

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

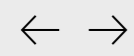
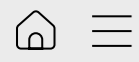
## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# IMPACT REPORT



**2025**  
**OLIVE YOUNG**  
**IMPACT REPORT**

**Intro**

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

**Overview**

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

**Value & Impact**

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

**ESG Management**

- Social
- Environmental
- Governance

**ESG Facts & Figures**

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

2025

**IMPACT REPORT**

**OLIVE YOUNG**

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# About this report

### Report Overview

The 2025 OLIVE YOUNG IMPACT REPORT has been published to transparently disclose CJ OLIVE YOUNG (hereinafter referred to as OLIVE YOUNG)'s sustainable management implementation status and direction to stakeholders, and to strengthen communication based on this. OLIVE YOUNG will continue to actively share sustainable management-related activities and achievements through the annually published report.

### Reporting Standards

This report has been prepared based on the GRI (Global Reporting Initiative) Standards 2021, an international reporting standard for sustainable management. Additionally, indicators from UN SDGs (UN Sustainable Development Goals), UNGC (UN Global Compact), and other frameworks have been reflected.

### Reporting Period and Scope

This report contains OLIVE YOUNG's sustainable management activities and achievements from January 1, 2024, to December 31, 2024. It was prepared targeting OLIVE YOUNG's domestic business sites, and subsidiaries in the consolidated financial statements are not included in the reporting scope. Domestic business sites broadly include the headquarter located at KDB Tower, stores nationwide, Micro Fulfillment Centers (MFCs), and general logistics centers.

Quantitative performance is measured on an annual basis, consistent with the financial reporting period, and the results for the three years from 2022 to 2024 are disclosed. In addition, information on certain business operations deemed significant by the company includes data up to the third quarter of 2025. Separate notations with footnotes have been provided only for items where the reporting scope differs or is deemed necessary for distinction.

### Report Verification

The information contained in this report has completed third-party verification by DNV Business Assurance Korea, an independent certification organization, to ensure reliability and improve quality of the report preparation process and published information. This verification process faithfully reflected the four verification principles of AA1000 (inclusivity, materiality, responsiveness, and impact).

### Publisher and Contact Information

**Publisher** CJ OLIVE YOUNG  
372 Hangang-daero, Yongsan-gu, Seoul, 24th Floor  
(Dongja-dong, KDB Tower)

**Publication Date** October 2025

**Contact** CJ OLIVE YOUNG Sustainable Management Team  
E-mail cjoy.sustainability@cj.net  
Website <https://corp.oliveyoung.com/ko>



Intro

- Globalizing K-Beauty
Mutual Growth
Omnichannel

Overview

- CEO Message
Our Company
Our Business
Our Business Philosophy
Our Sustainability Management
Our History
Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
Shaping Global K-Beauty Market
Partnering for Mutual Growth
Advancing Omnichannel Strategy

ESG Management

- Social
Environmental
Governance

ESG Facts & Figures

- Economic
Environmental
Social
Governance
GRI Standards Index
UN SDGs Index
UN Global Compact Index
GHG Emission Verification Opinion
Independent Assurance Statement

Overview

Value & Impact

ESG Management

ESG Facts & Figures

Table with 2 columns: Content Item, Page Number. Includes items like CEO Message (14), Our Company (16), Our Business (17), etc.

Table with 2 columns: Content Item, Page Number. Includes items like OLIVE YOUNG's Sustainable Values (26), Shaping Global K-Beauty Market (28), etc.

Table with 2 columns: Content Item, Page Number. Includes items like Social (78), Environmental (106), Governance (116).

Table with 2 columns: Content Item, Page Number. Includes item ESG Facts & Figures (132).

Contents

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

At OLIVE YOUNG, we believe in a unique form of beauty and a special way of building a healthier society. We do this by supporting the growth of our outstanding partners while giving customers all over the world the freedom to shop whenever and wherever they want, and the joy of self-care.

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Globalizing K-Beauty

As a global leader in beauty & health, OLIVE YOUNG is on a mission to bring K-Beauty to the world. We are a key destination for foreigners visiting Korea and a go-to platform for customers in over 150 countries, where we highlight the best of K-Beauty. Our role is to identify and introduce the next big trends and rising brands, setting a pathway for outstanding Korean cosmetic brands to gain a foothold and thrive globally.



# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

Globalizing K-Beauty

**Mutual Growth**

Omnichannel

## Overview

CEO Message

Our Company

Our Business

Our Business Philosophy

Our Sustainability Management

Our History

Our Stakeholder Engagement

## Value & Impact

OLIVE YOUNG's Sustainable Values

Shaping Global K-Beauty Market

Partnering for Mutual Growth

Advancing Omnichannel Strategy

## ESG Management

Social

Environmental

Governance

## ESG Facts & Figures

Economic

Environmental

Social

Governance

GRI Standards Index

UN SDGs Index

UN Global Compact Index

GHG Emission Verification Opinion

Independent Assurance Statement

# Mutual Growth

OLIVE YOUNG provides systematic support that encompasses the entire lifecycle of small and medium-sized brands, offering a solid foundation for our partners to rise as key players in the K-Beauty market and to maximize their potential. Moving forward, we are committed to being a reliable partner who helps to shape the future of K-Beauty and set a bridge that connects brands and consumers.



# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

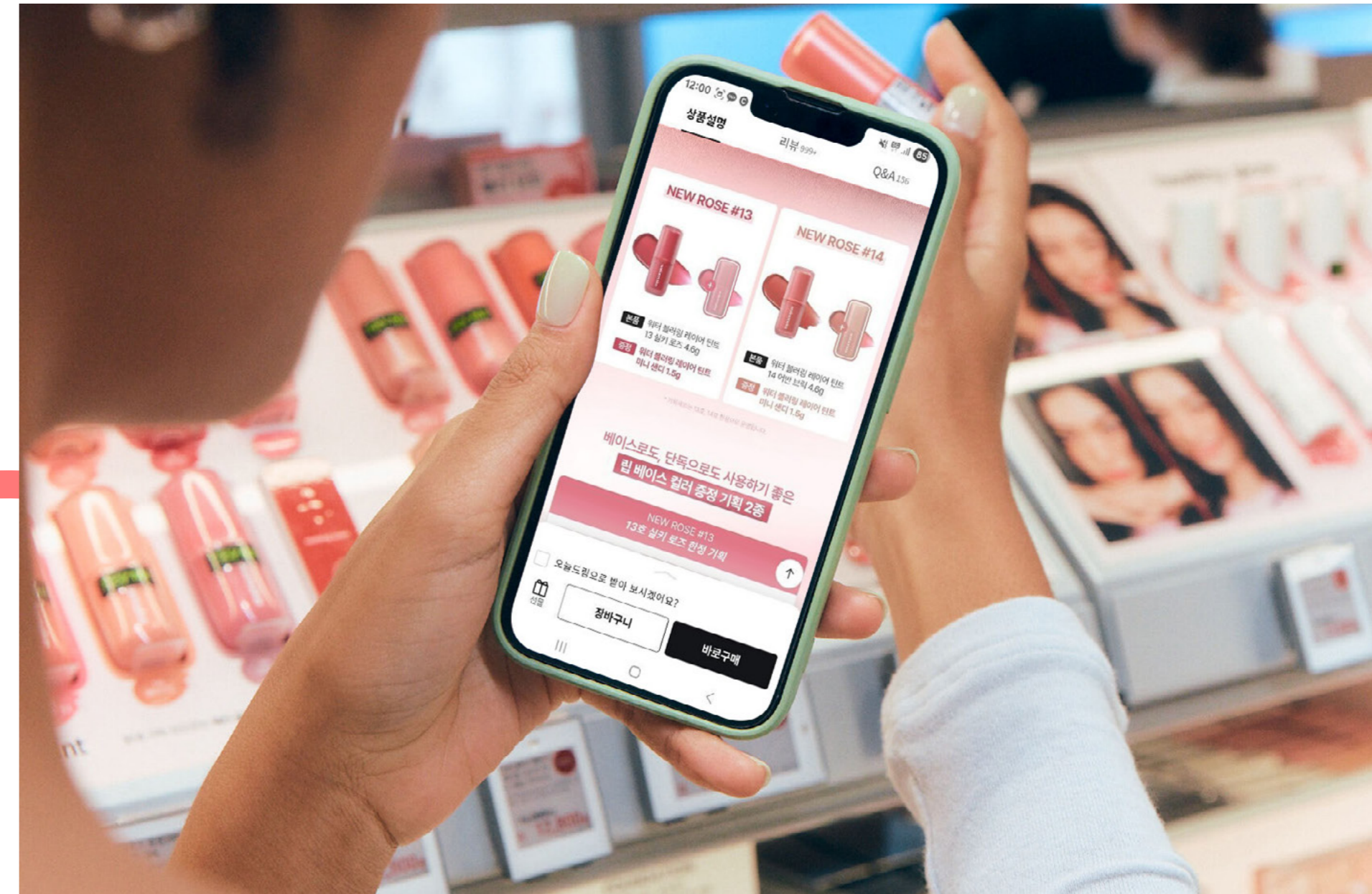
- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Omnichannel

OLIVE YOUNG serves as an omnichannel platform that seamlessly connects our online and offline channels, offering customers a space to discover a wide variety of brands anytime, anywhere. Our offline stores provide excellent exposure and hands-on experiences for small and medium-sized brands, while our online platform delivers speed and convenience. OLIVE YOUNG is at the core of this trustworthy journey, linking these offline and online worlds together.



# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement



At OLIVE YOUNG N Seongsu's "10 Billion Brand Road," which showcased brands achieving annual sales of KRW 10 billion along with their representative products

# CEO Message

Dear our respected stakeholders,

Since the opening of our first store in Seoul in 1999 which pioneered Korea's health and beauty market, OLIVE YOUNG has grown into a leading beauty & health platform today, by building strong partnerships with countless partners, customers, and other stakeholders.

On the fifth floor of 'OLIVE YOUNG N Seongsu', a groundbreaking store we launched last year, presents our unique '10-Billion-Won Brand Road'.

This installation showcases over 100 partner brands and their representative products that have achieved more than 10 billion won in sales with OLIVE YOUNG between 2013 and 2023. This is not only a testament to the achievements of the many brands that have grown with OLIVE YOUNG over the past two decades but also a source of immense pride for every member of our team.

Small K-Beauty brands that partnered with OLIVE YOUNG have grown to achieve annual sales of KRW 10 billion, some even reaching KRW 100 billion. Now, we are expanding our vision to look toward the broader global market together with our partners, in which we believe is truly the golden age of K-Beauty.

Leveraging our 26 years of experience in discovering and nurturing innovative and outstanding K-Beauty brands, OLIVE YOUNG will further strengthen its role and responsibility as a facilitator, helping K-Beauty brands reach their full potential in the global market.

To this end, with the publication of our '2025 Impact Report', OLIVE YOUNG has reviewed our overall business activities and reaffirmed our commitment to continuously creating and realizing sustainable value across our entire value chain, from partners to customers.

Even amidst a rapidly changing global market, OLIVE YOUNG will continue to recognize sustainable management as a core business value, faithfully carrying out tasks such as supply chain management and climate crisis response.

We will proactively engage in communication with various stakeholders as a 'good company' that grows with brands as a 'good partner', provides value in K-Beauty to customers, and delivers a positive impact on society and the environment.

As a trusted partner, we ask for your continued support and interest in the sustainable journey that OLIVE YOUNG will build in the future. As the CEO of OLIVE YOUNG, I truly appreciate for your immense support and interest.

Thank you.

CJ OLIVE YOUNG CEO  
 Lee Sun-jung *[Signature]*

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Our Company

## Company Overview

|                    |  |
|--------------------|--|
| Company Name       | CJ OLIVE YOUNG Corp.   |
| Establishment Year | 1999   |
| CEO                | Lee Sun-jung   |
| Address of HQ      | 24F, KDB Tower, 372, Hangang-daero, Yongsan-gu, Seoul, Republic of Korea |

## Key Performances

As of end of 2024, consolidated basis

|                     |   |
|---------------------|---|
| Number of Employees | 4,504 persons (Based on full-time employees as of 2024) |
| Sales               | KRW 4.79 trillion                                       |
| Operating Profit    | KRW 599.3 billion                                       |

## Domestic

As of end of June 2025

|   |   |   |
|---|---|---|
| <p>Offline</p> <p>Number of Domestic Offline Stores</p> <p><b>1,393</b> Stores</p>              | <p>Offline</p> <p>Number of Domestic Micro Fulfillment Centers (MFCs)</p> <p><b>17</b> MFCs</p> | <p>Offline</p> <p>Number of Domestic Logistics Centers</p> <p><b>3</b> Centers</p>  |
| <p>Online</p> <p>Online Mall MAUs (Monthly Active Users)</p> <p><b>6.45</b> Million persons</p> | <p>Online</p> <p>Number of Brands on Online Mall</p> <p><b>2,238</b> Brands</p>                 | <p>Online</p> <p>Total Number of Membership</p> <p><b>16.57</b> Million persons</p> |

## Global

|   |   |   |
|---|---|---|
| <p>Number of Brands on Global Mall</p> <p><b>1,122</b> Brands</p> | <p>Number of Global Mall Members</p> <p><b>3.36</b> Million persons</p> | <p>Number of Countries Served by Global Mall</p> <p><b>150</b> Countries+</p> |
|---|---|---|

# Our Business

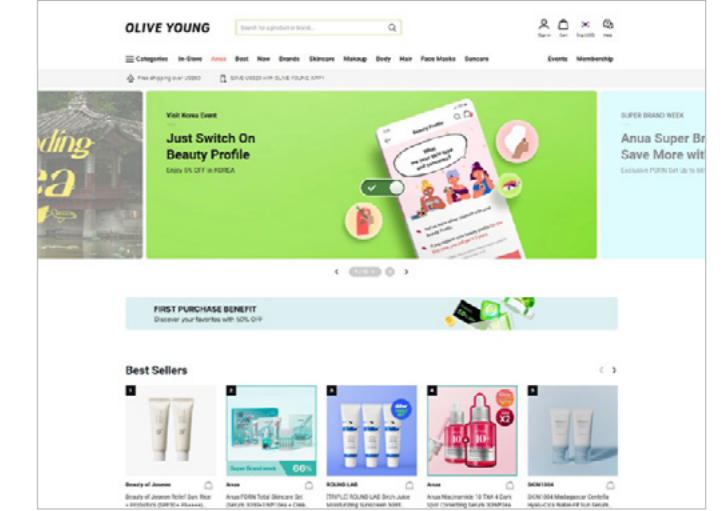
## Domestic Omnichannel

- 1 Offline Stores
- 2 Online Mall



## Global Omnichannel

- 1 OLIVE YOUNG GLOBAL MALL
- 2 OLIVE YOUNG USA the First Store (Preparing)



## OLIVE YOUNG Private Brands

|  |   |   |
|--|---|---|
| <p><b>BOH</b></p> <p>BIO HEAL</p> <p>BIOHEAL BOH</p> | <p><b>IDEAL</b></p> <p>FOR MEN</p> <p>Ideal for Men</p>       | <p><b>wakemake</b></p> <p>WAKEMAKE</p>          |
| <p><b>&gt;&gt; BRINGGREEN</b></p> <p>BRINGGREEN</p>  | <p><b>colorgram</b></p> <p>colorgram</p>                      | <p><b>round around</b></p> <p>ROUND A'ROUND</p> |
| <p><b>+ CARE-PLUS</b></p> <p>CAREPLUS</p>            | <p><b>식물나라.</b></p> <p>Shingmulnara</p>                       | <p><b>tantan</b></p> <p>tantan</p>              |
| <p><b>filliwilli</b></p> <p>Fillimilli</p>           | <p><b>U</b></p> <p>Delight project</p> <p>DELIGHT PROJECT</p> | <p><b>ROOTECA</b></p> <p>ROOTECA</p>            |

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Our Business Philosophy

## OLIVE YOUNG Business Philosophy

|               |   |
|---------------|---|
| Vision        | Leading the future of global beauty & health trends   |
| Mission       | We provide the inspiration and energy that our customers need to make their lives healthier and more beautiful.   |
| Slogan        | <p><b>ALL LIVE BETTER</b></p> <p>For those who strive to be their best, glowing with healthy beauty every day, OLIVE YOUNG is always here to support your journey.</p>  |
| Core Value    | <p><b>Healthy beauty</b></p> <p>Embrace the beauty that nurtures your health, and the health that enhances your beauty.</p> <hr/> <p><b>New discoveries everyday</b></p> <p>Uncover products, services, and experiences that seamlessly fit into your daily life.</p> |
| Brand Essence | Healthy beauty  |
| Positioning   | Global beauty & health trend leading company  |
| Promise       | A brand that curates healthy beauty   |

# Our Sustainability Management

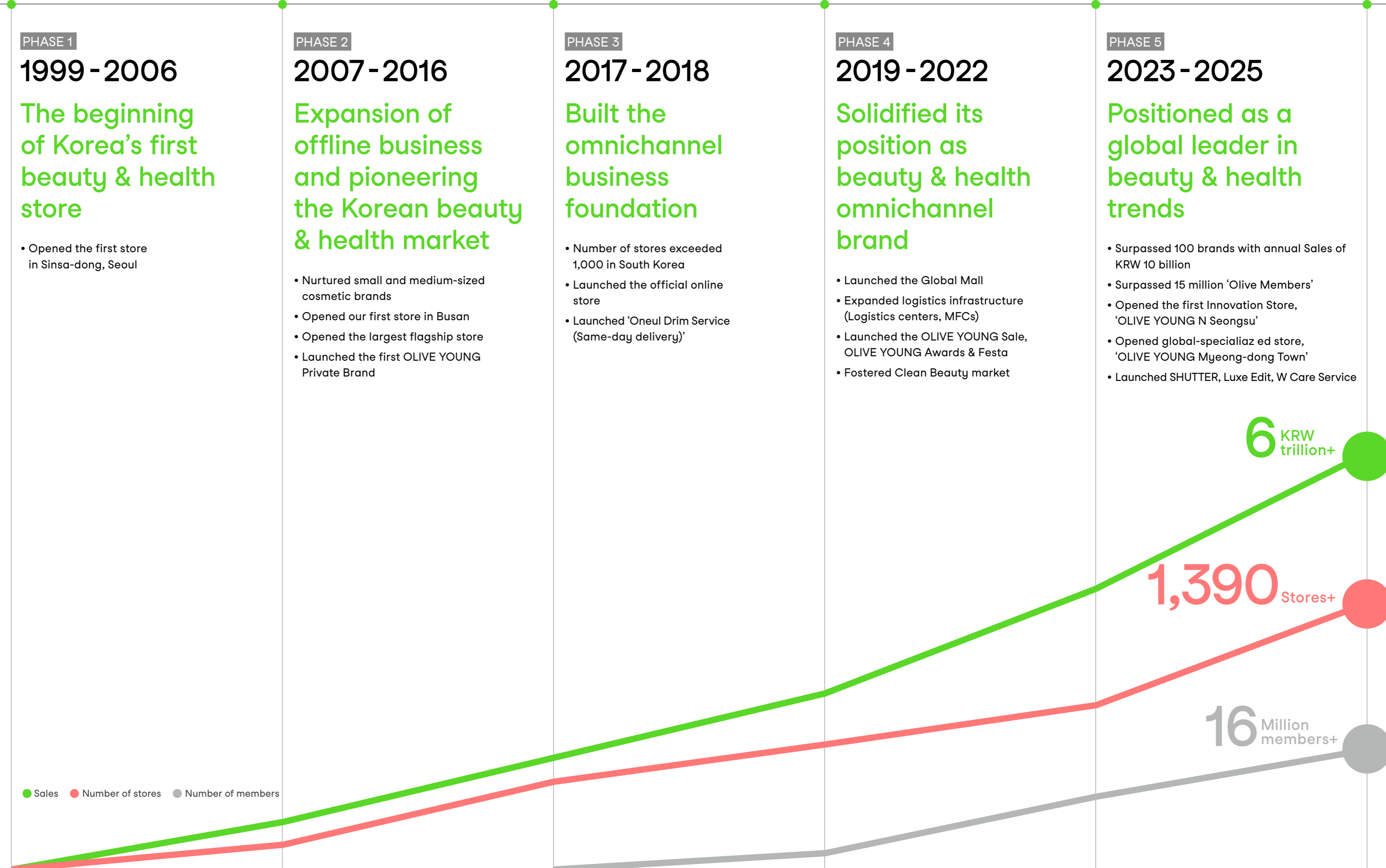
## Sustainable Management FRAMEWORK

|                        |  |
|------------------------|--|
| CJ Group Vision        | Contributing to the global community by providing the best value with our ONLYONE products and services  |
| OLIVE YOUNG ESG Vision | OLIVE YOUNG is committed to steering a sustainable beauty and health industry and promoting mutual growth with our stakeholders.   |
| Management Pillars     | <p><b>Mutual growth with partners</b></p> <p>Our support for partner growth is built on the foundation of shared growth.</p> <hr/> <p><b>Responsible products and marketing</b></p> <p>We provide trustworthy products and engage in ethical, transparent marketing practices.</p> <hr/> <p><b>Co-prosperity with local communities</b></p> <p>We contribute to the positive influence and social value creation of our local communities.</p> <hr/> <p><b>Mitigation of environmental impact</b></p> <p>Through environmentally-friendly products and sustainable operations, we are leading the way in reducing carbon emissions and promoting resource circularity.</p> <hr/> <p><b>DE&amp;I advancement and human rights management</b></p> <p>We build a healthy and inclusive organizational culture based on trust and respect.</p> |
| Fundamentals           | Compliance and data security strengthening<br>Transparent governance   |

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
    - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Our History

## OLIVE YOUNG Strategy

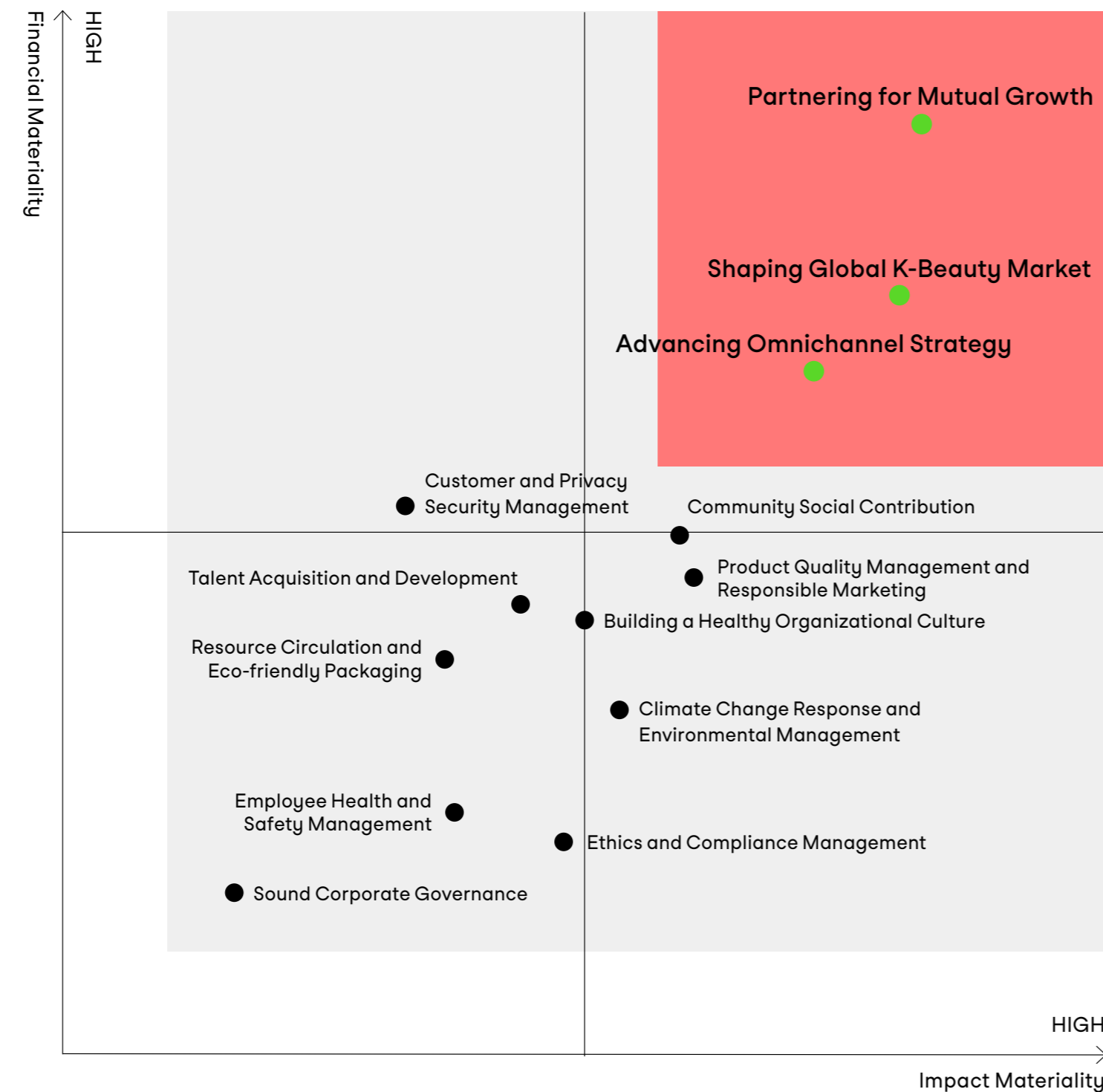


- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Our Stakeholder Engagement

## Double Materiality Assessment

With the goal of advancing sustainable management and enhancing transparency, OLIVE YOUNG identifies essential key elements for sustainable management and selects important issues annually through communication with internal and external stakeholders. Based on major global disclosure standards and evaluation systems such as GRI and SASB, the company evaluated 13 sustainable management topics identified through media analysis, peer ESG strategy comparison, industry-specific indicators, and internal strategy analysis through in-depth interviews and surveys with internal and external stakeholders. Throughout the entire process from issue pool derivation to material topic identification, internal stakeholders included key departments within OLIVE YOUNG related to sustainability, while external stakeholders included retail and distribution experts and ESG specialists. As a result of comprehensively considering two perspectives - the impact of each business activity on the environment and society, and the financial impact of sustainable issues on the company - 'Shaping Global K-Beauty Market,' 'Partnering for Mutual Growth,' and 'Advancing Omnichannel Strategy' emerged as the top three material topics. These three material topics were also included in the previous.



## Risk and Opportunity Analysis by Material Topic

By analyzing actual and potential risks and opportunities for the three material topics identified, OLIVE YOUNG has grasped the impact relationship between the business OLIVE YOUNG operates and sustainability. Based on the results of this double materiality assessment, the company will minimize risks to stakeholders within the beauty & health ecosystem including OLIVE YOUNG as well as partners and the external environment, while identifying opportunities. Based on this, the company will practice more effective and substantial sustainable management.

### TOPIC 1. Shaping Global K-Beauty Market

| Category    | Risk and Opportunity   | Impact Materiality | Financial Materiality | Reporting Page |
|-------------|--|--------------------|-----------------------|----------------|
| Opportunity | <ul style="list-style-type: none"> <li>Diversifying sales channels through the expansion of global partnerships</li> <li>Strengthening the status of K-Beauty through global market expansion</li> </ul>                   | ■■■                | ■■■                   | 28p            |
| Risk        | <ul style="list-style-type: none"> <li>Failing to penetrate overseas markets early could weaken our business competitiveness</li> <li>Escalating risks from localization failures or cultural misunderstandings</li> </ul> |                    |                       |                |

### TOPIC 2. Partnering for Mutual Growth

| Category    | Risk and Opportunity   | Impact Materiality | Financial Materiality | Reporting Page |
|-------------|--|--------------------|-----------------------|----------------|
| Opportunity | <ul style="list-style-type: none"> <li>Strengthening business competitiveness by elevating our partners' capabilities and fostering collaborative management</li> <li>Boosting business competitiveness by elevating partner capabilities and fostering shared growth</li> </ul> | ■■■                | ■■■                   | 40p            |
| Risk        | <ul style="list-style-type: none"> <li>Rising costs and underperformance may result from conflicts with partners or reputational damage</li> <li>Lacking equitable treatment risks solidifying an unbalanced power dynamic in business dealings</li> </ul>                       |                    |                       |                |

### TOPIC 3. Advancing Omnichannel Strategy

| Category    | Risk and Opportunity  | Impact Materiality | Financial Materiality | Reporting Page |
|-------------|---|--------------------|-----------------------|----------------|
| Opportunity | <ul style="list-style-type: none"> <li>Enhancing customer satisfaction by providing customized online and offline services based on customer data</li> <li>Improving customer shopping convenience and accessibility</li> </ul> | ■■■                | ■■■                   | 56p            |
| Risk        | <ul style="list-style-type: none"> <li>Losing customers due to failed online-to-offline integration or inconvenient UI/UX</li> <li>Risking the alienation of some customers due to a digital divide</li> </ul>                  |                    |                       |                |

2025 OLIVE YOUNG IMPACT REPORT

Intro

- Globalizing K-Beauty
Mutual Growth
Omnichannel

Overview

- CEO Message
Our Company
Our Business
Our Business Philosophy
Our Sustainability Management
Our History
Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
Shaping Global K-Beauty Market
Partnering for Mutual Growth
Advancing Omnichannel Strategy

ESG Management

- Social
Environmental
Governance

ESG Facts & Figures

- Economic
Environmental
Social
Governance
GRI Standards Index
UN SDGs Index
UN Global Compact Index
GHG Emission Verification Opinion
Independent Assurance Statement

Value & Impact

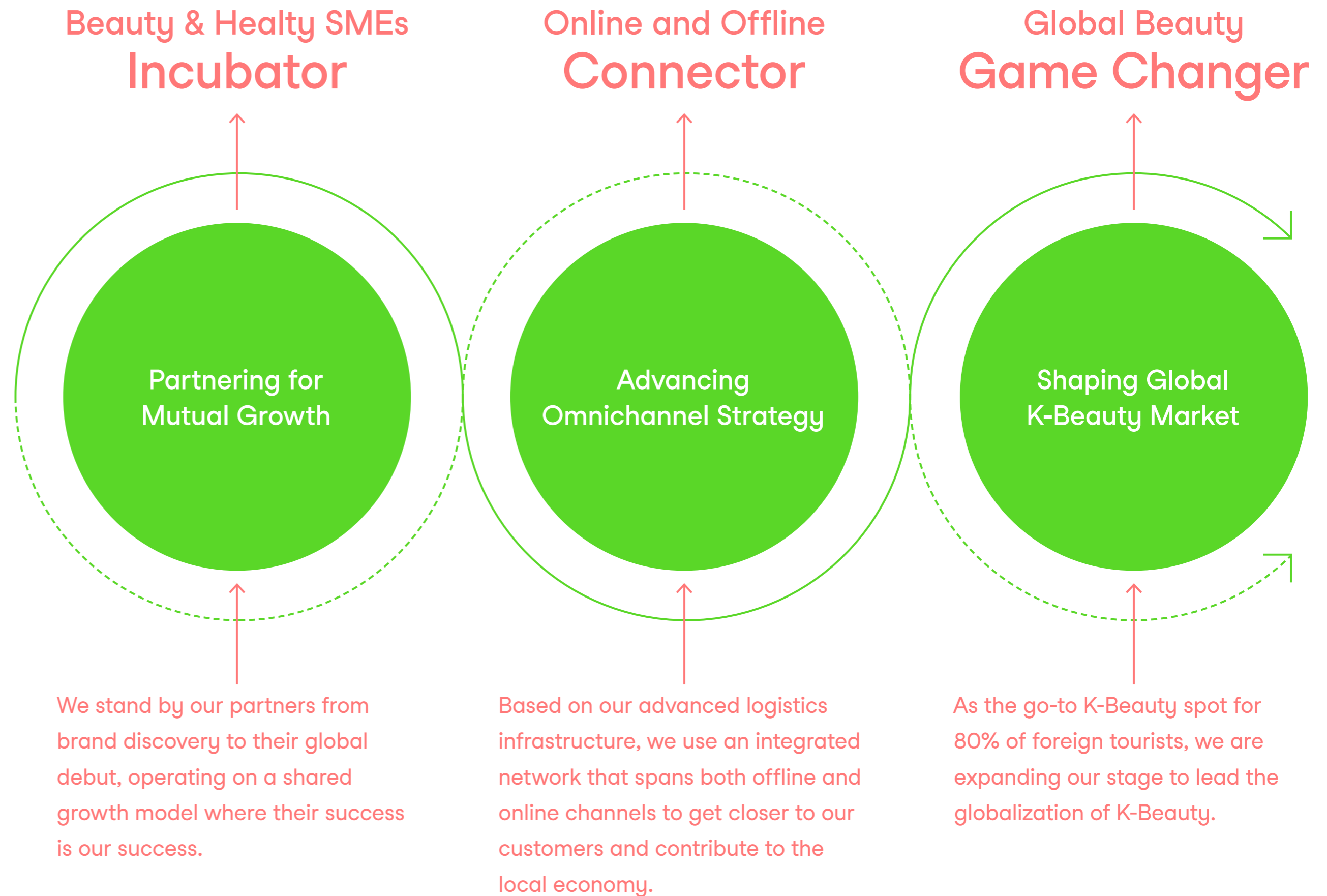
Table with 2 columns: Title and Page Number. Includes items like 'OLIVE YOUNG's Sustainable Values' (26), 'Shaping Global K-Beauty Market' (28), 'Partnering for Mutual Growth' (40), and 'Advancing Omnichannel Strategy' (56).

Value & Impact

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# OLIVE YOUNG's Sustainable Values

Based on the three key topics we have identified, OLIVE YOUNG is continuously moving toward three future goals. We will strengthen our ability to execute on the goal of expanding K-Beauty into the global market by leveraging OLIVE YOUNG's unique omnichannel capabilities and our collaborative partnerships with competitive brands for our mutual growth.



Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market**
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Shaping Global K-Beauty Market

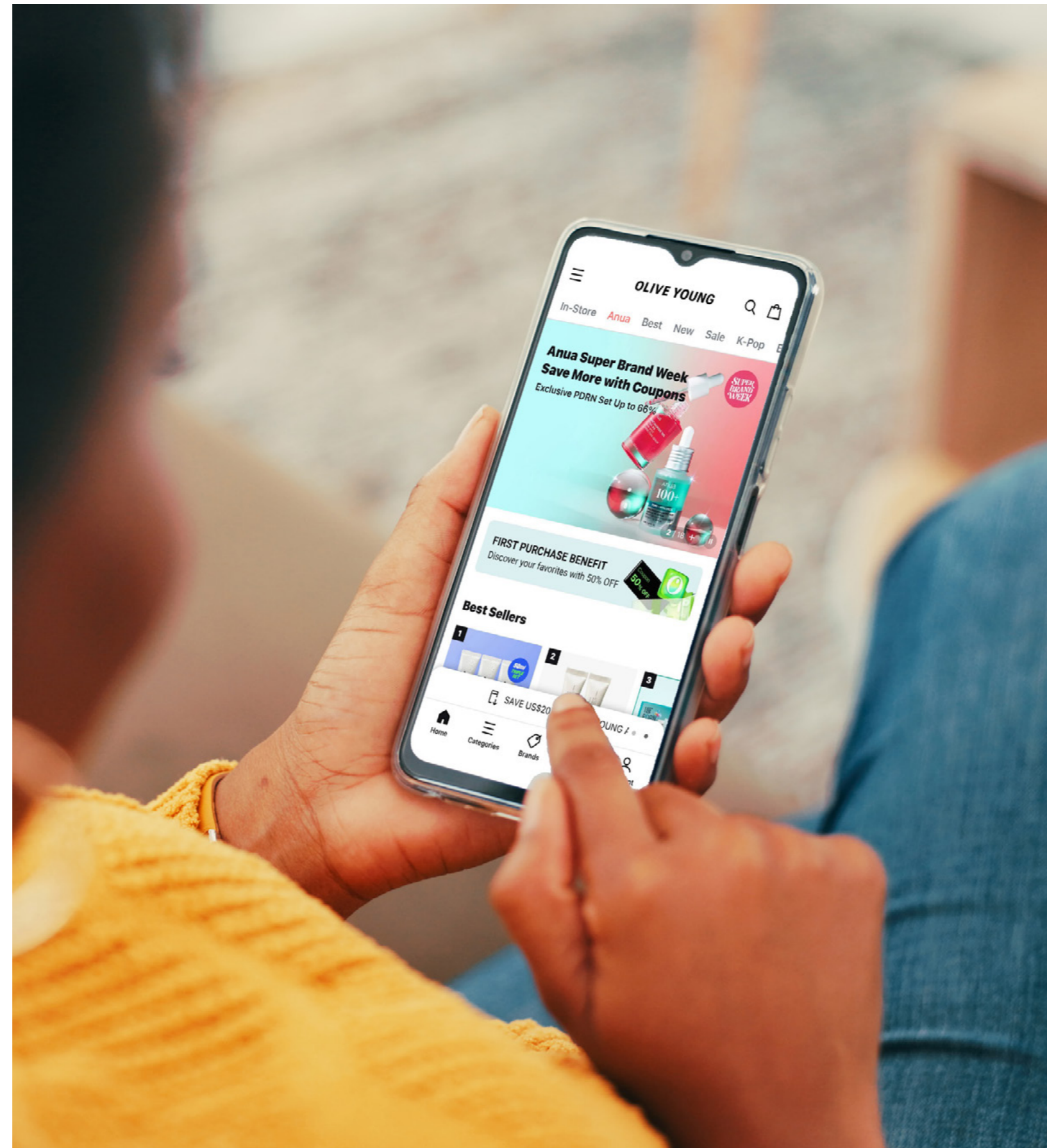
OLIVE YOUNG has evolved from Korea's leading beauty and health retailer into a global pioneer, shaping the beauty market by promoting the excellence of K-Beauty worldwide.

Through our cross-border platform, OLIVE YOUNG GLOBAL MALL, we connect over 1,100 K-Beauty partners with customers in more than 150 countries. Our stores also serve as a crucial bridge for global visitors, with 8 out of 10 tourists in Korea experiencing K-Beauty firsthand with us.

By leveraging our unique platform, logistics, and marketing expertise, we continue to fuel the growth of K-Beauty, helping domestic brands expand globally.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

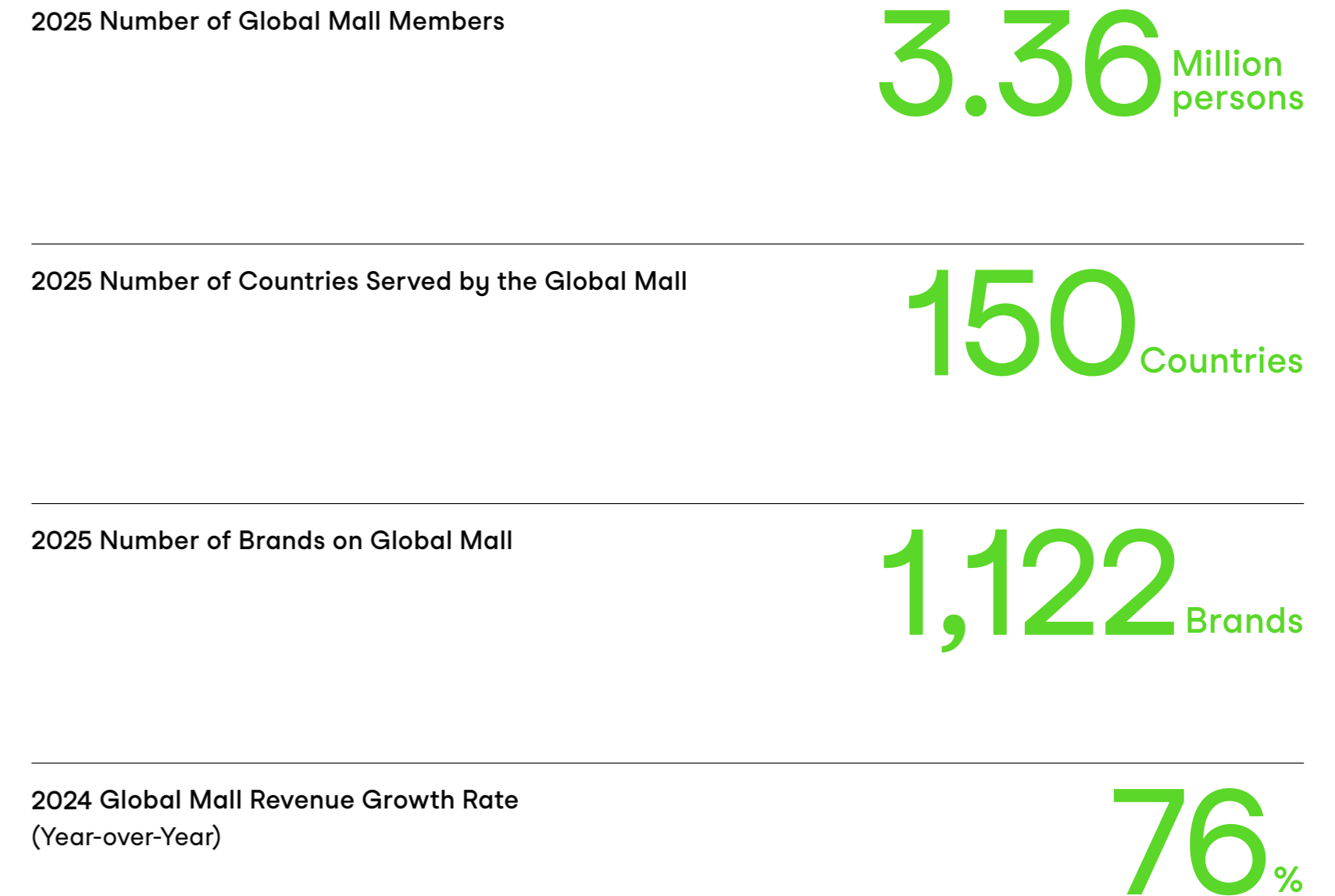
# OLIVE YOUNG and Small K-Beauty Brands: Taking a Global Leap Together



## OLIVE YOUNG GLOBAL MALL: Growing as a K-Beauty Cross-Border Platform

OLIVE YOUNG operates 'OLIVE YOUNG Global Mall,' a cross-border platform available in over 150 countries, enabling customers worldwide to experience excellent K-Beauty brands and latest trends in the fastest and most diverse ways. As of June 2025, the number of brands on Global Mall reached 1,122, and Global Mall membership reached approximately 3.36 million, strategically responding to K-Beauty demand arising from various global locations and rapidly expanding customer touchpoints. To enable more customers to conveniently experience more brands, OLIVE YOUNG continuously creates market trends and discovers new brands that satisfy diverse demands. In this way, we not only promote K-Beauty excellence worldwide but also demonstrate Korea's competitive edge in beauty & health exports.

As of June 2025



# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

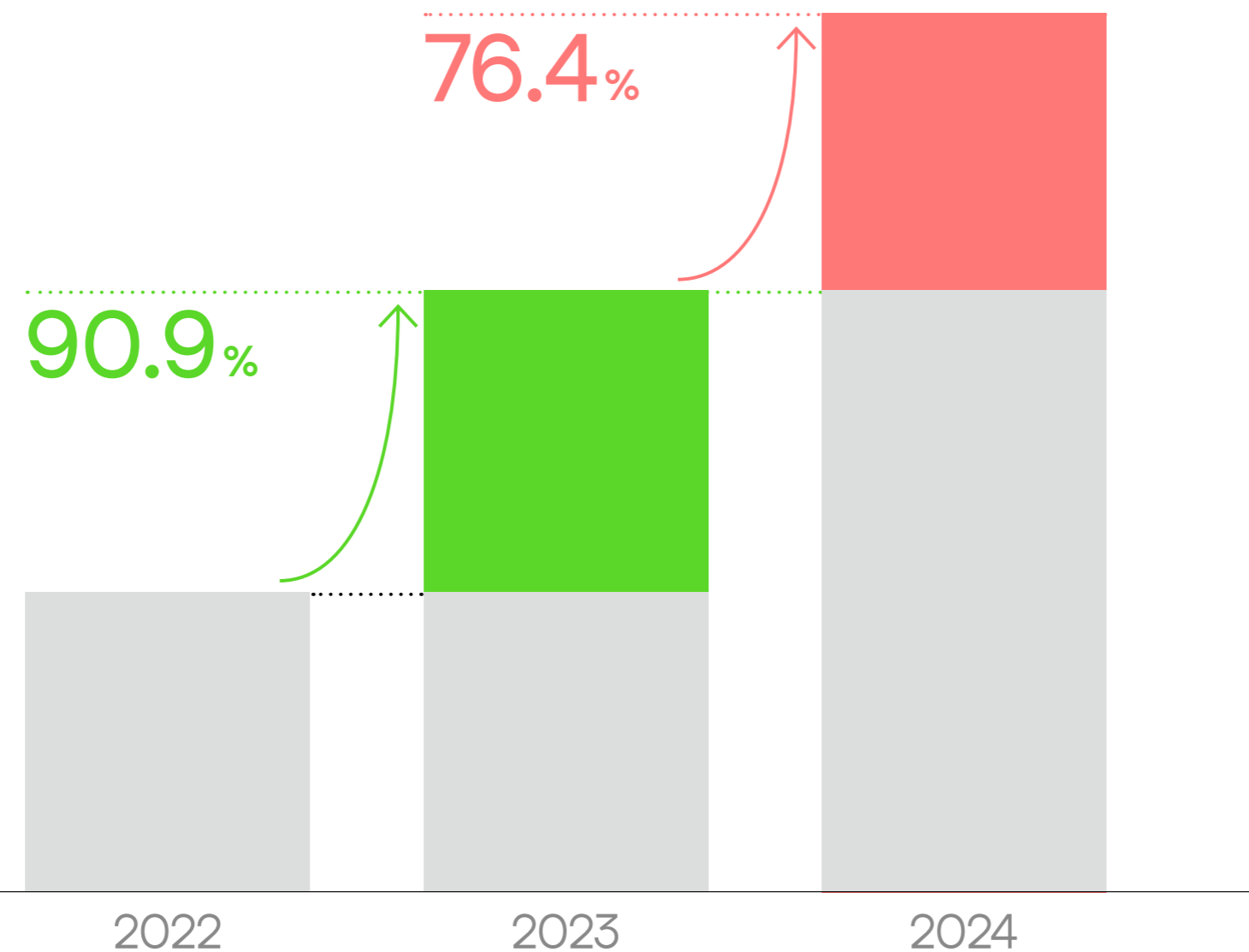
## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## The Global Reach of K-Beauty's Competitive Small and Medium-sized Brands

OLIVE YOUNG has established itself as a pacemaker helping domestic small and medium-sized brands expand globally. Small and medium-sized brand sales on OLIVE YOUNG Global Mall grew rapidly with 90.9% in 2023 and 76.4% in 2024. OLIVE YOUNG will continue to lead in continuously discovering and nurturing promising domestic emerging brands, supporting their global expansion and spreading K-Beauty competitiveness worldwide.

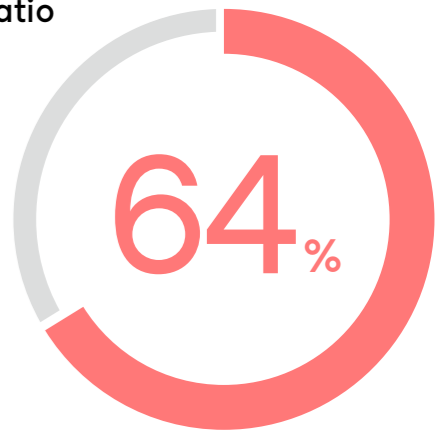
Global Mall Small and Medium-sized Brand Sales Growth Trend



## K-Beauty's Offline Platform for Global Expansion

Now OLIVE YOUNG begins a new leap forward to become the leading global K-Beauty platform. In 2025, the company established a local subsidiary in the United States, the world's largest beauty market, and plans to fully deploy local offline platform business from next year. Given that over 67% of Global Mall revenue (as of 2024) comes from the North American market, the company will fulfill its role as a bridgehead for K-Beauty's offline expansion by implementing OLIVE YOUNG's unique product assortment and stores that precisely meet local customer needs. Beyond the United States, the company will actively respond to diversifying K-Beauty demand across Asia, Europe, the Middle East, and other regions, pioneering new markets and opening up K-Beauty's infinite possibilities.

Global Mall US Sales Ratio (As of 2024)



Overview of Global Expansion



Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Our Global Infrastructure Fueling the Growth of Small and Medium-sized Brands

## Logistics Infrastructure Delivering Exceptional Global Shopping Experience

OLIVE YOUNG continuously invests in advancing global logistics infrastructure to enable customers in over 150 countries worldwide to experience K-Beauty products quickly and conveniently. The global shipping-dedicated logistics center located in Anseong, Gyeonggi-do, is equipped with customized shipping facilities for global logistics partners including DHL and EMS, supporting overseas customers to receive products within an average of 5 days. Additionally, in 2025, as OLIVE YOUNG prepares for US market entry, the company signed an MOU with global logistics company FedEx. Through this partnership, the company provides overseas customers with real-time delivery tracking, customized delivery options, and picture proof of delivery confirmation using US ground transportation networks and integrated e-commerce solutions. In this way, OLIVE YOUNG minimizing global shipping risks and building a trust-based global logistics network.



OLIVE YOUNG operates the Anseong Logistics Center, a dedicated logistics center for Global Mall, providing seamless delivery services with an average shipping period of 5 days to over 150 countries.

## Global Marketing Bringing Customers Closer

### Online Social Media-Based Marketing

OLIVE YOUNG actively utilizes social media marketing to enable K-Beauty to naturally blend into the daily lives of people worldwide. Centered on video content created in collaboration with global influencers, the company vividly conveys product characteristics and user reviews, communicating with local customers and effectively spreading the appeal of K-Beauty. The excitement from online experiences leads to offline store visits and experiences, maximizing synergies between online and offline channels.

### Offline KCON

OLIVE YOUNG actively participates in KCON, the global K-Culture festival where people from around the world gather, directly communicating with global customers and leading efforts to promote the excellence of small and medium-sized brands. At the OLIVE YOUNG booth, the company introduces popular K-Beauty brands from Global Mall, provides flagship product experiences and events, and offers opportunities to directly communicate and connect with tens of thousands of local customers. Particularly, brands partnering with OLIVE YOUNG are creating diverse opportunities for global business expansion by directly receiving real-time feedback from local customers and meeting overseas buyers.



OLIVE YOUNG operated the largest-ever K-Beauty booth at KCON LA 2025, providing small and medium-sized brands with a marketing platform where they could directly meet global customers to introduce and offer experiences with their products.

### KCON LA 2025 Participation Status



- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

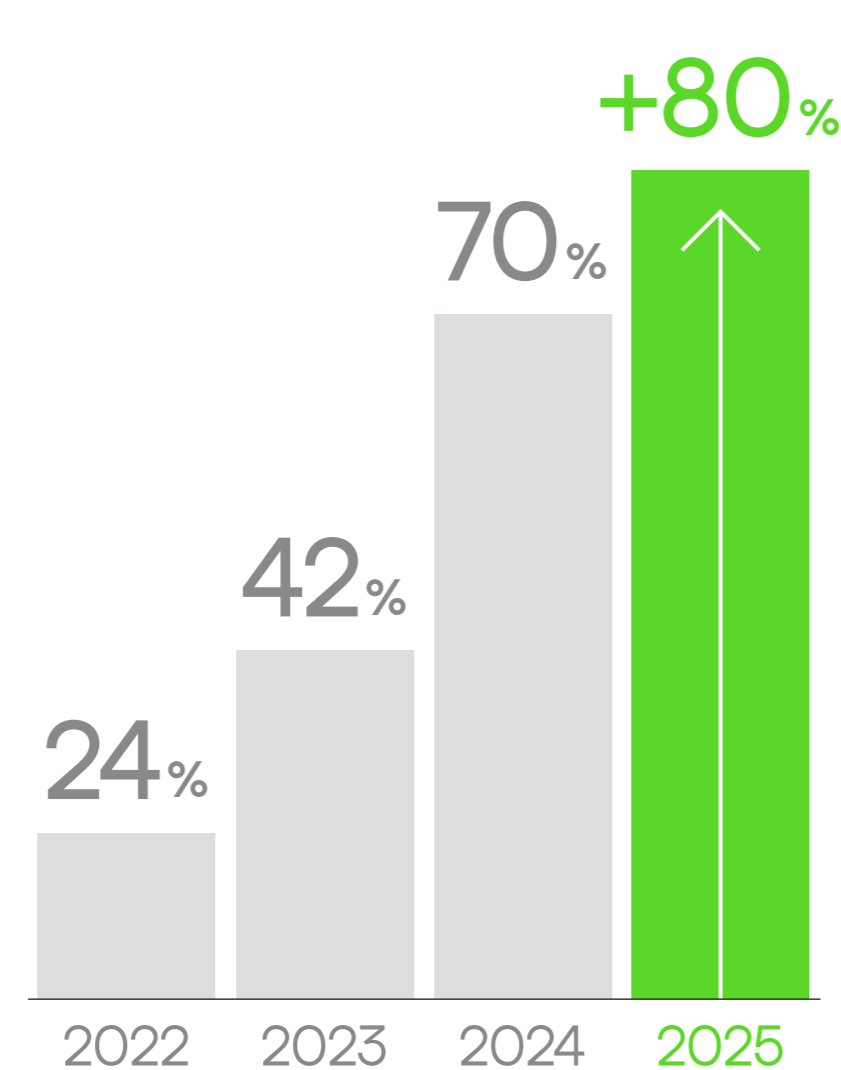
# OLIVE YOUNG, Where You Complete K-Beauty Experience

## Offline Stores: The Essential Journey for Global K-Beauty

OLIVE YOUNG, having secured an overwhelming position in the domestic beauty market, has emerged as a 'K-Beauty shopping mecca' that foreign tourists visiting Korea must visit. Gaining word-of-mouth recognition as a place where trendy K-Beauty can be discovered and experienced all in one location, the explosive growth in foreign tourists to Korea has led to a corresponding explosive increase in foreign customers visiting OLIVE YOUNG. As of 2024, foreign purchases at OLIVE YOUNG exceeded 9.42 million transactions across 1,312 stores nationwide, with sales growing 151% compared to the previous year. OLIVE YOUNG is solidifying its position as the leading K-Beauty platform beloved by people worldwide across borders by expanding differentiated services that enable foreign customers from various countries to shop more conveniently.

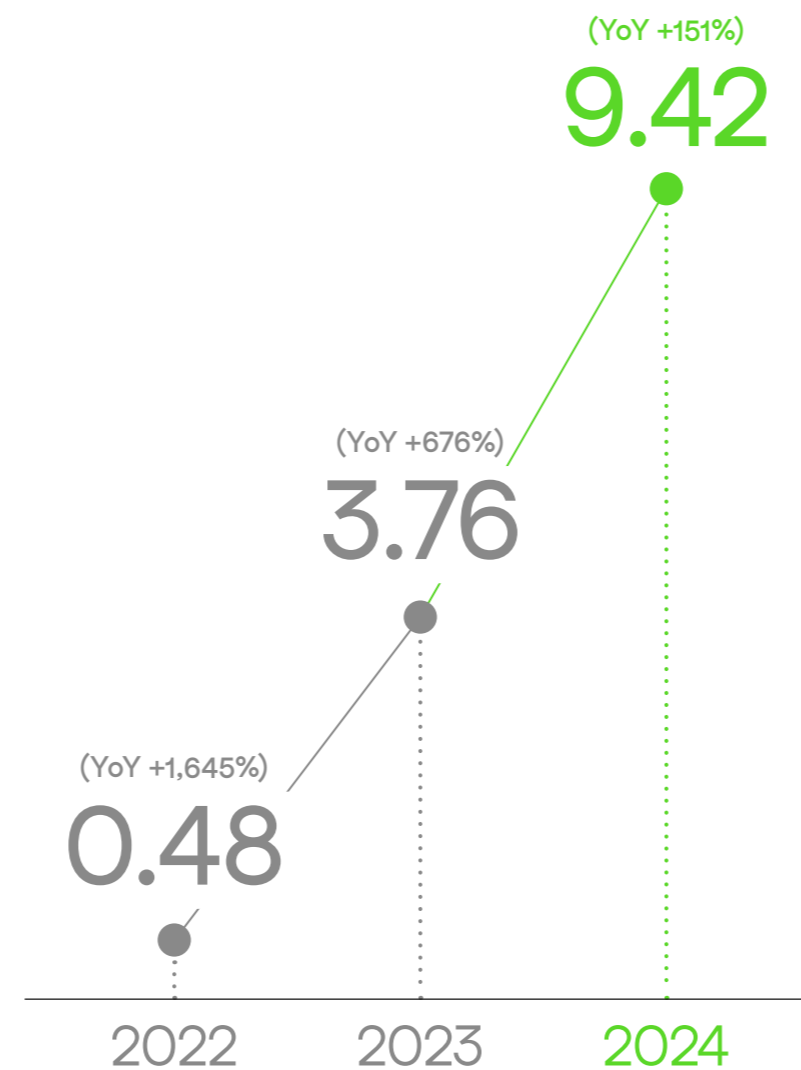
### Foreign Tourist Purchase Rate\* at OLIVE YOUNG

\* Purchase Rate = Foreign Customer Purchases at OLIVE YOUNG / Total Foreign Tourists to Korea x 100

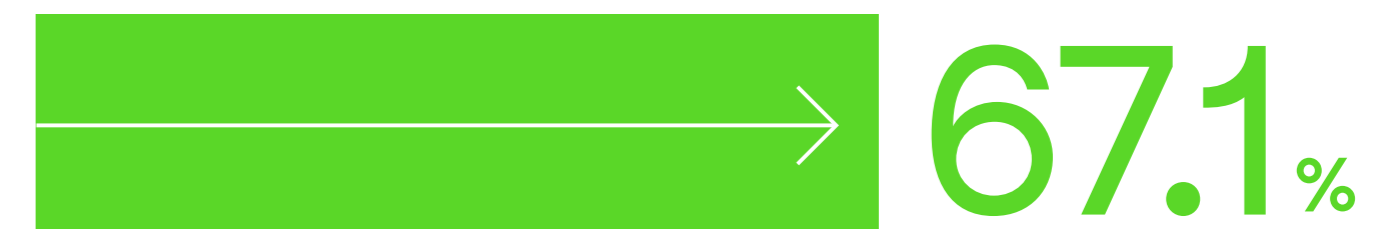


### Foreign Customer Purchase Count Trend

(Unit: Million transactions)



### 2024 Global Tourism District Store Sales Growth Rate (Year-over-Year)



**Intro**

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

**Overview**

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

**Value & Impact**

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

**ESG Management**

- Social
- Environmental
- Governance

**ESG Facts & Figures**

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# The Ultimate K-Beauty Destination for Tourists in Korea

OLIVE YOUNG continuously presents large-scale stores in representative tourist districts where foreigners frequently visit, such as Seoul's Myeong-dong, Hongdae, Gangnam, and Seongsu, meeting the K-Beauty needs desired by global customers. Through personalized product lineups, dynamic shopping flows, category-specialized display fixtures, innovative promotions and services, the company guides global customers visiting Korea to an even more diverse beauty lifestyle.

Furthermore, the company operates specialized stores featuring regional characteristics in areas with high foreign tourist demand, enabling them to experience not only K-Beauty but also K-Culture together. Through unique products that can only be encountered at each regional store, OLIVE YOUNG provides opportunities to understand not just K-Beauty but K-Culture as well. Tourists visiting Korea can feel Korea's healthy beauty through special experiences at OLIVE YOUNG.



OLIVE YOUNG Myeongdong Town

## 1 Dozent Program for Convenient Shopping

K-Beauty dozent program introducing the latest K-Beauty trends and brands to foreign tourists, enabling deeper understanding of K-Beauty.

## 2

### Personal Shopper Service for Customized Experience

Providing 1:1 customized consulting by identifying skin type, concerns, and preferences, delivering the excitement of product experiences through various languages and efficient shopping flows.



OLIVE YOUNG Central Gangnam Town



OLIVE YOUNG Gyeongju Hwangnam

## 3 Specialized Stores for K-Culture and K-Beauty

Store concepts where visitors can experience diverse K-Beauty products combined with Korean culture and regional beauty, providing beauty services that satisfy all five senses.

Intro

- Globalizing K-Beauty
Mutual Growth
Omnichannel

Overview

- CEO Message
Our Company
Our Business
Our Business Philosophy
Our Sustainability Management
Our History
Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
Shaping Global K-Beauty Market
Partnering for Mutual Growth
Advancing Omnichannel Strategy

ESG Management

- Social
Environmental
Governance

ESG Facts & Figures

- Economic
Environmental
Social
Governance
GRI Standards Index
UN SDGs Index
UN Global Compact Index
GHG Emission Verification Opinion
Independent Assurance Statement

Partnering for Mutual Growth

OLIVE YOUNG is a trusted partner that discovers emerging brands, supports them at every stage of their growth, and shapes the growth trajectory of the K-Beauty ecosystem. By using our 26 years of trend-sensing expertise and deep customer insights, we help our partners effectively reach their audience. We offer a full-scale support system, including everything from product planning and marketing to logistics. We even collaborate with the government to provide essential resources like startup funding and IP protection.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Shared Growth Created by OLIVE YOUNG and Our Partners

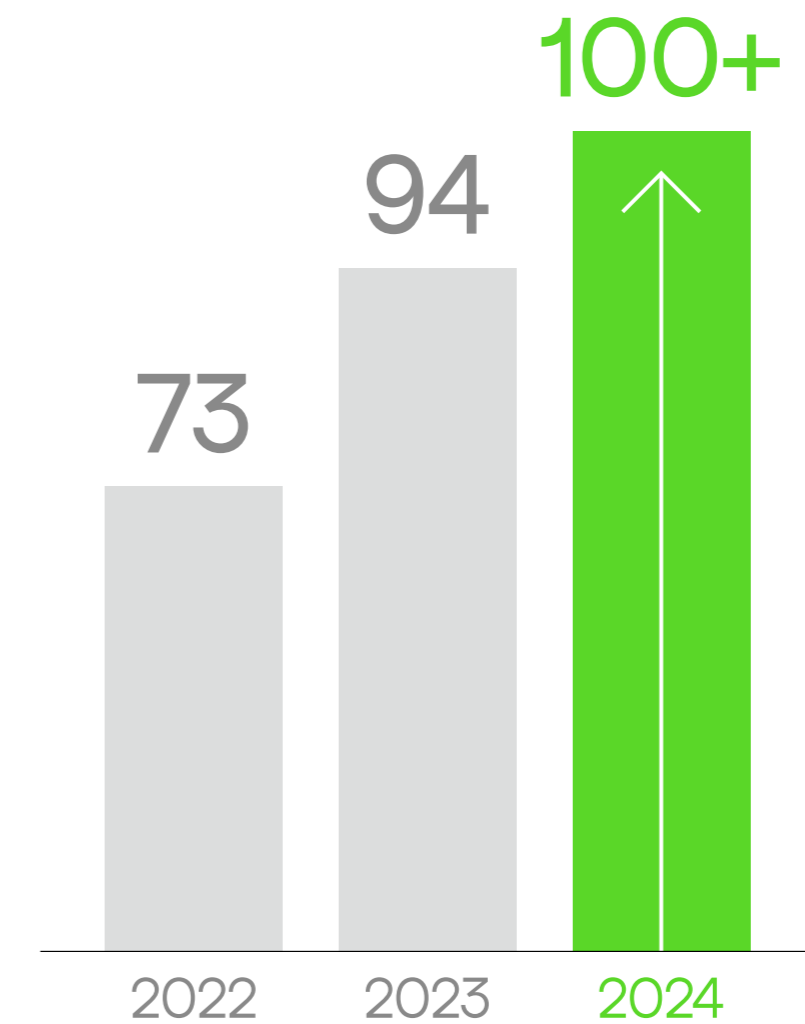


At OLIVE YOUNG N Seongsu, there is an installation called the 'KRW 10 Billion Brand Road', which showcases brands that have achieved annual revenue of more than KRW 10 billion since 2013 in partnership with OLIVE YOUNG. This road symbolizes the mutual growth between OLIVE YOUNG and its partner brands in creating a sustainable and healthy beauty ecosystem. Going forward, OLIVE YOUNG will continue to make every effort to foster a healthy environment of mutual growth, enabling outstanding brands to share their stories more closely with a wider range of customers.

## Increasing Number of Brands Achieving Over 10 Billion Won in Sales

OLIVE YOUNG has established itself as an incubator and partner that drives sustainable innovative growth in the K-Beauty industry through discovering new brands and strategic collaboration based on our 'Partner Shared Growth Model.' OLIVE YOUNG's growth history parallels that of small and medium-sized brands. Small and medium-sized brands that expanded their market reach through OLIVE YOUNG have achieved increased brand recognition and revenue growth, emerging as self-sustaining leading players in K-Beauty. As of 2024, there are approximately 2,400 small and medium-sized brands partnering with OLIVE YOUNG, representing 89% of all brands in its stores. Particularly notable is that the number of brands achieving annual revenue of KRW 10 billion or more through OLIVE YOUNG exceeded 100, representing a 16% increase compared to the previous year. Additionally, brands recording annual revenue of KRW 100 billion or more appeared for the first time in 2024. OLIVE YOUNG aims to continue producing brands that surpass KRW 50 billion and KRW 100 billion milestones, charting growth curves together with its partners.

Brand Count Growth Trend Achieving KRW 10 billion+ Revenue (Includes Private Brands)



Total Number of Small and Medium-sized Brands (As of 2024)

2,391 Brands

Small and Medium-sized Brand Ratio of Total Partners (As of 2024)

89%

2024 Total Number of Small and Medium-sized Brands with Mega Hit Products\* Growth Trend (Compared to 2022)

70%

\* Products ranking in top 5% annually (annual cumulative KRW 300 million+)

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Nurturing K-Beauty's Future through Partner Incubation

OLIVE YOUNG pursues core strategies to realize collaborative growth with small and medium-sized brands. The company discovers and supports emerging brands that has the potential to become the next leaders based on our product planning, data analysis and customized consulting services for each partnering company. Subsequently, the company jointly opens new channels in the K-Beauty market based on trend curation and new category development. Furthermore, our powerful marketing strategies including OLIVE YOUNG Festa and Awards, as well as sales and promotions, elevate brand value and maximize shared growth with partners.



## Discovering Next-Generation Power Brands

### 01

#### Product Planning

OLIVE YOUNG serves as a strategic partner with emerging brands from their initial discovery and entry through comprehensive product planning processes. Based on deep understanding and expertise in categories and products, OLIVE YOUNG MDs actively propose and collaborate to help partners plan more competitive products. From brand concepts to product ingredients and efficacy, and package design, the company thoroughly considers and plans products that align with market trends and customer needs.

### 02

#### Data Analysis Support

OLIVE YOUNG, which accumulates over 160 million domestic and overseas customer data annually, serves as a platform that precisely connects small and medium-sized brands with customers. To enable partners to flexibly respond to rapidly changing beauty trends and customer demands, the company provides various data from sales analysis to customer purchase behavior. OLIVE YOUNG will continue to advance our data assets to provide more systematic insights to partners.

### 03

#### Strategic Consulting for Each Company

OLIVE YOUNG provides professional strategic consulting to help emerging brands with insufficient know-how or experience settle in the market, build competitiveness, and achieve growth. In particular, the MD organization with specialized expertise by category provides close support from partners' branding to product development, market entry, marketing, and overseas expansion strategies, performing the role of an incubator that drives substantial growth.

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement

- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy

- ESG Management
  - Social
  - Environmental
  - Governance

- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Nurturing K-Beauty's Growth

### Trend Curation

OLIVE YOUNG discovers and proposes new themes that transform the flow of the domestic beauty market based on faster trend catching capabilities than anyone else. The company doesn't stop at simply introducing partner brands and products, but actively supports brands to appeal more attractively to customers by proactively planning theme curations that penetrate customer demand.

Representative examples include 'Clean Beauty,' which led the trend of healthy ingredients and sustainability; 'Slow Aging,' which transforms perceptions about aging; and 'W Care,' which offers professional solutions for women's health. OLIVE YOUNG creates more valuable collaborative growth by presenting products suitable for curation themes alongside major partner companies and leading market trends.

### Slow Aging

Accepting aging naturally and positively, the company develops and proposes functional products tailored to skin concerns such as elasticity, pores, complexion, and scars.



### Clean Beauty

Following OLIVE YOUNG Clean Beauty standards, the company selects brands with healthy ingredients that seek to coexist with the earth, leading value consumption culture.



### W Care

The company provides various solutions and product lines for women's healthy habits including menstrual care, intimate care, sexual health, and body positivity.



2024 Annual Growth Rate of Slow Aging Category

60.6%

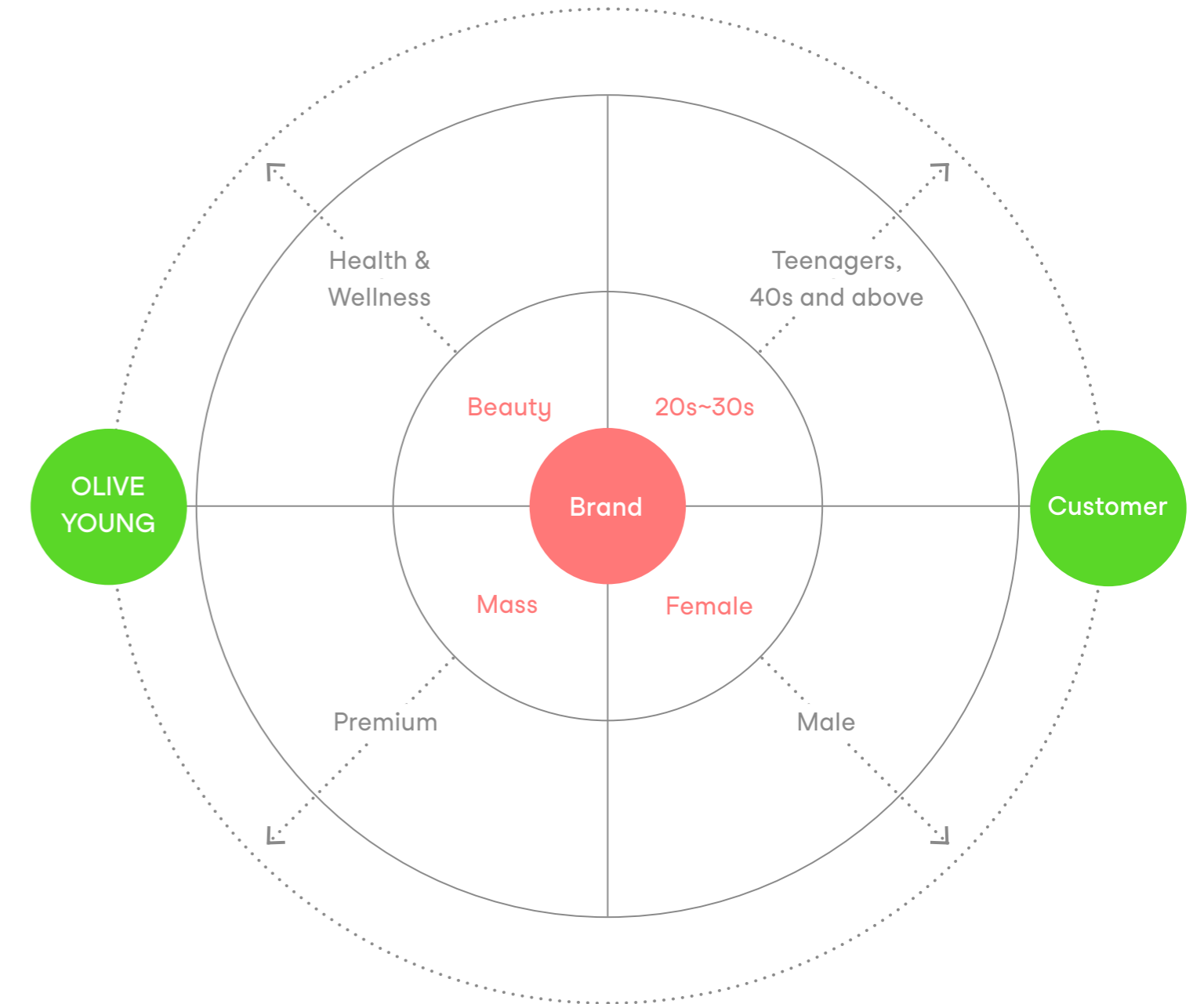
2024 Annual Growth Rate of Clean Beauty Category

37.5%

### Strategic Product Portfolio Enhancement

OLIVE YOUNG is advancing product segment strategies in response to the segmentation and diversification of the beauty & health market. The company continuously discovers specialized segments and strengthens a comprehensive product portfolio across all price ranges, from cost-effective mass products to high-priced premium products. Additionally, the company consistently develops categories and products that meet demand to satisfy the needs of all customers regardless of age, gender, or nationality. Through this approach, OLIVE YOUNG is evolving into a highly professional beauty & health platform while providing market entry opportunities for emerging brands and offering growth directions for existing brands.

### OLIVE YOUNG Product Segment Expansion



# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Marketing Strategies Increasing Brand Equity



2025 Number of Invited OLIVE YOUNG Festa Global Partners

**524** Persons

2024 Purchase Data Volume for Award's Evaluation

**160** Million cases

### OLIVE YOUNG Awards

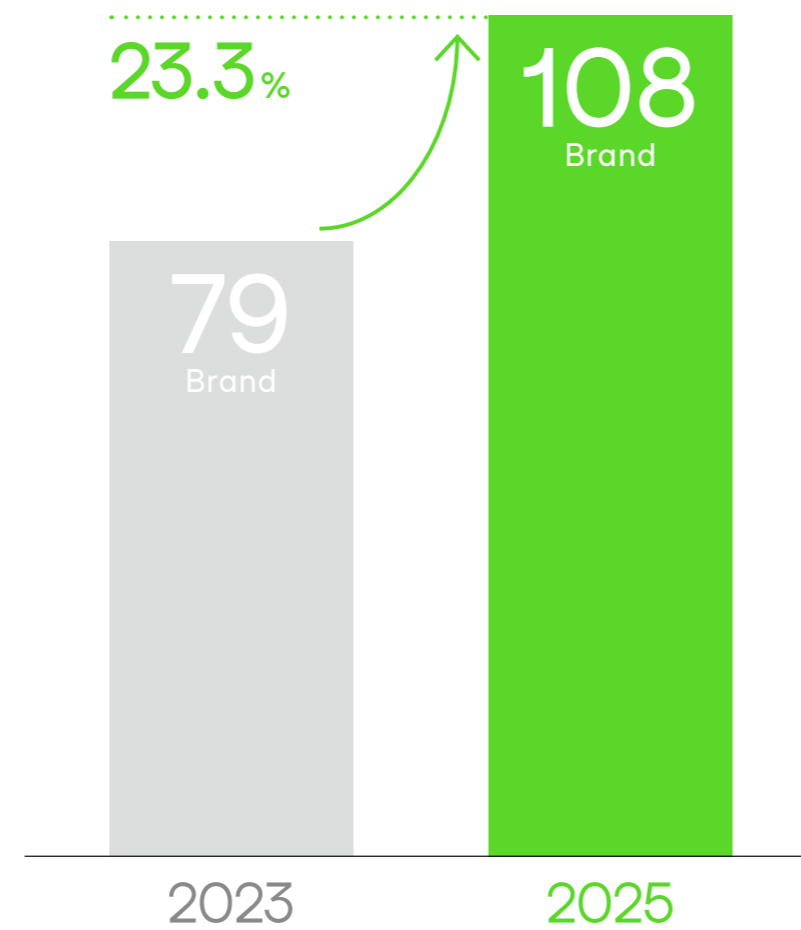
OLIVE YOUNG selects and announces the most popular beauty & health brands and hit products representing the year based on 160 million annual purchase data. In the '2024 OLIVE YOUNG Awards,' a total of 137 products across 33 categories became the honored recipients of awards. Through objective data-based awards, OLIVE YOUNG not only provides highly reliable trend indicators but also creates positive synergistic effects by widely promoting the competitiveness of promising partners.

### OLIVE YOUNG Festa

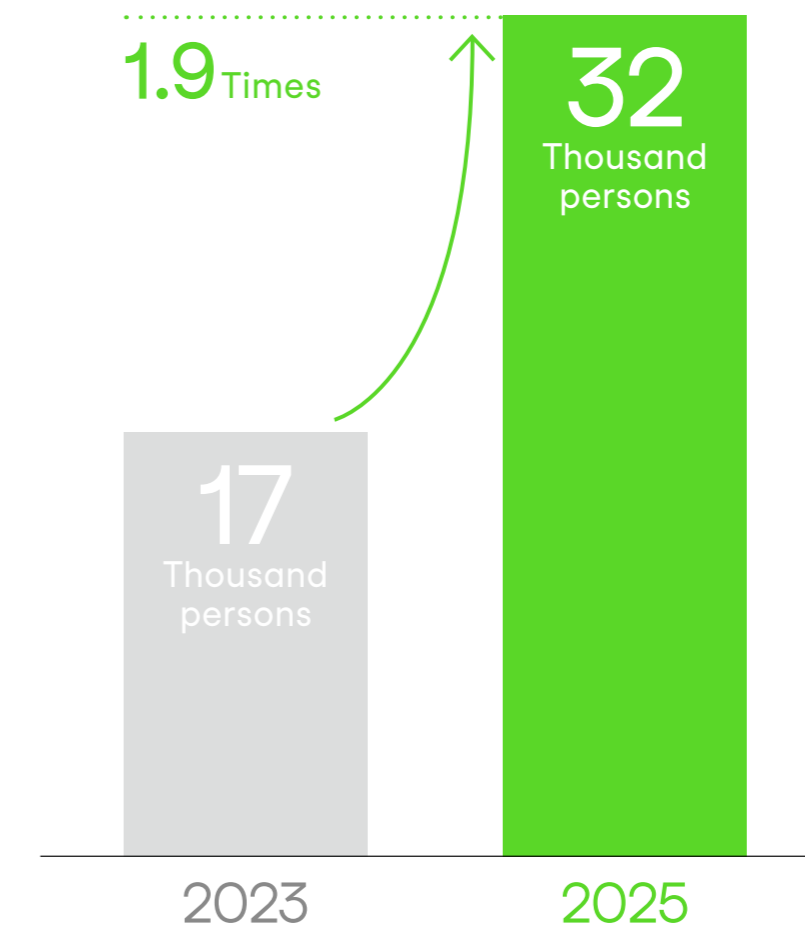
OLIVE YOUNG Festa has established itself as Korea's largest beauty & health festival, serving as a communication hub where our partnering companies gather in one place to meet customers and facilitate industry interaction. The '2025 OLIVE YOUNG Festa' held at Nodeul Island in Seoul successfully concluded with not only customers and partners but also famous overseas retailers, government officials, investors, and other key stakeholders of the K-Beauty industry coming together. OLIVE YOUNG aims to deepen its pivotal role in closely connecting various entities of the K-Beauty industry ecosystem and driving sustainable growth by presenting innovative festivals that continue to evolve with each edition.

\* OLIVE YOUNG Festa was not held in 2024

2025 Number of OLIVE YOUNG Festa Participating Brands



2025 Number of OLIVE YOUNG Festa Visitors



# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

### OLYOUNG SALE and Promotions

OLIVE YOUNG's 'OLYOUNG SALE' is a large-scale sale event held regularly every quarter. By introducing trendy seasonal products at special prices, it contributes to increasing partners' brand recognition and sales. Furthermore, utilizing various marketing assets completed with OLIVE YOUNG's differentiated planning capabilities, the company provides shopping enjoyment to customers and continuous growth opportunities to partners.

#### OLYOUNG SALE

OLIVE YOUNG's signature sale event that showcases trendy popular products each season with the maximum discount range



2024 Cumulative Number of Customers Purchased at OLYOUNG SALE

**6.87** Million persons

#### OLYOUNG PICK

Regular monthly promotion based on OLIVE YOUNG's strategic product curation



#### OLIVE DAY

Monthly promotion starting at every 25th for OLIVE YOUNG membership members, 'OLIVE Members'



#### OLYOUNG BLACK FRIDAY

Large-scale promotion that OLIVE YOUNG holds annually during the Black Friday shopping season



### OLIVE YOUNG x Sanrio Characters Collaboration



In July 2025, OLIVE YOUNG successfully launched a collaboration campaign with Japan's popular character brand 'Sanrio Characters' across all online and offline channels. This collaboration represents OLIVE YOUNG's first case of extending collaboration scope beyond the simple platform level to include partner brands, presenting over 200 products featuring popular characters like Hello Kitty, My Melody, and Pochacco simultaneously with 32 brands.

OLIVE YOUNG fully covered character license costs for participating brands and provided comprehensive cooperation to help brands strengthen their product planning capabilities and utilize effective marketing resources. Limited-edition collaborative products targeting the 2030 generation received tremendous response, recording long waiting lines before store openings and rapid sell-outs. OLIVE YOUNG continues to create meaningful achievements by strengthening cooperative relationships with partner companies based on innovative joint marketing.

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Customized Support, Tailored for Our Partners

## A Support System Engineered for Our Partners

OLIVE YOUNG provides comprehensive support across multiple dimensions to ensure business stabilization and competitiveness enhancement for partners. The company provides comprehensive support ranging from financial and infrastructural foundations for stable business operations to brand marketing and communication support for networking, creating an environment where partners can focus on growth.

### Financial Support for Stable Management

OLIVE YOUNG operates a highly effective liquidity support policy to ensure management stability and continuous growth for small and medium-sized partners. Partners can access low-interest loans of up to KRW 1 billion through the OLIVE YOUNG Mutual Growth Fund, with a fund size of KRW 100 billion annually starting from 2024, totaling KRW 300 billion over three years. The liquidity support policy supports smooth cash flow for partners, reducing management uncertainty and establishing a foundation for focused investment in strengthening brand competitiveness.

2024 Number of Companies Benefited by Mutual Growth Fund

**85** Companies

2024 Volume of Mutual Growth Fund Loan

**70.94** KRW billion

### Infrastructure Support for Brand Marketing

OLIVE YOUNG operates a multi-faceted infrastructure support system for partner growth. To help small and medium-sized brands overcome low brand recognition, the company provides direct communication with consumers through partner live channels, along with various support including master guide production and distribution, professional training by dedicated PDs, and Seongsu studio rental. Additionally, the company provides customized consulting on broadcast planning and promotions to simultaneously strengthen brand recognition and customer experience.



OLIVE YOUNG provides partners with dedicated live streaming infrastructure and professional support, helping small and medium-sized brands effectively communicate with consumers and achieve growth.

Photo source: OLIVE YOUNG Live - 'New Product Radio'

2024 Cumulative Number of Partner Live Viewers

**1.89** Million persons

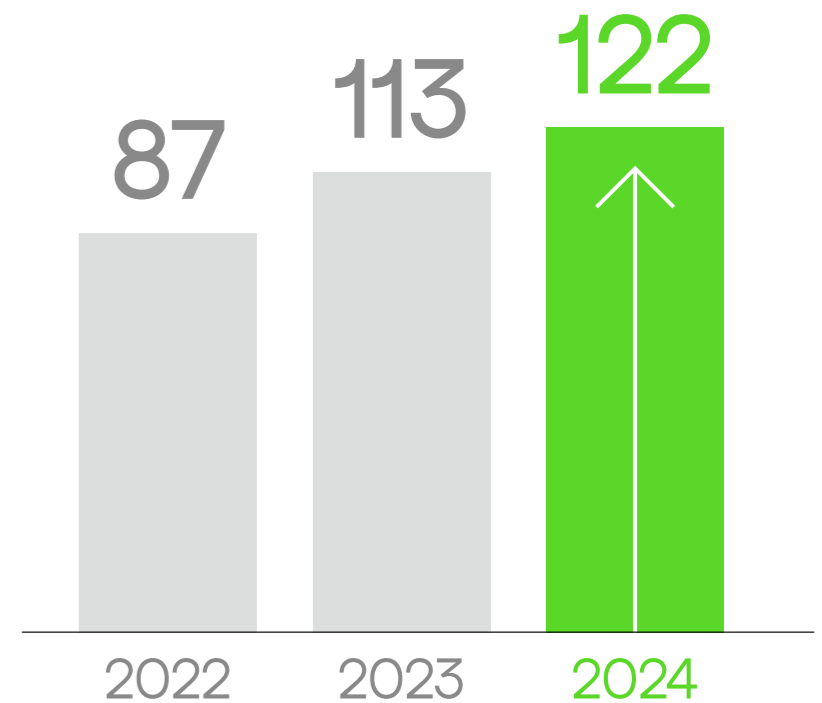
### Direct Engagement with our Partners

OLIVE YOUNG operates 'Partners Day,' a diverse communication and networking channel for close collaboration with partners. This serves as a networking platform where small and medium-sized brands can share insights and improvement strategies for the K-Beauty market, and is operated with the goal of mutual benefit and joint growth beyond simple cooperative relationships with partners. The 2024 Partners Day was attended by approximately 300 people, featuring strategy sharing, award ceremonies, exchanges with management, and networking programs.



OLIVE YOUNG creates opportunities for mutual growth by providing a differentiated communication platform through 'Partners Day' where partners can share performance strategies.

Annual Number of Partners Participated in Partners Day (Unit: Companies)



- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# The Lifecycle Support for Every Step of Our Partners' Growth Pathway

OLIVE YOUNG grows together as a true mutual partner through comprehensive support programs across the entire lifecycle, from discovering promising small and medium-sized brands to developing online and offline market channels and entering global markets.

Based on 26 years of accumulated K-Beauty distribution expertise, OLIVE YOUNG operates customized programs for each brand lifecycle stage. In the early stage, the company provides startup support, product planning, and market entry strategy consulting, while in the growth stage, the company accelerates growth through global expansion strategies and marketing consulting. For mature brands, the company provides certification cost support and professional consulting for strengthening self-sustaining capabilities, enhancing brand value, and protecting intellectual property rights. Through this approach, brands can solidify long-term competitiveness based on lifecycle-tailored support and confidently pursue sustainable growth.

## Early Startup Support

# Start Up

### Beauty Startup Development Support

Starting from 2025, through a business agreement with KOLMAR KOREA, the company operates a program that selects and develops promising companies in the cosmetics field, providing customized product planning and market entry strategy consulting utilizing customer purchase data and MD expertise.

## Online·Offline Channel Expansion Support

# Skill Up

### K-SUPER ROOKIE WITH YOUNG

Through a business agreement with the Ministry of SMEs and Startups, this program supports strengthening global competitiveness by discovering and developing small and medium-sized brand products. OLIVE YOUNG discovers promising small and medium-sized brands and provides online and offline distribution channels, customized global expansion consulting, and strategic marketing to facilitate brand success.



K-SUPER ROOKIE WITH YOUNG Promotional Poster

## Company Capability Enhancement

# System Up

### Global Shopping Mall Sales Support Program

This program supports strategy development for brand recognition improvement and self-sustainability by providing product exhibitions, performance marketing, and other services to partner brand companies for overseas expansion in collaboration with the Korea SMEs and Startups Agency.

### IP Protection Consortium

Through cooperation between the Korean Intellectual Property Office and the Ministry of SMEs and Startups, this program aims to strengthen the capabilities of small and medium-sized brand companies by providing intellectual property rights certification support and 1:1 consulting for overseas market establishment of small and medium-sized K-Brands in connection with the 'Mutual Growth Foundation's Joint Market Entry Support Project,' which supports IP protection for small and medium-sized K-Brands.

**2024 Small and Medium-sized Brand Global Marketing Support Performance**  
(Based on support program-selected company revenue)

### Media Content Marketing Program\*

10.4 KRW billion

### Joint Logistics Program\*

15.9 KRW billion

\* Media Content Marketing Program and Joint Logistics Program were integrated into the Global Shopping Mall Sales Support Program in 2025

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy**

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Advancing Omnichannel Strategy

By linking our online and offline platforms, OLIVE YOUNG forges endless opportunities for brands and customers to connect anytime and anywhere. We offer a differentiated shopping experience by seamlessly connecting the unique feeling of our physical stores—which capture local characteristics and the latest trends—with hyper-personalized recommendations and lifestyle content from our data-driven online store.

Using our nationwide stores as logistics hubs, we launched 'Oneul Drim Service (Same-day delivery)', an industry-first service that provides delivery within three hours. This smart and real-time logistics system efficiently unites our online and offline channels, dramatically cutting the time and distance between brands and customers.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

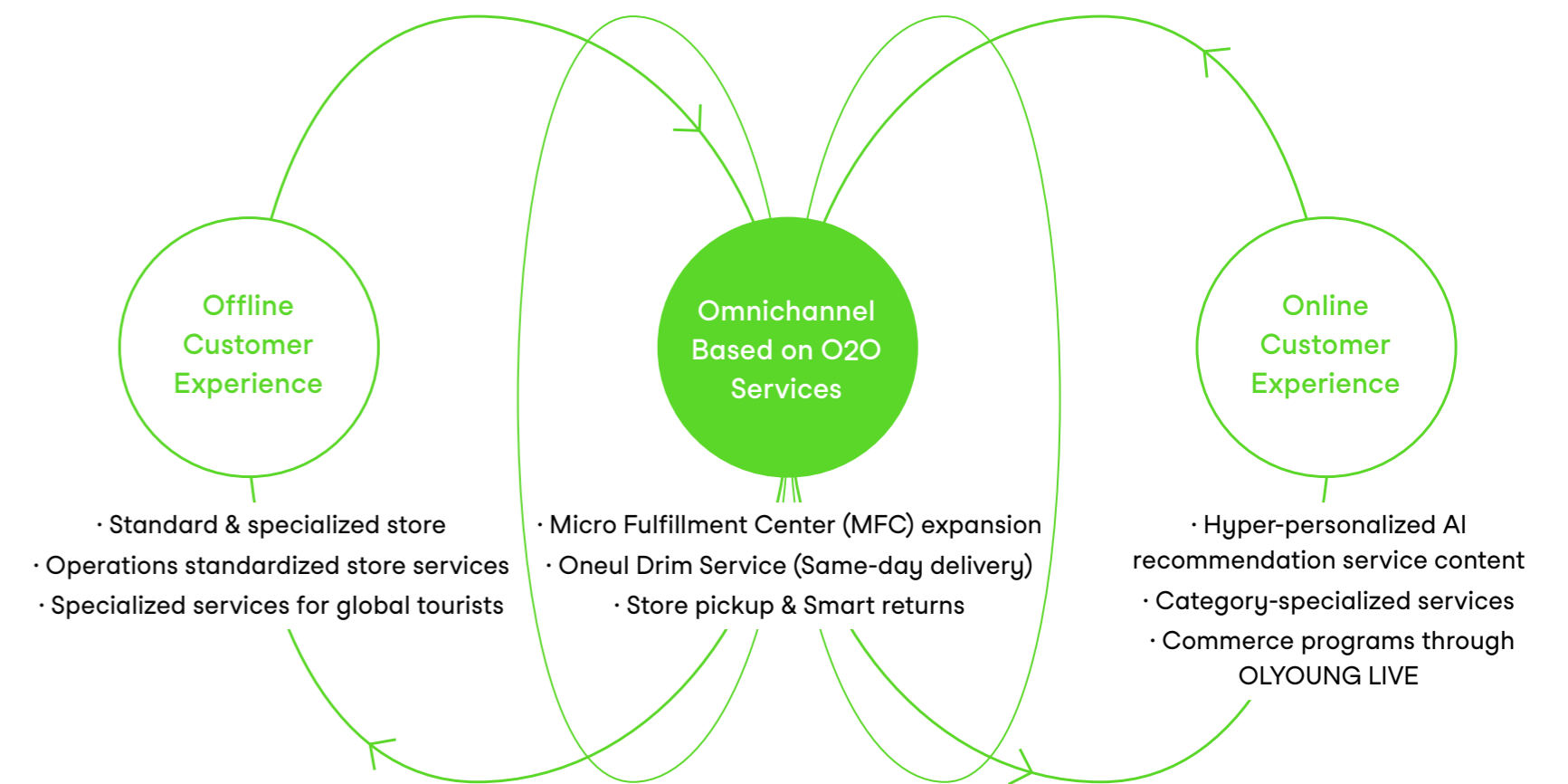
# Our Omnichannel Strategy Expanding the Customer Journey



## Shopping Innovation through Omnichannel Experience

OLIVE YOUNG creates a beauty & health platform where customers can shop more conveniently at their desired time and location through O2O services that organically connect online and offline. Offline stores that reflect regional characteristics and the latest trends provide differentiated experiential spaces, while online malls utilizing AI-based data analysis offer personalized shopping experiences through customized product recommendations and lifestyle content. Additionally, by continuously strengthening app-in-app feature and rich online content, the company naturally delivers brand value to customers and sets new standards for digital shopping experiences. In particular, OLIVE YOUNG's unique smart logistics system organically connects 1,393 nationwide stores and 17 Micro Fulfillment Center (MFC) to reduce delivery times and enhance operational efficiency. Going forward, the company plans to sequentially expand regional services and further refine its omnichannel strategy to provide differentiated customer experiences not only domestically but also internationally.

### OLIVE YOUNG Customer Experience Expansion through Omnichannel



Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# The Closest Space Where Brands and Customers Meet

## Offline Stores Connecting Brands and Customers

Offline stores are spaces where K-Beauty products and brands can be experienced in the most diverse ways, and serve as key touchpoints for fast and close communication with consumers through 1,393 stores nationwide. Particularly in a beauty environment where online touchpoints are being strengthened, offline stores that combine attractive product placement, product curation, and experience-centered services are branding platforms that effectively convey brand concepts and values. For small and medium-sized brands, they provide opportunities to meet customers directly, serving as the foundation for market entry and expansion. For customers, they hold special meaning as immersive retail spaces where new beauty trends can be intuitively experienced and selected.



Number of OLIVE YOUNG Offline Stores  
(First Half of 2025)

**1,393** Stores

Number of OLIVE YOUNG Offline Stores at Global  
Tourism Commercial Area (First Half of 2025)

**122** Stores

## K-Beauty Curation that Drives Customer Engagement

Curation zones planned by category and theme are curated spaces for selected brands that highlight the unique characteristics and values of K-Beauty brands and communicate product excellence to diverse customers. In response to demand for health supplements and inner beauty products, the company introduced the 'Wellness Edit' zone. In commercial areas with high male foot traffic, the company created the specialized male space 'Men's Edit' zone, and established a 'Daily Skincare' zone that introduces skincare routines to domestic and international customers, providing a more differentiated shopping environment. OLIVE YOUNG's unique spatial planning enhances customer convenience through multi-dimensional flow design based on floor-by-floor product composition and professional consultant deployment, effectively maximizing mutual engagement between brands and customers.



OLIVE YOUNG presents diversely curated K-Products to domestic and overseas customers. The 'Daily Skincare' zone introduces skincare products that have become part of daily routines in one place, conveying the beauty of healthy everyday life.

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Our Unique Space for an Unforgettable Customer Experience

OLIVE YOUNG continues to expand hyper-personalized shopping environments centered on 'experience' to connect brands and consumers more densely. Various experiential beauty services such as personal color diagnosis, skin and scalp measurement, and makeup demonstrations are organically connected with category curation to provide customers with immersive shopping experiences. This process conveys brand expertise and differentiation through the five senses while serving as practical consulting that suggests optimal products tailored to individual needs. In fact, customers who experienced 'Skin Scan Pro' at OLIVE YOUNG N Seongsu recorded a purchase conversion rate of 78%, nearly double that of non-users, proving that experiential services have a substantial impact on purchase decisions. Based on this, OLIVE YOUNG is expanding these services to major stores nationwide while more precisely designing touchpoints between brands and customers to enhance offline channel competitiveness and create continuous customer value.



OLIVE YOUNG's makeup consulting is conducted in the makeup studio, where professional beauty consultants diagnose customers' skin concerns and provide tailored guidance on suitable homecare methods.

## OLIVE YOUNG Offline Stores

OLIVE YOUNG's physical stores serve as prime experiential hubs where anyone can freely explore young and trendy K-Beauty products and services, fostering the closest connection between brands and customers. Reflecting the characteristics of each local market, the company designs and operates segmented stores that feature customized interiors and collaborative product lines, thereby catering to diverse customer demands.

### Innovation Stores

Innovation stores are futuristic stores that integrate cutting-edge digital technology with personal curation, serving as young and trendy 'vision landmarks' that experiment with market responses and provide differentiated shopping experiences that exceed customer expectations.

### Town Stores

Town stores are experience-centered complex cultural spaces established at landmark locations in each region, serving as hubs that attract floating population based on a broad product spectrum and lead consumption trends within commercial areas.

### Specialized Stores

Specialized stores create new consumption flows in regional commercial areas and contribute to the autonomous growth of local beauty ecosystems through spatial design that reflects regional characteristics and lifestyles, and category curation based on specialized merchandising.

### Standard Stores

Standard stores are spaces that maximize accessibility to daily consumption at locations optimized for customer living areas. Small and medium-sized brands are rapidly securing nationwide customer touchpoints through entry into standard stores.



OLIVE YOUNG's 'Skin Fit Studio' completes premium beauty experiences that are differentiated for customers through systematic care ranging from homecare lessons to professional spa-level skincare.



OLIVE YOUNG provides opportunities for customers to experience customized product recommendations through 'Skin Scan Pro,' the representative service of experiential beauty care that enables scalp and skin diagnosis.

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement

- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy

- ESG Management
  - Social
  - Environmental
  - Governance

- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Our Innovation Stores for Experiencing Tomorrow's K-Beauty



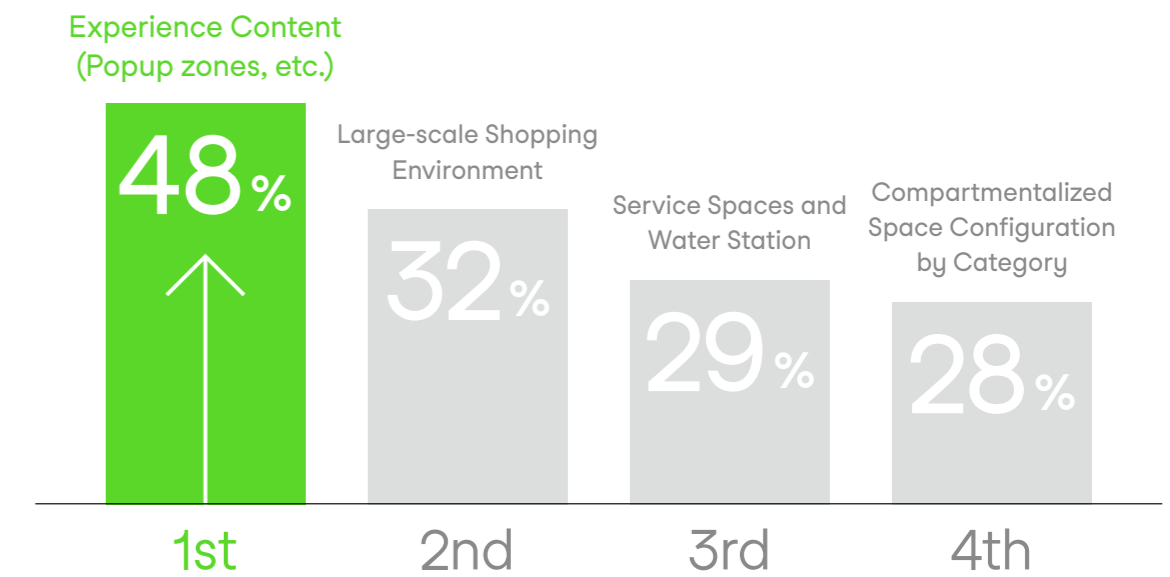
OLIVE YOUNG N Seongsu is an innovation store that provides differentiated retail experiences, spreading the essence of K-Beauty to global customers through various spaces and experience services in the Seongsu commercial area with many foreign tourists.



In the Men's Edit space on the 2nd floor of OLIVE YOUNG N Seongsu, male customers experience the latest products and services designed for them.

OLIVE YOUNG operates 'OLIVE YOUNG N Seongsu,' an offline innovation store that can maximize customer experience by curating K-Beauty in Seongsu, a mecca for tourists and foreigners. Based on four core values of 'NEW, NEXT, NEST, NETWORK,' the company has segmented customers' diverse lifestyles and beauty needs to implement a complex space that enables experience and communication beyond simple product sales. From contenttainment popup showrooms containing carefully selected trends and souvenir shops where one can find OLIVE YOUNG goods, to 'Men's Edit' where one can experience the latest men's beauty, '1:1 professional consultation-enabled 'Skin Fit Studio,' and 'OLIVE Members Lounge' presenting menus that reinterpret desserts from a beauty perspective, the company innovatively presents diverse experiences that transcend gastronomy and beauty.

### OLIVE YOUNG N Seongsu Key Innovation Factors



\* Base: n=525, Unit: % / Olive Voice - 2025.02.20-23  
 Respondents rating OLIVE YOUNG N Seongsu's innovativeness 3 points or higher (multiple responses allowed)

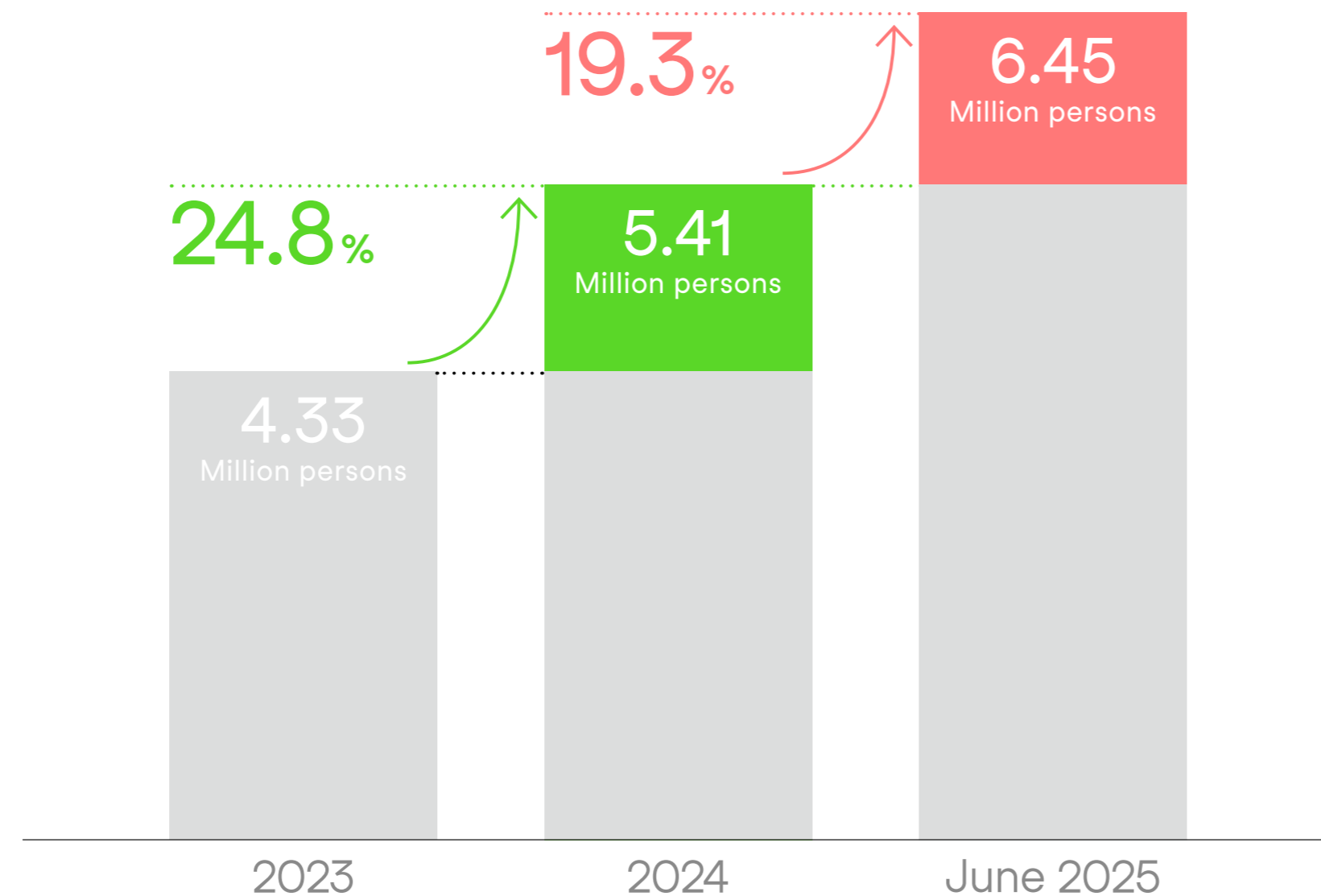
- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Your Go-To Online Mall for Simple and Convenient K-Beauty Shopping

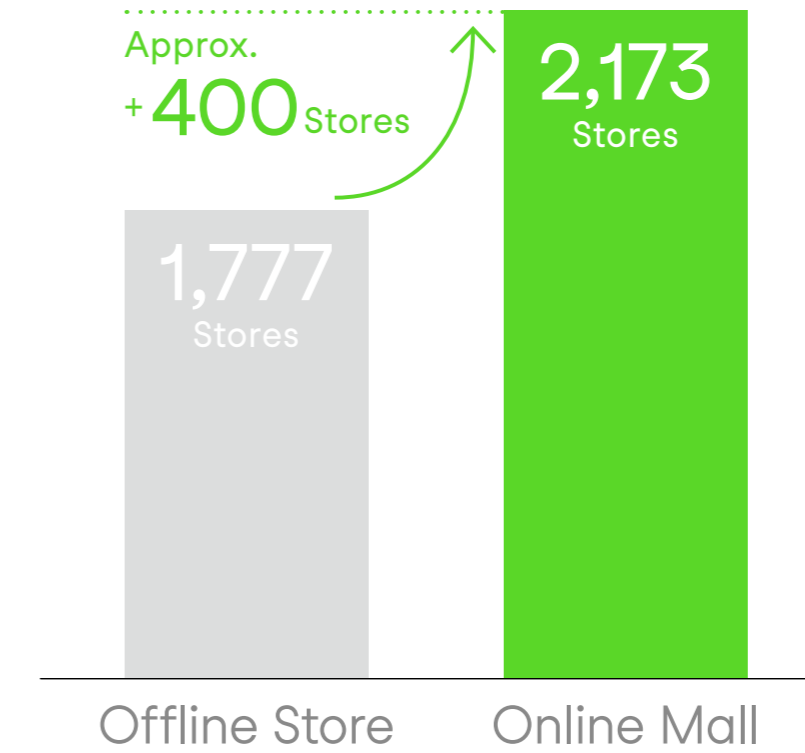
## Stepping Stone for the Rapid Growth of Small and Medium-sized Brands

OLIVE YOUNG's online mall provides broader and more substantial growth opportunities for small and medium-sized brands and emerging brands beyond the constraints of limited offline space. By meticulously analyzing rich customer behavior and product data, the company swiftly and accurately connects diverse small and medium-sized brand products to consumers while expanding brand awareness and product exposure opportunities through big data-based AI recommendation systems. Through this, OLIVE YOUNG's online mall creates a stage where small and medium-sized brands with capability and potential can gain attention and grow, delivering innovative value to both brands and customers through data-driven customized marketing strategies and real-time trend reflection. Furthermore, the company is evolving into a 'Hub of Opportunities' that actively embraces and promotes small and medium-sized brands based on competitiveness analysis optimized for individual customer needs.

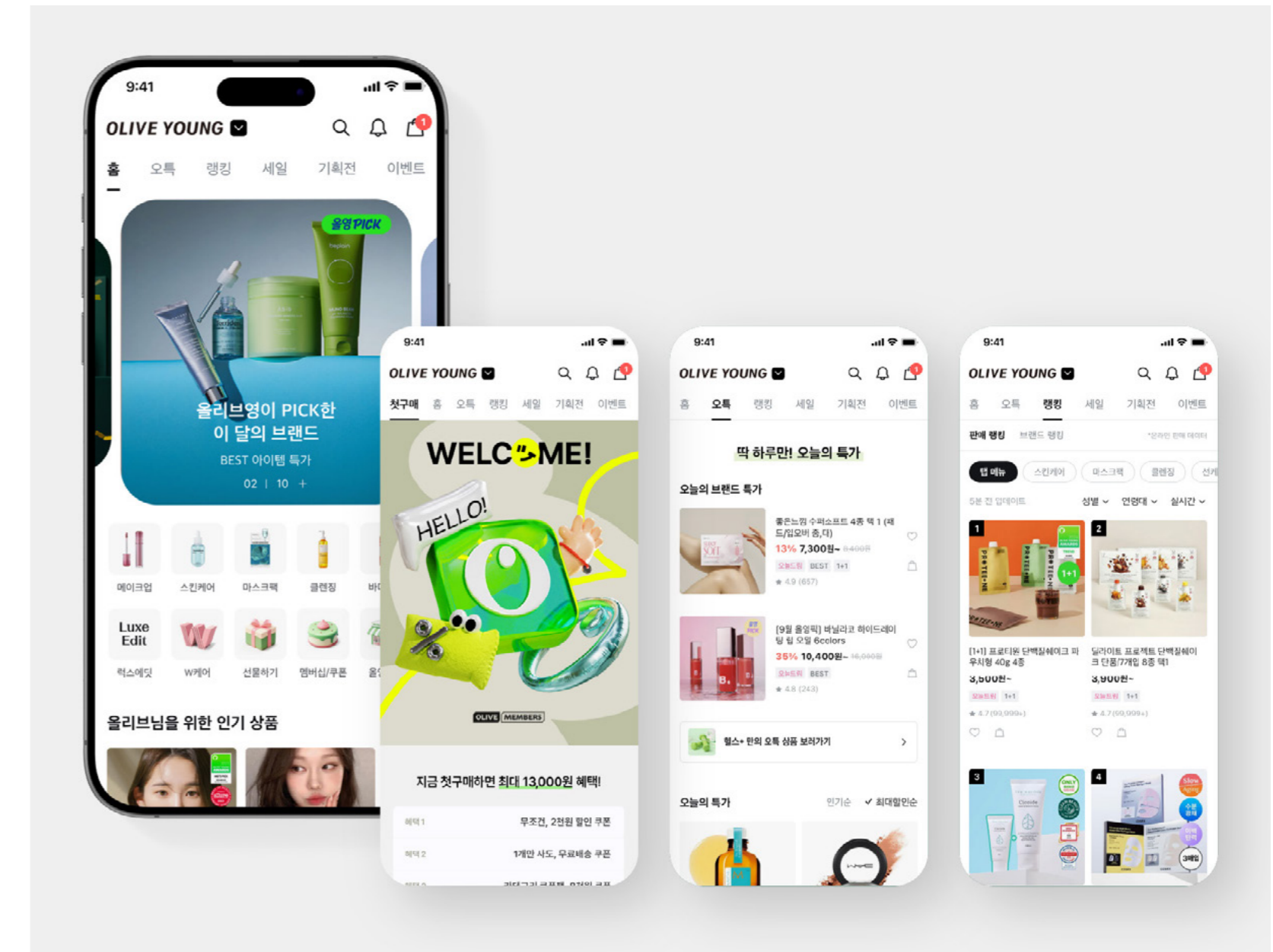
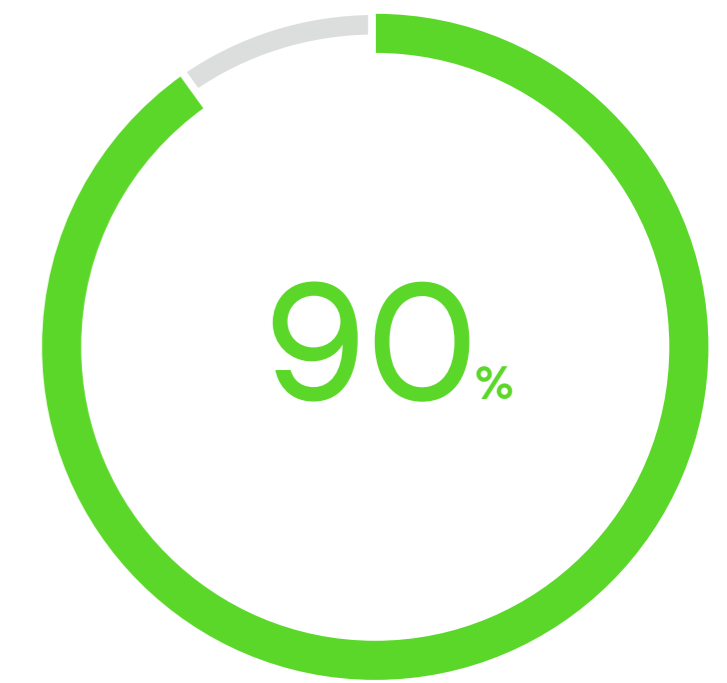
### Online Mall Monthly Active Users (MAUs)



### 2024 Brands Operating in Offline Stores and Online Mall



### Proportion of Small and Medium-sized Brands among Online



On the main page of the online mall, one can discover OLIVE YOUNG products anytime, anywhere through themes such as first purchase, real-time rankings by category, and Today's Special Offers. The diverse beauty & health categories and products are organized to allow customers to select according to their needs.

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

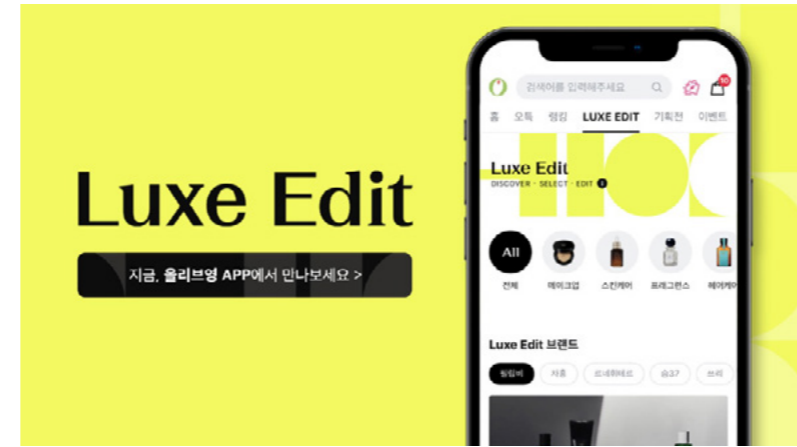
## The Premier Online Experience Beyond Shopping

### Specialized Stores

OLIVE YOUNG's Luxe Edit Store, category-specialized stores, and individual brand stores deeply curate the unique values and competitiveness of each brand. Focusing on premium market segments, categories, and brand-specific competitiveness, the company delivers brands and products through the most compelling stories tailored to customer characteristics and needs via curation services infused with OLIVE YOUNG's differentiated beauty expertise.

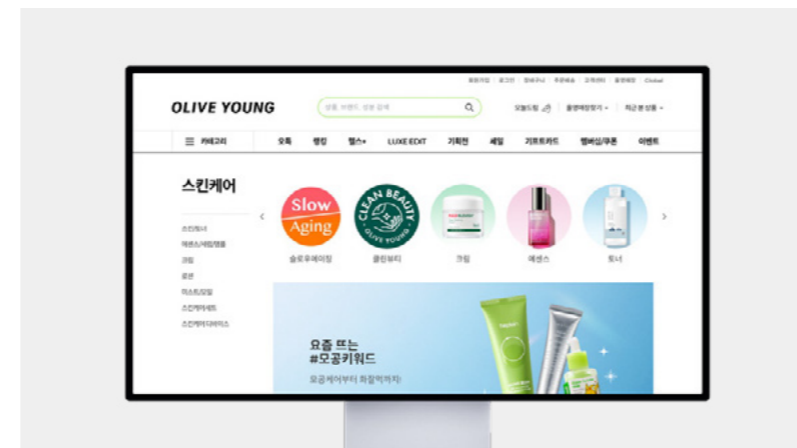
#### Luxe Edit

A specialized store that curates and proposes everything from emerging brands to high-end brands with OLIVE YOUNG's unique sensibility through strengthened high-end beauty content.



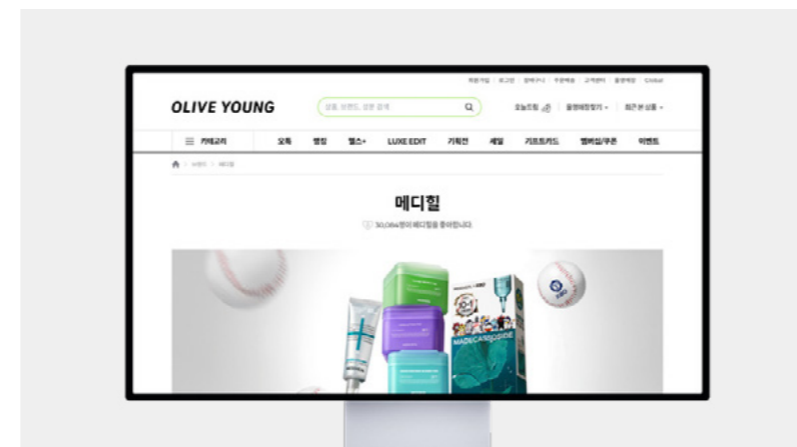
#### Specialized Stores by Category

Specialized stores curated to match the characteristics of OLIVE YOUNG's diverse categories based on actual user reviews.



#### Individual Brand Stores

Specialized stores that introduce products based on each brand's unique story and provide reviews of new products and best-selling items together



### Personalized Recommendation Services

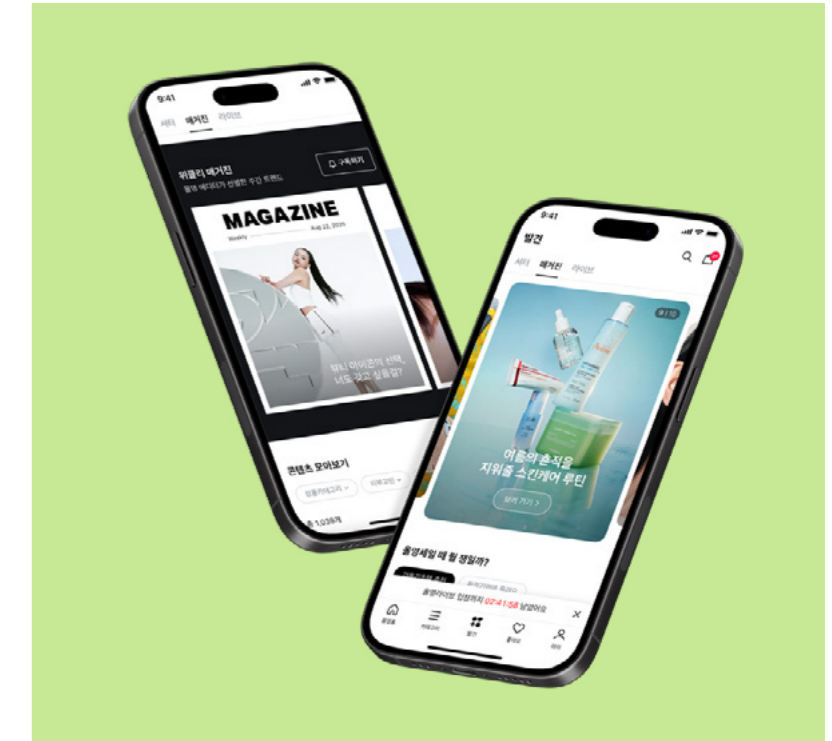
OLIVE YOUNG provides differentiated discovery experiences such as customized product recommendations, personalized home screens, and themed specialized stores by precisely analyzing customers' shopping history through continuous UI/UX enhancement, IT infrastructure investment, and big data analysis. Through this, brands can quickly expose desired information and products according to customer needs, while personalized recommendation shopping content enhances customer engagement and further strengthens the bond between brands and customers. Additionally, through continuous investment, the company is further advancing hyper-personalized recommendation services and building a digital innovation ecosystem to evolve into a competitive digital distributor.

### Contents and Community

To powerfully convey brands' stories and appeal to customers, the company plans and produces various contents including high-sensitivity videos and images, live commerce, SHUTTER, and magazines. The company provides diverse beauty information and content to evolve into a channel where customers want to stay longer. Furthermore, the company is creating beauty community culture by establishing a community that serves as a platform for beauty & health experts to share insights and strengthening communication among customers.

#### OLIVE YOUNG Magazine

OLIVE YOUNG delivers small and medium-sized brand products to customers in their 20s and 30s in an engaging way through beauty and lifestyle-related videos and pictorials planned by professional editors.



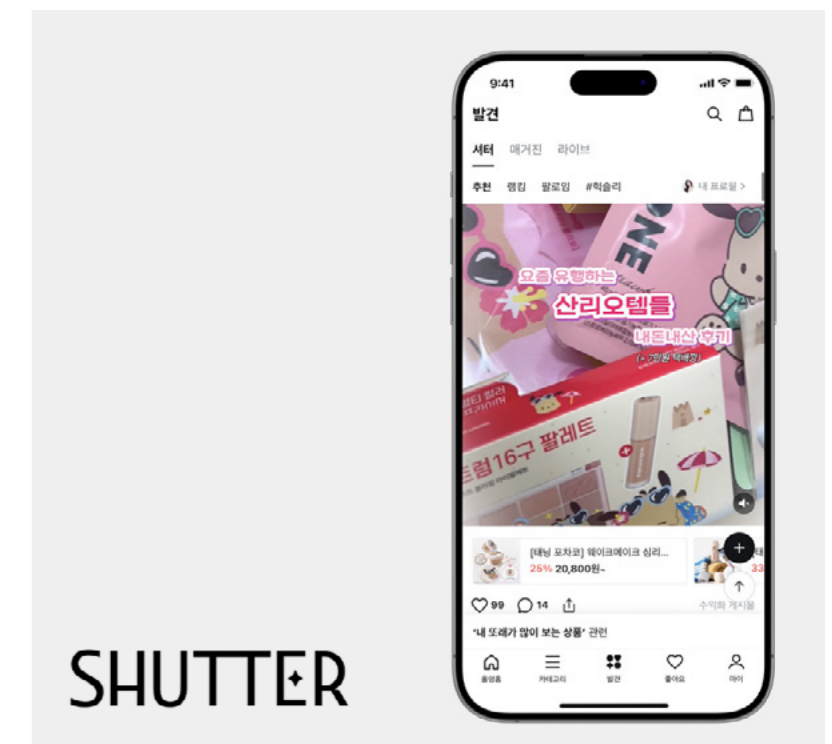
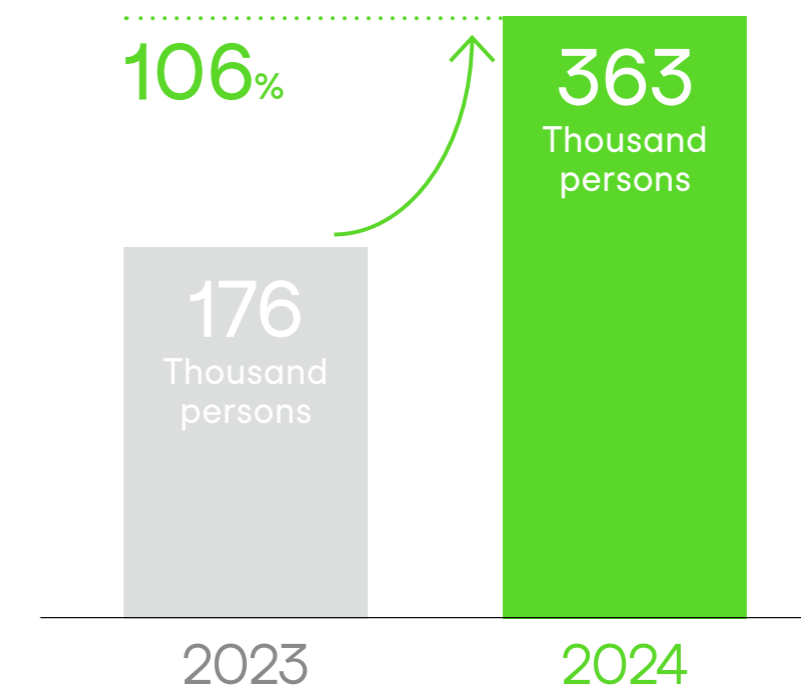
Cumulative Views of Magaizne (As of 2024)

**23.43** Million views

#### SHUTTER

An app-in-app service centered on community where users freely share various topics such as beauty trends, cosmetics enthusiasts' daily lives, and makeup know-how with images, enabling communication among users.

Average Active Users of SHUTTER (On a monthly basis)



- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# O2O Services Connecting Across All Time and Places

## Convenient Services for Effortless Shopping

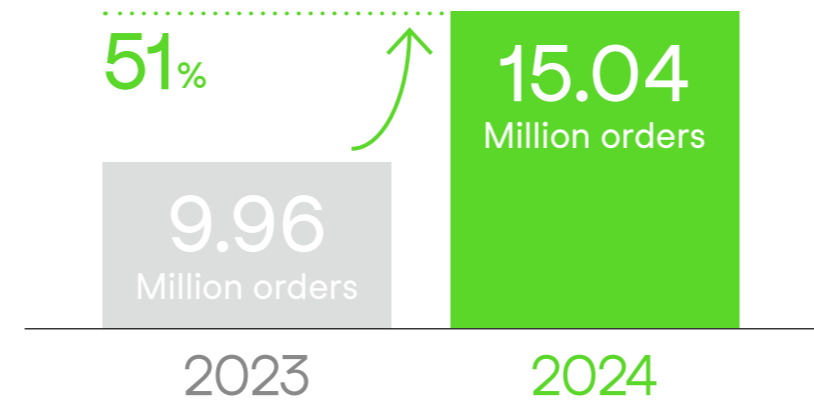
### Oneul Drim Service (Same-day delivery)

OLIVE YOUNG introduced 'Oneul Drim (Same-day delivery)', the industry's first online-offline integrated delivery service, at the end of 2018, achieving delivery within 3 hours based on 1,393 stores nationwide and 17 Micro Fulfillment Center (MFC). Customers can receive products by midnight if they order before 8 PM from nearby stores, with convenience further enhanced through various options such as real-time inventory integration and time-specific customized delivery. In 2024, 'Oneul Drim' Rapid Delivery recorded an average of 55 minutes of fast and stable delivery time, achieving outstanding performance. Such results have been maximized through innovative strategies utilizing nationwide offline stores as logistics hubs and close cooperation with delivery agencies, establishing itself as OLIVE YOUNG's differentiated service.

#### Oneul Drim Service Coverage among Total Administrative Districts in 2024

Approx. **70%**

#### Oneul Drim Service Order Volume in 2024



#### Rapid Delivery

Orders placed by 8PM: Arrival within 3 hours after order

Orders placed after 8 PM: Arrival before 1 PM the next day

#### 3!4! Delivery

Orders placed by 1 PM: Delivery between 3-4 PM on the same day

Orders placed after 1 PM: Arrival between 3-4 PM the next day

#### Midnight Delivery

Orders placed by 8 PM: Delivery between 10 PM-12 AM on the same day

Orders placed after 8 PM: Arrival between 10 PM-12 AM the next day

\* Through various 'Oneul Drim Services', the company delivers products at the time customers want. Customers can experience highly satisfactory delivery services that they can not experience anywhere else.

### Smart Return Service

OLIVE YOUNG operates a 'Smart Return Service' where customers can apply for returns on the online mall for products that require returns and visit nearby stores to complete the return process directly. Product returns are processed quickly without lead time from online return requests, and customers can immediately purchase desired products at the visited store if needed, leading to increasing usage rates each year.

### Pickup Service

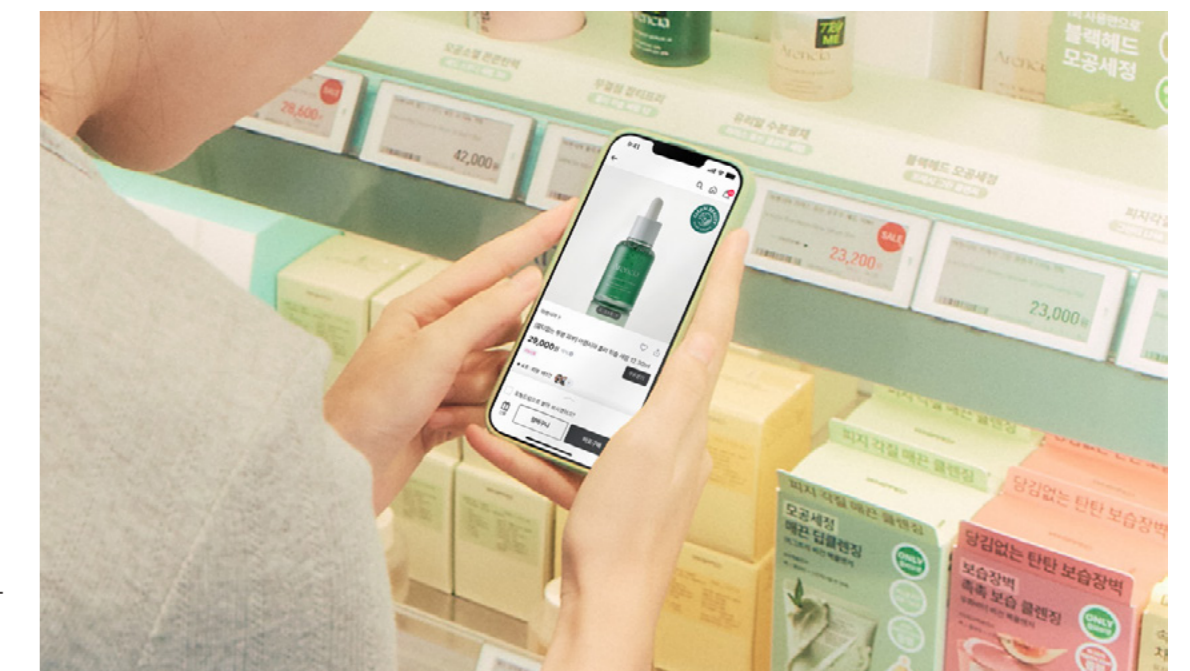
OLIVE YOUNG operates a 'Pickup Service' where customers can directly collect products ordered from the online mall at nearby stores. Available at approximately 650 major stores nationwide, customers can receive products quickly without separate delivery fees, enabling flexible shopping without being constrained by time and location. In 2024, pickup usage increased by 74% compared to 2023, and OLIVE YOUNG plans to continue advancing services to enhance customer convenience while expanding O2O-based sales.



Pickup service enhances customer convenience by providing a shopping experience where customers can directly collect products quickly at their desired time and location, whenever they want.

### Electronic Labels

OLIVE YOUNG enables customers visiting stores to instantly check detailed product information through electronic labels and use color comparison and nearby store inventory inquiry functions by connecting with the 'OLIVE YOUNG Store' service. Through this, product information updates and inventory management are carried out quickly and accurately, allowing customers to experience a more convenient and reliable shopping environment.



Electronic labels provide efficient inventory management for staff and high-quality information about a wider variety of products for consumers.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement

- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy

- ESG Management
  - Social
  - Environmental
  - Governance

- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# The Final Piece of the Immersive Shopping Journey

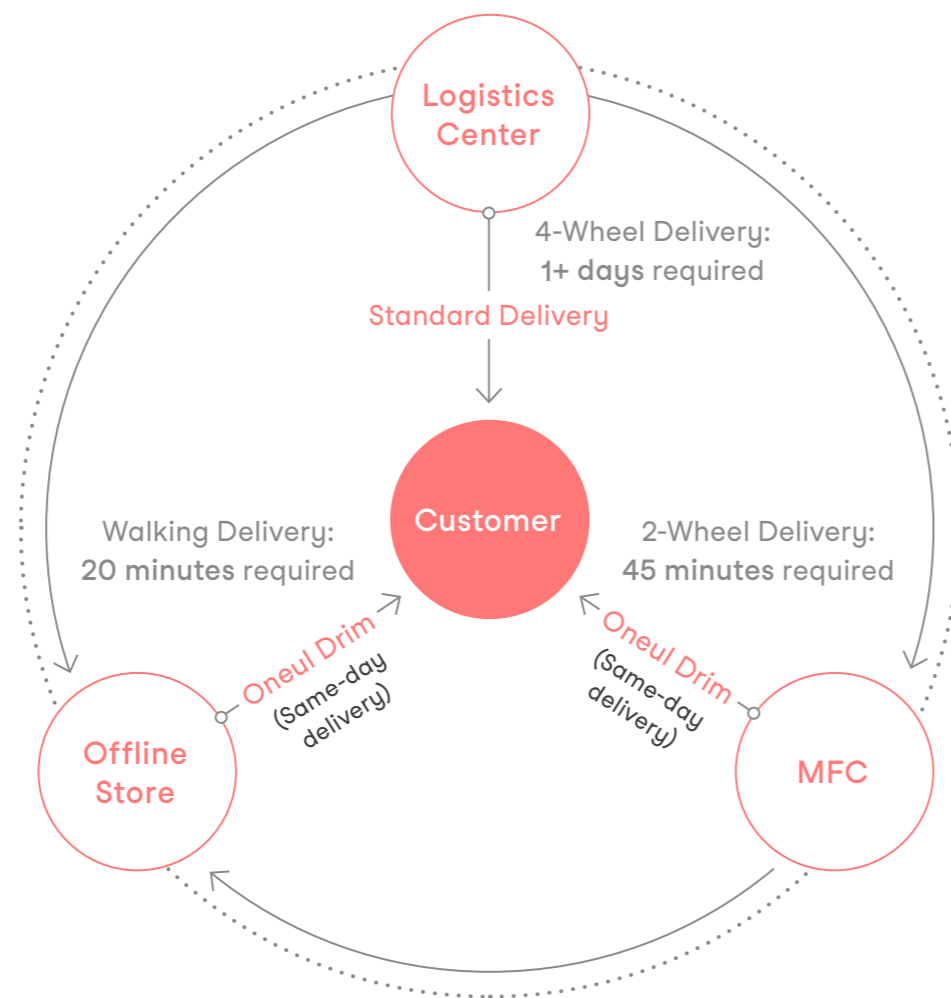
The logistics infrastructure that connects brands and consumers anytime, anywhere is OLIVE YOUNG's unique competitiveness and differentiated strength. The dense logistics network connected by nationwide stores, Micro Fulfillment Centers (MFCs), and integrated logistics centers expands the growth stage for small and medium-sized brands nationwide while resolving shopping disparities between the metropolitan area and provinces.

With the Anseong Logistics Center at its core, the company has established customized shipping systems for global partners to flexibly respond to overseas orders, and newly established the Gyeongsan Center in October 2024 to strengthen regional logistics capabilities. In particular, The Gyeongsan Logistics Center, with a scale of 40,000m<sup>2</sup>, has achieved 90% automation in its logistics processes and earned high evaluations in

efficiency, safety, and eco-friendliness. In January 2025, it proudly obtained Grade 1 Smart Logistics Center certification from the Ministry of Land, Infrastructure and Transport.

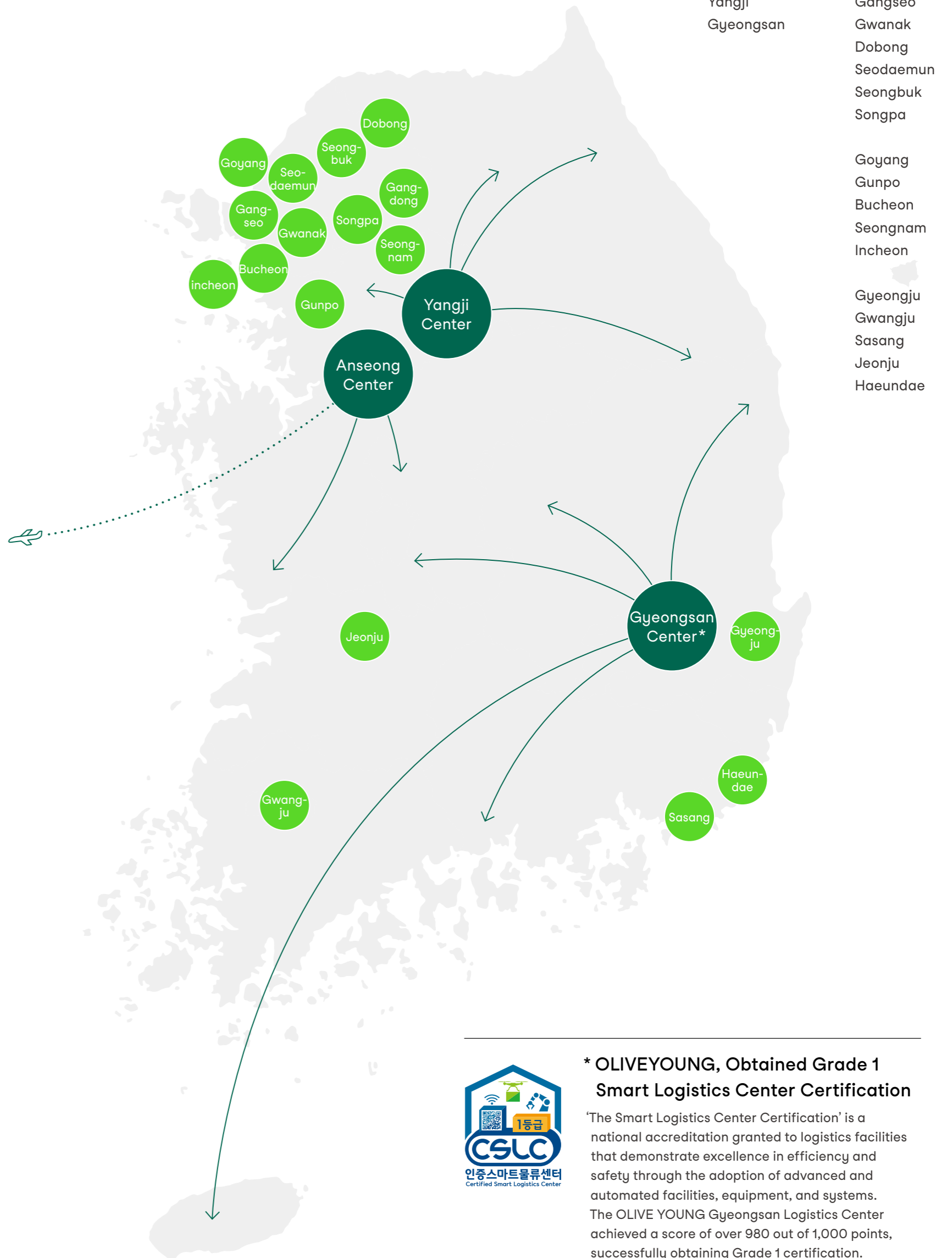
Through innovative logistics operations that no other distributor has attempted, OLIVE YOUNG connects domestic and overseas customers without temporal and spatial constraints, opening new possibilities in distribution. Fast and precise delivery Through innovative logistics operations that no other distributor has attempted, OLIVE YOUNG connects domestic and overseas customers without temporal and spatial constraints, opening new possibilities in distribution. Fast and precise delivery infrastructure maximizes customer satisfaction while continuously expanding win-win values through local job creation and collaboration with regional delivery partners.

## OLIVE YOUNG Delivery Service Types



## Locations of Logistics Center and Micro Fulfillment Center (MFC)

\* MFC (As of first half of 2025)



### \* OLIVEYOUNG, Obtained Grade 1 Smart Logistics Center Certification

The Smart Logistics Center Certification is a national accreditation granted to logistics facilities that demonstrate excellence in efficiency and safety through the adoption of advanced and automated facilities, equipment, and systems. The OLIVE YOUNG Gyeongsan Logistics Center achieved a score of over 980 out of 1,000 points, successfully obtaining Grade 1 certification.

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

ESG Management

Social

78

Environmental

106

Governance

116

# ESG Management

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

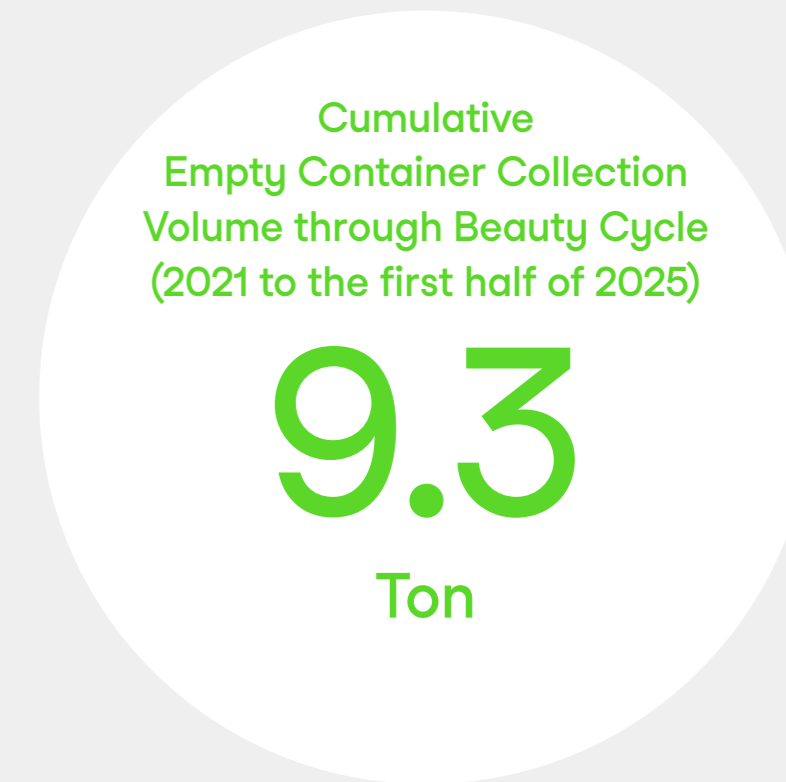
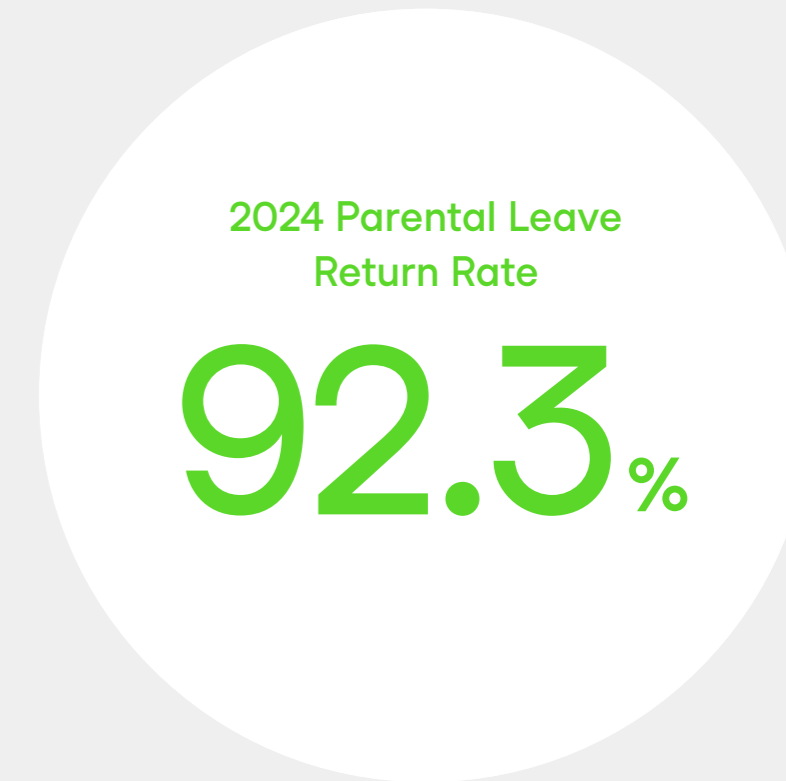
ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Impact Highlights



# Social

## 2025 OLIVE YOUNG IMPACT REPORT

### Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

### Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

### Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

### ESG Management

- Social
- Environmental
- Governance

### ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

OLIVE YOUNG pursues 'healthy beauty' and 'newness in everyday life', and seeks to create a better world together with various stakeholders including local communities, customers, and employees.

The company demonstrates social responsibility across multiple fronts, including actively supporting socially marginalized groups, listening closely to customer feedback, investing in employee growth, and maintaining safe work environments.

OLIVE YOUNG will continue to lead sustainable social value creation so that everyone can enjoy a healthy and beautiful life.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Community Social Contribution

As a beauty & health ecosystem leader pursuing the 'healthy beauty', OLIVE YOUNG creates social impact across various fields. The company not only supports the independence and growth of vulnerable youth as members of society, but also actively practices co-growth with local communities.

## OLIVE YOUNG's Social Contribution Vision ME:RACLE

In January 2025, OLIVE YOUNG announced its social contribution vision, ME:RACLE, for employees, declaring its commitment to practicing diverse social contribution activities as a company dedicated to creating sustainable social value through its full organizational capabilities.

Starting with the ME:RACLE BOX delivered to future generation youth in vulnerable environments, OLIVE YOUNG is working toward the vision of 'beautiful change starting from me' and continuing with practical activities leading to 'our growth' and 'earth's sustainability'.

Going forward, OLIVE YOUNG will actively practice ME:RACLE to ensure that our belief that social contribution can become an important driving force for creating future value together, beyond simple donations, is realized through social achievements.



### ME:RACLE Framework

**Vision** Beautiful Change Starting from Me

- Core Value**
- O**neself to ourselves
  - L**ead with love
  - I**magine our impact
  - V**alue for virtue
  - E**mpower everyone

### Detailed Programs of ME:RACLE

Based on the social contribution vision ME:RACLE framework, OLIVE YOUNG prioritizes supporting the healthy daily lives and futures of the increasing number of youth preparing for independence each year. The company has established systematic programs spanning from adolescence to adulthood to help youth nurture their daily lives and grow as members of society, ultimately providing active support to realize economic independence.

#### Healthy Daily Life Support ME:RACLE BOX

- Provide 'ME:RACLE BOX' to a total of 10,000 youth preparing for independence annually
- Include basic care and beauty products customized by gender to support their daily living needs

#### Stable Future Support My First ME:RACLE

- Launching job training programs for personal capacity building and economic independence (2025: Makeup certificate acquirement support)
- Providing trend exploration opportunities through overseas trips
- Scholarship support (living expenses/educational costs, etc.)

#### Basic Living Support Regular Donation of Essential Items

- Quarterly support of KRW 1 billion, total of KRW 10 billion over 3 years for beauty and health products
- Alleviating the economic burden on youth preparing for independence



# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement

- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy

- ESG Management
  - Social
  - Environmental
  - Governance

- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Contributing to Local Revitalization

As a member of local communities, OLIVE YOUNG is implementing various regional co-prosperity projects to contribute to regional tourism revitalization and addressing regional decline crises. In collaboration with Busan Metropolitan City and Busan Tourism Organization, the company conducted the 'YOUNG BUSAN' project and 'Visit Busan Pass' promotions, spreading unique regional values and promoting tourist inflow to key global commercial districts.

The 'Young Busan Project' collaborated with young illustrators from Busan to release gift cards featuring iconic Busan landmarks and products featuring Busan's mascot, 'Boogie'. By linking consumption activities to the city's representative assets, the project contributed to city branding and the revitalization of the local economy.

Additionally, products were gifted to encourage young people in Busan to enjoy a day in the city with the themes of 'vitality' and 'relaxation'. The project was promoted through in-store displays and LCDs across all OLIVE YOUNG stores in Busan, bringing the initiative closer to consumers and addressing local issues.

Furthermore, in partnership with the Busan Tourism Organization, OLIVE YOUNG carried out the Visit Busan Pass promotion and promoted Busan-specialty products, enhancing foreign tourists' differentiated experiences and improving purchasing convenience in Busan.

Moving forward, OLIVE YOUNG plans to expand collaborations beyond Busan and continue growing initiatives that foster mutual prosperity with local communities.

### YOUNG BUSAN PROJECT: Launch of the 'Busan Gift Card'



OLIVE YOUNG opened its first offline store in Busan, and in 2024, to support young people growing together with the region, collaborated with young illustrators from Busan to launch gift cards.

### 2024 Foreign Customer Sales at OLIVE YOUNG Busan Stores (Compared to 2023)



## Global Social Contribution

Since 2014, OLIVE YOUNG has been collaborating with UNESCO to run the 'Girls' Education Campaign' for girls in developing countries with limited educational opportunities. The company operates diverse customer participation donation activities through various methods including 'Pink Receipts', 'ONLYONE brand product sales', and 'Girls' Education Campaign Weeks' to widely promote the meaning and importance of girls' education. The funds raised are utilized through UNESCO for projects to improve educational environments for girls in developing countries including Vietnam.



The OLIVE YOUNG Girls' Education Campaign is planned to gradually expand, focusing primarily on Vietnam.

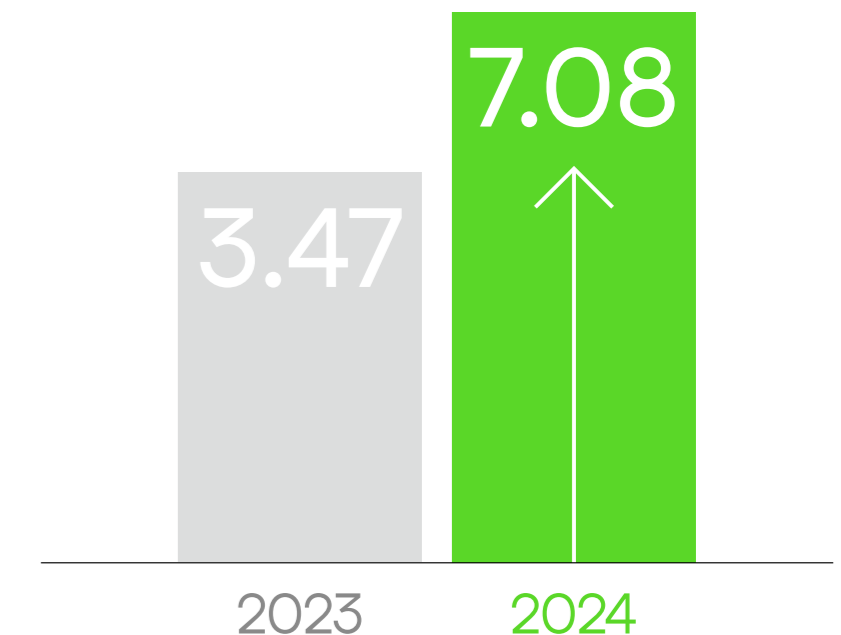
## Employee Participation Activities and Donations

OLIVE YOUNG conducts various volunteer activities for communication with local communities through voluntary employee participation. The company participates annually in cultural social contribution programs such as 'Dream Nurturing Wonder Work' and 'CJ Donors Camp Sports Festival' with CJ Welfare Foundation, while encouraging employees' daily donation participation through in-office donation kiosks and 1:1 matching grant systems. In 2024, the company expanded its donation scale by more than double compared to the previous year through donations of KRW 1.7 billion worth of in-kind goods and Onnuri gift certificates for local community revitalization.

### 2024 Total Hours of Employee Voluntary Activity Participation



### 2024 Total Amounts of Donation (Unit : KRW billion)



- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Product Quality Management and Responsible Marketing

OLIVE YOUNG is committed to ensuring that only quality products reach our customers. The company establishes a reliable quality ecosystem by securing safety throughout the entire distribution process from partners to customers through its quality management system, and proactively preventing advertising and labeling risks.



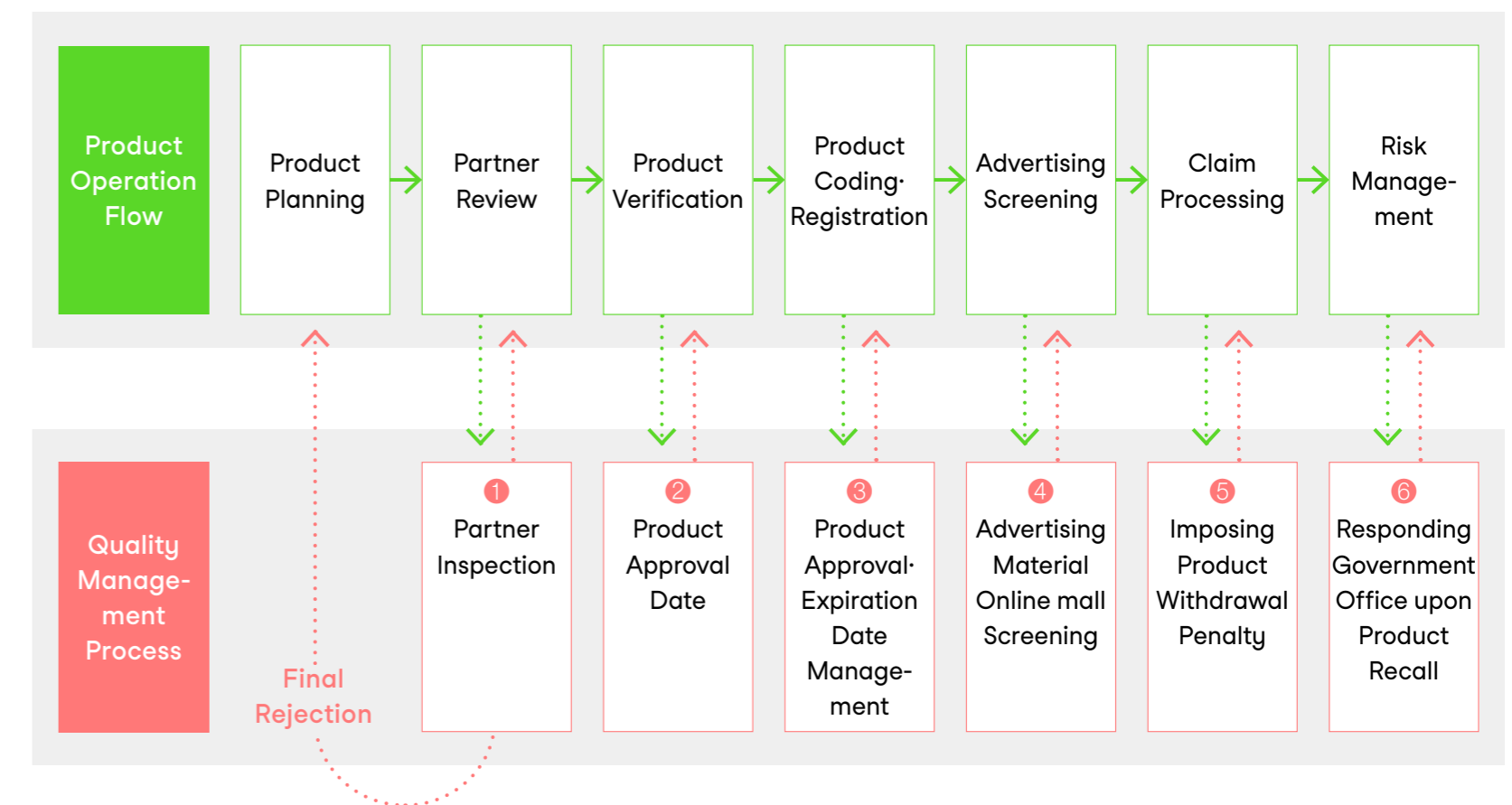
## Quality Management System and Process

OLIVE YOUNG meticulously verifies safety at all stages of products through its quality management framework, supports quality control for both its own brands and partners, and comprehensively performs systematic quality management activities including advertising monitoring and regulatory compliance. The company strengthens product quality management through pre-market quality verification—from partner selection during product planning to product launch—as well as post-market quality management, including labeling and advertising creation, complaint response, and internal and external risk management.

### Quality Management Framework

| In-house Quality Management Activities  | Partner Quality Management Support   | Labeling and Advertising Verification Management  |
|---|--|---|
| <ul style="list-style-type: none"> <li>Ensuring product quality throughout distribution processes</li> <li>Standardization of Store Management and Service Quality Improvement</li> </ul> | <ul style="list-style-type: none"> <li>Supporting brand partners' quality management capability enhancement</li> <li>Regular quality inspections for new manufacturing partners</li> </ul> | <ul style="list-style-type: none"> <li>Online labeling and advertising monitoring</li> <li>Compliance with labeling and advertising policies and risk management</li> </ul> |

### Quality Management Process



# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## In-house Quality Management Activities

Based on its in-house framework, OLIVE YOUNG manages quality across all customer touchpoints. This approach establishes strict compliance requirements for products, stores and sales personnel.

### In-house Quality Management Activities

#### Intensive inspection of quality-issue products

- Intensive inspections of 'items of concern for consumer harm' in 2024 to ensure compliance and customer safety
- Derived improvement points for online and offline labeling and safety standard compliance verification processes

#### Product safety verification

- Monthly safety verification for new in-house brand products based on collaboration with external analysis institutions
- Comprehensive quality inspections, averaging over 10,000 cases annually, ensure the prevention of non-conforming in-house products at the receiving stage, covering tests for functions, operation, leakage, drop, and sensory factors

Frequency of Comprehensive Quality Inspections

**10,000** Cases+

#### Compliance guide provision for store personnel

- Providing 'Compliance Guide for Store Personnel' for in-store employees regarding distribution-regulated products
- Training field employees to enhance knowledge of product violation types and sanction standards

#### Store-specific quality inspections

- Regular store quality inspections to provide safe products to customers
- Annual on-site inspections of all directly operated and franchised stores to ensure compliance with legal requirements—including product hygiene, display standards, and proper repackaging—issuing improvement guides and warnings when necessary

On-site Inspection Cycle for Directly Operated and Franchised Stores

**1** Time per year

## Partner Quality Management Support

OLIVE YOUNG goes beyond distribution, supporting its partners with clear guidance on legal changes, including the Cosmetics Act, and ensuring the quality and safety of their products through strict inspections and monitoring.

### Partner Quality Management System

#### Quality Capability Enhancement Support for Partners

- Communicating partner compliance requirements and policy amendments to prevent illegal product distribution
- Providing guidelines based on amendments to the relevant regulations (the Cosmetics Act, etc.)

#### Information Provided through Guideline

- Notice on regulatory amendments to the Act on Consumer Protection in Electronic Commerce
- Labeling and advertising amendments to the Cosmetics Act
- Amendments to the Food Sanitation Act and Medical Devices Act

#### New Product Quality Monitoring for Partners

- Monitoring safety data for approximately 10,000 new partner products annually
- Conducting verification to prevent labeling legality violations

#### Examples of Guidelines Provided to Partners

- Guidelines on prohibited expressions related to cosmetic skin age claims
- The 2025 Food Safety System
- Online mall product information provision notice guidelines

#### Quality Inspections for New Partners

- Conducting quality inspections throughout the entire quality management operation process
- Enhancing quality operation of 44 new manufacturing partners through audits in 2025

## Labeling and Advertising Verification Management

In August 2025, OLIVE YOUNG improved its review process for online mall and in-store advertisements to prevent consumer harm from misleading advertising and block it at the source. Pre-review of online mall advertisements has been expanded, and a three-step monitoring system—screening, detection, and action—is operated for online product ads and customer reviews. Regular inspections of in-store displays have been strengthened, specialized review personnel have been more than doubled, and an AI-based advertising review system is planned for future implementation to establish a more precise and sophisticated review framework.

### Online Mall Advertising Review and Monitoring System

| Category   | Product Advertising   | Customer Reviews  |
|------------|---|---|
| Pre-Review | Review the legality of product web specifications through specialized review personnel                | 'Prohibited Keywords' policy for customer reviews         |
| Screening  | Image interpretation of product web technical sheets through OCR*<br>* Optical Character Reader       | Customer review screening by specialized review personnel |
| Detection  | Result retrieval for advertisements exposing blacklisted keywords**<br>** Legally prohibited keywords | Result retrieval for keyword exposure in reviews          |
| Action     | Modification of blacklisted keyword   | Modification of reviews                                   |

## Strengthening Global Quality and Safety Management

OLIVE YOUNG is enhancing proactive quality management capabilities and strengthening company-wide quality reliability by expanding its in-house quality management organization. To respond to global market expansion, the company continuously monitors cosmetics regulations in major countries including Korea, USA, EU, and China, and has established a dedicated RA (Regulatory Affairs) Team responsible for reviewing ingredient compliance and obtaining approvals by country. The RA Team is establishing proactive response systems before product launches, focusing on the USA and Europe where safety standards are being strengthened, and provides transparent and safe product information to global customers through compliance with labeling guidelines, product labeling and advertising verification. Based on this system, OLIVE YOUNG is establishing itself as a trusted company in the global market by providing products and services that customers can confidently choose.

### Status of Major Country's RA Regulations and Support

|       |   |   |
|-------|---|---|
| USA   | Support for compliance with the Modernization of Cosmetics Regulation Act (MoCRA) | MoCRA (Modernization of Cosmetics Regulation Act)                 |
| EU    | Support for EU Cosmetic Products Notification Portal (CPNP) registration          | EU Regulation on Cosmetic Products (Regulation (EC) No 1223/2009) |
| China | Support for National Medical Products Administration (NMPA) registration          | Cosmetics Supervision and Administration Regulation (CSAR)        |

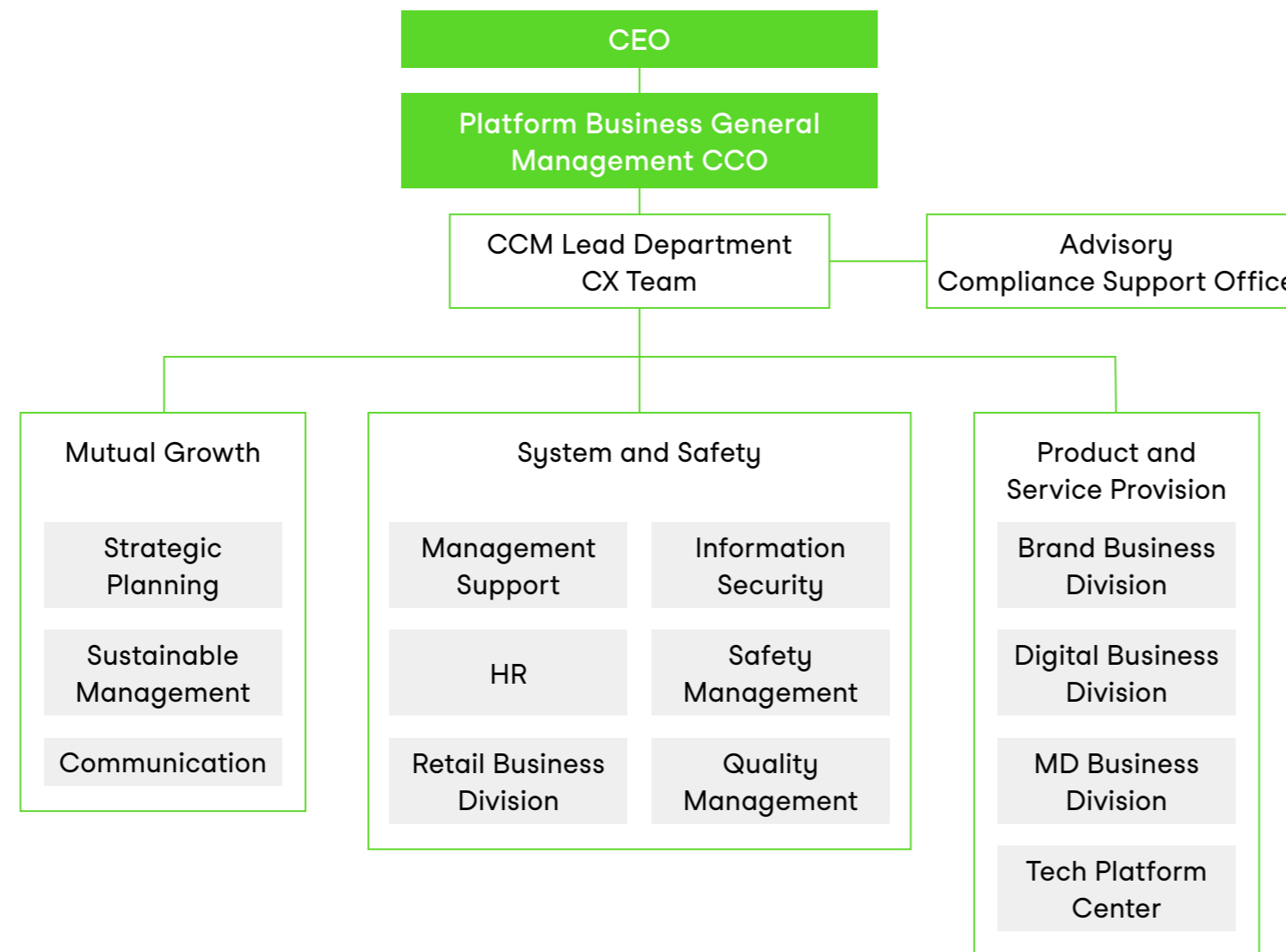
# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Customer Centered Management

OLIVE YOUNG prioritizes customer satisfaction as its foremost value and practices consumer-centric management as its core principle. In particular, the company has established a company-wide Customer Centered Management (CCM) system centered on the Chief Customer Officer (CCO), providing overall management activities from a consumer perspective with substantial authority and responsibility. Through the CCM council under the CCO, the company regularly analyzes the causes of customer complaints and develops swift improvement measures to reflect customer needs across all business operations. Based on this systematic management and practice, OLIVE YOUNG plans to obtain Consumer Centered Management (CCM) certification within 2025.

### Consumer Centered Management (CCM) Operating Organization



### Customer Satisfaction Survey and Service Improvement

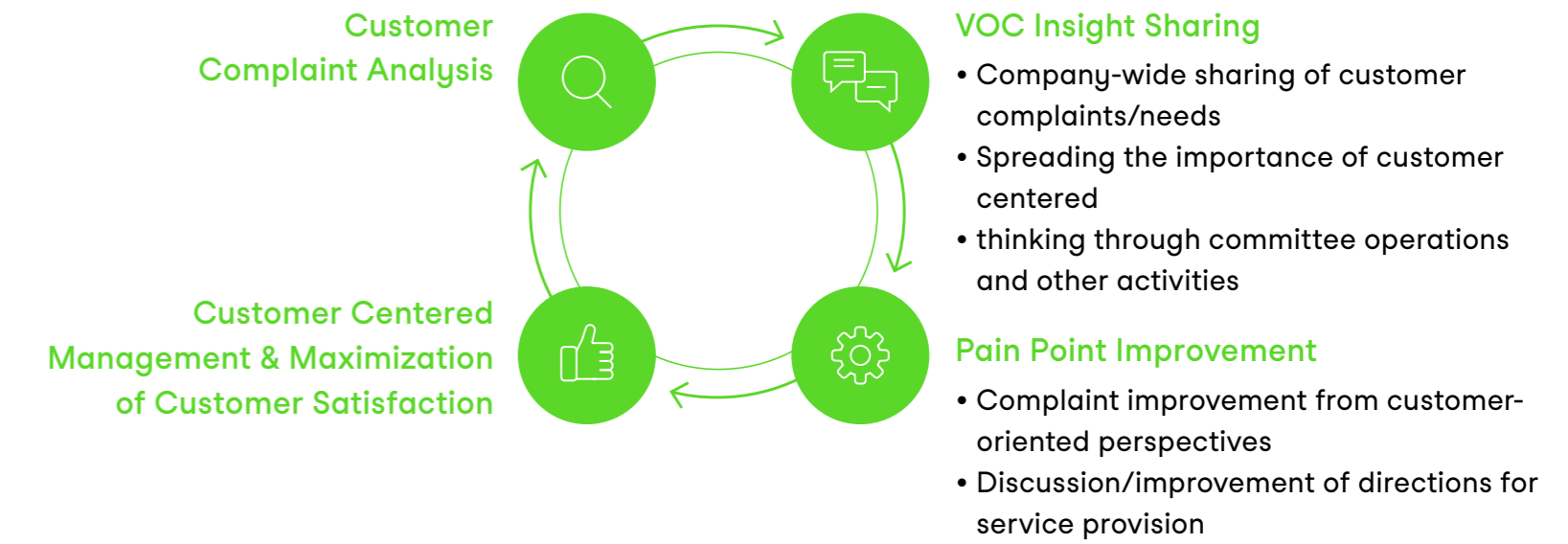
OLIVE YOUNG conducted a customer satisfaction survey in 2024, achieving a score of 87.8, representing a 8.6 points improvement compared to the previous survey in 2020. Although the survey was suspended for approximately 3 years due to the COVID-19 pandemic, it was resumed in 2024 targeting stores nationwide. Moving forward, the company plans to conduct regular customer satisfaction surveys to adapt to changing store operating environments and customer purchasing behaviors, enabling it to gain in-depth understanding of customer needs and continuously improve store service quality by expanding services that meet customer expectations.

2024 Customer Satisfaction Survey Result

87.8/100

### VOC Management System and Response Process

OLIVE YOUNG operates a VOC (Voice of Customer) management system to genuinely listen to customer voices. Customer feedback collected from various purchasing channels including offline stores, online malls, and global malls is systematically managed through standardized VOC operational processes, with efforts to analyze root causes and achieve substantial improvements rather than simple responses. In particular, the company operates an integrated customer service center to provide the same level of high-quality service to global customers, responding swiftly and consistently to diverse customer requests. In 2025, with business expansion and the continuous increasing trend of customer VOCs, OLIVE YOUNG is preparing a next-generation customer center platform that supports consistent customer response and real-time insight provision. The company plans to realize more advanced customer VOC response through the introduction of an AI-powered New Customer Office system.



|                                 |  |  |  |   |
|---------------------------------|--|--|--|---|
| <b>Customer Response</b>        | VOC Reception<br>• Inbound by channel  | Content Verification<br>• Type confirmation<br>• Sharing with relevant departments | Cause Identification and Action<br>• Severity assessment<br>• VOC root cause investigation | VOC Processing<br>• Customer guidance<br>• Response data record     |
| <b>Analysis and Improvement</b> | VOC Analysis<br>• Analyzing VOC status | Sharing Customer Concerns<br>• Reporting VOC status                                | Selecting Improvement Topics<br>• Implementing improvement measures                        | Customer Concern Improvement<br>• Sharing with relevant departments |

### 2025 Global Mall Customer Experience Journey Improvement Case

|                               |   |  |
|-------------------------------|---|--|
|                               | Customer Purchase Journey Improvement   | FAQ Redesign   |
| <b>Customer Inconvenience</b> | Additional costs such as taxes may occur during the delivery process depending on global country circumstances, but some customers were unable to recognize this information before making their purchase.                              | The FAQ content was insufficient to meet customer needs who wanted to resolve inquiries without connecting to customer service representatives. Analysis of frequent VOC inquiry types revealed shortages in shipping, product, and payment-related content. |
| <b>Improvement Results</b>    | Enhanced visibility by adding text to shopping cart and checkout screens so customers purchasing products from the global mall can recognize relevant information in advance, resulting in approximately 30% reduction in related VOCs. | In June 2025, a total of 107 FAQ contents were redesigned and newly registered, establishing a convenient global mall user environment.  |

**Intro**

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

**Overview**

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

**Value & Impact**

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

**ESG Management**

- Social
- Environmental
- Governance

**ESG Facts & Figures**

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Talent Acquisition and Development

OLIVE YOUNG genuinely considers the growth of its employee and continues to provide generous support. Through various learning programs such as Learning Cell, Learning Pick, Learning Crew, and Learning CON, the company encourages voluntary participation from employee and creates a learning culture where everyone grow together. This strengthens individual job expertise, and furthermore, OLIVE YOUNG's unique talent development strategy serves as a driving force that leads to company-wide business capability expansion.



## Strengthening Growth Momentum through Talent Acquisition and Development

OLIVE YOUNG provides systematic training programs including orientation, job-specific, and leadership training for employee growth, and strengthens communication through various channels to secure outstanding talent. This talent acquisition and development is the core growth driver for providing differentiated products and services to customers and growing together with partners. In 2024, the total training hours completed by employees exceeded 220,000 hours, with a focus on cultivating professional talent in core competency areas such as merchandising, sales, and IT.

### OLIVE YOUNG Professional Talent Development

|                                  |  |
|----------------------------------|--|
| <b>Merchandising Specialists</b> | Professional education for MD and private brand managers (BMs)     |
| <b>Sales Specialists</b>         | On-site job training and advanced specialist programs              |
| <b>IT Specialists</b>            | Cultivating IT talents to drive online mall and global mall growth |

Furthermore, OLIVE YOUNG has established a shared learning system based on voluntary learning culture and operates various in-house education programs. Considering the work connectivity between headquarters and stores, the company has expanded opportunities for all employees to participate in various forms of educational programs. Additionally, to connect business growth with employee career growth, the company operates an 'In-house Job Transition Program (Internal Application System)' that provides a platform for employees to challenge new roles and expand their careers.

Based on this systematic education and voluntary growth culture, OLIVE YOUNG is strengthening employee expertise and creating a foundation for sustainable growth of the entire organization.

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Job-Specific Talent Acquisition and Expertise Development

### MD Talent Acquisition and Expertise Development

OLIVE YOUNG actively engages in acquiring domestic and global MD talent, which is one of its key core competencies, securing personnel in this job category annually. Additionally, the company has established an MD development system centered on MD Academy, and implemented specialized on-the-job training programs aimed at strengthening capabilities in data analysis, strategy and planning, marketing, and communications.

### BM Talent Acquisition and Expertise Development

BM (Brand Manager) is responsible for developing and managing OLIVE YOUNG's private brands, and OLIVE YOUNG operates an academy to strengthen BM core competencies. The company has established an academy system through a total of 10 programs, and plans to consider various educational formats such as study-based and external training linkages to strengthen capabilities as product developers, considering internal and external role expansion including global market entry.

### IT Talent Acquisition and Expertise Development

OLIVE YOUNG recognizes the importance of talent development for securing IT capabilities as omnichannel operations expand. Accordingly, in 2024, the company actively supported development organization-led nurturing programs, including operating the learning platform 'Inf-Learn,' which is a core program of the IT Development Academy. Additionally, the company activates in-house communication through tech blogs and internal technical seminars (Olity), and provides support for external activities and internal/external network building to motivate development personnel. IT talent who have completed OLIVE YOUNG's IT professional training are forming dedicated AI organizations and contributing to advancing OLIVE YOUNG's personalized recommendation services. Moreover, in December 2024, at the 'AWS Industry Week 2024' conference, which shares industry-specific cloud strategies and technologies, the company provided an excellent opportunity to showcase its achievements in building the 'Oneul Drim Service (Same-day delivery)' Integrated Search System and implementing real-time inventory management systems under the theme 'Modernization of CJ OLIVE YOUNG's Omnichannel Commerce Platform.'

### 2024 Job-Specific Academy Program Status

| Academy    | Courses   | Number of Graduates |
|------------|---|---------------------|
| MD Academy | Customer behavior analysis tools and data analysis system training, MD case studies (category development and evolution strategies, etc.), market sensing, etc.   | 542 Persons         |
| BM Academy | Customer behavior analysis tools and data analysis system training, cosmetics GMP basic/advanced courses, etc.  | 114 Persons         |
| IT Academy | Introduction of learning platform (Inf-Learn) that enables individuals to autonomously select learning content suitable for them → Supporting ultra-personalized job skill development tailored to specific roles | 106 Persons         |

### Sales Talent Acquisition and Expertise Development

OLIVE YOUNG selects candidates with potential and capabilities from the trainer selection stage, and in 2025, the company plans to advance specialized talent recruitment processes including global recruitment tracks. To achieve this, the company is expanding its talent pool by introducing actual language proficiency verification through external professional assessment institutions and extending eligibility to foreign residents in Korea. Additionally, the company operates the GLC (Global Store Language Course) program to strengthen global customer service. Designated as mandatory training for all stores in global tourism districts, this program cultivates key talent for specialized commercial areas through English, Japanese, and Chinese language education.

Moreover, through the GLC+ program, the company provides self-directed language learning content for all sales employee and implements video-based training for foreign customer service in various customer touchpoint situations to enhance service quality.



Meanwhile, OLIVE YOUNG is dedicated to cultivating beauty professionals with expertise. The company operates separate training programs for skincare beauty consultants and makeup beauty consultants, and supports national certification acquisition to develop trusted beauty experts.

Cumulative Number of GLC (Global Store Language Course) Program Graduates in First Half of 2025

642 Persons

Cumulative Number of Beauty Consultants as of May 2025

38 Persons

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Interactive Participatory Shared Learning System

### Learning Cell (Headquarters)

Learning Cell is a collaborative learning program in which employees serve as instructors, sharing their knowledge and expertise with colleagues. In 2024, a total of 26 employees took on the role of instructor, delivering 45 sessions. With cumulative participation reaching 1,170 employees in 2024, the Learning Cell continues to expand by offering new courses each month on diverse topics, including company-wide business and value chain understanding, workplace skills and tools, and hands-on field experiences (such as store or MFC). Employees are free to choose and enroll in courses that best suit their interests and development needs.

2024 Learning Cell Operating Sessions

45 Times

2024 Learning Cell Cumulative Participants

1,170 Persons

### Learning Pick (Sales)

Learning Pick is a self-directed learning program for store employee to grow into 'sales professionals' by selecting and learning the training they need. In 2024, the company conducted job-specific training required in sales environments through store management, business insights, and digital courses.

2024 Learning Pick Operating Sessions

73 Times

2024 Learning Pick Cumulative Participants\*

6,599 Persons

\* Participants in One or More Training Sessions: 2,060 employees

In 2025, the company plans to establish new global and sales & service categories linked to company-wide strategies and directions to enhance employees' work capabilities.

### Learning Crew

Learning Crew is a study-based learning organization where 4 to 8 in-house employees with shared growth and learning goals gather to autonomously learn and share knowledge. It operates in four types: 'Knowledge Acquisition Type' for learning work-related knowledge and information, 'Upskilling Type' for acquiring technologies and tools, 'Certification Type' for challenging work-related knowledge and skill certifications, and 'Side Project Type' for solving work-related challenges. In 2024, a total of 126 employees completed courses across 22 Learning Crews, continuing the voluntary learning culture.

2024 Total Number of Learning Crews

22 Crews

2024 Learning Crew Completions

126 Persons

### Learning CON

Learning CON is the largest in-house educational event that consolidates OLIVE YOUNG's work methodology, representing an in-house conference and concert where employees from various departments serve as speakers to share knowledge and experience. First held in 2024, Learning CON operated with topics such as 'Introduction to Cosmetics Ingredient Science' and 'Facilitation Skills,' achieving 1,139 cumulative participants, 88 participating departments. Additionally, it achieved the remarkable feat of winning the '2024 Korea Human Resource Development Award - Education Program Award,' receiving external recognition for its talent development effectiveness.

2024 Learning CON Cumulative Participants

1,139 Persons



The 'Learning CON' event held at OLIVE YOUNG headquarters serves as a platform for employee insight sharing, representing a festival of learning where employees participate as both instructors and students.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Building a Healthy Organizational Culture

Under the brand essence 'healthy beauty', OLIVE YOUNG is building a healthy organizational culture through innovation. Based on 'OLIVE YOUNG's Way of Working', the company is advancing an integrated platform 'Olive Lounge' that enables real-time communication and collaboration among young employees with an average age of 30.6 years old, continuing to pursue change and growth.



## Internalizing OLIVE YOUNG Way of Working

In 2024, OLIVE YOUNG established 'OLIVE YOUNG Way of Working' with four principles: 'Trend Leading, Strong Execution Capability, Collaboration·Communication, Growing Together,' and specified these by deriving three behavioral keywords for each principle as concrete standards. To internalize and disseminate way of working that resonate with all employees based on company-wide participation, OLIVE YOUNG implements various programs that reflect the characteristics of voluntary and proactive young employees, allowing members to directly participate and experience.

### OLIVE YOUNG Way of Working

| Trend Leading                               | Strong Execution Capability                               | Collaboration·Communication                                    | Growing Together                                    |
|---|---|--|---|
| Customer First<br>Newness<br>Agile Response | Speedy Execution<br>Achieve Clear Decisions<br>Efficiency | One Team<br>Responsibility and Ownership<br>Open Communication | My Growth<br>Colleague's Growth<br>Company's Growth |

### 2024 Experiential Organizational Engagement Programs

|  |  |  |  |
|--|--|--|--|
| Experiential Pop-up Operations                     | OLIVE YOUNG Way of Working + GYM   | An annual program linked with 'fitness,' the biggest interest of the MZ generation | Approximately 800 employees participated over 3 days                                   |
| Way of Working Learning Game Development           | OLIVE YOUNG Way of Working + Typing Run  | Typing games to internalize our way of working and specific standards              | 1,151 employee participation   |
| In-house Sports Competition                        | OLYOUNGLYMPICS (OLIVE YOUNG + Olympics)  | A program to embody the 'collaboration and communication' in our way of working    | Participated from over 100 teams (more than 50% of team-based organizations)           |
| OLYOUNG Sale Song Contest                          | Recording soundtrack played in stores during OLIVE YOUNG sale periods with employee voices | Participation from all organizational levels, selected through employee voting     | 113 teams participated over 9 days   |
| Supporting Employees' Healthy Physical Development | H (Health) Challenge   | InBody challenge for employees' healthy physical development                       | Approximately 500 participants over 8 weeks, with more than 50% achieving InBody goals |
| Family Month Family Invitation Event               | OLYOUNG Family   | A program where employees invite their families to express gratitude               | 287 employees participated   |

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## TEAM OLIVE YOUNG, Creating Innovation Together

In 2025, OLIVE YOUNG designated all employees as 'YOUNG MAKER' and declared the TEAM OLIVE YOUNG, where they come together to move forward in one unified direction. This embodies the meaning of creating the driving force for innovation together, based on the strong sense of belonging and pride that 'employees are OLIVE YOUNG itself.' Based on the brand value of 'healthy beauty,' OLIVE YOUNG actively supports each employee to grow as a YOUNG MAKER while realizing this value. YOUNG MAKERS advance toward a unified goal as members of TEAM OLIVE YOUNG, enhancing organizational unity and pride.

### Internalization of OLIVE YOUNG's Brand Values by Employees

|                                |   |
|--------------------------------|---|
| <b>OLIVE YOUNG Brand Value</b> | Healthy beauty  |
| <b>YOUNG MAKER</b>             | Employee who realize healthy beauty   |
| <b>TEAM OLIVE YOUNG</b>        | All employees who come together as YOUNG MAKERS to move in one unified direction                            |
| <b>Expected Benefits</b>       | Enhancement of employees' sense of belonging and pride, strengthening organizational integration and growth |

## Strengthening Employee Communication

As OLIVE YOUNG's business has grown, the scale and roles of its employees have expanded and evolved, and the organization has experienced rapid internal changes. Through this, the company recognizes the importance of smooth communication and collaboration within the organization, and operates various channels so that employees can empathize and communicate in one unified direction.

### Organizational Culture Portal 'OL Thing'

Olive Lounge, launched in June 2020, is an employee communication platform designed to strengthen collaboration between nationwide offline stores and headquarters while overcoming physical distances. In October 2024, 'OL Thing' was introduced to archive and disseminate vision and organizational culture. Through 'OL Thing,' OLIVE YOUNG supports organic interaction among employees via the in-house social media platform 'OLYOUNG log.'

### Town Hall Meeting

OLIVE YOUNG's 'Town Hall Meeting,' designed to share medium-to-long-term strategies and strengthen business competitiveness through communication between management and employees, is broadcast live online and offline to headquarters and all nationwide stores. The second half of 2024 'Town Hall Meeting' shared business status and vision with all employees. The video is posted on the mobile in-house communication platform 'Olive Lounge' and can be re-watched from anywhere.

## Work-Life Balance

OLIVE YOUNG believes that employees' work-life balance is the key to the company's continuous growth and innovation. The company has established various welfare benefit systems covering diverse themes such as self-development, leisure activities, health management, and family care to provide the rest that employees desire.

### OLIVE YOUNG's Representative Welfare Benefit Supporting Beautiful Focus

#### ENJOY OLIVE YOUNG

- OLIVE YOUNG Discounts
- Life & Healthcare Points
- OLIVE YOUNG Employee Trend Coupons

#### REFRESH YOUR LIFE

- CJ Group Premium Resorts
- Domestic and International Accommodation Support

#### ALL LIVE BETTER

- Medical Expenses and Gym Cost Support
- Seoul National University Hospital Treatment Agreement
- Housing Loan

#### GROW YOUR CAREER

- Internal and External Education Support
- Language Test Fee Support
- Job Posting\*

#### DESIGN YOUR WORK

- Flexible Work Schedule
- Time based Annual Leave
- Work On\*\*

#### FOR YOUR FAMILY

- Childcare Support and Family Care Leave
- Children Scholarship
- Infertility Support

\* Job Posting: Internal/Group job transfer

\*\* Work On: CJ Group dedicated shared office hubs (Seoul Station, Ilsan, Dongdaemun, Yongsan, Gangnam, etc.)

### CREATIVE WEEK

A paid leave granted to long-term employees during their tenure, designed to provide employees with opportunities for career development, experience expansion, and self-development.

|                            |  |
|----------------------------|--|
| <b>Eligible Recipients</b> | Employees with 3, 5, 7 years of service (5-year cycle for 10+ years) |
| <b>Leave Period</b>        | Up to 4 weeks total  |

### Employee-Exclusive Subscription Services

To help OLIVE YOUNG employees focus more on their core duties and reduce fatigue, the company has newly introduced exclusive subscription services for current employees.

|                            |         |                     |
|----------------------------|---------|---------------------|
| Subscription Service Items |         |                     |
| Cleaning                   | Laundry | Emergency Childcare |

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Human Rights Management

OLIVE YOUNG established the 'OLIVE YOUNG Human Rights Management Declaration' in 2024 to respect the human rights of various stakeholders including employees, customers, partners, and local communities. The declaration respects and supports the Universal Declaration of Human Rights and the UN Guiding Principles on Business and Human Rights, and complies with human rights and labor-related laws and regulations of each country or region where business operations are located. Additionally, it contains the commitment to implementing human rights risk monitoring and improvement activities, creating a culture of human rights respect within workplaces, operating online reporting systems, and spreading a culture of human rights respect based on communication with stakeholders. Based on this foundation, OLIVE YOUNG plans to conduct human rights impact assessments in 2025.

## Human Rights Impact Assessment

Based on the Human Rights Management Declaration, OLIVE YOUNG implemented human rights due diligence from the second half of 2025 to systematically track human rights risks across all business activities and established human rights management through monitoring and improvement. The human rights due diligence will be conducted at a total of 20 business sites selected considering representativeness and types of each store, implementing a checklist-based assessment across seven areas: 'Human Rights Management Awareness, Non-Discrimination in Employment, Humane Treatment, Industrial Safety Assurance, Prevention of Workplace Harassment, Customer Human Rights Protection, and Supply Chain Management.' Based on Self-Audit results, the bottom 5 business sites will undergo on-site inspections combined with interviews to derive human rights management improvement tasks and response measures, supplementing operational issues and checklist items to advance the human rights management system.

### 2025 OLIVE YOUNG Human Rights Due Diligence Implementation Plan

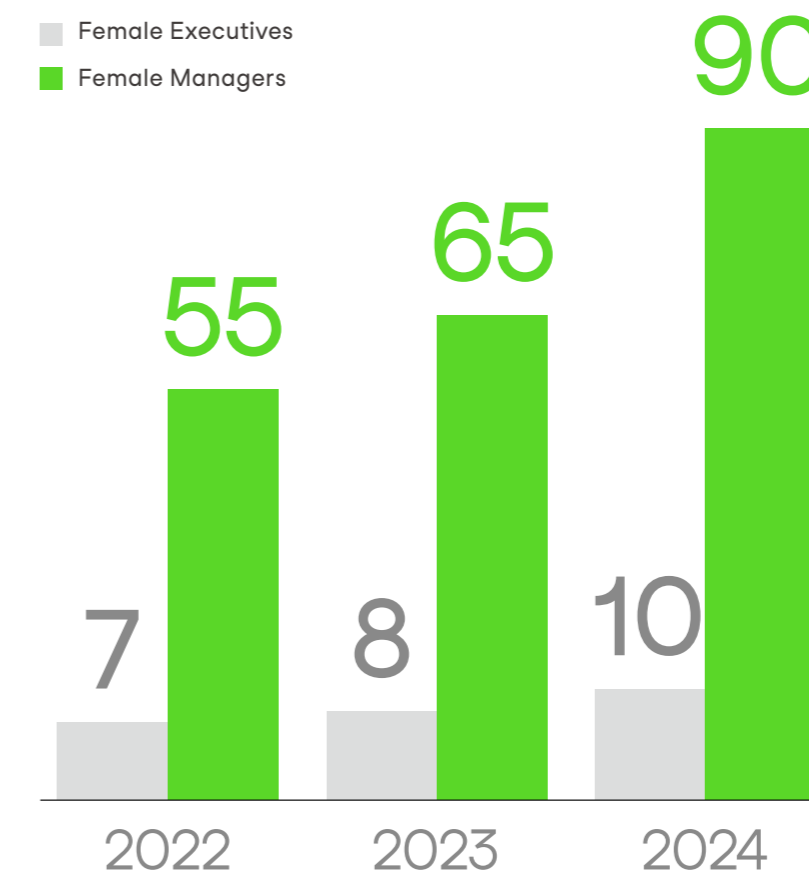
| Tasks   | Detailed Contents  | Date         |
|---|--|--------------|
| Human Rights Due Diligence Planning and Checklist Development                     | Developing and implementing a human rights due diligence checklist reflecting OLIVE YOUNG's business characteristics   | June 2025    |
| Conducting Self-Audit   | Conducting checklist-based Self-Audit<br>• Selecting a total of 20 sites considering store types (5 large stores, 6 medium stores, 4 small stores, 3 MFCs, 2 distribution centers) | July 2025    |
| Conducting Self-Audit-Based On-site Inspection and Interview                      | Conducting checklist-based on-site inspections and interviews<br>• Targeting lower-performing sites based on Self-Audit results  | August 2025  |
| Derivation of Improvement Tasks and Response Plans Based on Due Diligence Results | Derivation of short/long-term improvement tasks and response plans based on due diligence results<br>• Reflecting 2026 human rights management implementation plans and matters    | October 2025 |

## Promoting Diversity

Based on the Human Rights Management Declaration and CJ Group's DE&I policies, OLIVE YOUNG embraces diverse talent and provides equal and fair growth opportunities to all employees. As of 2024, a total of 65 employees with disabilities are working at OLIVE YOUNG, demonstrating their capabilities across various roles.

Additionally, OLIVE YOUNG is actively committed to the employment and growth of female talent, with women comprising 50% of all managers and 41.67% of executives as of 2024. The number of female managers and executives increases annually, and the company will continue to focus on nurturing female leaders and expanding diversity within the organization.

Trends in Female Managers/Executives Growth (Unit : Persons)



## Childbirth and Childcare Support

OLIVE YOUNG operates comprehensive support systems covering the entire life cycle from pregnancy to childbirth and child-rearing, enabling employees to maintain work-life balance and focus on their duties. Through various programs including fertility support, maternal protection support, childcare support, and family care leave and sabbaticals, the company helps improve employees' quality of life and creates a stable work environment.

### Maternal Protection Support

A system that guarantees regular medical examination time for pregnant employees and supports shortened working hours for pregnancy risk periods, newborn care, and other situations

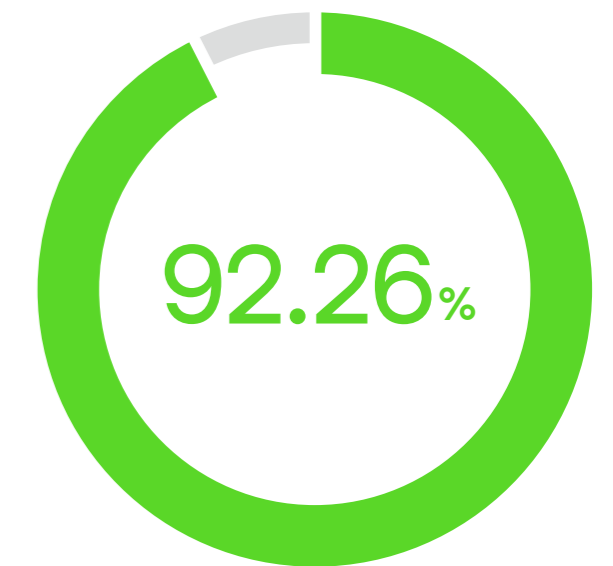
### Childcare Support

The program supports spousal childbirth leave and enables parental leave usage up to 2 years maximum, with applications possible for shortened working hours during childcare periods and emergency childcare situations, as well as care leave for those with elementary school-age children

### Family Care Leave/Sabbatical

A system that enables applications for up to 10 days of annual leave and up to 90 days of care sabbatical when family care is needed due to illness, accidents, aging, or child-rearing

2024 Parental Leave Return Rate



- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Employee Health and Safety Management

OLIVE YOUNG strives to enable customers to shop in a more comfortable and safe environment and employees to work in a healthier environment. Based on health and safety management principles, the company proactively manages daily risk factors to thoroughly maintain safe workplace environments for customers and employees.



## Health and Safety Management Policy and Principles

OLIVE YOUNG has established and implements health and safety management policy and principles that serve as the foundation for spreading company-wide health and safety culture. Consisting of four major principles and policies, these are applied across all OLIVE YOUNG business sites.

The company receives approval for health and safety plans through annual Board of Directors reporting to implement improvements to the health and safety management system. The company also regularly convenes the Occupational Health and Safety Committee, and its Safety Management Team, which is the company-wide health and safety organization under the Health and Safety Management Officer, performs duties including biannual risk assessments, health and safety trainings, and construction site safety inspections. Based on this foundation, OLIVE YOUNG complies with the Occupational Safety and Health Act and the Serious Accidents Punishment Act, and plans to strengthen health and safety management by obtaining ISO 45001 (Occupational Health and Safety Management System) certification in 2025.

### Health and Safety Management Policy

- ❶ OLIVE YOUNG places the health and safety of customers and employees as the highest priority value.
- ❷ OLIVE YOUNG faithfully complies with health and safety laws, standards, and social requirements.
- ❸ OLIVE YOUNG proactively identifies workplace risk factors and promptly implements improvements.
- ❹ OLIVE YOUNG creates a safety-first culture where employees and partners (franchisees/suppliers) participate together and shares these values.

### Health and Safety Management Principles

- ❶ Practice Safety-First Culture
- ❷ Strengthen Effective Prevention Activities
- ❸ Expand Employee/Partner Participation
- ❹ Comply with Health and Safety Regulations

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy

### ESG Management

- Social
- Environmental
- Governance

### ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Health and Safety Risk Management

OLIVE YOUNG conducts systematic health and safety risk management activities targeting nationwide business sites, stores, and distribution centers, centered around the Safety Management Team. Stores and distribution centers regularly conduct emergency response training, while headquarters strengthens employees' safety awareness through company-wide health and safety education and employee safety awareness surveys.

The company conducts 'risk assessments' of all business sites to proactively identify and improve hazardous and risk factors. Risk assessment is a risk management activity aimed at creating safer spaces by identifying hazardous and risk factors that may occur in work and working environments and implementing proactive improvements. In the process of evaluating health and safety risks, OLIVE YOUNG considers not only the safety of headquarters employees and store mates but also customers' safety. In the first half of 2025, the company identified a total of 735 issues at approximately 1,160 locations and addressed all the issues raised.



### Risk Assessment Process

|  |   |
|--|---|
| 1 Preliminary Preparation                        | Establish risk assessment targets and implementation methods            |
| 2 Identify Hazardous and Risk Factors            | Execute checklist-based inspections                                     |
| 3 Determine Risk Level                           | Assess risk levels and make final determinations                        |
| 4 Develop and Implement Risk Mitigation Measures | Prioritize identified risks and establish risk-specific countermeasures |
| 5 Record and Review Risk Assessment              | Conduct staff training and share company-wide knowledge                 |

## Health and Safety Prevention and Management Activities

OLIVE YOUNG implements various health and safety prevention and management activities. In particular, the company conducts regular CPR training to enable accurate treatment in emergency situations that may occur unexpectedly. The company also conducts electrical safety inspections to prevent electrical accidents such as electrocution and fires at OLIVE YOUNG stores.

### Health and Safety Prevention & Management Activities

|                              |  |
|------------------------------|--|
| CPR Training                 | Conducting regular CPR training for employees by business division   |
| Health and Safety Education  | Company-wide statutory occupational safety and health training implemented in accordance with the Occupational Safety and Health Act |
| Electrical Safety Inspection | Conducting facility inspections to prevent electrical accidents  |
| Crisis Response Guidelines   | Establishment and distribution of disaster prevention and crisis response guidelines for work-related potential incidents            |



OLIVE YOUNG conducts regular CPR training across business units including stores, distribution centers, and headquarters.

Cumulative CPR Training Completions (As of end of June 2025)

# 168 Persons

# Environmental

## 2025 OLIVE YOUNG IMPACT REPORT

### Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

### Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

### Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

### ESG Management

- Social
- Environmental**
- Governance

### ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

OLIVE YOUNG is steadily expanding the scope of its environmental activities toward a sustainable future.

The company continues its efforts to reduce greenhouse gas emissions and energy consumption, taking a leading role in environmental protection and fostering a sustainable beauty ecosystem. In particular, OLIVE YOUNG leads the industry's culture of recycling empty bottles by engaging customers in resource circulation across its nationwide stores and recycling empty bottles by material type into raw materials.

OLIVE YOUNG will continue to pursue environmental actions in its unique way and realize sustainable beauty created together.

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental**
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Climate Change Response and Environmental Management

OLIVE YOUNG is building a sustainable beauty ecosystem by actively responding to climate change based on its environmental management principles and strategy. In particular, within its logistics infrastructure, OLIVE YOUNG continues various activities to reduce greenhouse gas emissions, such as foot delivery, consolidated delivery, and pickup services.



## Environmental Management Strategy

OLIVE YOUNG has established and is implementing an environmental management strategy focused on practicing a circular economy and responding to climate change. Through this, the company aims to minimize environmental impacts in store operations and distribution process.

### OLIVE YOUNG Environmental Management Strategy

|                  |  |  |  |   |
|------------------|--|--|--|---|
| <b>Direction</b> | Building a sustainable beauty ecosystem that minimizes environmental impact throughout the entire distribution and consumption process |  |  |   |
| <b>Goals</b>     | Resource circulation practice  |  |  | Climate change response                 |
|                  | Environmental impact reduction of packaging  | Sustainable stores                                 | Logistics waste reduction                                | Greenhouse gas reduction                |
|                  | Recycled plastic packaging   | Expansion of electronic label application          | Expansion of sustainable logistics packaging application | Advancement of greenhouse gas inventory |
|                  | Advancement of empty bottle collection campaigns   | Expansion of smart receipts and reusable bag usage |  | Logistics carbon footprint reduction    |

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Greenhouse Gas and Energy Reduction

### Greenhouse Gas Emission Monitoring

OLIVE YOUNG established a greenhouse gas inventory in 2022 and has been calculating and managing Scope 1 and 2 emissions since 2020. The company plans to continuously monitor emissions in the future and establish mid-to long-term management strategy. The scope of the greenhouse gas inventory includes the headquarters, offline stores, and multiple small-scale business sites nationwide, such as Micro Fulfillment Center (MFC). For 2024, the inventory calculation has included the Gyeongsan Logistics Center, which opened in September.

| Classification                       | Greenhouse Gas Inventory Scope   |
|--------------------------------------|--|
| General Business Sites               | Headquarters, Academy  |
| Multiple Small-scale Business Sites* | Offline stores (direct management/PS), local offices, Micro Fulfillment Centers (MFCs) |

\* Yangji Logistics Center and Anseong Logistics Center are included in CJ Logistics' organizational boundary, and thus excluded from OLIVE YOUNG's organizational boundary to prevent double counting within affiliates.

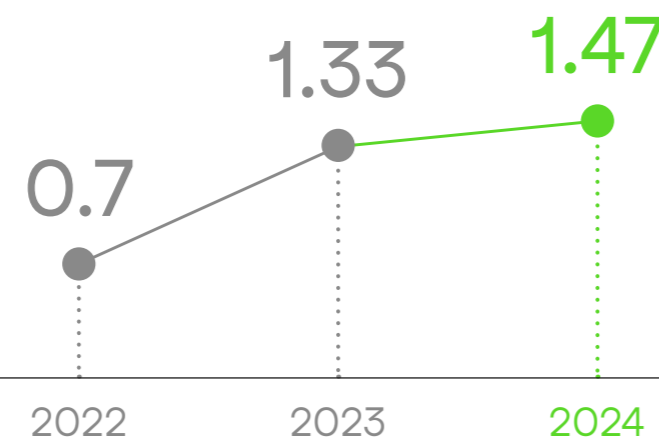
### Consolidated Delivery Principles and Carbon Footprint Reduction through O2O Services

OLIVE YOUNG adheres to consolidated delivery principles for all shipments from logistics centers to customers (excluding certain products requiring special handling or that are difficult to consolidate). This reduces resource waste from individual packaging and lowers carbon emissions from transportation.

Furthermore, the company is actively expanding foot delivery and pickup services. Foot delivery is conducted for 'Oneul Drim Service (Same-day delivery)' orders within 1.5 km delivery distance, while pickup service is an omnichannel specialized service where customers order online but collect products in-store. Both foot delivery and pickup services reduce the use of two- or four-wheeled vehicles for delivery, thereby lowering carbon emissions from transportation. The expansion of Micro Fulfillment Centers (MFCs) has also contributed to reducing carbon footprints by shortening delivery distances from distant logistics centers.

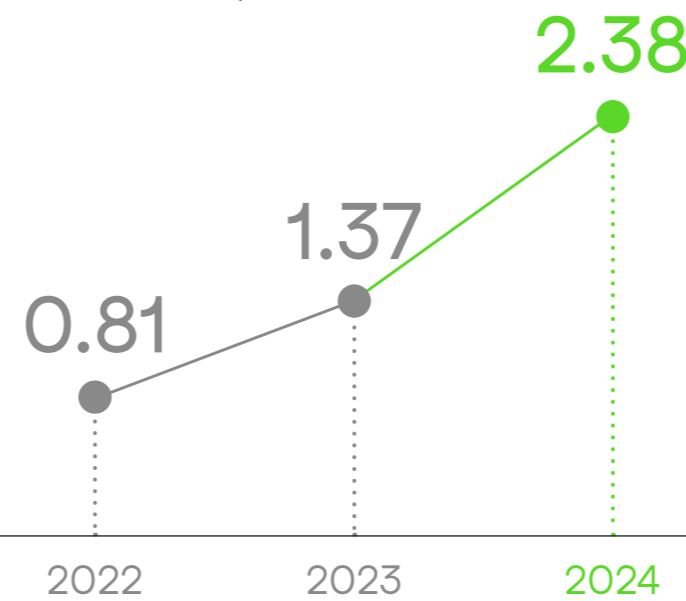
2024 Pickup Service Growth Trend

(Unit : Million cases)



2024 Foot Delivery Growth Trend

(Unit : Million cases)



### Use of Sustainable Aviation Fuel

In July 2024, OLIVE YOUNG entered into a business agreement with DHL Korea to introduce the GoGreen Plus service, which utilizes Sustainable Aviation Fuel (SAF). Through this initiative, alternative aviation fuel made from used cooking oil and animal and plant-based oils is being applied to global delivery. While this does not constitute OLIVE YOUNG's direct greenhouse gas reduction activity, it represents part of the company's climate change response efforts, taking into account the characteristics of global delivery.

Greenhouse Gas Reduction from the Use of Sustainable Aviation Fuel in 2024\*

**112.66** tCO<sub>2</sub>e<sub>q</sub>

\* Calculated based on July to December 2024 data

### LEED Certification for Eco-friendly Building

OLIVE YOUNG's headquarters, KDB Tower, achieved LEED (Leadership in Energy and Environmental Design) Gold certification in November 2023, a global eco-friendly building certification that evaluates building energy efficiency and recycled material usage. This certification requires recertification every 5 years, and OLIVE YOUNG plans to continuously reduce environmental impact through consistent management of eco-friendly building standards.



- Certification Type: LEED O+M (Operations and Maintenance)
- Date Obtained: November 27, 2023
- Validity Period: 5 years
- Certification Level: Gold

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Resource Circulation and Eco-friendly Packaging

OLIVE YOUNG practices waste reduction activities throughout key business processes, including the 'Beauty Cycle' cosmetics container recycling campaign, store operations, and logistics delivery. In particular, OLIVE YOUNG leads the establishment of eco-friendly logistics methods by optimizing logistics packaging to enhance environmental sustainability.

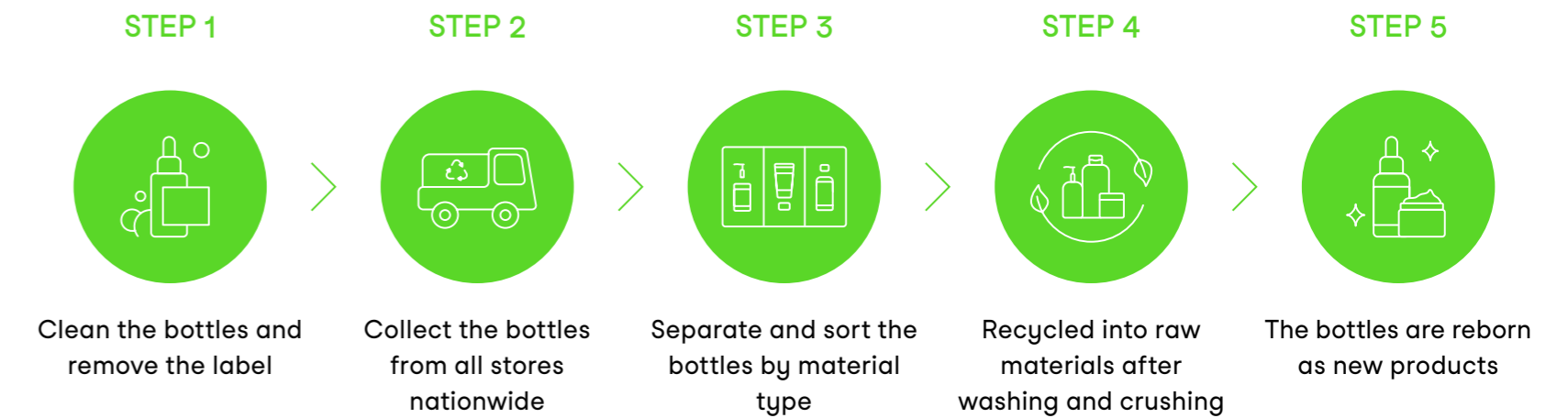


## OLIVE YOUNG Beauty Cycle

OLIVE YOUNG operates the customer participation campaign 'Beauty Cycle' to reproduce cosmetic containers as recycled resources. Started in 2021 at 29 stores, this campaign has now expanded to all stores nationwide, with cumulative collected container weight reaching 9,338kg as of the first half of 2025.

Most cosmetic containers are made from different materials such as lids, pumps, and bodies, making recycling challenging. However, OLIVE YOUNG regularly delivers collected containers from nationwide stores to sorting companies for classification by material type. The containers undergo separate processes such as crushing and washing to convert into raw materials. Under OLIVE YOUNG's tracking management, recyclable materials are reborn into various resources like home appliances and construction materials, while some difficult-to-recycle materials are processed for use as thermal energy. This process represents OLIVE YOUNG's efforts to transform inevitable plastic waste in the beauty industry into resources and enhance resource circulation, contributing to building a recycling system within the beauty ecosystem.

### Empty Bottle Recycling Process



### Cumulative Empty Container Collection Volume through Beauty Cycle (From 2021 to the first half of 2025)



# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Waste Reduction Activities

OLIVE YOUNG has introduced smart receipts and electronic labels to reduce waste generated from offline store operations and logistics processes, and is actively conducting waste reduction activities at logistics centers. Through the proactive expansion of these eco-friendly services and policies, OLIVE YOUNG contributes to minimizing environmental impact within the industry ecosystem and building a sustainable distribution structure.

### Offline Stores

#### Expansion of Smart Receipt Issuance

OLIVE YOUNG operates a smart receipt service to reduce paper receipt usage. The number of smart receipts issued has increased annually, exceeding 86 million in 2024, which accounts for 62.18% of total receipts issued.

2024 Smart Receipt Issuance

**86** Million receipts

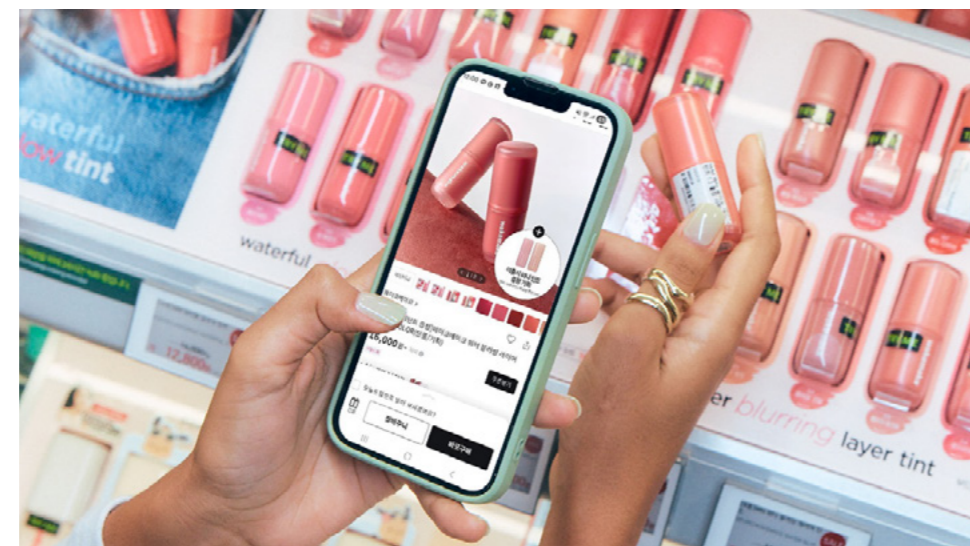
Reduction in paper label usage in 2024 (Compared to 2023)

**13.7%**

#### Expansion of Electronic Label Application

OLIVE YOUNG is fully adopting electronic labels instead of single-use paper labels to save resources and protect the environment. As of May 2025, the adoption rate of electronic labels in directly operated offline stores has reached 100%, significantly reducing unnecessary paper use and contributing to waste reduction.

Electronic labels not only protect the environment but also provide customers with an integrated online and offline shopping experience through NFC functionality. For employees, electronic labels enhance product information management efficiency, contributing to operational efficiency in offline stores while minimizing negative environmental impacts in multiple ways.



Customers can access detailed product information from the OLIVE YOUNG online mall through electronic shelf labels at OLIVE YOUNG offline stores.

## Logistics Center

### Logistics Center Waste Reduction

OLIVE YOUNG has introduced eco-friendly packaging materials—such as paper cushioning made from recycled paper, one-touch boxes, and easily recyclable paper tape—between 2023 and 2024 to minimize logistics waste generated during product delivery to consumers. By using these sustainable packaging solutions, the company reduces unnecessary waste and promotes the circulation of resources.

2024 Paper Cushioning Usage

Approx. **438** Ton

2024 One-touch Box Usage

Approx. **129** Ton

2024 Paper Tape Usage

Approx. **233** Ton

### Product

#### Expansion of Clean Beauty Refill Products

OLIVE YOUNG is actively expanding refill products in pouch forms that enable reuse of original cosmetic packaging within the clean beauty category. This initiative is based on mutual understanding with clean beauty brands regarding the importance of reducing cosmetic plastic containers and is part of efforts to promote reduction of environmental impact in the beauty industry. In 2025, OLIVE YOUNG is conducting awareness campaigns related to cosmetic container reuse and resource circulation through refill products at 40 stores nationwide.

#### Promotion of Transition to Recycled Plastic Packaging

As part of reducing plastic waste, OLIVE YOUNG is promoting the transition to eco-friendly packaging for its private brand (PB) products. 17 products from the 'round around' line use containers containing 30-50% PCR (Post-Consumer Recycled) materials. In 2025, OLIVE YOUNG is introducing packaging made from 100% recycled materials for the signature 'Tea Tree Cica' product line of the 'BRINGGREEN' brand and preparing to obtain GRS\* certification in 2025. Through these initiatives, OLIVE YOUNG actively participates in realizing a circular economy and aims to lead resource efficiency.

\* GRS (Global Recycled Standard): An international certification that verifies the transparency and sustainability of products made with recycled materials



OLIVE YOUNG's private brand, BRINGGREEN, uses packaging made from 100% recycled materials for its Tea Tree Cica product line.

# Governance

## 2025 OLIVE YOUNG IMPACT REPORT

### Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

### Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

### Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

### ESG Management

- Social
- Environmental
- Governance**

### ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

OLIVE YOUNG ensures responsible management through transparent and fair governance, thereby building a solid foundation for sustained growth. Built on trust with numerous partners, the company pursues authentic beauty and continues to strengthen compliance system and ethical management.

Furthermore, we are committed to continuous investment and effort to enhance the security of customers' valuable personal information and partners' data, thereby becoming a trusted company that instills absolute confidence in all stakeholders.

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Sound Corporate Governance

OLIVE YOUNG realizes sustainable growth and social responsibility through an independent board composition and the appointment of independent directors with diverse backgrounds. The company also operates committees with core functions for professional decision-making and regularly conducts employee to strengthen compliance capabilities.

## Board Composition and Operations

As of the first half of 2025, OLIVE YOUNG's board of directors comprises five members, including two independent directors with expertise and experience in business strategy and legal affairs, ensuring the independence and objectivity of the board. The board supports effective decision-making through a balanced composition that considers gender and expertise, promoting OLIVE YOUNG's sustainable growth. The board meetings are held once per quarter, and in 2024, a total of 8 board meetings were held, deliberating on 26 agenda items, with an overall director attendance rate of 98%. Sustainability-related reports are also being conducted for the holding company's (ESG Division) departments.

### Composition of BOD

| Job Title                    | Name          | Gender | Professional Background   | Term of Service         | Affiliated Committee   |
|------------------------------|---------------|--------|---|-------------------------|--|
| Internal Director            | Lee Sun-jung  | Female | CEO of CJ OLIVE YOUNG Corp. 1)                                    | 2023.01.18 – 2026.03.18 | Independent Director Candidate Recommendation Committee, Compensation Committee                  |
|                              | Jang Ji-min   | Male   | Executive of Management Support, CJ OLIVE YOUNG Corp.             | 2025.03.31 – 2028.03.18 | Audit Committee, Compensation Committee  |
| Other Non-executive Director | Lee Jong-hwa  | Male   | Executive of Portfolio Strategy Team 2, CJ Corp.                  | 2023.01.18 – 2026.03.18 | Compensation Committee   |
| Independent Director         | Jang Geum-ju  | Female | Professor, School of Business Administration, University of Seoul | 2025.03.31 – 2028.03.18 | Audit Committee, Independent Director Candidate Recommendation Committee, Compensation Committee |
|                              | Huh Sung-wook | Male   | Professor, School of Law, Seoul National University               | 2025.03.31 – 2028.03.18 | Audit Committee, Independent Director Candidate Recommendation Committee, Compensation Committee |

1) To ensure efficient business operations and strategic consistency based on a strong understanding of the health and beauty industry, the CEO also holds the position of Chairman of the Board.

## Committees under the Board

OLIVE YOUNG operates the Audit Committee, Independent Director Candidate Recommendation Committee, and Compensation Committee under the board of directors to perform core functions in business operations. To ensure governance transparency, all committee chairpersons are held by independent directors.

| Audit Committee   | Independent Director Candidate Recommendation Committee*  | Compensation Committee   |
|---|---|--|
| <p>Chairperson:<br/>Independent Director<br/>Jang Geum-ju</p> <ul style="list-style-type: none"> <li>Monitoring of the company's accounting and business operations</li> <li>Authority to investigate the company's financial status</li> <li>Reviewing the adequacy of financial status and internal control systems, supervising compliance with legal and ethical standards</li> </ul> | <p>Chairperson:<br/>Independent Director<br/>Huh Sung-wook</p> <ul style="list-style-type: none"> <li>Recommending independent director candidates for appointment at the shareholders' meeting based on objective and fair standards</li> <li>Supporting decision-making to ensure the appointment of independent directors with independence and expertise</li> </ul> | <p>Chairperson:<br/>Independent Director<br/>Huh Sung-wook</p> <ul style="list-style-type: none"> <li>Ensuring fairness and transparency in performance evaluations for executive compensation policies and long-term incentive payments</li> <li>Establishing and managing criteria for long-term incentive payments through the establishment and modification of executive compensation systems and the evaluation of executive performance indicators</li> </ul> |
| <p>2024 Audit Committee Independent Director Attendance Rate</p> <p><b>100%</b></p>   | <p>* The Independent Director Candidate Recommendation Committee was not convened during the reference period</p>   | <p>2024 Compensation Committee Independent Director Attendance Rate</p> <p><b>100%</b></p>   |

## Board Expertise Training

In October 2024, OLIVE YOUNG conducted compliance training for independent directors to raise awareness of compliance management and support the establishment of internal control systems. The training covered the concept of compliance management and related case law under the theme 'Compliance Monitoring Duties of Independent Directors and Understanding Internal Control Systems'. It also addressed key elements for building effective compliance control systems and the expected benefits of fulfilling compliance monitoring duties, aiming to strengthen the board's compliance capabilities.

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

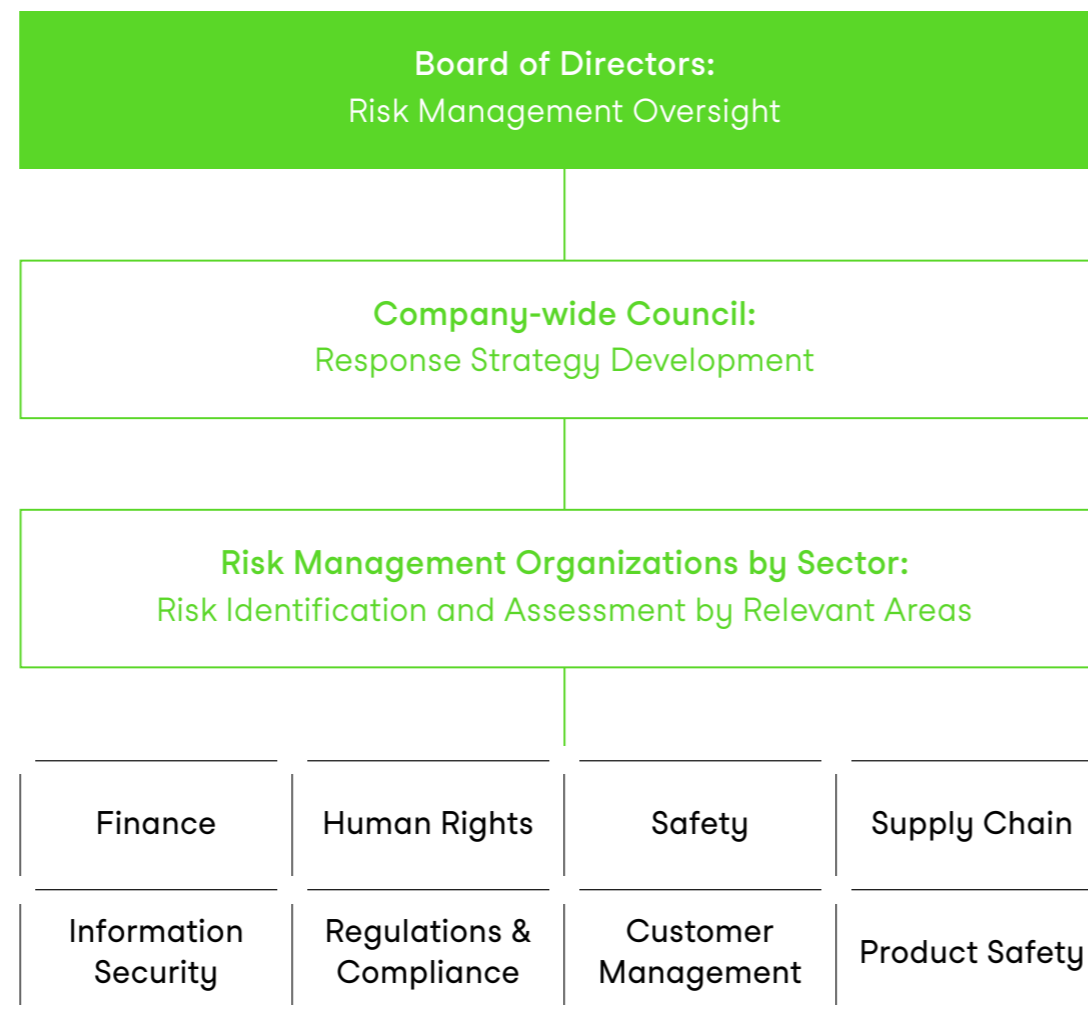
# Ethics and Compliance Management

OLIVE YOUNG has established a compliance management system and governance to operate its global business in a stable and transparent manner. This system is ingrained across the entire organization through risk management system and various ethics and compliance training programs for employees, successfully establishing autonomous compliance processes.

## Risk Management System

OLIVE YOUNG operates a preemptive response system where key risks are identified and assessed in advance by responsible operational teams categorized by fields such as finance, human rights, and safety, and then reported to management and the CEO. Subsequently, response strategies are established and executed through company-wide meetings involving key executives. The status and outcomes of risk management are strategically managed through regular or ad hoc reports to the board of directors and its subcommittees. In October 2024, OLIVE YOUNG obtained ISO 37301 (Compliance Management System) certification and plans to demonstrate externally that it meets compliance standards as a global beauty distribution company through annual follow-up audits.

## Risk Management Organization



## Risk Management Activities

### Company-wide Compliance Inspections

OLIVE YOUNG regularly conducts company-wide compliance inspections to identify and prevent legal and business risks in advance. In 2024, the company proactively checked for potential violations of the Fair Trade Act and assessed the need for improvements across the entire fair trade practices. In particular, risk reviews focused on the Act on Fair Transactions in Large Retail Business, which is closely related to OLIVE YOUNG's business operations.

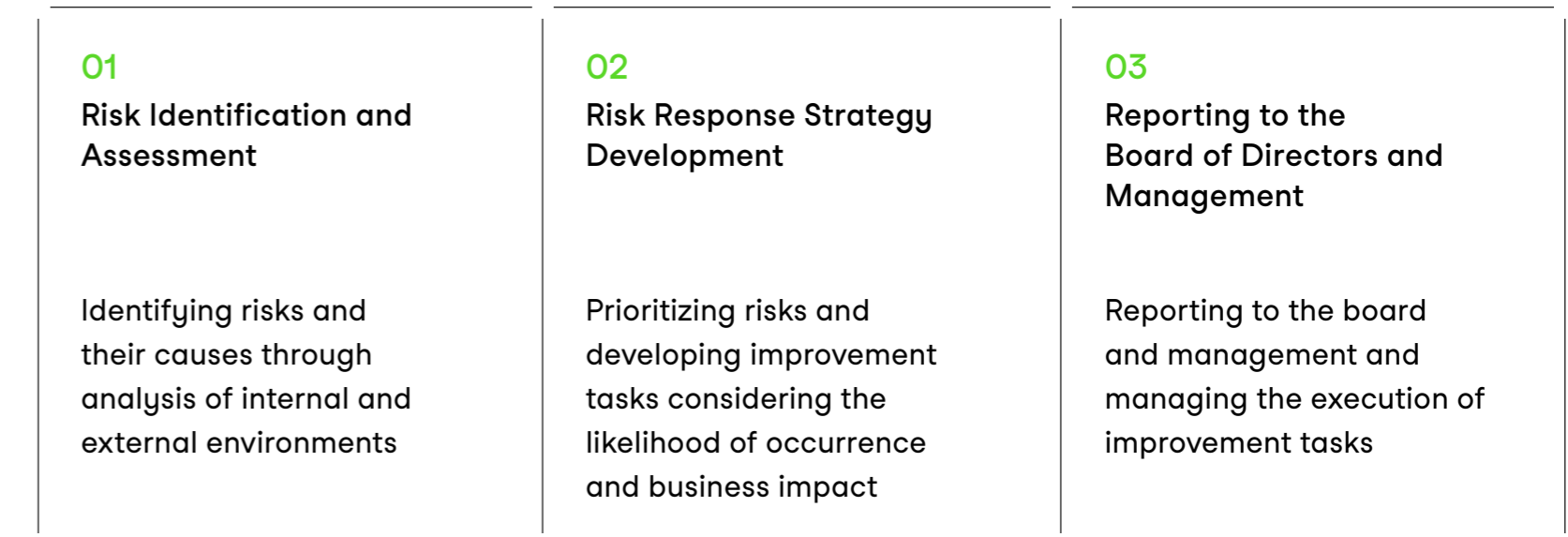
### Establishment of Partner Code of Conduct

As part of risk management for mutual growth with partners, OLIVE YOUNG has established the 'Partner Code of Conduct', focusing on five core areas: ethics, quality, environment, human rights, and health and safety. This code of conduct was created with the purpose of realizing responsible supply chain operations together with partners, as a company that provides products and services directly impacting customers' lives.

### MD Training for the Act on Fair Transactions in Large Retail Business

To realize mutual growth with domestic small and medium-sized brands, OLIVE YOUNG conducts annual regular MD communication training for operational departments. This training is structured around key considerations of the Act on Fair Transactions in Large Retail Business and partner communication cases, aimed at enhancing employees' understanding and compliance awareness.

## Risk Management Process



# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Compliance Management System and Policy

OLIVE YOUNG has established a Code of Conduct to foster proper relationships with customers, shareholders, colleagues, and the global community, striving to contribute to social and economic development. In accordance with CJ Group's Global Fair Competition Policy, OLIVE YOUNG prevents unfair practices such as collusion and information exchange across all business regions. In 2025, the company is strengthening its company-wide compliance culture by appointing a compliance officer and establishing compliance control standards.

## Compliance and Mutual Growth Management Committee

OLIVE YOUNG's Compliance Management Committee, first established in July 2019, convenes regular meetings to review and decide on major compliance-related matters, including disciplinary actions for violations identified through the internal monitoring system, as well as the approval of future work plans and improvement directions for compliance programs.

In 2025, the Compliance Management Committee expanded and reorganized as the 'Compliance and Mutual Growth Management Committee', with the establishment and operation of subcommittees, including the Compliance Coordinator Council and Mutual Growth Subcommittee. In September 2025, during the committee's regular meeting, reports were presented on OLIVE YOUNG's compliance and mutual growth management activities, as well as matters related to the ISO 37301 (Compliance Management System) audit, and the chairperson of each subcommittee were appointed.

### OLIVE YOUNG Compliance and Mutual Growth Management Committee



## Ethics and Compliance Activities and Training

OLIVE YOUNG recognizes the importance of ethics and compliance management across the entire company, actively implementing various training and practical activities to encourage employee participation in compliance efforts. All employees annually sign an Ethics Management Pledge to reaffirm their commitment to compliance, and key regulatory trends and cases are shared through regularly and ad hoc published compliance newsletters. These newsletters cover issues relevant to the industry that employees need to be aware of, such as strengthened sanctions against greenwashing and revised guidelines for deceptive labeling and advertising, enhancing compliance awareness.

In addition, tailored regular online and offline training is provided on core laws such as compliance, the Fair Trade Act, the Act on Fair Labeling and Advertising, and Act on Fair Transactions in Large Retail Business according to employee roles.

All OLIVE YOUNG managements have also completed anti-corruption training, leading by example in raising awareness of ethics and compliance management among employees.

### 2024 Anti-Corruption Training Completion Rate

3 Consecutive Years **100%**

## Compliance Program

OLIVE YOUNG operates a Compliance Program (CP) to prevent management risks arising from legal violations. The Compliance Program is a compliance system and code of conduct established by the company to voluntarily comply with relevant laws, including the Fair Trade Act. OLIVE YOUNG implements the program focusing on eight key elements, divided into two stages: 'Establishment of the Compliance System' and 'Operation and Stabilization'. Additionally, the company has established a Compliance Manual based on laws related to business activities, which all employees are required to follow. The manual is publicly available to promote the internalization of compliance awareness and raise awareness of voluntary compliance among employees.

### 8 Components of OLIVE YOUNG Compliance Program

#### STEP 1. Establishment of the Compliance System for OLIVE YOUNG

- 1 Establish and implement CP standards and procedures
- 2 CEO's commitment to compliance
- 3 Designate and operate compliance managers
- 4 Produce and utilize compliance manual

#### STEP 2. Operation and Stabilization

- 1 Conduct compliance training
- 2 Establish internal monitoring system
- 3 Penalize employees who violate laws and regulations
- 4 Evaluate CP effectiveness and adopt measures for improvement

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures






- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Operation of Ethics Reporting System

OLIVE YOUNG operates an online reporting system that allows employees and all stakeholders to report issues related to fraud and corruption, partner grievances and unfair trade practices, behaviors undermining organizational culture, product quality and service improvements, and safety management matters. The company has established three principles for Whistleblower Protection to protect employees and stakeholders from retaliation or disadvantages arising from their reports. Submitted reports are reviewed by the responsible personnel, supplemented if necessary, investigated sequentially, and the results are communicated. Valid reports are transferred to the Management Diagnosis Team or relevant departments for appropriate action.

[Link →](#)

### Scope of the Ethics Reporting System

|   |  |   |
|---|--|---|
| Fraud and Corruption<br>                     | Partner Grievances and Unfair Trade Practices<br> | Behaviors Undermining Organizational Culture<br> |
| Product Quality and Service Improvements<br> | Safety Management Matters<br>                     |   |

### Whistleblower Protection and Reward Policy

**Whistleblower Protection Policy** The identity and confidentiality of whistleblowers are strictly protected. Submitted evidence is securely maintained. Any inquiries aimed at revealing the whistleblower's identity are strictly prohibited.

**Prohibition of Disadvantageous Treatment** Whistleblowers shall not suffer any discrimination or disadvantage related to their reports. If any disadvantage occurs, whistleblowers may request corrective actions to restore their status.

**Reward Policy** If whistleblower reports contribute to the company's management activities or the eradication of misconduct, rewards may be granted upon the resolution of the Internal Review Committee.

### Report Handling Process

|  |   |
|--|---|
| <b>1 Report Submission</b>                           | Reports can be submitted anonymously or with real names   |
| <b>2 Receipt and Review by Responsible Personnel</b> | The responsible person processes the report and may request additional information if necessary   |
| <b>3 Investigation</b>                               | A sequential investigation is conducted and completed upon confirmation of the facts              |
| <b>4 Confirmation of Investigation Results</b>       | The results of the investigation can be checked on the company website or the 'K-Whistle' website |

**Intro**

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

**Overview**

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

**Value & Impact**

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

**ESG Management**

- Social
- Environmental
- Governance

**ESG Facts & Figures**

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Customer and Privacy Security Management

As a global retail company, OLIVE YOUNG handles a vast amount of customer information and partner data, making data security capabilities critically important. Based on its information security system, the company has obtained the Personal Information and Information Security Management System certification (ISMS-P) and is focusing its capabilities on minimizing data security risks by extending security inspections to partner companies.

## Data Security System and Policy

Considering the online-centric nature of its business, OLIVE YOUNG recognizes data security as a core organizational priority and operates a systematic management system. The Information Security Center, a dedicated organization reporting directly to the CEO, is led by a director who concurrently serves as the Chief Information Security Officer (CISO) and Chief Privacy Officer (CPO), overseeing company-wide security management activities. Weekly meetings involving top management continuously share key information security tasks and issues, while ongoing collaboration with related departments aims to practically reduce security risks and enhance company-wide security awareness.

OLIVE YOUNG, in accordance with the Personal Information Protection Act, established an internal management plan and improves policies and standards through regular reviews conducted at least once a year, taking into account technological environments and service changes. The company has obtained the Personal Information and Information Security Management System certification (ISMS-P) to securely protect vast amounts of customer data. Additionally, OLIVE YOUNG plans to acquire ISO 27001 (Information Security Management System) certification in 2025, which will support internal data protection activities and efforts to enhance information security capabilities of partner companies.

### Information Security Organizational Structure

**CEO**

- Review and approve information security activity plans and budgets
- Review and approve information security policies and regulations
- Decide on response measures for major information security issues and incidents

### Information Security Center

- The Chief Information Security Officer (CISO) also serves concurrently as the Chief Privacy Officer (CPO)
- As an organization reporting directly to the CEO, security issues and ongoing matters are reported to the CEO
- Security-related matters are regularly shared with the company's executive team through routine management meetings
- Participate in decision-making when reporting IT and privacy-related business matters to the CEO

### Personal Information and Information Security Management System certification

- Scope: Online shopping malls (OLIVE YOUNG Online Mall, Global Mall)
- Validity Period: Until December 5, 2026



## Data Security Management Activities

OLIVE YOUNG conducts simulated training based on various security threat scenarios at least twice a year to strengthen company-wide cybersecurity response capabilities. The company has established and disseminated response manuals and processes for different incident types, such as ransomware infections and personal information leaks, to thoroughly prepare for security incidents. All employees sign an information security pledge and receive information security training at least once a year. Additionally, specialized training including legal updates and protection measures is provided to developers and other personnel who handle personal information.

For external transactions involving personal information processing, security reviews are conducted alongside legal reviews. In particular, when entrusting personal information processing, the Personal Information Protection Guidelines require contracts to be based on a standard agreement containing the requirements stipulated by the Personal Information Protection Act. The company operates a process to request and approve appropriateness reviews of the agreement content used in individual contracts.

2024 Personal Information Protection Train

100%

\* Based on 4,115 employees

### Regular Simulation-Based Training

Conducting simulated malicious email training at least twice a year to prevent employee damage from malicious emails

|   |  |
|---|--|
| 1 Simulated Attacks and Incident Drills | Various threat, scenarios are applied  |
| 2 Response Training                     | Relevant departments participate to experience the necessary response procedures |
| 3 Training Result Analysis              | Areas for improvement are identified and integrated into future trainings        |

### Personal Data Breach Response Process

Minimizing damage through prompt action and response in the event of a personal data breach

|                                     |  |
|-------------------------------------|--|
| 1 Detection of Personal Data Breach | Identifying and reporting a security incident  |
| 2 Response to Personal Data Breach  | Report to regulatory authorities, Notify affected data subjects, Implement measures to minimize damage |
| 3 Follow-up Measures                | Analyzing the cause and establishing measures to prevent recurrence                                    |

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Pre-security Review

OLIVE YOUNG operates a 'Preliminary Security Review Process'. When making changes to the personal information processing system, the company reviews legal risks through a Privacy Impact Assessment. At the IT system development stage, risks related to insufficient security settings and potential cyberattacks are reviewed to block threats. Additionally, when introducing internal collaboration tools and new work devices, the company carefully diagnoses risks of information leakage to maintain a secure environment. Through step-by-step security inspections, potential risks are proactively identified and systematically managed.

| Review Types                                  | Review Purposes  |
|---|--|
| <b>Personal Information Impact Assessment</b> | <p><b>When changing or introducing systems/functions/services for "processing personal information," review for compliance with personal information protection-related legal requirements</b></p> <ul style="list-style-type: none"> <li>Review the disclosure of privacy policies and obtain consent for personal data processing during online and offline events</li> <li>When outsourcing personal information processing to third parties (partners), conclusion of a "Personal Information Processing Outsourcing Agreement" and prior security assessment of partners</li> </ul> |
| <b>IT System Security Review</b>              | <p><b>Review of external cyberattack risks due to insufficient configuration and settings during IT system development/introduction</b></p> <ul style="list-style-type: none"> <li>Conduct simulated hacking and penetration tests during new service launches and renewals (addition of specific menu/page features)</li> <li>Check security vulnerabilities of each asset/resource when creating new infrastructure and resources or changing configurations</li> </ul>  |
| <b>In-house Information Security Review</b>   | <p><b>Review of internal information leakage risks when introducing in-house collaboration tools or new work devices (PCs, PDAs, etc.)</b></p> <ul style="list-style-type: none"> <li>Review information leakage risks when introducing/using cloud services for company-wide collaboration purposes</li> <li>Analyze security requirements and provide application guidelines when introducing new work devices (Mac OS PCs/PDAs/tablets, etc.)</li> </ul>  |

## Partner Data Security

OLIVE YOUNG conducts training and security assessments to strengthen the information security capabilities of its partners. Employees of partner companies who handle personal data receive education on personal data handling principles and measures to ensure data security. In addition, by conducting management status checks in collaboration with the Korea Online Privacy Association (OPA), the reliability and objectivity of these assessments have been enhanced.

Furthermore, during outsourcing contracts, OLIVE YOUNG guides partners to review and address their security management status and ensures that any personal data previously handled is securely destroyed upon contract termination.

### Information Security Training

|           |  |
|-----------|--|
| Frequency | At least once a year   |
| Target    | Employees of partners handling personal information  |
| Content   | - Understanding personal data and protection principles at each stage<br>- Signing a security pledge |

### Partner Security Audits

|           |  |
|-----------|--|
| Frequency | At least once a year   |
| Target    | Registered partners, etc.  |
| Content   | - Inspecting personal data management status through the Korea Online Privacy Association (OPA)<br>- Providing support to implement corrective measures to overcome deficiencies found |

### Evaluation and Guidance on Personal Data Protection

|           |  |
|-----------|--|
| Frequency | As needed  |
| Target    | Registered partners, etc.  |
| Content   | - Evaluating data security and privacy measures of partners during contract negotiations<br>- Supporting implement corrective measures for any identified deficiencies |

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

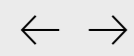
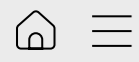
## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

OLIVE YOUNG discovers and nurtures domestic brands to promote healthy beauty to the world amidst the K-Beauty wave. From growing together with brands to delivering differentiated experiences to customers, it is our responsibility and mission to create a sustainable ecosystem that fosters shared growth across the entire value chain.



**2025  
OLIVE YOUNG  
IMPACT REPORT**

---

**Intro**

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

---

**Overview**

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

---

**Value & Impact**

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

---

**ESG Management**

- Social
- Environmental
- Governance

---

**ESG Facts & Figures**

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

---

**ESG Facts & Figures**

# ESG Facts & Figures

2025  
OLIVE YOUNG  
IMPACT REPORT

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Economic

## Consolidated Statement of Financial Position\*

| Category                | Unit         | 2022 (4th)    | 2023 (5th)    | 2024 (6th)    |
|-------------------------|--------------|---------------|---------------|---------------|
| Total Assets            | KRW thousand | 1,611,380,701 | 2,010,840,929 | 2,266,431,321 |
| Current Assets          | KRW thousand | 721,472,448   | 1,011,931,757 | 1,019,747,228 |
| Non-current Assets      | KRW thousand | 889,908,253   | 998,909,172   | 1,246,684,093 |
| Total Liabilities       | KRW thousand | 887,151,118   | 1,034,519,017 | 1,269,106,813 |
| Current Liabilities     | KRW thousand | 518,061,076   | 633,124,092   | 776,852,407   |
| Non-current Liabilities | KRW thousand | 369,090,042   | 401,394,925   | 492,254,406   |
| Total Equity            | KRW thousand | 724,229,583   | 976,321,913   | 997,324,508   |

## Consolidated Statements of Comprehensive Income\*\*

| Category  | Unit         | 2022 (4th)     | 2023 (5th)     | 2024 (6th)     |
|---|--------------|----------------|----------------|----------------|
| Sales   | KRW thousand | 2,780,913,860  | 3,868,243,653  | 4,793,475,983  |
| Cost of Sales   | KRW thousand | -1,460,048,387 | -2,006,907,346 | -2,481,467,798 |
| Gross Profit  | KRW thousand | 1,320,865,473  | 1,861,336,307  | 2,312,008,186  |
| Selling General Administrative Expenses   | KRW thousand | -1,049,493,838 | -1,400,640,689 | -1,712,699,491 |
| Operating Profit  | KRW thousand | 271,371,634    | 460,695,618    | 599,308,695    |
| Other Gains   | KRW thousand | 6,623,111      | 6,576,789      | 6,780,459      |
| Other Non-operating Expenses  | KRW thousand | -12,669,995    | -8,772,434     | -27,122,900    |
| Finance Income  | KRW thousand | 15,811,877     | 31,359,844     | 81,076,841     |
| Finance Costs   | KRW thousand | -14,861,869    | -17,562,974    | -26,833,191    |
| Share of Profit (Loss) of Associates and Joint Ventures Accounted for Using Equity Method | KRW thousand | -19,590        | 39,322         | -355,837       |
| Profit before Income Tax  | KRW thousand | 266,255,167    | 472,336,175    | 632,854,067    |
| Corporate Tax   | KRW thousand | -60,606,755    | -111,775,900   | -156,854,706   |
| Net Profit  | KRW thousand | 205,648,413    | 360,560,275    | 475,999,361    |

## Economic Value Generation and Distribution Status by Stakeholders

| Category                | Unit   | 2022      | 2023      | 2024      |
|-------------------------|--|-----------|-----------|-----------|
| Sales                   | KRW million  | 2,808,683 | 3,897,530 | 4,875,001 |
| Operating Profit        | KRW million  | 271,372   | 460,696   | 599,309   |
| Partner                 | Procurement, etc.<br>KRW million                       | 1,950,509 | 2,694,651 | 3,364,755 |
| Employee                | Wage, Welfare Benefits, etc.<br>KRW million            | 361,413   | 488,857   | 541,036   |
| Government              | Corporate Tax, etc.<br>KRW million                     | 72,882    | 129,259   | 174,500   |
| Investor                | Interest, Dividends, etc.<br>KRW million               | 42,199    | 114,500   | 78,617    |
| Local Community         | Donations<br>KRW million                               | 2,764     | 3,473     | 7,123     |
| Other Operating Profit  | Amortization of Intangible Assets, etc.<br>KRW million | 192,523   | 223,348   | 305,932   |
| Economic value retained | KRW million  | 186,393   | 243,442   | 403,038   |

\*, \*\*: The information is based on consolidated financial reporting. However, the reporting scope of the 2025 OLIVE YOUNG Impact Report includes domestic business sites (KDB Tower, nationwide stores, MFC(Micro Fulfillment Center) and general logistics centers).

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental**
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Environmental

## Greenhouse Gas (GHG)

| Category                             |   | Unit                   | 2022      | 2023      | 2024      |
|--------------------------------------|---|------------------------|-----------|-----------|-----------|
| GHG Emissions                        | Direct & indirect GHG emissions (Scope 1+2) | tCO2eq                 | 25,691    | 27,129    | 32,161    |
|                                      | Direct GHG emissions (Scope 1)              | tCO2eq                 | 241.41    | 323.39    | 366.22    |
|                                      | Indirect GHG emissions (Scope 2)            | tCO2eq                 | 25,449.94 | 26,809.83 | 31,798.02 |
| GHG Emission Intensity <sup>1)</sup> |   | tCO2eq/KRW 100 million | 0.92      | 0.70      | 0.67      |

<sup>1)</sup> Data have been calculated based on standalone basis of the reporting year sales amount.

## Energy

| Category                                   |   | Unit               | 2022   | 2023   | 2024                 |
|--|---|--------------------|--------|--------|----------------------|
| Energy Consumptions                        | Total Energy Consumptions               | TJ                 | 536.14 | 564.93 | 671.07 <sup>2)</sup> |
|  | Total Non-renewable Energy Consumptions | TJ                 | 536.14 | 564.93 | 671.07               |
|  | Total Renewable Energy Consumptions     | TJ                 | 0      | 0      | 0                    |
| Energy Consumption Intensity <sup>1)</sup> |   | TJ/KRW 100 million | 0.02   | 0.01   | 0.01                 |

<sup>1)</sup> Data have been calculated based on standalone basis of the reporting year sales amount.

<sup>2)</sup> In accordance with the holding company's guidelines, a verification statement on greenhouse gas emissions and energy is issued, and disclosures are made based on the data contained in the statement.

## Waste

| Category                                 |   | Unit                                   | 2022     | 2023     | 2024     |        |
|--|---|--|----------|----------|----------|--------|
| Waste Generated                          | Total Waste Generated                       | Ton                                    | 2,435.29 | 2,956.11 | 3,223.46 |        |
|  | Total Designated Waste Generated            | Ton                                    | 0        | 0        | 0        |        |
|  | Total General Waste Generated <sup>1)</sup> | Ton                                    | 2,435.29 | 2,956.11 | 3,223.46 |        |
| Waste Generation Intensity <sup>2)</sup> |   | Ton/KRW 100 million                    | 0.09     | 0.08     | 0.07     |        |
| Waste Disposal                           | General Wastes                              | Recycled                               | Ton      | 1,937    | 2,169    | 2,496  |
|  |   | Incineration (without Energy Recovery) | Ton      | 244.18   | 385.71   | 607.85 |
|  |   | Incineration (for Energy Recovery)     | Ton      | 254.15   | 401.46   | 119.84 |
|  |   | Landfill                               | Ton      | 0        | 0        | 0      |
|  |   | Others                                 | Ton      | 0        | 0        | 0      |

<sup>1)</sup> Data have been calculated by adding inventory disposal amount and logistics center waste paper recycling amount.

<sup>2)</sup> Data have been calculated based on standalone basis of the reporting year sales amount.

## Eco-friendly Packaging

| Category   |   | Unit | 2022     | 2023     | 2024     |
|--|---|------|----------|----------|----------|
| Total usage of packaging materials (primary and secondary packaging) | Total Weight of Packaging Material Consumed | Ton  | 1,816.53 | 2,252.20 | 5,941.91 |
|  | Paper <sup>1)</sup>                         | Ton  | -        | -        | 589.50   |
|  | Plastic                                     | Ton  | 1,639.23 | 1,963.85 | 4,433.08 |
|  | Metal                                       | Ton  | 32.08    | 73.65    | 228.96   |
|  | Glass                                       | Ton  | 145.21   | 214.69   | 690.37   |
|  | Other Materials                             | Ton  | 0        | 0        | 0        |
| Packaging Produced with Recycled Materials                           | Total Recycled Material Consumption         | Ton  | 7        | 13       | 27       |
|  | Ratio of Recycled Material Consumption      | %    | 0.39     | 0.58     | 0.45     |
|  | Paper                                       | Ton  | 0        | 0        | 0        |
|  | Plastic                                     | Ton  | 7        | 13       | 27       |
|  | Metal                                       | Ton  | 0        | 0        | 0        |
|  | Glass                                       | Ton  | 0        | 0        | 0        |
|  | Other Materials                             | Ton  | 0        | 0        | 0        |

<sup>1)</sup> Data on paper packaging materials have been calculated since 2024.

## Environmental Performance

| Category  |  | Unit                        | 2022       | 2023       | 2024       |         |
|---|--|-----------------------------|------------|------------|------------|---------|
| Environmental Performance                                     | Eco-friendly Paper Cushioning Material <sup>1)</sup>     | kg                          | 0          | 60,158     | 437,700    |         |
|   | Logistics Packaging                                      | One-touch Box <sup>2)</sup> | kg         | 0          | 0          | 128,838 |
|   |  | Paper Tape <sup>3)</sup>    | kg         | 0          | 0          | 232,596 |
|   |  | Ratio of Bundle Shipping    | %          | 69%        | 70%        | 69%     |
|   | Number of Electronic Receipt Issued                      | Receipts                    | 73,200,339 | 85,763,076 | 86,338,570 |         |
|   | Number of Electronic Shelf Label (ESL) Introduced Stores | Stores                      | 1          | 149        | 503        |         |
| Amount of Annual Empty Bottles Collected through Beauty Cycle | kg   | 560                         | 1,769      | 4,181      |            |         |

<sup>1)</sup> Paper cushioning material: Started using from November 2023

<sup>2)</sup> One-touch box: Started using from September 2024

<sup>3)</sup> Paper tape: Started using from January 2024

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# Social

## Employee Status

| Category                  | Unit                                   | 2022    | 2023   | 2024   |        |
|---------------------------|--|---------|--------|--------|--------|
| Total Number of Employees | Persons                                | 10,036  | 12,896 | 15,410 |        |
| By Employment Type        | Employees without fixed term contracts | Persons | 3,547  | 4,103  | 4,830  |
|                           | Employees with fixed term contracts    | Persons | 6,475  | 8,776  | 10,556 |
|                           | Executives                             | Persons | 14     | 17     | 24     |
| By Job Type               | Full Time Employees                    | Persons | 3,290  | 3,858  | 4,504  |
|                           | Part-time Employees                    | Persons | 6,746  | 9,038  | 10,906 |
| By Age                    | Under 30                               | Persons | 8,005  | 10,508 | 12,560 |
|                           | 30 ~ 50s                               | Persons | 1,997  | 2,359  | 2,816  |
|                           | Over 50                                | Persons | 34     | 29     | 34     |
| By Gender                 | Male                                   | Persons | 1,027  | 1,206  | 1,476  |
|                           | Female                                 | Persons | 9,009  | 11,690 | 13,934 |

## New Hire and Turnover\*

| Category                | Unit                            | 2022                         | 2023    | 2024  |       |       |
|-------------------------|---------------------------------|------------------------------|---------|-------|-------|-------|
| New Hires               | Total Number of New Hires       | Persons                      | 820     | 978   | 1,067 |       |
|                         | By Employment Type              | Permanent Employees          | Persons | 796   | 948   | 1,035 |
|                         |                                 | Ratio of Permanent Employees | %       | 97.07 | 96.93 | 97.00 |
|                         |                                 | Temporary Employees          | Persons | 24    | 30    | 32    |
|                         |                                 | Ratio of Temporary Employees | %       | 2.93  | 3.07  | 3.00  |
|                         | By Age                          | Under 30                     | Persons | 659   | 798   | 827   |
|                         |                                 | Ratio of Under 30            | %       | 80.37 | 81.60 | 77.51 |
|                         |                                 | 30 ~ 50s                     | Persons | 161   | 180   | 239   |
|                         |                                 | Ratio of 30 ~ 50s            | %       | 19.63 | 18.40 | 22.40 |
|                         | By Gender                       | Over 50                      | Persons | 0     | 0     | 1     |
| Ratio of Over 50        |                                 | %                            | 0       | 0     | 0.09  |       |
| Male                    |                                 | Persons                      | 139     | 122   | 149   |       |
| Ratio of Male           |                                 | %                            | 16.95   | 12.47 | 13.96 |       |
| Turnovers and Retires   | Female                          | Persons                      | 681     | 856   | 918   |       |
|                         | Ratio of Female                 | %                            | 83.05   | 87.53 | 86.04 |       |
|                         | Total Number of Turnovers       | Persons                      | 400     | 381   | 398   |       |
|                         | Number of Voluntary Turnovers   | Persons                      | 361     | 365   | 388   |       |
|                         | Number of Involuntary Turnovers | Persons                      | 39      | 16    | 10    |       |
|                         | Total Turnover Rate             | %                            | 12.16   | 9.88  | 8.84  |       |
| Voluntary Turnover Rate | Voluntary Turnover Rate         | %                            | 10.97   | 9.46  | 8.61  |       |
|                         | Involuntary Turnover Rate       | %                            | 1.19    | 0.41  | 0.22  |       |

## Employee Training and Education\*\*

| Category                                | Unit   | 2022       | 2023    | 2024    |         |         |
|---|--|------------|---------|---------|---------|---------|
| Training and Education Hours            | Total Number of Employees who Completed Training and Education | Persons    | 3,290   | 3,858   | 4,504   |         |
|   | By Gender  | Male       | Persons | 1,027   | 1,206   | 1,476   |
|   |  | Female     | Persons | 2,263   | 2,652   | 3,028   |
|   | Total Training and Education Hours                             | Total      | Hours   | 314,585 | 219,800 | 221,802 |
|   | By Gender 1)   | Male       | Hours   | -       | -       | 31,613  |
|   |  | Female     | Hours   | -       | -       | 190,189 |
| Training and Education Hours per Person | Total  | Hours      | 96      | 57      | 49      |         |
| Training and Education Expenses         | Total Training and Education Expenses                          | KRW 10,000 | 97,180  | 157,116 | 175,076 |         |
|   | Training and Education Expenses per Person                     | KRW 10,000 | 29.54   | 40.72   | 38.87   |         |

1) The measurement of training completion hours by gender has been implemented since 2024.

## DE&I (Diversity·Equity·Inclusion)

| Category   | Unit  | 2022    | 2023    | 2024  |       |     |
|--|---|---------|---------|-------|-------|-----|
| Employees from Minority Groups   | Number of Employees with Disabilities 1)        | Persons | 58      | 68    | 65    |     |
|  | Total Number of Employees from Minority Groups  | Persons | 58      | 68    | 65    |     |
| Parental Leave   | Number of Employees on Parental Leave           | Total   | Persons | 127   | 128   | 145 |
|  |   | Male    | Persons | 13    | 12    | 10  |
|  |   | Female  | Persons | 114   | 116   | 135 |
| Number of Employees who Returned from Parental Leave (by Gender)                                     | Male  | Persons | 11      | 12    | 13    |     |
|  | Female  | Persons | 103     | 121   | 130   |     |
| Number of Employees to be Returned from Parental Leave (by Gender)                                   | Male  | Persons | 11      | 13    | 15    |     |
|  | Female  | Persons | 112     | 125   | 140   |     |
| Number of Employees who have Worked for at least 12 Months after Parental Leave (by Gender)          | Male  | Persons | 3       | 9     | 9     |     |
|  | Female  | Persons | 62      | 80    | 81    |     |
| Total Number of Employees who Returned to Work after Parental Leave in the Previous Year (by Gender) | Male  | Persons | 8       | 11    | 12    |     |
|  | Female  | Persons | 74      | 103   | 121   |     |
| Female Managers  | Number of Female Managers                       | Persons | 55      | 65    | 90    |     |
| Female Executives  | Number of Female Executives                     | Persons | 7       | 8     | 10    |     |
| Female Employees by Department   | Number of Female Employees in STEM Department   | Persons | 52      | 70    | 102   |     |
|  | Total Number of Employees in STEM Department    | Persons | 158     | 218   | 307   |     |
|  | Ratio of Female Employees in STEM Department 2) | %       | 32.91   | 32.11 | 33.22 |     |

1) Data has been calculated as one person per employee with disabilities, regardless of disability grade.

2) Due to changes in the classification criteria defining STEM departments, data for 2022 and 2023 has been recalculated.

\*, \*\*: Based on Full-Time Employees (FTE)

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance**
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Health and Safety

| Category   | Unit  | 2022                                  | 2023  | 2024 |      |
|--|---|---------------------------------------|-------|------|------|
| Industrial Accident                              | Total Number of Employee Injury                 | Cases                                 | 3     | 3    | 11   |
|  | Employee Injury Rate <sup>1)</sup>              | %                                     | 0.03  | 0.02 | 0.07 |
| Occupational Illnesses                           | Total Number of Employee Occupational Illnesses | Cases                                 | 0     | 0    | 0    |
|  | Occupational Illness Frequency Rate (OIFR)      | Cases/1,000,000 Hours                 | 0     | 0    | 0    |
|  | Total Number of Serious Accidents               | Cases                                 | 0     | 0    | 0    |
|  | Serious Accident Rate                           | %                                     | 0     | 0    | 0    |
|  | Number of Fatalities                            | Cases                                 | 0     | 0    | 0    |
|  | Fatality Rate                                   | %                                     | 0     | 0    | 0    |
|  | Lost Time Injury                                | Number of Employee Lost Time Injuries | Cases | 69   | 97   |
| Employee Lost Time Injury Frequency Rate (LTIFR) |   | Cases/1,000,000 Hours                 | 5.38  | 6.06 | 5.92 |

<sup>1)</sup> Based on the total number of employees

## Social Contribution

| Category  | Unit                                      | 2022            | 2023  | 2024  |       |
|-----------|---|-----------------|-------|-------|-------|
| Donations | Total Amount of Donations (Cash, In Kind) | KRW 100 million | 27.65 | 34.70 | 70.80 |

## Customer Satisfaction

| Category                     | Unit  | 2022   | 2023    | 2024    |         |
|------------------------------|---|--------|---------|---------|---------|
| Customer Satisfaction Survey | Customer Satisfaction Survey Score                | Points | 82.5    | 82.6    | 87.8    |
|                              | Number of Customer Opinions Collected             | Cases  | 782,174 | 667,648 | 826,289 |
|                              | Number of Issues Identified <sup>1)</sup>         | Cases  | -       | -       | 3,049   |
|                              | Number of Customer Opinions Handled <sup>2)</sup> | Cases  | -       | -       | 3,049   |

<sup>1), 2)</sup> Issue identification has been implemented since 2024.

# Governance

## Board Composition

| Category                      | Unit  | 2022    | 2023    | 2024 |    |    |
|-------------------------------|---|---------|---------|------|----|----|
| Total Number of Board Members |   | Persons | 5       | 5    | 5  |    |
| Board Composition (by Gender) | Internal Director                           | Male    | Persons | 1    | 0  | 1  |
|                               |   | Female  | Persons | 0    | 1  | 1  |
|                               | Independent Director                        | Male    | Persons | 1    | 1  | 1  |
|                               |   | Female  | Persons | 1    | 1  | 1  |
|                               | Other Non-executive Director                |         | Persons | 2    | 2  | 1  |
|                               | Ratio of Independent Directors in the Board |         | %       | 40   | 40 | 40 |
| Board Composition (by Age)    | Number of Female Directors                  |         | Persons | 1    | 2  | 2  |
|                               | Ratio of Female Directors                   |         | %       | 20   | 40 | 40 |

## Committees under the Board

| Category  | Unit   | 2022 | 2023    | 2024  |       |       |
|---|--|------|---------|-------|-------|-------|
| Independent Director Candidate Recommendation Committee | Number of Members in the Independent Director Candidate Recommendation Committee               |      | Persons | 4     | 3     | 3     |
|   | Number of Independent Directors in the Independent Director Candidate Recommendation Committee |      | Persons | 2     | 2     | 2     |
|   | Ratio of Independent Directors in the Independent Director Candidate Recommendation Committee  |      | %       | 50    | 66.67 | 66.67 |
|   | Number of Independent Director Candidate Pool Managements                                      |      | Times   | 0     | 0     | 0     |
| Compensation Committee                                  | Number of Members in the Compensation Committee  |      | Persons | 5     | 5     | 5     |
|   | Number of Independent Directors in the Compensation Committee                                  |      | Persons | 2     | 2     | 2     |
|   | Ratio of Independent Directors in the Compensation Committee                                   |      | %       | 40    | 40    | 40    |
|   | Number of Female Directors in the Compensation Committee                                       |      | Persons | 1     | 2     | 2     |
| Ratio of Female Directors in the Compensation Committee |  | %    | 20      | 40    | 40    |       |
| Audit Committee   | Number of Members in the Audit Committee   |      | Persons | 3     | 3     | 3     |
|   | Number of Independent Directors in the Audit Committee   |      | Persons | 2     | 2     | 2     |
|   | Ratio of Independent Directors in the Audit Committee  |      | %       | 66.67 | 66.67 | 66.67 |
|   | Number of Female Directors in the Audit Committee  |      | Persons | 1     | 2     | 1     |
|   | Ratio of Female Directors in the Audit Committee   |      | %       | 33.33 | 66.67 | 33.33 |

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance**
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

## Board Operation

| Category  | Unit   | 2022     | 2023  | 2024 |     |    |
|---|--|----------|-------|------|-----|----|
| Board Operation   | Number of the Board Meetings Held  | Times    | 9     | 6    | 8   |    |
|   | Number of the Independent Director Candidate Recommendation Committee Held                       | Times    | 1     | 0    | 0   |    |
|   | Number of the Compensation Committee Meetings Held   | Times    | 3     | 2    | 1   |    |
|   | Number of the Audit Committee Meetings Held  | Times    | 1     | 1    | 3   |    |
|   | Number of Agendas Proposed   | Cases    | 20    | 16   | 26  |    |
|   | Number of Agendas Deliberated  | Total    | Cases | 20   | 16  | 26 |
|   |  | Approved | Cases | 20   | 15  | 26 |
|   |  | Rejected | Cases | 0    | 1   | 0  |
|   |  | Tabled   | Cases | 0    | 0   | 0  |
|   | Number of Agendas Reported   | Cases    | 3     | 4    | 4   |    |
| Number of Agendas with Modifying/Dissenting Opinions Presented by Independent Directors | Cases  | 0        | 1     | 0    |     |    |
| Board Attendance  | Board Attendance Rate of Internal Directors  | %        | 100   | 100  | 94  |    |
|   | Board Attendance Rate of Independent Directors   | %        | 95    | 92   | 100 |    |
|   | Independent Director Candidate Recommendation Committee Attendance Rate of Independent Directors | %        | 100   | 0    | 0   |    |
|   | Compensation Committee Attendance Rate of Independent Directors                                  | %        | 100   | 100  | 100 |    |
|   | Audit Committee Attendance Rate of Independent Directors   | %        | 100   | 100  | 100 |    |

## Board Expertise

| Category        | Unit  | 2022  | 2023 | 2024 |   |
|-----------------|---|-------|------|------|---|
| Board Expertise | Number of Independent Director Expertise Training Conducted | Times | 0    | 1    | 1 |

## Ethics and Compliance Management Reports

| Category                                 | Unit                                       | 2022  | 2023 | 2024 |    |
|--|--|-------|------|------|----|
| Ethics and Compliance Management Reports | Total Number of Reports                    | Cases | 37   | 68   | 77 |
|  | Total Number of Valid and Resolved Reports | Cases | 29   | 35   | 59 |

## Compliance

| Category                           | Unit   | 2022  | 2023            | 2024                |                 |
|------------------------------------|--|-------|-----------------|---------------------|-----------------|
| Violations of Laws and Regulations | Number of Incidents of Non-compliance Concerning Marketing and Labeling (Number of Sanctions Due to Marketing and Labeling Laws and Regulations) | Cases | 0               | 3 <sup>1), 2)</sup> | 1               |
|                                    | Number of Incidents of Non-compliance Concerning Privacy Security (Number of Sanctions Due to Information Security Laws and Regulations)         | Cases | 1 <sup>3)</sup> | 0                   | 1 <sup>4)</sup> |
|                                    | Number of Sanctions Due to Fair Trade Laws and Regulations   | Cases | 0               | 1 <sup>5)</sup>     | 0               |
|                                    | Number of Sanctions Due to Anti-corruption Laws and Regulations (Improper Solicitation and Graft Act)  | Cases | 0               | 0                   | 0               |
|                                    | Number of Incidents of Non-compliance Concerning Environmental Laws and Regulations  | Cases | 0               | 0                   | 0               |

- In August 2023, corrective measures were completed regarding SNS advertisement posts and CJ OLIVE YOUNG broadcast advertisements as required by the Korea Health Promotion Institute.
- In November 2023, corrective measures were completed regarding advertising phrases for PB cosmetics as required by the Korea Communications Standards Commission.
- In May 2022, an administrative fine was imposed by the Korea Communications Commission due to misdelivery of advertising information to customers.
- In August 2024, an administrative fine was imposed by the Personal Information Protection Commission due to the exposure of member personal information during a system modification process.
- In December 2023, a penalty surcharge was imposed by the Fair Trade Commission in relation to the Act on Fair Transactions in Large Retail Business.

## Ethics and Compliance Management Training

| Category                                  | Unit  | 2022    | 2023  | 2024  |       |
|---|---|---------|-------|-------|-------|
| Ethics and Compliance Management Training | Total Ethics and Compliance Management Training Hours                             | Hours   | 4,171 | 5,285 | 8,200 |
|   | Total Number of Employees Subject to Ethics and Compliance Management Training    | Persons | 3,290 | 3,858 | 4,504 |
|   | Total Number of Employees who Completed Ethics and Compliance Management Training | Persons | 2,428 | 2,826 | 4,940 |

## Anti-corruption Training

| Category                 | Unit   | 2022    | 2023  | 2024  |       |
|--------------------------|--|---------|-------|-------|-------|
| Anti-corruption Training | Number of Managements who Received Anti-corruption Training      | Persons | 14    | 17    | 24    |
|                          | Ratio of Managements who Received Anti-corruption Training       | %       | 100   | 100   | 100   |
|                          | Total Number of Employees Subject to Anti-corruption Training    | Persons | 2,827 | 3,272 | 3,893 |
|                          | Total Number of Employees who Completed Anti-corruption Training | Persons | 2,827 | 3,272 | 3,893 |
|                          | Ratio of Employees who Completed Anti-corruption Training        | %       | 100   | 100   | 100   |

2025  
OLIVE YOUNG  
IMPACT REPORT

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# GRI Standards Index

|                                 |  |
|---------------------------------|--|
| Statement of Use                | The reporting organization, CJ OLIVE YOUNG, has disclosed its sustainability activities and data for the period from January 1, 2024, to December 31, 2024, in accordance with the GRI Standards "with reference to" reporting approach. |
| GRI 1 used                      | GRI 1: Foundation 2021   |
| Applicable GRI Sector Standards | As of October 2025, when this report is published, no GRI Sector Standards applicable to CJ OLIVE YOUNG have been released.  |

## Universal Standard (GRI 2: General Disclosures 2021)

| Topic  | No.  | Disclosure  | Reporting Page                           |
|--|------|---|--|
| The organization and its reporting practices | 2-1  | Organizational details  | 16                                       |
|  | 2-2  | Entities included in the organization's sustainability reporting            | 2  |
|  | 2-3  | Reporting period, frequency and contact point                               | 2  |
|  | 2-4  | Restatements of information   | 134-143                                  |
|  | 2-5  | External assurance  | 152-155                                  |
| Activities and workers                       | 2-6  | Activities, value chain and other business relationships                    | 6-15                                     |
|  | 2-7  | Employees   | 138                                      |
|  | 2-8  | Workers who are not employees   | 138                                      |
| Governance                                   | 2-9  | Governance structure and composition  | 120-121                                  |
|  | 2-10 | Nomination and selection of the highest governance body                     | 118, 120-121                             |
|  | 2-11 | Chair of the highest governance body  | 118, 120-121                             |
|  | 2-12 | Role of the highest governance body in overseeing the management of impacts | 118-123                                  |
|  | 2-13 | Delegation of responsibility for managing impacts                           | 118                                      |
|  | 2-14 | Role of the highest governance body in sustainability reporting             | 118, 122                                 |
|  | 2-15 | Conflicts of interest   | Audit Report p.77 <a href="#">Link →</a> |
|  | 2-16 | Communication of critical concerns  | 118, 122                                 |
| Strategy, policies and practices             | 2-17 | Collective knowledge of the highest governance body                         | 119                                      |
|  | 2-22 | Statement on sustainable development strategy                               | 14-15                                    |
|  | 2-23 | Policy commitments  | 100                                      |
|  | 2-24 | Embedding policy commitments  | 100, 122-123                             |
|  | 2-25 | Processes to remediate negative impacts                                     | 124-125                                  |
|  | 2-26 | Mechanisms for seeking advice and raising concerns                          | 124-125                                  |
| Stakeholder engagement                       | 2-27 | Compliance with laws and regulations  | 143                                      |
|  | 2-29 | Approach to stakeholder engagement  | 22                                       |

## Universal Standard (GRI 3: Material Topics 2021)

| Topic                          | No.   | Disclosure   | Reporting Page |
|--------------------------------|---|--|----------------|
| Material Topics                | 3-1   | Process to determine material topics   | 22-23          |
|                                | 3-2   | List of material topics  | 22-23          |
| Shaping K-Beauty Global Market | 3-3   | Management of material topics  | 28-39          |
|                                | 201-1   | Direct economic value generated and distributed  | 135            |
|                                | Non-GRI   | 2025 Number of Global Mall Members   | 31             |
|                                | Non-GRI   | 2025 Number of Countries served by the Global Mall   | 31             |
|                                | Non-GRI   | 2025 Number of Brands on Global Mall   | 31             |
|                                | Non-GRI   | Global Mall Small and Medium-sized Brand Sales Growth  | 32             |
| Partnering for Mutual Growth   | Non-GRI   | Foreign Tourist Purchase Rate at OLIVE YOUNG   | 36             |
|                                | Non-GRI   | Foreign Customer Purchase Count  | 36             |
|                                | 3-3   | Management of material topics  | 40-55          |
|                                | Non-GRI   | 2024 Annual Growth Rate of Clean Beauty Category   | 46             |
|                                | Non-GRI   | 2024 Annual Growth Rate of Slow Aging Category   | 46             |
|                                | Non-GRI   | Total Number of OLIVE YOUNG Festa Participating Brands                                       | 48             |
| Advancing Omnichannel Strategy | Non-GRI   | 2024 Number of Companies Benefited by Mutual Growth Fund                                     | 52             |
|                                | Non-GRI   | 2024 Mutual Growth Fund Loan Volume  | 52             |
|                                | Non-GRI   | 2024 Cumulative Number of Partner Live Viewers   | 52             |
|                                | Non-GRI   | Annual Number of Partners Participated in Partners Day                                       | 53             |
|                                | 3-3   | Management of material topics  | 56-73          |
|                                | 418-1   | Substantiated complaints concerning breaches of customer privacy and losses of customer data | 143            |
|                                | Non-GRI   | Number of Domestic Micro Fulfillment Center (MFC)  | 16, 73         |
|                                | Non-GRI   | Number of OLIVE YOUNG Offline Stores (First Half of 2025)                                    | 60             |
| Non-GRI                        | Number of OLIVE YOUNG Offline Stores at Global Tourism Commercial Area (First Half of 2025) | 60   |                |
|                                | Online Mall Monthly Active Users (MAU)  | 66   |                |
|                                | 2024 Brands Operating in Offline Stores and Online Mall                                     | 67   |                |
|                                | Proportion of small and medium-sized Brands among Online Mall Brands in 2024                | 67   |                |
|                                | 2024 Cumulative Views of Magazine   | 69   |                |
|                                | 2024 Average Active Users of SHUTTER (On a monthly basis)                                   | 69   |                |
|                                | 2024 Oneul Drim Service Coverage among Total Administrative Districts                       | 70   |                |
|                                | 2024 Oneul Drim Service Order Volume  | 70   |                |
|                                | Number of Electronic Shelf Label (ESL) Introduced Stores                                    | 137  |                |

Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index**
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# GRI Standards Index

## Topic Standards

| Topic                                      | No.   | Disclosure  | Reporting Page   |
|--|-------|---|------------------|
| <b>GRI 205 (Anti-corruption)</b>           |       |   |                  |
| Anti-corruption                            | 205-2 | Communication and training about anti-corruption policies and procedures        | 143              |
|  | 205-3 | Confirmed incidents of corruption and actions taken                             | 142              |
| <b>GRI 206 (Anti-competitive Behavior)</b> |       |   |                  |
| Anti-competitive Behavior                  | 206-1 | Legal actions for anti-competitive behavior, anti-trust, and monopoly practices | 143              |
| <b>GRI 302 (Energy)</b>                    |       |   |                  |
| Energy                                     | 302-1 | Energy consumption within the organization                                      | 136              |
|  | 302-3 | Energy intensity  | 136              |
| <b>GRI 305 (Emissions)</b>                 |       |   |                  |
| Emissions                                  | 305-1 | Direct (Scope 1) GHG emissions  | 136              |
|  | 305-2 | Energy indirect (Scope 2) GHG emissions   | 136              |
|  | 305-4 | GHG emissions intensity   | 136              |
| <b>GRI 306 (Waste)</b>                     |       |   |                  |
| Waste                                      | 306-1 | Waste generation and significant waste-related impacts                          | 112-115, 136-137 |
|  | 306-2 | Management of significant waste-related impacts                                 | 113-115, 137     |
|  | 306-3 | Waste generated   | 136              |
|  | 306-4 | Waste diverted from disposal  | 136              |
|  | 306-5 | Waste directed to disposal  | 136              |

| Topic  | No.                                     | Disclosure   | Reporting Page                                  |     |
|--|---|--|---|-----|
| <b>GRI 401 (Employment)</b>                      |   |  |   |     |
| Employment                                       | 401-1                                   | New employee hires and employee turnover   | 138   |     |
|  | 401-2                                   | Benefits provided to full-time employees that are not provided to temporary or part-time employees | 99  |     |
|  | 401-3                                   | Parental leave   | 139   |     |
| <b>GRI 403 (Occupational Health and Safety)</b>  |   |  |   |     |
| Occupational Health and Safety                   | 403-1                                   | Occupational health and safety management system   | 103-105   |     |
|  | 403-2                                   | Hazard identification, risk assessment, and incident investigation                                 | 104   |     |
|  | 403-3                                   | Occupational health services   | 105   |     |
|  | 403-4                                   | Worker participation, consultation, and communication on occupational health and safety            | 103-104   |     |
|  | 403-5                                   | Worker training on occupational health and safety  | 105   |     |
|  | 403-6                                   | Promotion of worker health   | 99  |     |
|  | 403-9                                   | Work-related injuries  | 140   |     |
|  | 403-10                                  | Work-related ill health  | 140   |     |
|  | <b>GRI 404 (Training and Education)</b> |  |   |     |
|  | Training and Education                  | 404-1  | Average hours of training per year per employee | 139 |
| 404-2  |   | Programs for upgrading employee skills and transition assistance programs                          | 91-95   |     |
| <b>GRI 405 (Diversity and Equal Opportunity)</b> |   |  |   |     |
| Diversity and Equal Opportunity                  | 405-1                                   | Diversity of governance bodies and employees   | 139   |     |
| <b>GRI 406 (Non-discrimination)</b>              |   |  |   |     |
| Non-discrimination                               | 406-1                                   | Incidents of discrimination and corrective actions taken   | 142   |     |
| <b>GRI 413 (Local Communities)</b>               |   |  |   |     |
| Local Communities                                | 413-1                                   | Operations with local community engagement, impact assessments, and development programs           | 80-83   |     |
| <b>GRI 417 (Marketing and Labelling)</b>         |   |  |   |     |
| Marketing and Labelling                          | 417-1                                   | Requirements for product and service information and labeling                                      | 85-87   |     |
|  | 417-2                                   | Incidents of non-compliance concerning product and service information and labeling                | 143   |     |
|  | 417-3                                   | Incidents of non-compliance concerning marketing communications                                    | 143   |     |

# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# UN SDGs Index

| Goals   | Activities of OLIVE YOUNG   | Reporting Page |
|---|---|----------------|
|  Goal 1 End poverty in all its forms everywhere  | - Declaration of OLIVE YOUNG's social contribution vision, ME:RACLE<br>- Provision of essential items for young adults preparing for independence                       | 80-81          |
|  Goal 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all   | - Support for specialized training programs to strengthen job-specific expertise<br>- Operation of the GLC (Global Store Language Course) program                       | 92-93          |
|  Goal 5 Achieve gender equality and empower all women and girls  | - Implementation of the "Girls' Education Campaign" in developing countries<br>- Promotion of female employee recruitment and retention                                 | 83, 139        |
|  Goal 8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all   | - Development of unique local products and job creation through regional specialty stores<br>- Launch of collaborative products with young illustrators in Busan        | 38-39, 82      |
|  Goal 9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation  | - Efforts to lead the global K-Beauty market and create added value for products<br>- Discovery and nurturing support for emerging beauty small and medium-sized brands | 32-37, 42-55   |
|  Goal 12 Ensure sustainable consumption and production patterns  | - Recycling of empty cosmetic containers through OLIVE YOUNG Beauty Cycle<br>- Waste reduction activity including smart receipts and Electronic Shelf Label (ESL)       | 113-115        |
|  Goal 13 Take urgent action to combat climate change and its impacts   | - Monitoring and reduction of greenhouse gas emissions  | 110-111        |
|  Goal 16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels | - Establishment of ethical management and compliance management systems<br>- Company-wide compliance inspections  | 120-122        |

# UN Global Compact Index

| Principles  | Relevant Systems and Policies  | Activities of OLIVE YOUNG  | Reporting Page |
|---|--|--|----------------|
| <b>Human Rights</b>   |  |  |                |
| <b>Principle 1.</b><br>Businesses should support and respect the protection of internationally proclaimed human rights.                         | - CJ Code of Business Conduct – 5. GLOBAL COMMUNITY<br>- CJ OLIVE YOUNG Human Rights Management Declaration      | - Human Rights Management Declaration  | 100            |
| <b>Principle 2.</b><br>Businesses should make sure that they are not complicit in human rights abuses.  | - OLIVE YOUNG Human Rights Impact Assessment   | - Conducting Human Rights Due Diligence and Self-Assessment<br>- Identifying Human Rights Risks by Business Site   | 100            |
| <b>Labor</b>  |  |  |                |
| <b>Principle 3.</b><br>Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining. | - CJ Code of Business Conduct – 3. CJ EMPLOYEES<br>- CJ OLIVE YOUNG Human Rights Management Declaration          | - Strengthening Labor-Management Communication through Town Hall Meetings  | 98             |
| <b>Principle 4.</b><br>Businesses should uphold the elimination of all forms of forced and compulsory labor.                                    | - CJ Code of Business Conduct – 3. CJ EMPLOYEES<br>- CJ OLIVE YOUNG Human Rights Management Declaration          | - Prohibition of Forced Labor for Employees  | -              |
| <b>Principle 5.</b><br>Businesses should uphold the effective abolition of child labor.   | - CJ Code of Business Conduct – 5. GLOBAL COMMUNITY<br>- CJ OLIVE YOUNG Human Rights Management Declaration      | - Compliance with Minimum Employment Age by Country  | -              |
| <b>Principle 6.</b><br>Businesses should uphold the elimination of discrimination in respect of employment and occupation.                      | - CJ Code of Business Conduct – 3. CJ EMPLOYEES<br>- CJ OLIVE YOUNG Human Rights Management Declaration          | - Employment of Employees with Disabilities<br>- Support for Childbirth and Childcare  | 101            |
| <b>Environmental</b>  |  |  |                |
| <b>Principle 7.</b><br>Businesses should support a precautionary approach to environmental challenges.  | - CJ Code of Business Conduct – 5. GLOBAL COMMUNITY<br>- OLIVE YOUNG Environmental Management Strategy           | - Establishing Directions and Targets for Resource Circulation and Climate Change Response   | 109            |
| <b>Principle 8.</b><br>Businesses should undertake initiatives to promote greater environmental responsibility.                                 | - CJ Code of Business Conduct – 5. GLOBAL COMMUNITY<br>- OLIVE YOUNG Environmental Management Strategy           | - Monitoring Greenhouse Gas Emissions<br>- Eco-Friendly Building Certification   | 110-111        |
| <b>Principle 9.</b><br>Businesses should encourage the development and diffusion of environmentally friendly technologies.                      | - CJ Code of Business Conduct – 1. CUSTOMERS<br>- OLIVE YOUNG Environmental Management Strategy                  | - OLIVE YOUNG Beauty Cycle Program<br>- Transition to Recycled Plastic Packaging<br>- Expansion of Electronic Label  | 113-115        |
| <b>Anti-corruption</b>  |  |  |                |
| <b>Principle 10.</b><br>Businesses should work against corruption in all its forms, including extortion and bribery.                            | - CJ Global Anti-Corruption Policy<br>- CJ Global Fair Competition Policy<br>- OLIVE YOUNG Whistleblowing System | - Acquisition of ISO 37301 Certification<br>- Establishment and Operation of the Compliance and Mutual Growth Management Committee<br>- Operation of the Compliance Program (CP) | 120-123        |

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

# GHG Emission Verification Opinion

EVC-25-009-08

**CJ OLIVE YOUNG Corporation**  
372, Hangang-daero 23-gil, Yongsan-gu, Seoul, Republic of Korea

## 1. Verification Goal

The goals of greenhouse gas (GHG) emission verification (hereinafter referred to as 'verification') conducted by the Korean Standards Association are as follows.

- Confirming the conformity with standards and procedures of GHG emission and GHG emissions calculated within the scope of verification
- Checking the validity of declarations related to the organization's GHG emissions or removals
- Confirming the effective implementation of the organization's management of GHG emissions or removals
- Confirming the conformity of processes for implementing, managing and improving the organization's GHG emissions or removals estimates

## 2. Verification Scope

Korean Standards Association conducted limited assurance verification of CJ OLIVE YOUNG Corporation's Scope1, Scope2 GHG statement.

- Reporting Target : Head Office, Academy, Daejeon Local Office, Gwangju Local Office, MFC, Anseong Logistics center, Stores
- Boundary : Scope1 (Direct emissions), Scope2 (Indirect emissions)
  - Scope1 : Stationary combustion, Mobile combustion
  - Scope2 : Externally purchased power
- Year : January 1, 2024 to December 31, 2024

## 3. Verification Criteria

Korean Standards Association conducted verification according to the procedures stipulated in ISO 14064-3 : 2019.

- Calculation criteria
  - KS I ISO 14064-1 : 2018
  - Verification Guidelines for the Operation of the Greenhouse Gas Emissions Trading System (Ministry of Environment Notice No. 2025-64)
  - 2006 IPCC (Intergovernmental Panel on Climate Change) Guidelines
  - WRI (World Resources Institute) Greenhouse Gas Protocol

## 4. Level of assurance verification and Responsibility

Korean Standards Association provides verification at limited level of assurance to strengthen GHG management for your company's GHG emissions.

- On-site inspection : Visit to CJ OLIVE YOUNG Corporation Head Office
- Method of confirmation
  - Interview with greenhouse gas emissions manager and field staff
  - Review of the management system and data used to calculate greenhouse gas emissions during the reporting period
  - Tracking review of internal documents and basic data

CJ OLIVE YOUNG Corporation should provide fair data on information and evidence related to GHG emissions, and the KSA is limited to guaranteeing GHG emissions.

## 5. Verification Limit

GHG emissions can be affected by factors such as data limits and uncertainties in the scope of verification, and inherent limitations may exist accordingly.

## 6. Verification Conclusion

No errors or false facts were found in CJ Olive Young Corporation's GHG emissions verified through the ISO 14064-3 verification procedure within the scope of verification.

### • Appendix. GHG Emissions (Scope1, Scope2)

| Division                 | GHG Emissions (tCO2eq) |                   |               | Energy Consumption (TJ) |
|--------------------------|------------------------|-------------------|---------------|-------------------------|
|                          | Scope1                 | Scope2            | Total         |                         |
| Head Office              | 364.073                | 650.225           | 1,014         | 20                      |
| Academy                  | 2.143                  | 41.806            | 42            | 0.916                   |
| Daejeon Local Office     | -                      | 16.653            | 16            | 0.348                   |
| Gwangju Local Office     | -                      | 5.435             | 5             | 0.114                   |
| MFC                      | -                      | 533.167           | 533           | 11                      |
| Anseong Logistics Center | -                      | 181.576           | 181           | 3                       |
| Stores                   | -                      | 30,369.157        | 30,369        | 634                     |
| <b>Total</b>             | <b>366.216</b>         | <b>31,798.019</b> | <b>32,161</b> | <b>669</b>              |

※ Note: There is a difference between GHG emissions and total emissions and workplace emissions (combining workplace level cut-off emissions by company level)

May 26, 2025



KOREAN STANDARDS ASSOCIATION



Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

ESG Management

- Social
- Environmental
- Governance

ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# Independent Assurance Statement

[PRJN-1022542-2025-AST-KOR]

DNV Business Assurance Korea, Ltd. ('DNV', 'we', or 'us') has been commissioned by CJ OLIVE YOUNG Corporation (hereafter referred to as 'Olive Young' or 'the Company') to undertake an independent limited assurance on the 2025 OLIVE YOUNG Impact Report (hereafter referred as 'the Report') for the calendar year ending 31 December 2024. The intended users of this assurance statement are the management and stakeholders of OLIVE YOUNG.

## Standards of Assurance

This assurance engagement has been carried out in Type 1 limited assurance in accordance with AccountAbility's AA1000 Assurance Standard v3 and DNV's VeriSustain protocol V6.0, which is based on our professional experience and international assurance best practice including the International Standard on Assurance Engagements (ISAE) 3000 – 'Assurance Engagements other than Audits and Reviews of Historical Financial Information' (revised), issued by the International Auditing and Assurance Standards Board. DNV has reviewed the Report's adherence to the four principles of AA1000 AccountAbility Principles Standard (2018) and the accuracy, completeness, and neutrality principles of VeriSustain. In addition, DNV has reviewed the 'reliability of specified sustainability performance information' as described in 'Scope of Assurance'.

DNV's Verisustain protocol requires that we comply with ethical requirements and plan and perform the assurance engagement to obtain limited or/and reasonable assurance.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less detailed than, those undertaken during a reasonable assurance engagement, so the level of assurance obtained is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed. We planned and performed our work to obtain the evidence we considered sufficient to provide a basis for our conclusion, so that the risk of this conclusion being in error is reduced, but not reduced completely.

We have not performed any work, and do not express any conclusion, on any other information that may be published outside of the Report and/or on OLIVE YOUNG website for the current reporting period.

## Scope of Assurance

We have carried out an independent limited assurance on the Report, which include the following:

- We have reviewed the GRI Topic Disclosures and OLIVE YOUNG's internally developed Non-GRI disclosures, which are relevant to the Material Topics identified as material through the materiality assessment undertaken by the Company.

## Opinion, observations and recommendations

On the basis of the work undertaken, nothing came to our attention to suggest that the Report does not adhere to the four principles of AA1000 APS and the accuracy, completeness, and neutrality principles of VeriSustain described below. In terms of the reliability of specified sustainability performance information, nothing has come to our attention to suggest that the data have not been properly collated from information reported at the operational level, nor that the assumptions used were inappropriate.

Furthermore, nothing has come to our attention to cause us to believe that OLIVE YOUNG's Report has not been prepared, in all material respects, with reference to the GRI Standards.

Without affecting our assurance opinion, we provide the following observations against the principles of AA1000 APS and VeriSustain applicable to the relevant information described in the 'Scope of Assurance':

### Inclusivity: Stakeholder participation and opinion

OLIVE YOUNG has identified customers, business partners, employees, and local communities as its key stakeholders, and reports on the main issues of concern and communication channels for each stakeholder group. Through various communication channels, OLIVE YOUNG identifies and engages with stakeholders' key interests and expectations, and the feedback gathered is reflected in the double materiality assessment process.

### Materiality: Identifying and reporting on material sustainability topics

OLIVE YOUNG conducted a double materiality assessment, taking into account both the environmental and social impacts, as well as the financial implications, of its core business activities. Based on major global reporting standards, industry analysis, and internal strategy reviews, 13 sustainability topics were identified and subsequently evaluated through in-depth interviews and surveys with internal and external stakeholders. As a result, 'Shaping Global K-Beauty Market,' 'Partnering for Mutual Growth,' and 'Advancing Omni-channel Strategy' were selected as priority material topics. OLIVE YOUNG reports on the performance of these topics using both GRI indicators and internally developed indicators.

### Responsiveness: Transparent response to critical sustainability topics and related impacts

Through the double materiality assessment, OLIVE YOUNG identified 'Shaping Global K-Beauty Market,' 'Partnering for Mutual Growth,' and 'Advancing Omni-channel Strategy' as key material topics. Based on these, the Company reports on arange of initiatives and outcomes that address stakeholder interests, such as partner support, global customer experience, and omnichannel services. In addition, OLIVE YOUNG carries out regular sustainability-related reporting for the Group Management.

### Impact: Monitoring, measuring and accounting for the impact of organizational activities on the organization and its stakeholders

OLIVE YOUNG conducts an annual double materiality assessment to monitor and report the impacts of its key business activities and manages 'Shaping Global K-Beauty Market,' 'Partnering for Mutual Growth,' and 'Advancing Omni-channel Strategy' as its core issues. For each topic, the Company outlines impact management approaches and reports on both indicators and performance based on qualitative and quantitative criteria.

### Reliability: Accuracy and comparability of information presented in the report and the quality of underlying data manaeement systems

The data collection and processing procedures, supporting documents, and records were verified through sampling techniques. Based on the results, no intentional errors or misstatements were found in the sustainability performance information described in the Report. Any errors or unclear expressions identified during the verification process were corrected prior to the publication of the Report. It is expected that enhancing the internal data management system will lead to continuous improvements in the quality of performance data.

### Completeness: How much of all the information that has been identified as material to the organization and its stakeholders is reported

OLIVE YOUNG reports on the Company's key non-financial disclosures based on its performance related to material topics during the reporting period of 2024 using appropriate GRI Topic Standard disclosures, for the identified boundaries of operations.

### Neutrality: Extent to which a report provides a balanced account of an organization's performance, delivered in a neutral tone

OLIVE YOUNG discloses the Company's performance, challenges, and stakeholder concerns during the reporting period in a neutral, consistent, and balanced manner. It is expected that strengthening reporting on risks identified through future double materiality assessments will further enhance the balance of reporting.

# 2025 OLIVE YOUNG IMPACT REPORT

- Intro
  - Globalizing K-Beauty
  - Mutual Growth
  - Omnichannel
- Overview
  - CEO Message
  - Our Company
  - Our Business
  - Our Business Philosophy
  - Our Sustainability Management
  - Our History
  - Our Stakeholder Engagement
- Value & Impact
  - OLIVE YOUNG's Sustainable Values
  - Shaping Global K-Beauty Market
  - Partnering for Mutual Growth
  - Advancing Omnichannel Strategy
- ESG Management
  - Social
  - Environmental
  - Governance
- ESG Facts & Figures
  - Economic
  - Environmental
  - Social
  - Governance
  - GRI Standards Index
  - UN SDGs Index
  - UN Global Compact Index
  - GHG Emission Verification Opinion
  - Independent Assurance Statement

## Our competence, independence and quality control

DNV applies its own management standards and compliance policies for quality control, in accordance with ISO/IEC 17029:2019 – Conformity assessment, whose general principles are requirements for validation and verification bodies. Accordingly, DNV maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards, and applicable legal and regulatory requirements.

DNV's established policies and procedures are designed to ensure that DNV, its personnel and, where applicable, others are subject to independence requirements (including personnel of other entities of DNV) and maintain independence where required by relevant ethical requirements. This engagement work was carried out by an independent team of sustainability assurance professionals. We have no other contract with OLIVE YOUNG.

Our multi-disciplinary team consisted of professionals with a combination of sustainability assurance experiences.

## Limitations

DNV's assurance engagements are based on the assumption that the data and information provided by the Company to us as part of our review have been provided in good faith, are true, and are free from material misstatements. Because of the selected nature (sampling) and other inherent limitation of both procedures and systems of internal control, there remains the unavoidable risk that errors or irregularities, possibly significant, may not have been detected.

The engagement excludes the sustainability management, performance, and reporting practices of the Company's suppliers, contractors, and any third parties mentioned in the Report. We did not interview external stakeholders as part of this assurance engagement.

We understand that the reported financial data, governance and related information are based on statutory disclosures and Audited Financial Statements, which are subject to a separate independent statutory audit process. We did not review financial disclosures and data as they are not within the scope of our assurance engagement. The assessment is limited to data and information in scope within the defined reporting period. Any data outside this period is not considered within the scope of assurance.

DNV expressly disclaims any liability or co-responsibility for any decision a person or an entity may make based on this Independent Assurance Statement.

## Responsibilities of the Directors of OLIVE YOUNG and of the assurance providers

The Company's management has sole responsibility for the integrity of the Report and this responsibility includes designing, implementing, and maintaining internal controls over collection, analysis, aggregation and preparation of data, fair presentation of the information and ensuring that data is free from material misstatement.

DNV's responsibility is to plan and perform the work to obtain assurance about whether the relevant information described in the 'Scope of Assurance' has been prepared in accordance with the reporting requirements and to report to OLIVE YOUNG in the form of an independent assurance conclusion, based on the work performed and the evidence obtained.

Our statement represents our independent opinion and is intended to inform the management and stakeholders of OLIVE YOUNG. DNV was not involved in the preparation of any statements or data included in the Report except for this Independent Assurance Statement.

## Basis of our Opinion

As part of the assurance process, a multi-disciplinary team of assurance specialists performed assurance work for selected sites of OLIVE YOUNG. We adopted a risk-based approach, that is, we concentrated our assurance efforts on the issues of high material relevance to the Company's business and its key stakeholders. Our limited assurance procedures included, but were not limited to, the following activities:

- Peer and media review to identify relevant sustainability issues for OLIVE YOUNG during the reporting period
- Review of the disclosures according to reporting requirements with a focus on the process and the result of materiality assessment, Topic Standards Disclosures, and relevant management processes.
- Understanding and evaluation of the key systems, processes, and controls for consolidating, managing, and reporting the information and KPIs included in the Report.
- Review of documentary evidence supporting adherence to the reporting principles and requirements.
- Conduct interviews with representatives from the ESG team with overall responsibility for monitoring, data consolidation, and reporting of sustainability-related information.
- On-site visit at the OLIVE YOUNG Head Office in Yongsan, Republic of Korea to review the processes and systems for preparing site-level sustainability data and implementation of the sustainability strategy, and to carry out a sample-based assessment.

For and on behalf of DNV Business Assurance Korea Ltd.  
Seoul, Republic of Korea  
23 October 2025

Digitally signed by Kim, Jae Hee  
Date: 2025.10.23 10:43:35 +09'00'

Lead Verifier Kim Jaehee

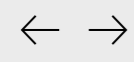
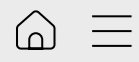
Digitally signed by Park, Sehee  
DN: cn=Park, Sehee, o=DNV, ou,  
email=hageh12@naver.com,  
c=KR  
Date: 2025.10.23 11:14:50 +09'00'

Verifier Park Sehee

Digitally signed by Kim, So Hyun  
Date: 2025.10.23 13:58:46 +09'00'

Reviewer Kim Sohyun





# 2025 OLIVE YOUNG IMPACT REPORT

## Intro

- Globalizing K-Beauty
- Mutual Growth
- Omnichannel

## Overview

- CEO Message
- Our Company
- Our Business
- Our Business Philosophy
- Our Sustainability Management
- Our History
- Our Stakeholder Engagement

## Value & Impact

- OLIVE YOUNG's Sustainable Values
- Shaping Global K-Beauty Market
- Partnering for Mutual Growth
- Advancing Omnichannel Strategy

## ESG Management

- Social
- Environmental
- Governance

## ESG Facts & Figures

- Economic
- Environmental
- Social
- Governance
- GRI Standards Index
- UN SDGs Index
- UN Global Compact Index
- GHG Emission Verification Opinion
- Independent Assurance Statement

# OLIVE YOUNG