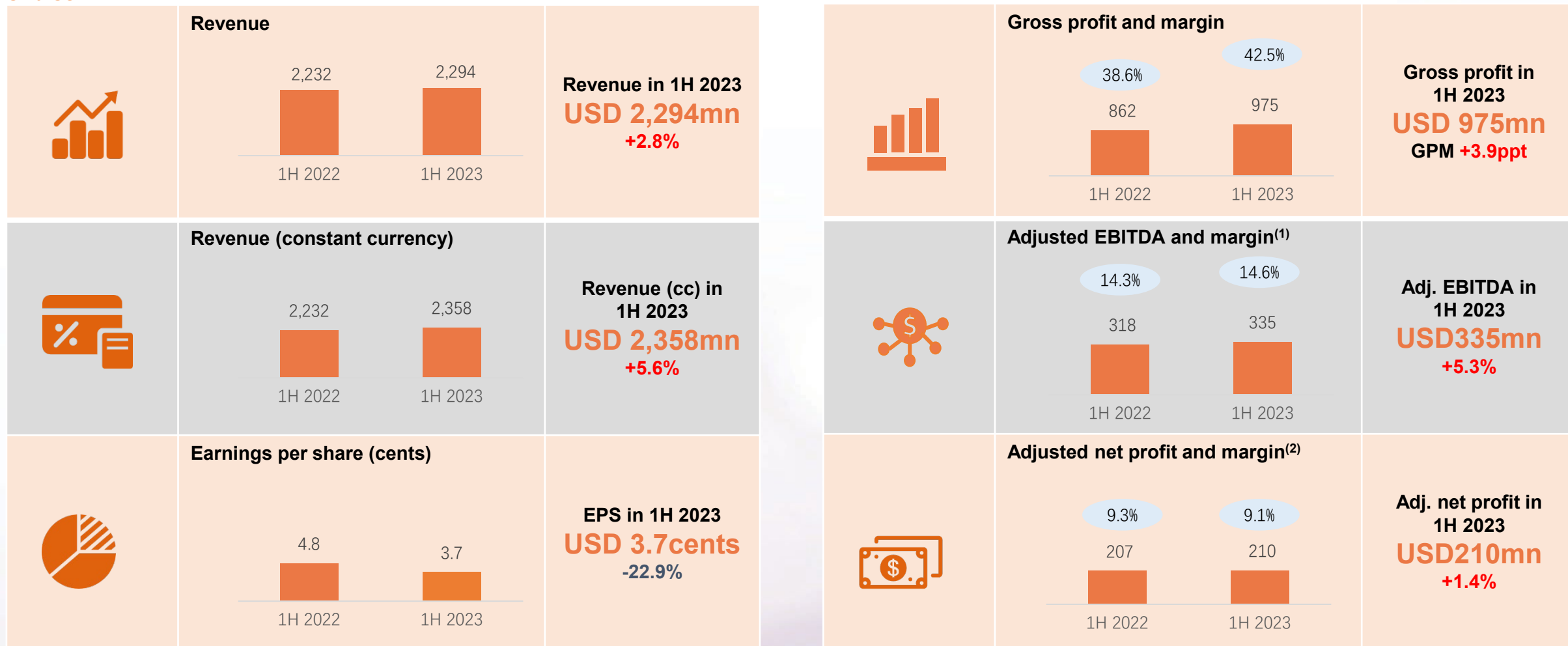




Global

Unit: USD mn

Key Financial Metrics



(1) Adjustments for EBITDA included stock-based compensation, gain/(loss) on financial assets at fair value, gain/(loss) on disposal of property, plant and equipment items and special professional fee related to spin-off project. The adjusted EBITDA was non-audited number.

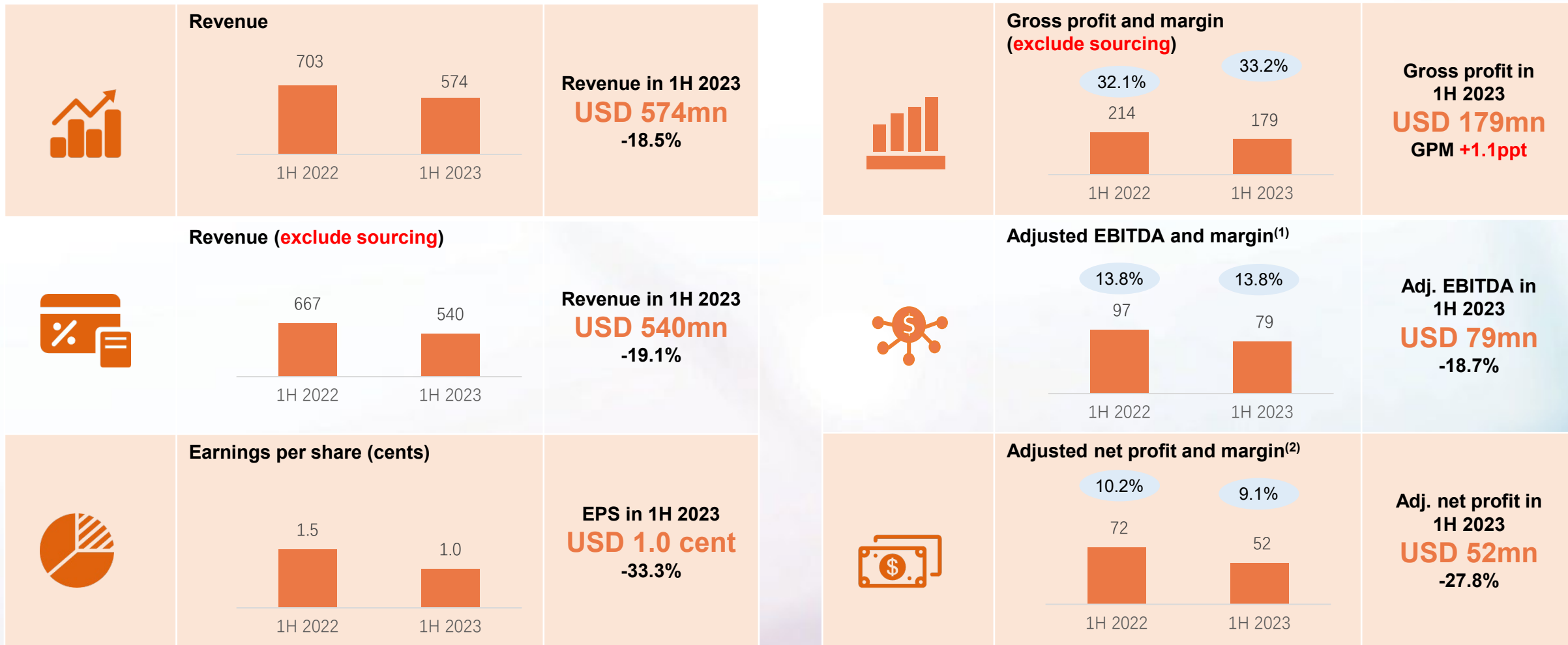
(2) Adjustments for net income included amortization of intangible assets arising from acquisition of SN, stock-based compensation, gain/(loss) on financial assets at fair value, gain/(loss) on disposal of property, plant and equipment items and special professional fee related to spin-off project. The adjusted net income was non-audited number.



Global

Unit: USD mn

Key Financial Metrics (Continuing operations)



(1) Adjustments for EBITDA included stock-based compensation, gain/(loss) on financial assets at fair value, gain/(loss) on disposal of property, plant and equipment items and special professional fee related to spin-off project. The adjusted EBITDA was non-audited number.

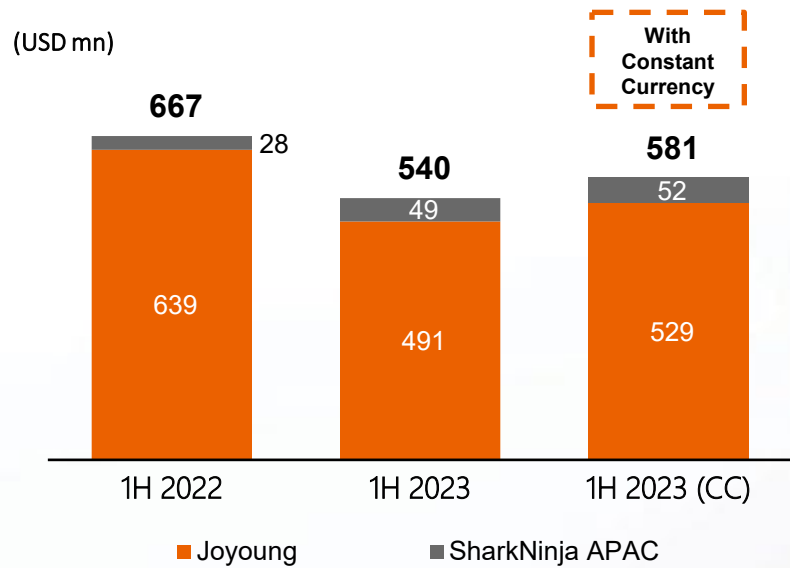
(2) Adjustments for net income included stock-based compensation and gain/(loss) on financial assets at fair value, gain/(loss) on disposal of property, plant and equipment items and special professional fee related to spin-off project. The adjusted net income was non-audited number.



Global

Strong growth in SN APAC markets while drop in Joyoung

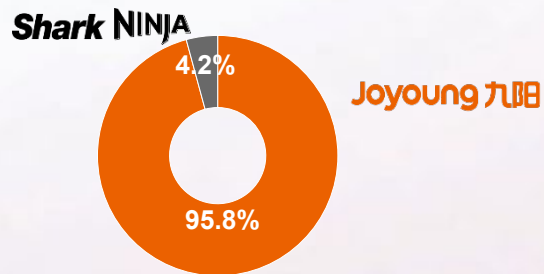
By segment (exclude sourcing) – Continuing Operations



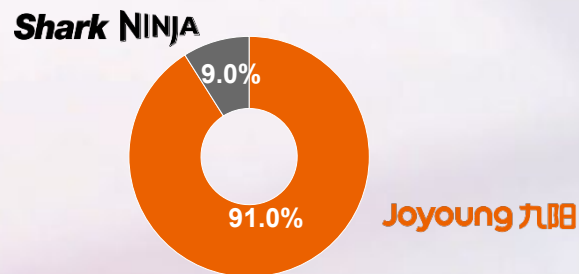
	YoY	YoY (cc)
Total	-19.1%	-13.0%
SharkNinja APAC:	+73.0%	+84.6%
Joyoung:	-23.2%	-17.3%

- Revenue from the Joyoung segment fell by 17.3% year-on-year on a constant currency basis, mainly due to the softness in consumer demand, fierce competition and the declining trend of overall appliance industry.
- The SharkNinja APAC segment achieved strong growth of 84.6% on a constant currency basis in 1H 2023 mainly attributable to continued market share growth of vacuum category in Japan and the strategic acquisition enabling direct entry into ANZ, Malaysia and Singapore.

1H 2022 Revenue by segment



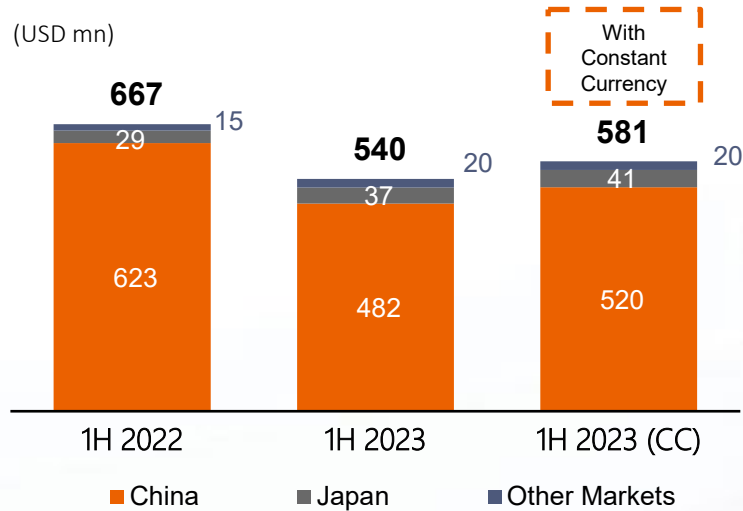
1H 2023 Revenue by segment



Continued market share gains across APAC markets, except China

By region (exclude sourcing) – Continuing Operations

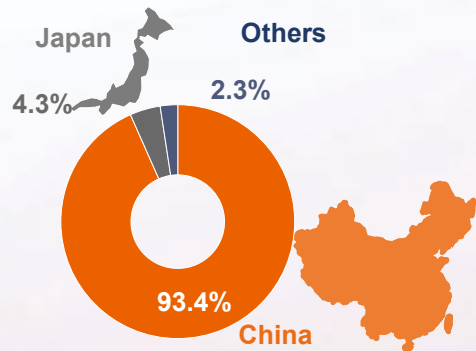
(USD mn)



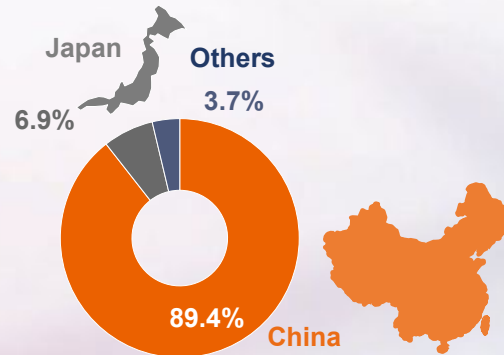
	YoY	YoY (cc)
Total	-19.1%	-13.0%
Other Markets ⁽¹⁾ :	+28.6%	N.A.
Japan:	+29.9%	+40.5%
China:	-22.6%	-16.5%

- Total revenue generated from China saw a year-on-year drop of approximately 16.5% under constant currency.
- The strong growth of 40.5% in Japan market under constant currency was mainly driven by ongoing innovations in the cordless vacuum category as we have continuously executed effective business strategies and launched new products that are popular among consumers, which helped us to achieve a continuous increase in Japanese market share.
- Total revenue generated from other markets recorded a year-on-year growth of 28.6% under constant currency mainly attributable to entry into new markets by our SN APAC segment through strategic acquisition, but partially offset by soft demand for Joyoung products outside China.

1H 2022 Revenue by region



1H 2023 Revenue by region

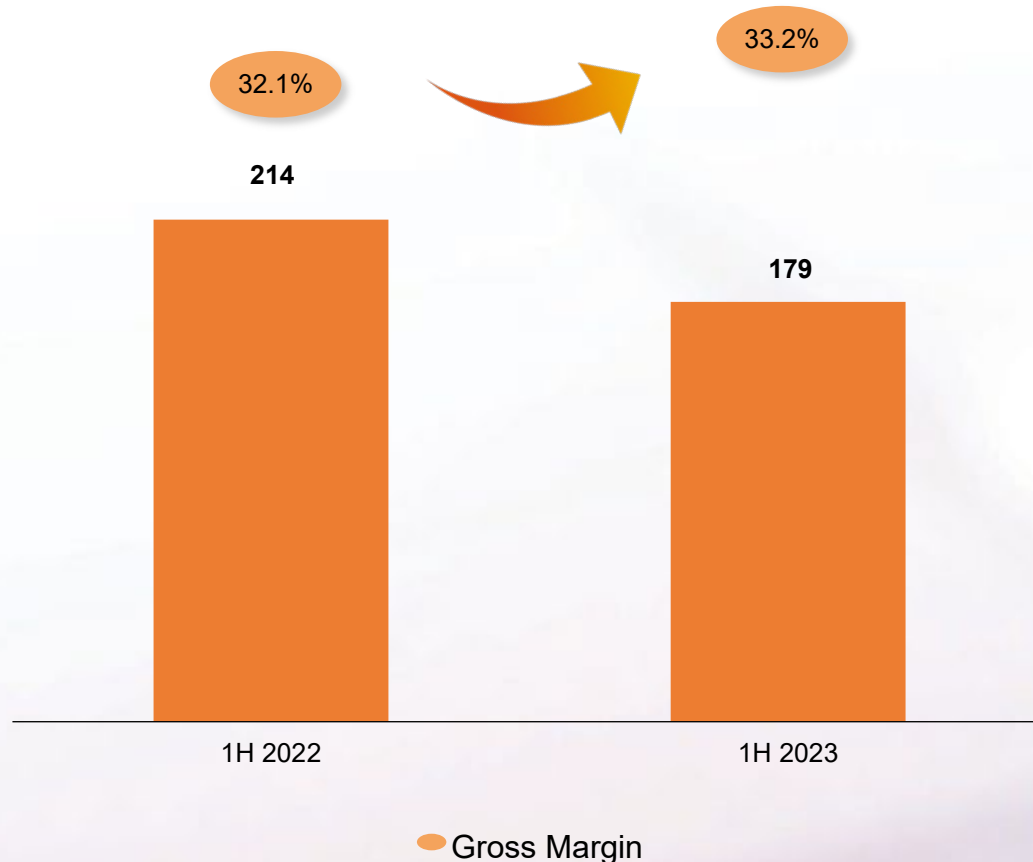


(1) Other markets include Australia, New Zealand, Korea, Singapore and Malaysia, etc.

Improvement in gross margin

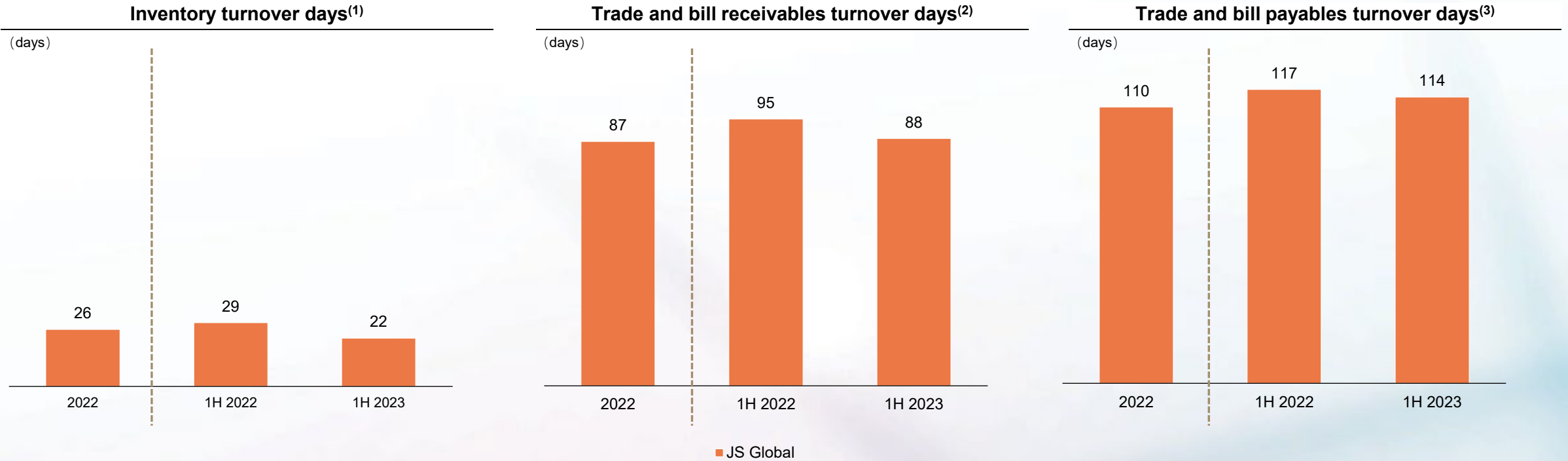
Elevation of gross profit and margin (exclude sourcing) – Continuing Operations

(USD mn)



- The Gross profit margin (exclude sourcing) in 1H 2023 is 33.2%. The year-on-year increase of 1.1 percentage points in gross profit margin was mainly benefited from favorable product mix which the sales proportion of product with higher gross margin increased compared with prior period.
- Decrease in absolute amount of gross profit was mainly due to decrease in overall revenue of the continuing operation (exclude sourcing).

Working Capital Management - Continuing Operations



(1) Turnover days of average inventories equals average inventories divided by cost of sales and multiplied by the number of days in the period. Average inventories equal inventories at the beginning of the period plus inventories at the end of the period, divided by two.

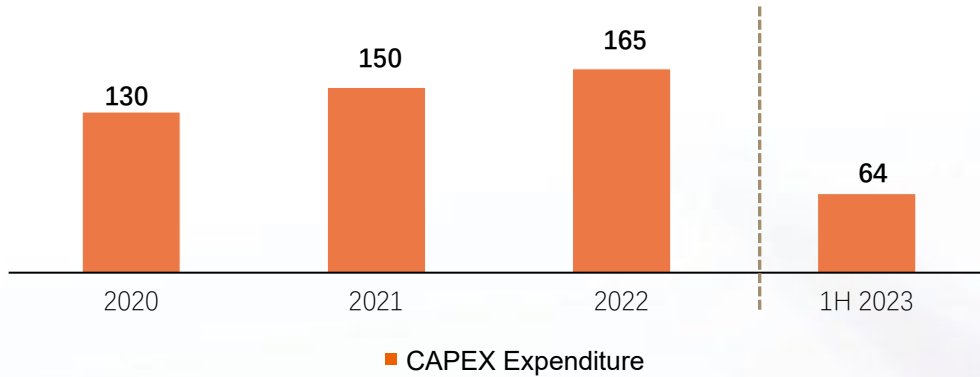
(2) Turnover days of average trade and bill receivables equals average trade and bill receivables divided by revenue and then multiplied by the number of days in the period. Average trade and bill receivables equal trade and bill receivables (net of impairment) at the beginning of the period plus trade and bill receivables at the end of the period, divided by two.

(3) Turnover of average trade and bill payables equals average trade and bill payables divided by cost of sales and then multiplied by the number of days in the period. Average trade and bill payables equals trade and bill payables (net of impairment) at the beginning of the period plus trade and bill payables at the end of the period, divided by two.

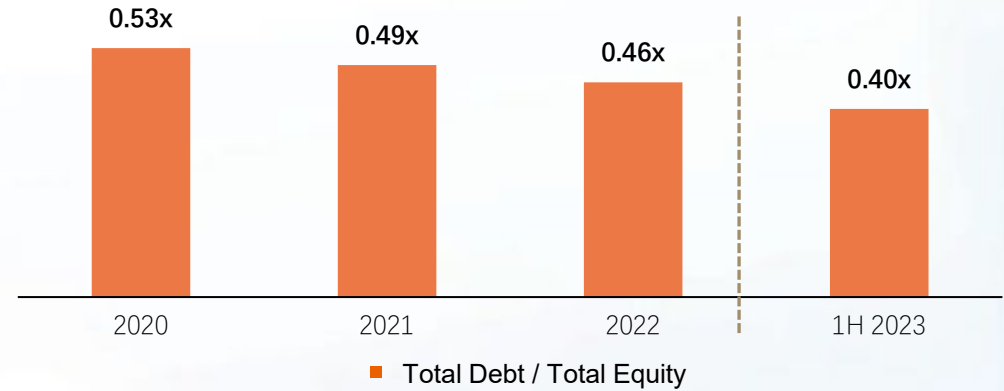
Balanced capital structure (with discontinued operations)

Capital expenditure¹

USD mn

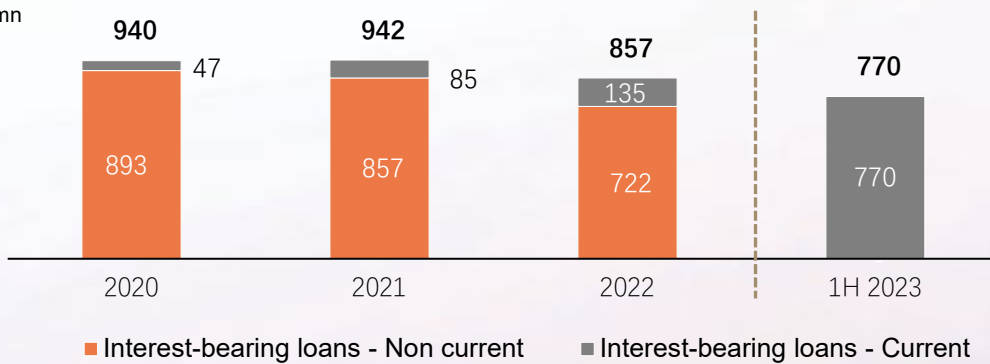


Total debt / Total equity³

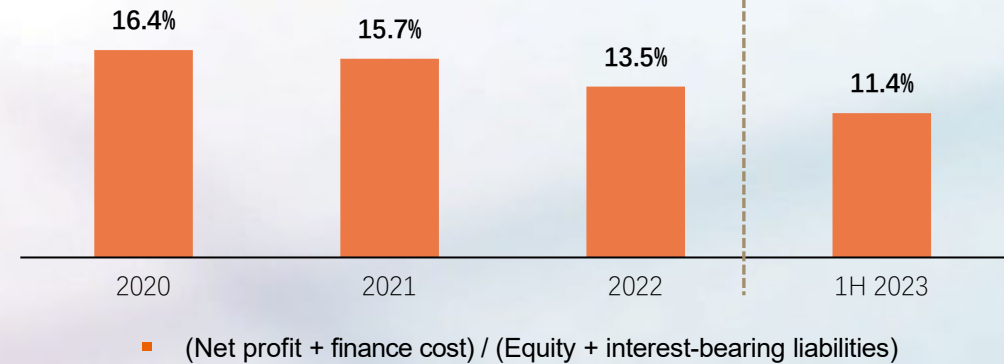


Debt profile and maturities²

USD mn



ROCI³



(1) As of June 30, 2023, the capital expenditure includes \$2 million for the retained business and \$62 million for the discontinued operations.

(2) As of June 30, 2023, the borrowings included \$370 million for the retained business and \$400 million for the discontinued operations. The total borrowings were repaid after the period in July 2023.

(3) Due to the spin-off project only being completed at the end of July 2023, the equity as of June 30, 2023 still includes the discontinued operations. Therefore, the calculations for the total liabilities/equity ratio and the return on invested capital include both the retained business and the discontinued operations.



FY2023 Interim Dividend

Total Interim Dividend **136 mn HKD**

Dividend Payout Ratio⁽²⁾ **50%**

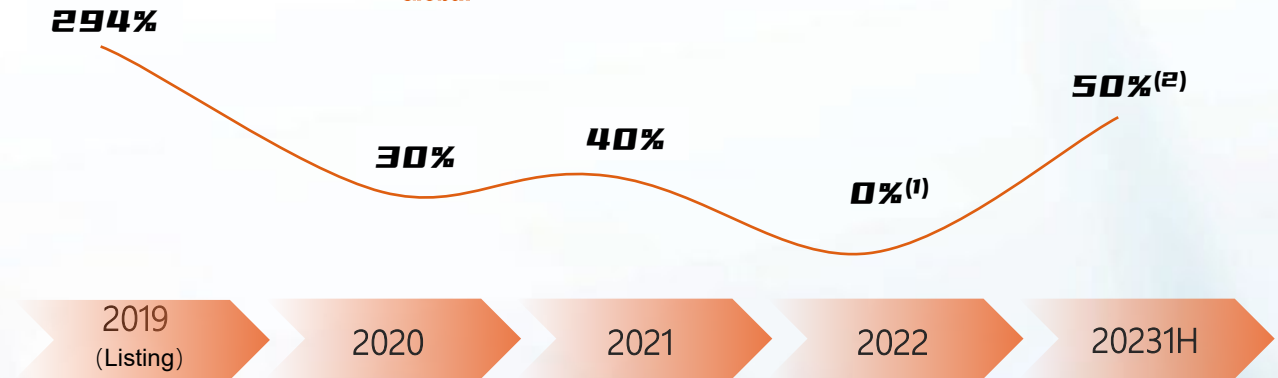


Long-term Dividend Policy Guidance

JS Global will, as always, prioritize maximizing shareholder benefits, adhere to a high dividend payout basis, while considering the expansion of group business and the efficiency of capital use, to bring long-term returns to shareholders.



Overview of Historical Dividend Payout Ratio



Joyoung Overview of Historical Dividend



(1) Dividends are suspended due to the spin-off transaction
 (2) Dividend payout ratio is calculated based on the continuing operations EPS
 (3) Calculated based on the arithmetic average of the dividend payout ratio for the past five years

Business Updates - Joyoung



1+3 Product Strategy

Kitchen Appliances / Water Appliances / Cookware / Cleaning Appliances



Product Serialization

High-end Technology series / Romantic Life series / National Trend series

High-end Tech Series

Mid-to-High End



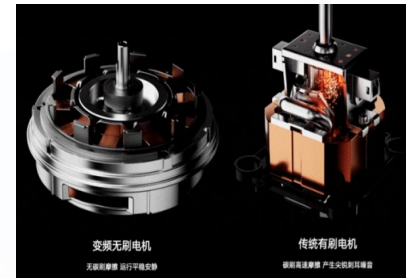
Romantic Life Series

Entry Level



Joyoung Variable Frequency Quiet Blender (B1)

Applies a variable frequency brushless motor



37dB
Joyoung
Blender
(B1)

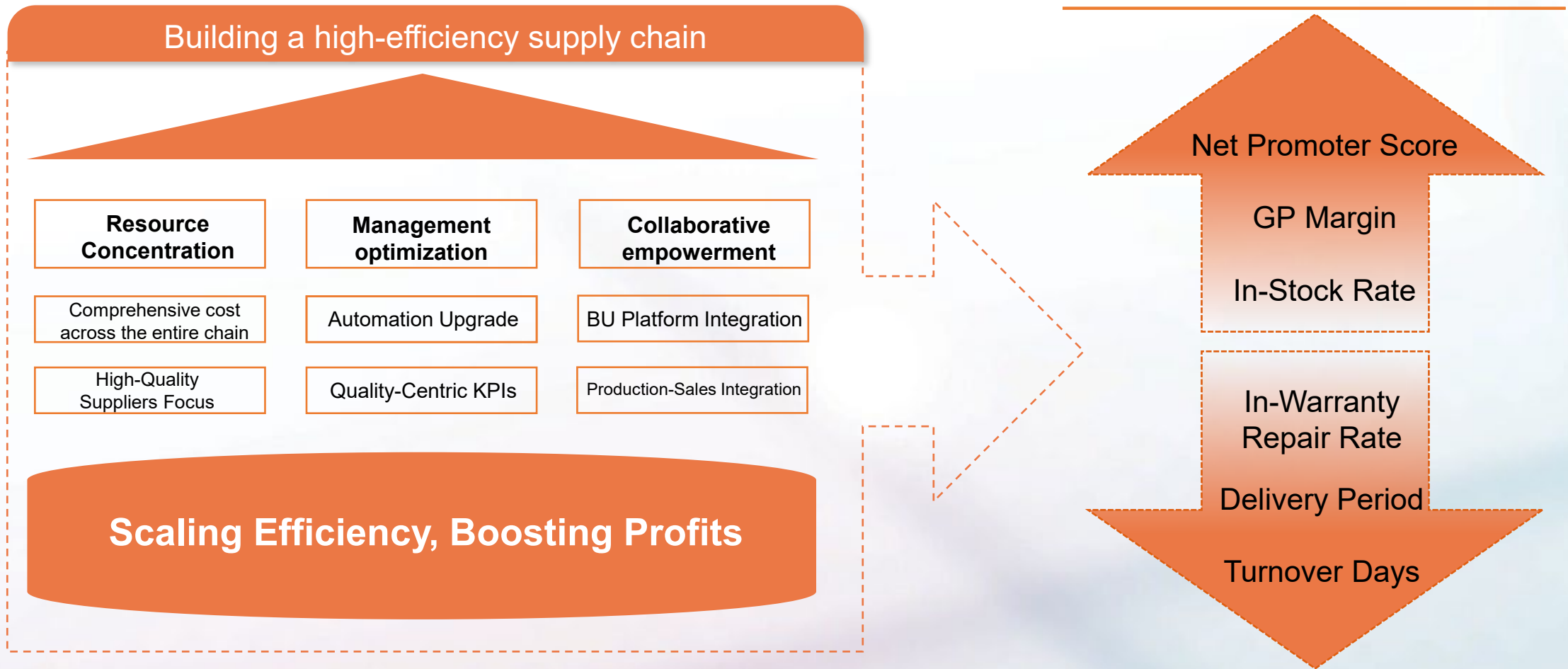
40dB	70dB	80dB
Soft-spoken Conversation	Noisy Street	Horn

Zero-Coating Non-stick Rice Cooker

Air-Cooled Water Film & Dot Matrix Micro-Pore Technology



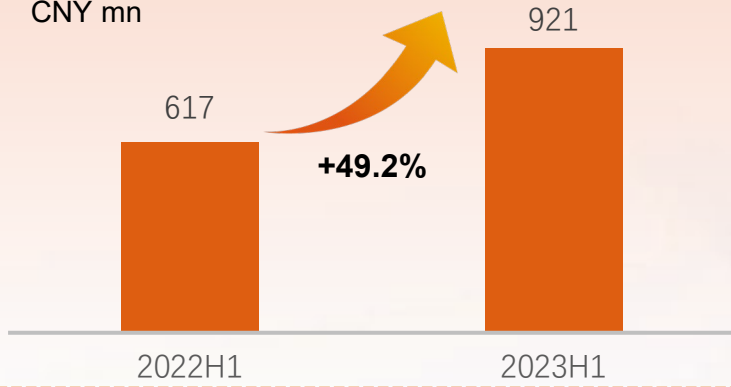
- **Air-Cooled Temperature Control:** Forming a hydrophilic film
- **200K micrometer matrix pits:** Water film retains longer
- **High Standards:** Meets National Standard Level II for non-stickiness





Joyoung Overseas Income¹

CNY mn



Diverse ODM Categories



Multifunctional pressure cooker



Air Fryer



Outdoor Grill



Coffee maker



Beverage Maker



Blender



JS Global - SharkNinja APAC APAC

JS Global will focus on developing the Asia-Pacific and Great China business in the future. Given the similarities in cooking and eating habits, Joyoung can better provide ODM services with more customized products for JS Global.

(1) Joyoung's overseas income comes from ODM revenue and its own brand's overseas income. Among these, ODM revenue is the primary source of overseas income.

Channel Transformation

- Enhance brand control
- Establish a more unified channel operation system
- Coordinated development of traditional E-commerce and content E-commerce

Traditional E-commerce

- Increase the proportion of direct sales under refining operations
- With the official flagship store as a representative, enhance the operational quality and growth rate of the E-commerce direct sales

Content E-commerce

- Seize the momentum to increase market share
- Intensify investment to expand growth
- Find a successful model and replicate to scale



Multi-tiered Offline Channels

- ◆ KA: RT-Mart, CR Vanguard, Five Star
- ◆ Local Department Stores: Baida, Dennis, Jiulong
- ◆ New retail: Shopping mall, Cross-boundary stores

Persistent Investment Drives Offline Expansion

- ◆ Sustained Investment & Market Recovery: Achieved single-digit growth in offline retail sales
- ◆ Explored quasi-direct sales model
- ◆ Expanded into new product categories and developed mall stores

Emphasizing Sales Guides Enhancing Retail Capability

- ◆ For high-priced products, offline channels are indispensable, accounting for 30% of revenue
- ◆ Through standardized demo and communication by sales guides, the retail sales of strategic items are enhanced, achieving a higher proportion of direct sales



Business Updates
- SharkNinja APAC



APAC ex China



Strategic Focus

40% of Global
Population



Top 25 Cities

\$17 Trillion GDP



50% of
Region's GDP

870 Million
Households



75 Million
Households

Current Market Size¹

7bn USD

Retail Offtake Sales

**400~700 mn
USD**

Sales Goal for the next 3-5 Years

(1) Gfk Data, Past 12 Months May 2023

Positively impacting people's lives everyday in every home

Consumer Focus & Brand Awareness



In-depth consumer insights
Tailored Product offerings
Optimal value propositions



Elevated Brand Presence
Amplify consumer awareness
Increase product trial

GROWTH Strategy

Existing Categories

Win in Core Categories
(e.g., Japan Cordless Vacuums)

New Categories

Entry into new and adjacent
product categories
(e.g., Kitchen, Haircare)

New Markets

Expansion of Shark & Ninja brands in
South Korea, South-East Asia and
the rest of APAC

Seamless Omni-Channel Execution

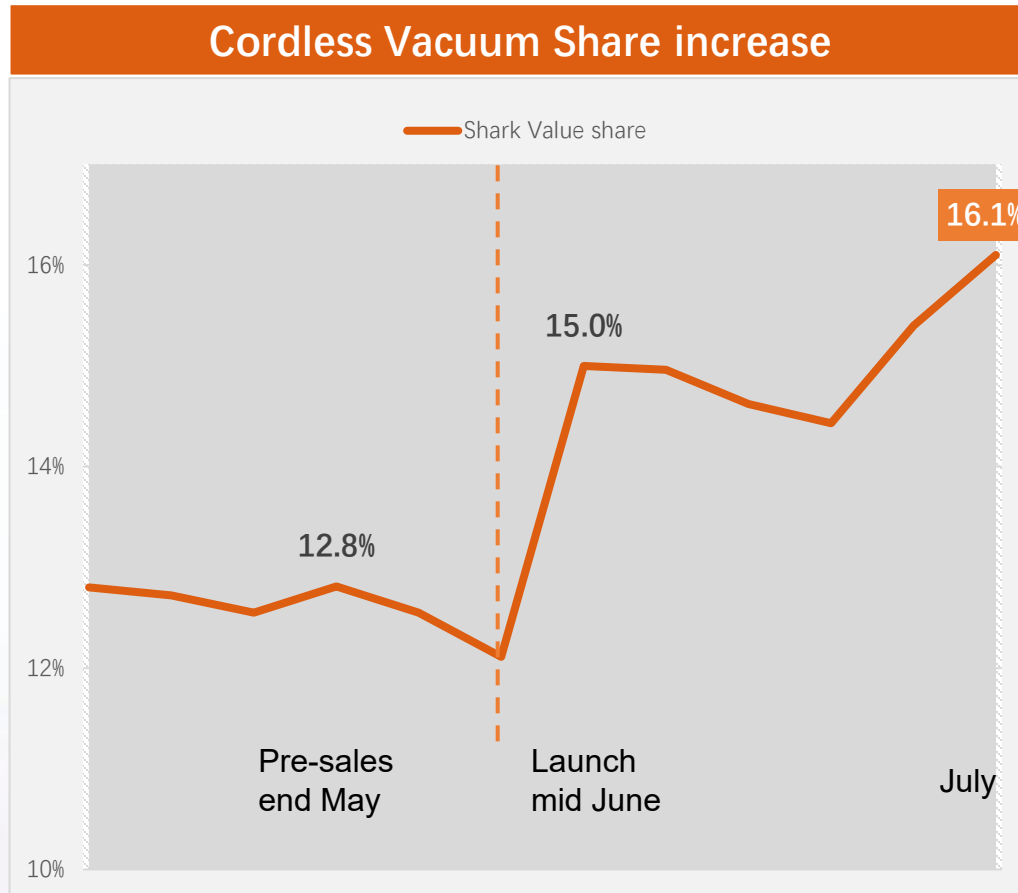


Commanding Offline Execution
Compelling In-store presence



Strategic eCommerce expansion
Enhance Digital experience

Launch of CleanSense iQ/iQ+ in June 2023



More than double space at top stores with 50% sales contribution after CleanSense iQ/iQ+ Launch



Creami has grown to be our largest category in Australia over the last 3 months on the back of our viral campaign



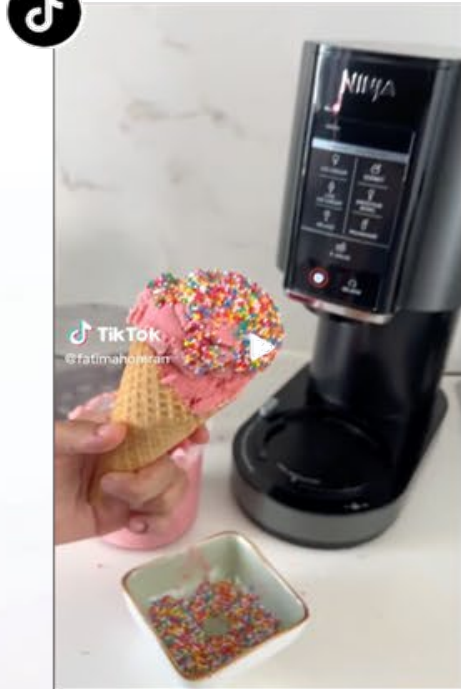
@alicias.kitchen

[View post](#)

Video views: 1.1M

Likes: 99K

Comments: 200



@fatimahomran

[View post](#)

Video views: 700K

Likes: 63.2K

Comments: 749



@fatimahomran

[View post](#)

Video views: 284.1K

Likes: 3,601

Comments: 143

Shares: 1,235

Saves: 1,614



@fatimahomran

[View post](#)

Video views: 202.2K

Likes: 6,735

Comments: 232



@alicias.kitchen

[View post](#)

Video views: 172.2K

Likes: 7,999

Comments: 92

Expanding our consumer base

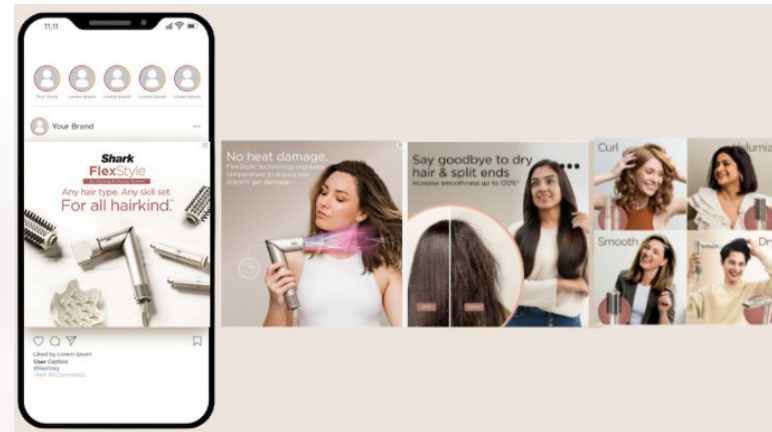
Building our household by entering the beauty category.
Expanding categories with an award-winning product well-suited to Asian consumer needs & category trends.

Opportunity in a growing market

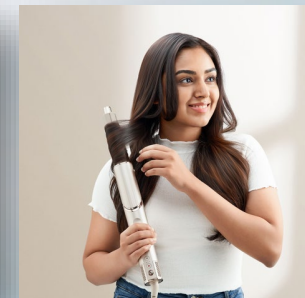
+20%

Value growth of the hair dryer & styling category

Gfk Data, Singapore, May 2023



**Any Hair Type.
Any Skill Set.
For All Hairkind™.**



Shark FlexStyle Launch Event, Australia



35.2m+
PR opportunities to see

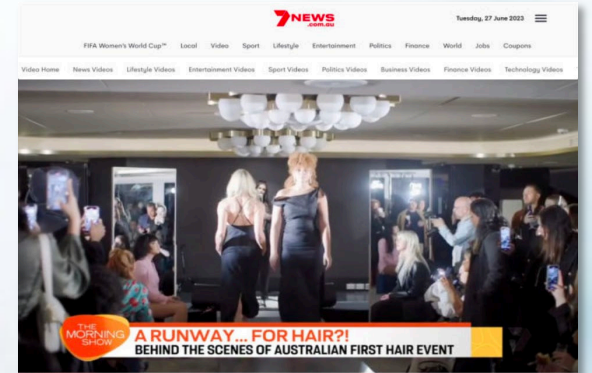


89
pieces of coverage
(including TV syndications)



1.2M followers

31.3m
opportunities to see
on IG (based on
influencer followers)



Expand in New Markets

Re-launching SharkNinja in Singapore & Malaysia

We seize the opportunity

800,000 target households

We have a sizeable market opportunity to capture



We reinvest in our business

Highlights for Q2

- Strategic Acquisition enabling Direct Go to Market
- Expanded to new distribution channels & additional store space

Priorities for H2

- Invest in Brand building & awareness
- Re-launch with Retail partners
- Upgrade visibility & merchandising online & offline



FY23 1H Revenue

FY23 2H Rev Outlook



Japan



+32.5% / +44.2% (cc)

Continue
>30% growth



Australia & New Zealand

Strategic Acquisitions
ANZ
Sing / Mal

Distribution in **Korea**;
Finalize plans in
South-east Asia



Other Markets



+73.0% / +84.6% (cc)

Continue
>50% growth



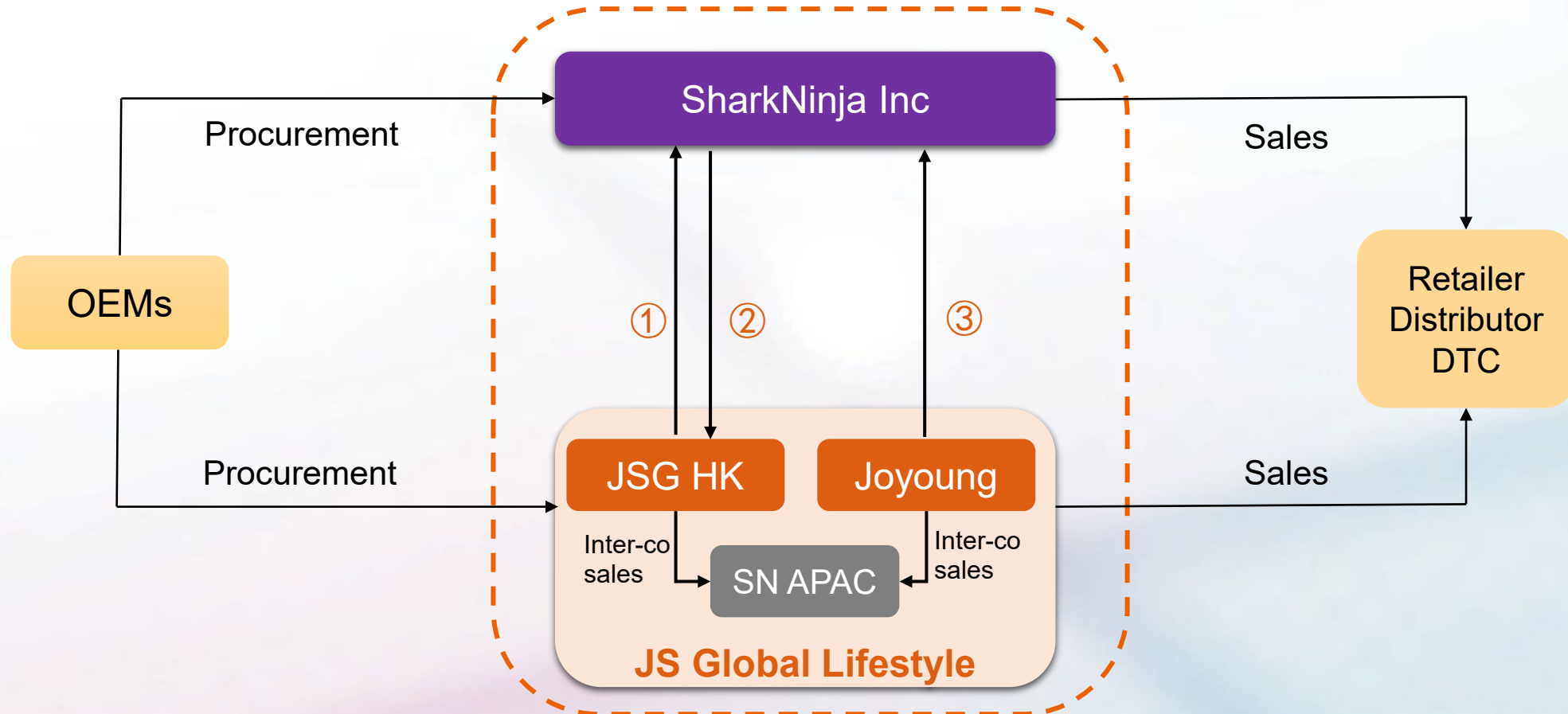
SharkNinja APAC

Related Party Transaction Overview



Major RPTs Illustration

- ①: Sourcing service provided by JSG HK
- ②: Brand License, Transition Service, Product Development Service provided by SharkNinja
- ③: ODM service provided by Joyoung



***ESG Achievements
Acknowledged***



Well-recognized ESG performance



Listed in S&P Global's Sustainability Yearbook 2023 (China Edition) and recognized as Industry Mover



Included in the Hang Seng ESG 50 Index, recognized as one of the top ESG leaders

JS Global Lifestyle was **the only company in the Household Durables industry** included in S&P Global's Sustainability Yearbook 2023 (China Edition) and was recognized as an **Industry Mover**. The Company scored **56** in the 2022 Corporate Sustainability Assessment (CSA), ranked in the **Top 5%** among global peers.



JS Global Lifestyle was selected as a constituent stock of the **Hang Seng ESG 50 Index** in 2023. The index selects the **Top 50 Hong Kong-listed companies** that perform best in ESG. In addition, the Company has been awarded an **A** in the HKQAA Sustainability Rating and has been included in the Hang Seng Corporate Sustainability Benchmark Index for two consecutive years.



Hang Seng Corporate Sustainability Index Series

JS
Global