



珀莱雅化妆品股份有限公司 2023年度业绩说明会

公司简称：珀莱雅 公司代码：603605

支持平台：上证路演
SSE ROADSHOW

2024年04月25日 上海证券交易所

《2023年度可持续发展暨环境、 社会及公司治理（ESG）报告》介绍

— 珀莱雅联合创始人兼董事长 侯军呈



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05 坚实的治理基础

• 01 可持续发展管理成果

• 02 可持续的业务：创造美

• 03 可持续的价值链：传递美

可持续发展管理成果

珀莱雅2023年度可持续发展
暨环境、社会及公司治理(ESG)报告

Proya Cosmetics Co., Ltd.

MSCI ESG Ratings



CCC | B | BB | **BBB** | A | AA | AAA

COUNTRY

China

INDUSTRY

Household & Personal
Products

LATEST CHANGE

October 2022

POSITION

Average among 31

2023年评级未出

2022年珀莱雅MSCI ESG评级为“BBB”级

Wind ESG

2023 评级



万得ESG评级“AA”
(首获个人用品行业第一)

Proya Cosmetics Co Ltd

Region Asia

Country/Area China

Questionnaire General

Activity Group Chemicals



UNDERSTANDING YOUR SCORE REPORT

Proya Cosmetics Co Ltd received a B rating for its Management of Climate Change. This is higher than the regional average of C, and the score of the Chemicals sector average of B.

Climate Change (CC): Improving management of climate change. Management (M): Improving management of climate change. Disclosure (D): Improving disclosure of climate change. Risk (R): Improving risk management of climate change.

CDP气候变化评级“B”
(高于全球/亚洲地区企业平均)

2023年

我们以《珀莱雅可持续发展战略规划(2022-2025)》为起点
在可持续发展的道路上稳扎稳打, 步履不停

• 01 可持续发展管理成果

• 02 可持续的业务：创造美



• 03 可持续的价值链：传递美

持续增强研发创新能力

报告期内:

- 珀莱雅成功备案公司首款化妆品新原料
“3,3,5-三甲基环己醇琥珀酸酯二甲基酰胺”
- 新升级的两大研发中心投入运营



龙坞研发中心



上海研发中心

科研团队扩充至
322人

- 硕士以上学历
- 博士以上学历



其中硕士以上学历占比
41.6%

博士以上学历占比
2.48%

报告期末:

累计主导 / 参与制定

国家标准
17项

团体标准
26项

轻工行业标准
4项

累计获得

有效专利
256项

其中发明专利
122项

③ 打造可持续产品

珀莱雅2023年度可持续发展
暨环境、社会及公司治理(ESG)报告

■ 报告期内:

珀莱雅建立可持续产品评估工作小组,进一步完善和细化了《珀莱雅可持续产品评估体系》,启动产品评估试点工作,并在“**包装可持续属性提升、可持续棕榈油、低碳工厂**”三大领域重点提升

● 包装可持续属性提升

立足3R的可持续包装设计路径



轻量化



重复利用



可回收

可持续包装材料的占比

25.47%

较基准年提升

25.31%

● 可持续棕榈油



2023年公司正式加入
可持续棕榈油圆桌倡议(RSPO)

棕榈油采购种类
获RSPO认证

40.40%

棕榈油采购重量
获RSPO认证

15.93%

● 低碳工厂

“2023年度绿色供应链管理企业”

“2023年浙江省智能工厂”

“2023年浙江省级绿色低碳工厂”

温室气体(范围一、范围二)
排放下降

32.93%

清洁能源
使用占比

35.35%

• 02 可持续的业务：创造美

• 03 可持续的价值链：传递美



• 04 可持续的社会生态：成就美

与行业、伙伴携手同行

■ 报告期内:

珀莱雅通过多种形式发声,持续将自身可持续发展影响扩展到价值链合作伙伴、供应商和消费者

● 物流沙龙



● 十大战略合作伙伴减碳宣言



评估

264 家

供应商的ESG表现

主要合作伙伴

100 %

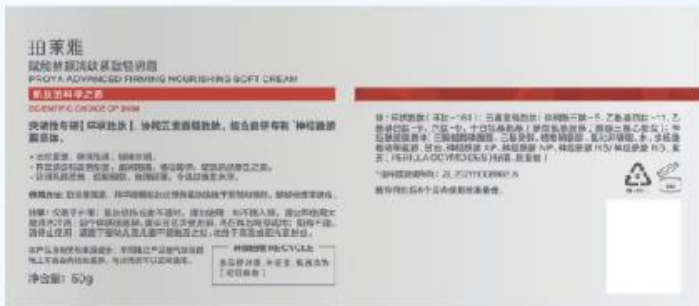
开展ESG符合性评估

传递可持续消费理念

报告期内:

珀莱雅通过多种形式提升消费者的可持续消费理念

● 可持续包装标签



● 推出产品替换装



● 旧瓶改造循环企划



• 03 可持续的价值链：传递美

• 04 可持续的社会生态：成就美



• 05 坚实的治理基础

成立企业基金会

■ 报告期内:

成立 **浙江珀莱雅公益基金会**

致力于“汇聚爱的力量,让世界因爱而美”



基金会成立



基金会活动



倡导与共建美好社会

珀莱雅2023年度可持续发展
暨环境、社会及公司治理(ESG)报告

报告期内:

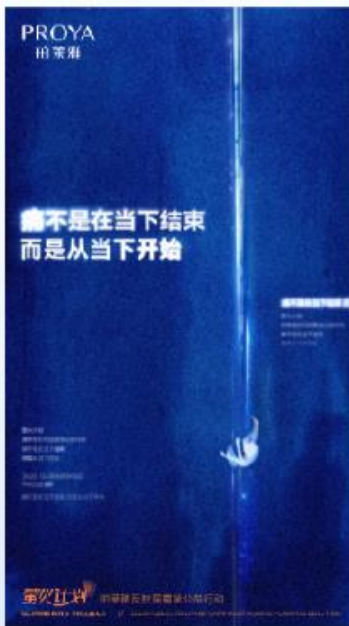
投入 **866.12 万元** 用于社会公益, 其中珀莱雅向浙江珀莱雅公益基金会捐赠 **640.23 万元**



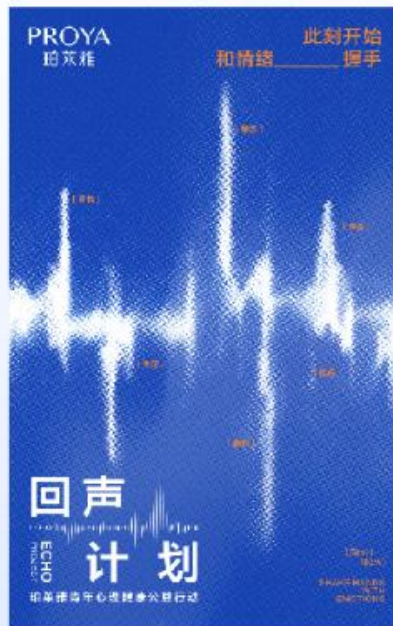
性别平等



爱与亲密关系



青春与成长



心理健康

实现

23.30 万人次

直接受益

2.47 亿人次

间接受益

● 03 可持续的价值链：传递美

● 04 可持续的社会生态：成就美

● 05 坚实的治理基础

尽责透明披露

■ 报告期内:

股东大会

4 次

董事会会议

8 次

监事会会议

6 次

定期报告

4 份

临时公告

92 份

开展投资者
调研沟通活动

6 次

累计接待
机构投资者超

1500 余人

🏆 奖项

- 上市公司董办最佳实践奖
- 主板上市公司价值100强
- 最佳机构覆盖IR团队
- 上市公司投资者关系天马奖
- 上市公司阳光董秘奖
- 最佳信披奖

合规稳健运营

■ 报告期内:

分别面向董事及骨干管理层、全体员工和供应商

公司在反腐败与
商业道德方面累计开展培训

3次

董事参与反贪污
相关培训覆盖率

100%

员工参与反贪污
相关培训覆盖率

100%

● 阳光行为宣传周



活力进取职场

■ 报告期内:

● 员工福利与关怀

法定福利

节日慰问

补充福利

女性关怀

专项福利

心理关怀

.....

● 职业健康与安全

工伤死亡事故数

0

火灾事故数

0

● 员工培训与发展

员工人均培训时长

18.04小时

员工培训覆盖率

90.51%



扫 码 查 看

更多珀莱雅可持续发展与ESG管理行动与绩效

敬请查阅《珀莱雅2023年度可持续发展暨环境、社会及公司治理(ESG)报告》

2023年度独立董事述职报告

一 珀莱雅独立董事 马冬明

- 公司独立董事基本情况
- 2023年度履职情况和重点关注事项
- 2024年履职展望



2023年度独立董事述职报告

一 珀莱雅独立董事 葛伟军

- 公司独立董事基本情况
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2023年度财务数据和经营情况报告

— 珀莱雅副总、董秘兼财总 王莉



PART 01

财务亮点

营业收入

89.05 亿元

同比增长
39.45 %

按季度



按渠道



按品类



按品牌



¥ 归母净利润

11.94 亿元

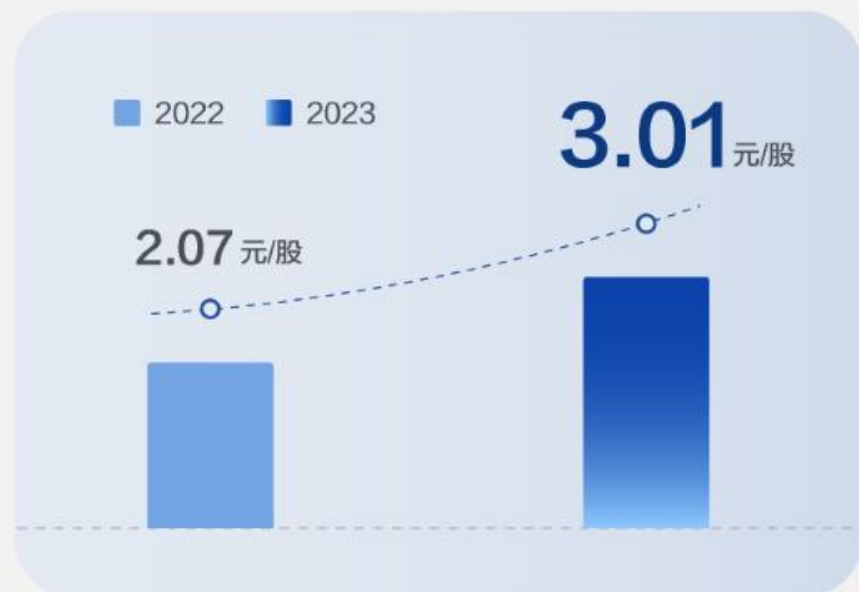
↑ 同比增长
46.06%

¥ 扣非净利润

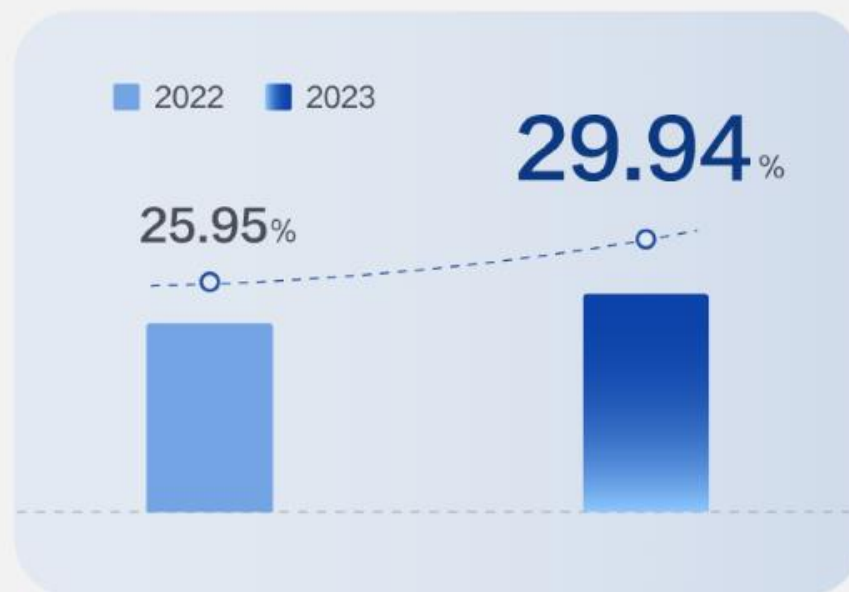
11.74 亿元

↑ 同比增长
48.91%

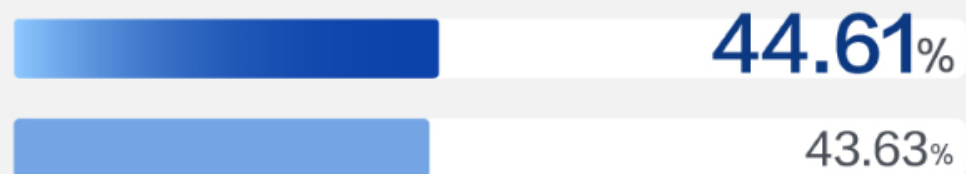
¥ 基本每股收益



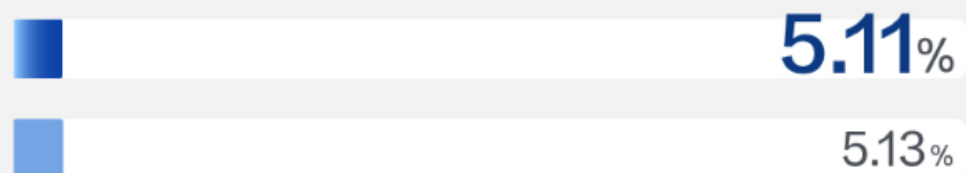
¥ 加权平均净资产收益率



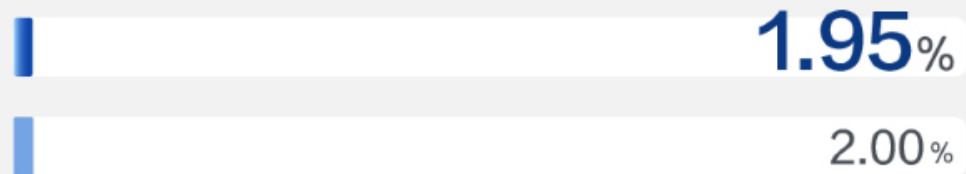
销售费用率



管理费用率



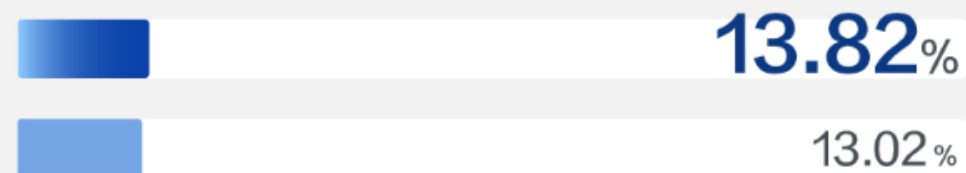
研发费用率



毛利率



净利率



■ 2023 ■ 2022

¥ 总资产

73.23 亿元

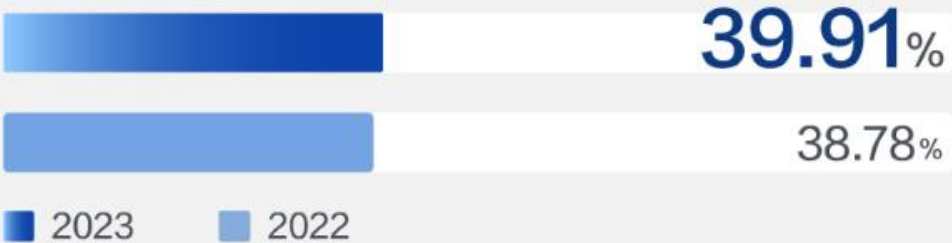


¥ 归母净资产

43.50 亿元



¥ 资产负债率



¥ 经营性现金流

14.69 亿元



PART 02

主要业务

大众精致护肤品牌



专注科技护肤, 针对年轻白领女性群体

主价格区间 200-500 元

线上线下 全渠道协同销售

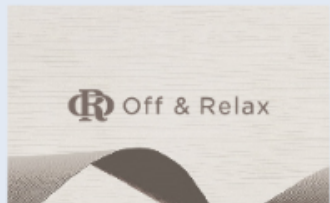


定位“油皮护肤专家”

针对 大学生等年轻女性 群体

主价格区间 50-200 元, 以 线上 为主要销售渠道

洗护品牌



定位“亚洲头皮健康专家”的洗护品牌

主价格区间 150-200 元

以 线上 为主要销售渠道

彩妆品牌



专为中国面孔定制的专业化妆师品牌

主价格区间 150-300 元

以 线上 为主要销售渠道

高功效护肤品牌



高功效型护肤品牌

主价格区间 260-600 元

线上 渠道销售

PART 03

2023经营亮点

新产品

珀莱雅

持续“大单品策略”，升级双抗、红宝石核心大单品，
新推高端产品线“能量系列”

双抗系列



红宝石系列



源力系列



能量系列



2023年度，
珀莱雅品牌在天猫平台

- 精华 品类排名 **NO.1**
- 面霜 品类排名 **NO.1**
- 面膜 品类排名 **NO.2**
- 眼霜 品类排名 **NO.5**

新产品

彩棠

夯实面部彩妆品类大单品矩阵，
新开拓色彩品类“争青系列”，重点发力底妆赛道



2023年度，
彩棠品牌在天猫平台

- “三色修容盘” 高光类目排名 **NO.1**
- “双色高光盘” 高光类目排名 **NO.2**
- “三色遮瑕盘” 遮瑕类目排名 **NO.1**
- “三色腮红盘” 腮红类目排名 **NO.1**
- “妆前乳” 隔离/妆前类目排名 **NO.2**

新产品

Off&Relax

提升核心单品市场渗透率，
推出进阶控油系列和防脱系列

OR清爽蓬松洗发水



OR轻盈发膜



OR净养控油头皮凝露



OR防脱育发精华



新产品

悦芙媞

聚焦品类搭建，持续夯实清洁线产品力，
解决油皮肌肤痛点

洁颜蜜2.0



多酸泥膜2.0



聚光精华



聚光面膜



新营销

珀莱雅

围绕“年轻感”与“科技力”两大品牌关键词，
秉承“发现精神”，传递品牌态度

一月



谢谢参与

三月



性别不是边界线，偏见才是

五月



有些好，妈妈能做到，但世上不该只有妈妈好

六月



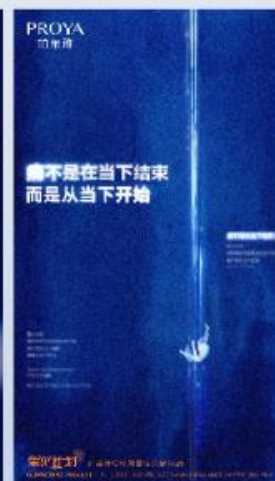
“科学配方，肌肤的科学之选”
早C晚A酒酣快闪

八月

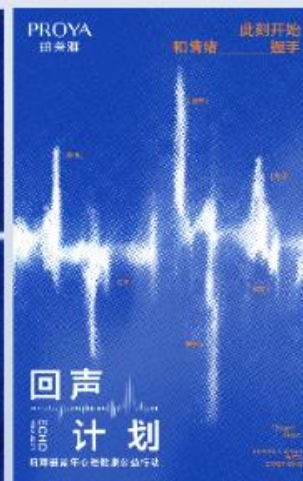


科学配方 肌肤的科学之选 光影科技展 萤火计划

九月



十月



回声计划

十一月



品牌二十周年项目——笨小孩

💡 新营销

彩棠

持续以“中国妆，原生美”作为品牌表达，
不断丰富中式美学内核

三月



“争青”系列产品上市

五月



不止爱而已

八月



琉光万顷，爱意唯一

九月



争青“醒色”腮红上市

新渠道 — 线上

天猫旗舰店

深化大单品矩阵战略, 加强精细化运营

双11期间, 珀莱雅天猫旗舰店成交金额

获天猫美妆排名 **NO.1**

2023年度, 珀莱雅天猫旗舰店成交金额

获天猫美妆排名 **NO.2**, 国货排名 **NO.1**

抖音

强化全域运营, 优化投放结构

双11期间, 珀莱雅品牌成交金额

获抖音美妆排名 **NO.1**

2023年度, 珀莱雅品牌成交金额

获抖音美妆排名 **NO.3**, 国货排名 **NO.2**

京东

强化大单品核心战略, 完善产品布局

双11期间, 珀莱雅品牌成交金额

获京东美妆排名 **NO.4**, 国货排名 **NO.1**

2023年度, 珀莱雅品牌成交金额

获京东美妆排名 **NO.7**, 国货排名 **NO.1**

新渠道 — 线下

百货

优化门店结构

加强内部管理

提升专柜平均销售额

日化

稳固渠道存量

积极探索市场增量

拓展新型商城集合店合作



新组织

基于战略规划，构建完善的前中后台配合模式，深化数字化技术的应用，建设灵活、高效的组织运转机制

深化“高投入、高绩效、高回报”的“三高”价值回报理念，围绕业务战略，建立多元、有效的业务激励体系

机制建设
层面 <

新组织

> 人才发展
层面

坚持国际化、年轻化的人才策略，引进与培育研发人才、设计人才、品牌人才，打造活力、自驱、有创造力的年轻化团队

双通道晋升管理机制为专业型人才、管理型人才提供完善的成长通路，提升组织活力及人才储备厚度

新研发



杭州龙坞研发中心



上海研发中心

自主研发为主

专利

国家授权发明专利 **122** 项

实用新型专利 **22** 项

外观设计专利 **112** 项

主导/参与标准建设

国家标准 **17** 项

轻工行业标准 **4** 项

团体标准 **26** 项

奖项与成果

浙江省药品监督管理局：
“2020-2022年浙江省化妆品安全科普宣传周”优胜参与奖

中国轻工业联合会：
中国轻工业化妆品行业十强企业年度评奖总排名第1

浙江省化妆品标准化技术委员会秘书处：
2023年度化妆品标准化工作先进单位

《Skin Health and Disease》期刊：
发表关于红宝石核心技术研发成果论文

《日用化学品科学》期刊：
发表《结晶型氨基酸洁面膏的制备及性能研究》论文

《Frontiers in Materials》期刊：
发表《通过珠磨氧化锌及二氧化钛工艺提升防晒力》论文

IFSCC2023国际化妆品科学大会：
持续携多项科研成果亮相

新研发

产学研相结合为辅



新供应链

打造绿色供应链体系，减少碳排放量，积极创建绿色供应链管理企业

共创化妆品行业现代化、智能化的透明工厂；通过三大智能引擎（采购平台智能化、生产调度智能化、物流运营智能化），提升数据传递效率与业务协同效率



新增多条全自动生产线，为产能提升提供保障；连续3年开展“百万员工安全大培训”

获得国家工业和信息化部“2023年国家级绿色供应链管理企业”荣誉、浙江省经信厅“2023年浙江省级绿色低碳工厂”荣誉

公司发展战略及2024年经营计划

— 珀莱雅联合创始人兼CEO 方玉友



核心竞争力



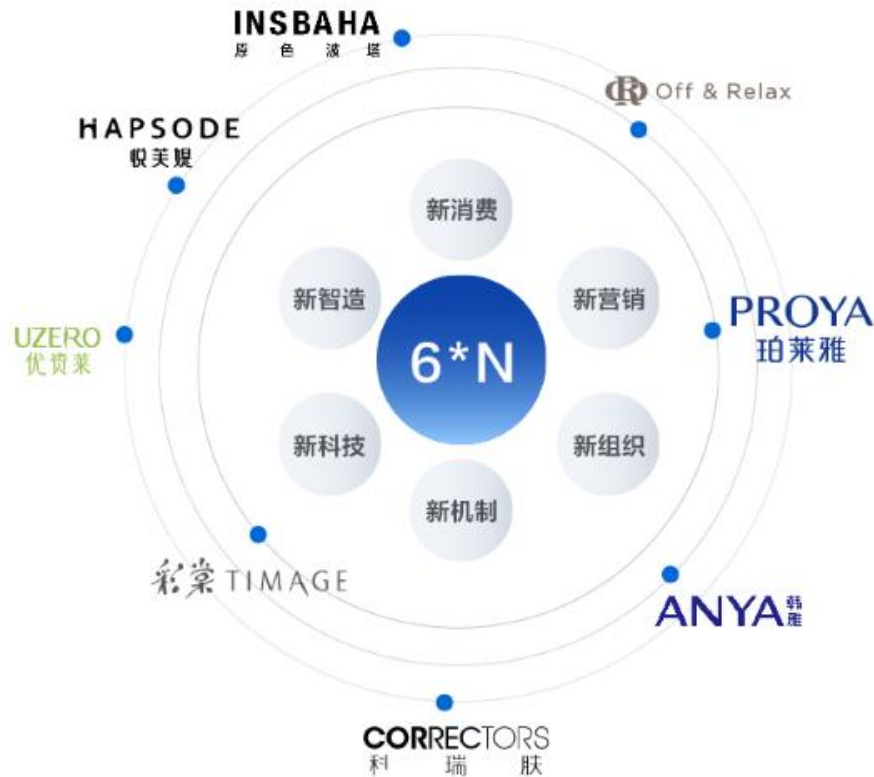
在外部市场环境快速变化的情况下，公司坚定 6*N 战略的引领与实施。夯实、深化以“**研发、产品、内容、运营**”为主线的精细化运营管理体系。辅以“**文化—战略—机制—人才**”的自驱型组织构建。灵活应对市场发展变化，在新兴渠道快速布局与投入，探索海外发展机会，抓住中国品牌出海机遇，以更大的市场规模与更快的响应速度带动企业发展。



敏锐**洞察市场消费者需求**，以研发实力为基础，快速响应内部组织能力为依托，持续提升公司大单品产品力，持续**打造与优化核心大单品矩阵**，强化品牌张力，提升品牌生命力。打造**自驱型的敏捷组织**，服务具备雏形的第二品牌梯队与持续孵化中的品牌，形成**以护肤、彩妆、个护领域为雏形的品牌矩阵**。并通过自建 MCN 团队、内容营销团队的方式，强化内部循环生态，服务珀莱雅品牌实现外部生态化。

💡 发展战略

坚持长期主义，立足“6*N”战略，加固企业核心能力，丰富品牌矩阵



“6”指新消费、新营销、新组织、新机制、新科技、新智造，
“N”指打造N个品牌

01 新消费

指满足更多消费者需求，并做好消费者价值创新服务。满足消费者多元的消费渠道选择，布局新兴渠道，如抖音平台的发展。适应出海大环境，接受新挑战

02 新营销

指营销数字化、全渠道精细化运营及精准超前的消费者洞察能力，注重营销整体链路效率提升。关注新领域内存在的营销未来可能性，提前做好布局准备

03 新组织

指组织扁平化、平台化、自驱协同的高效组织，兼顾支撑成熟品牌的高效运转，和赋能孵化品牌快速成长

04 新机制

指建立灵活、业务导向的多元化激励机制，提升战略执行力(以灵活的项目机制，推动业务沟通效率提高，各个部门与业务单元间融合式协同发展)

05 新科技

指注重基础科学研究，布局自主新原料开发、国外创新原料储备，联合研发创新技术，并开发更多的不同领域的研发合作伙伴资源，搭建内外部协同的合作平台，积极探索全球范围内的研发资源，形成全球化研发布局，为针对性提升产品力提供科技保障，打造持续的且难以复制的研发科技竞争力；同时，为了提升业务与组织中运营精细化与管理效率，进一步完善智能运营管理系统，进行有针对性地数智化与信息化改造，实现过程透明化与决策精准度提升。通过数字化管理体系整体规划与进一步升级，探索新技术发展(如人工智能)在消费端的应用可能性，适配大体量高速发展的业务需求

06 新智造

指打造服务大单品矩阵的敏捷柔性供应链，应用数字化管理体系，提高生产品质，加强供应链监管，保障产品品质。积极承担社会责任，打造绿色生产基地，引入绿色原料和运营模式，为可持续发展做出努力

“6*N”核心内涵是指基于以上六项能力打造，赋能、孵化出满足“不同”消费者“不同”需求的“不同”品牌

PART 04

2024展望

💡 多品类、多品牌矩阵建设

PROYA
珀莱雅

- ① 持续品牌升级，让珀莱雅成为中国女性护肤的首选品牌之一
- ② 开拓更丰富的产品线
- ③ 围绕“年轻感”与“科技力”品牌关键词进行品牌长期主义内容打造
- ④ 优化各渠道运营策略，拓展增量

护肤品类

HAPSODE
悦光肌

- ① 让用户感知品牌核心用户关键词“陪伴”
- ② 持续关注“油皮肤质健康状态”
- ③ 通过IP合作联名、跨界等快速破圈
- ④ 以抖音为核心增长渠道，强化天猫等平台运营

多品类
多品牌
矩阵建设

彩妆品类

彩棠
TIMAOT

- ① 持续以“中国妆，原生美”作为品牌表达
- ② 夯实大单品策略，重点入局大底妆类目
- ③ 打透“专为中国面孔定制的专业化妆师品牌”心智
- ④ 以天猫、抖音、京东为核心渠道

洗护品类

Off & Relax

- ① 深化“亚洲头皮健康养护专家”心智
- ② 持续大单品升级，完善产品的专业系列
- ③ 加强大单品持续渗透
- ④ 以重点渠道天猫、京东、抖音为突破口

研发建设



基础研究

继续推进新技术和新原料开发管线规划及应用，持续启用计算生物学、基因组学、蛋白组学等跨行业先进技术赋能



应用研究

持续以市场需求为导向，研发功效明显、肤感好、成本优的各层次护肤、美妆产品；完善各大单品未来迭代的技术布局



临床研究

持续进行产品的临床研究和验证，探索验证原料和产品功效的新方法；结合先进仪器和统计学，应用并开发新的功效测试方法



外部合作

稳定现有合作，拓宽、加深与高校及研究机构的深度合作，赋能增值各项研究开发工作

中小投资者网络文字互动

PROYA ANNUAL REPORT 2023



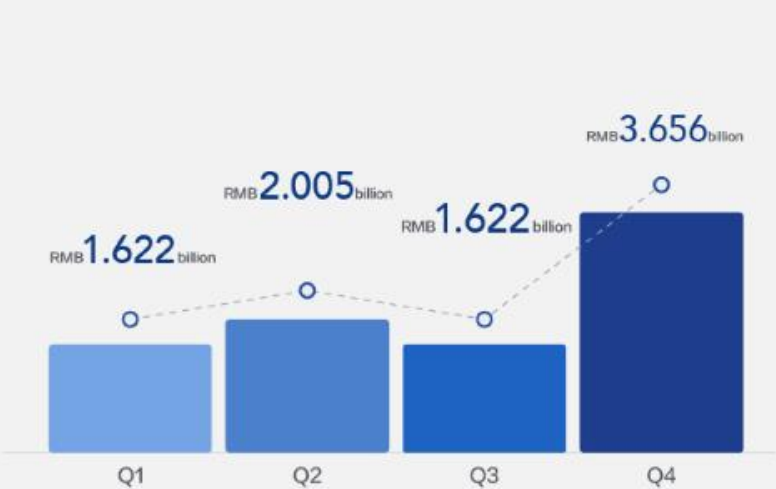
PART 01

Financial Highlights

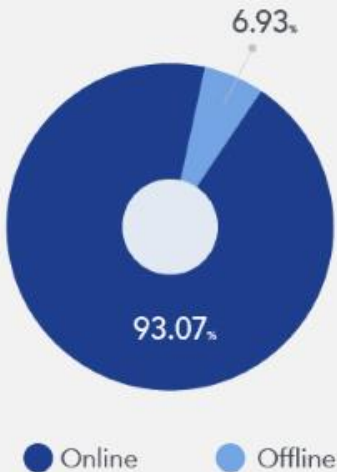
¥ Operating revenue

RMB **8.905** billion  **up by** 39.45%YOY

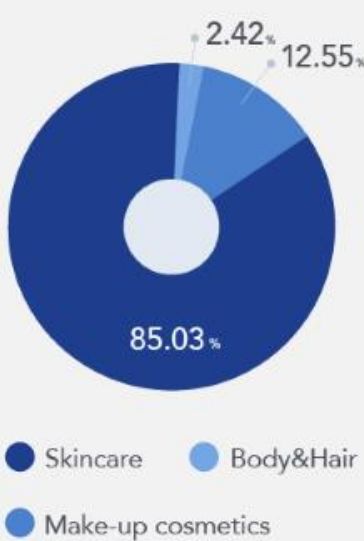
By quarter



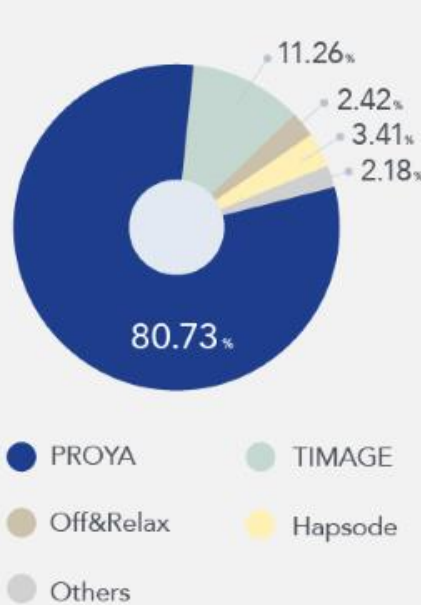
By channel



By category



By brand



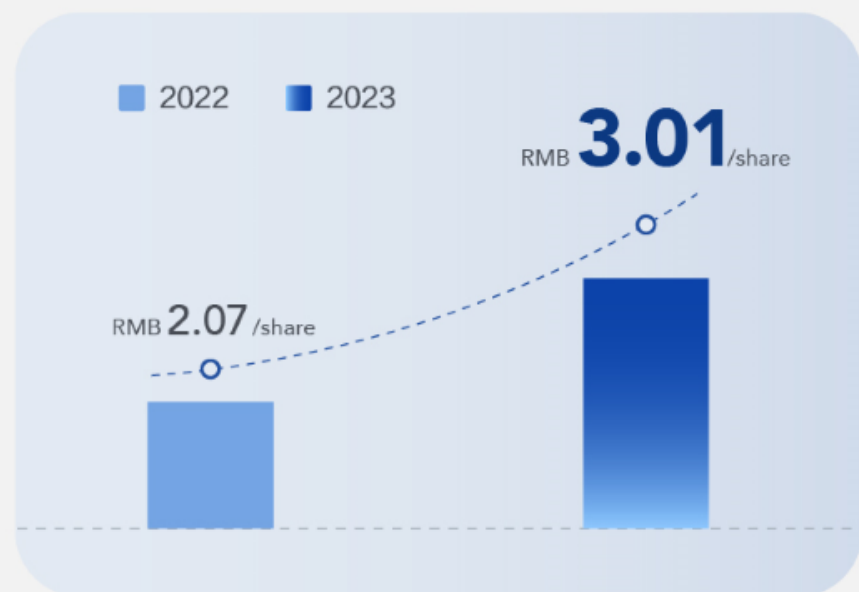
¥ Net profit attributable to the parent company

RMB **1.194** billion  **up by** 46.06%YOY

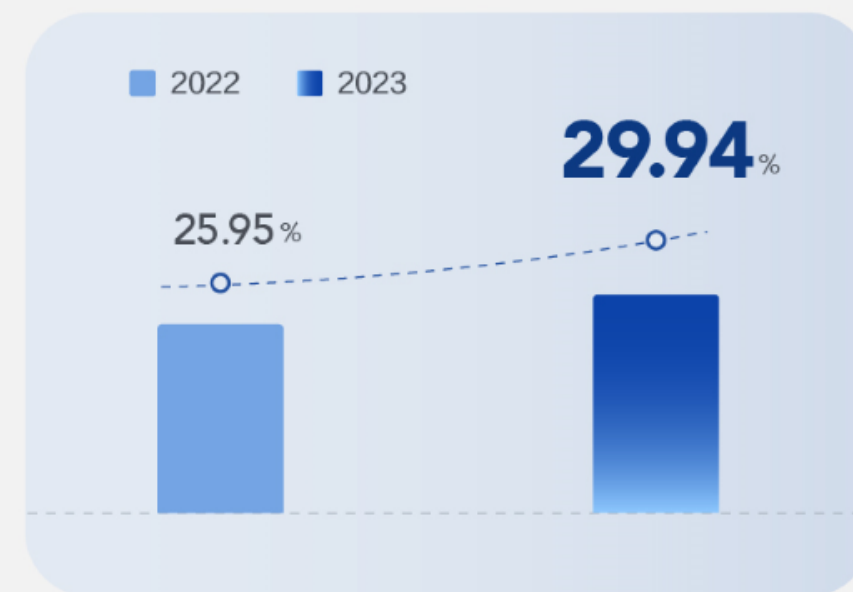
¥ Net profit net of non-recurring profit and loss

RMB **1.174** billion  **up by** 48.91%YOY

¥ Basic earnings per share



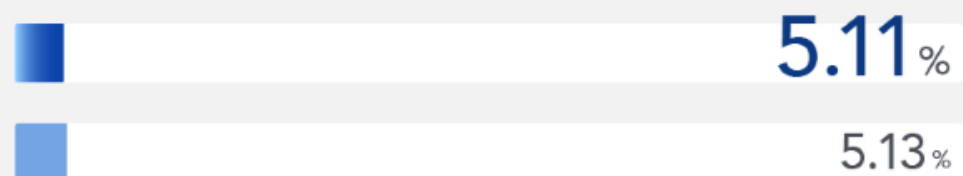
¥ Weighted Average ROE



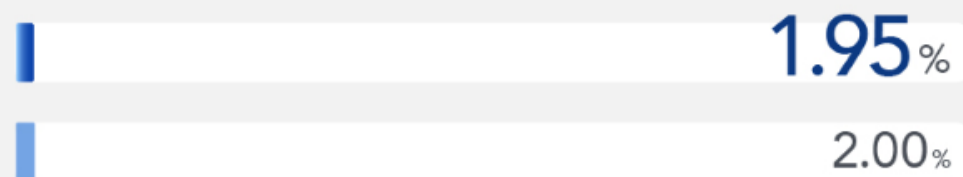
¥ Sales expense ratio



¥ Administrative expense ratio



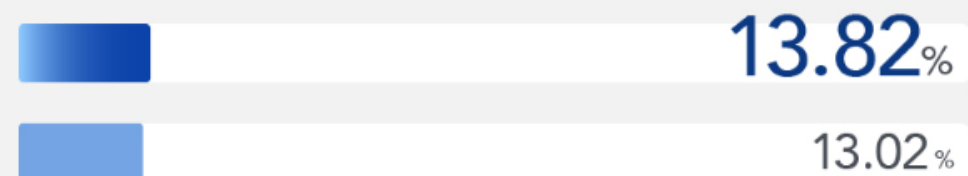
¥ R&D expense ratio



¥ Gross profit margin



¥ Net profit margin



■ 2023

■ 2022

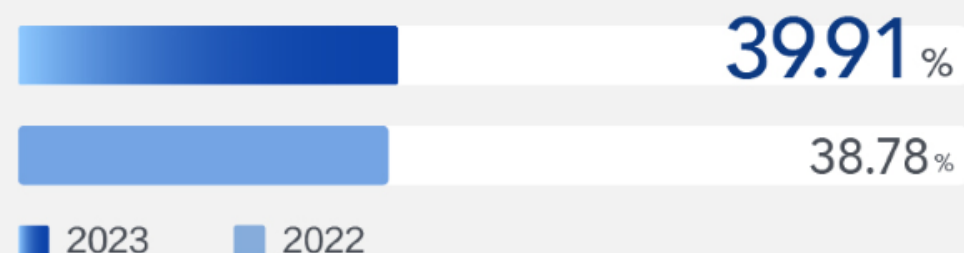
¥ Total assets

RMB **7.323** billion  **up by**
26.74%YOY

¥ Net assets attributable to the parent company

RMB **4.350** billion  **up by**
23.41%YOY

¥ Asset-liability ratio



¥ Operating cash flow

RMB **1.469** billion  **up by**
32.19%YOY

PART 02

Main Business



Popular exquisite skincare brand



Focusing on technology skincare,
designed for young white-collar female customers

generally priced at **RMB200 to RMB500**
sold both **online and offline**



Positioned as an "expert in oily skin care"

focusing on **college students and other young female** customers
generally priced at **RMB50 to RMB200**
sold mainly **online**



Body&Hair brand



positioned as an "expert in Asian scalp health"

generally priced at **RMB150 to RMB200**
sold mainly **online**



Make-up brand



A professional make-up artist brand
customized for Chinese faces

generally priced at **RMB150 to RMB300**
sold mainly **online**



High-efficiency skincare brand



A high-efficiency skincare brand

generally priced at **RMB260 to RMB600**
sold **online**

PART 03

Business Highlights in 2023

New products

PROYA

Continued to deepen the "hero product strategy", upgraded Double Effect Brightening Series and Advanced Firming Nourishing Series, and launched a new high-end product line "Energy Series"



In 2023, PROYA brand on the Tmall platform ranked:

- **NO.1** in the **essence** category
- **NO.1** in the **face cream** category
- **NO.2** in the **mask** category
- **NO.5** in the **eye cream** category

New products

TIMAGE

Deepened its matrix of hero products in facial make-up category, launched the "Vigorous and Flowing Jade" Series colorful brilliance products, and focused on the segment of make-up base



In 2023, TIMAGE brand on the Tmall platform ranked:

- "Tri-color Contour Palette" ranked **NO.1** in highlighter category
- "Two-color Highlight Palette" ranked **NO.2** in highlighter category
- "Tri-color Concealer Palette" ranked **NO.1** in concealer category
- "Tri-color Blush Palette" ranked **NO.1** in blush category
- "Master Make-up Primer" ranked **NO.2** in make-up base/primer category

New products

Off&Relax

Increased the market penetration of core hero products,
and launched advanced oil-control and anti-hair loss series



New products

Hapsode

Focused on building product categories, continuously consolidated cleansing products strength, and solved problems for oily skin



New marketing

PROYA

Focused on the two brand keywords of "youthfulness" and "technological prowess", and embraced the "spirit of exploration" to convey brand attitude

January



Thank You for Participation

March



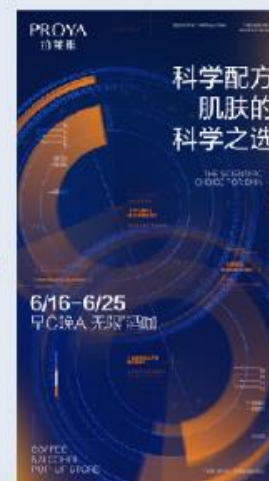
It's Gender, Not Border

May



Mom can take care of family, but every family member can do the same

June



"Scientific Formulation, the Scientific Choices for Skin" Day Coffee and Night Alcohol Pop-Up Activity

August



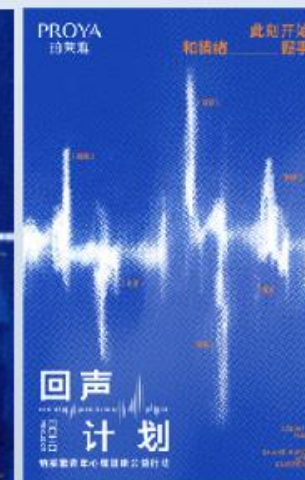
Scientific Formulation, the Scientific Choice for Skin" Light&Shade technology exhibition

September



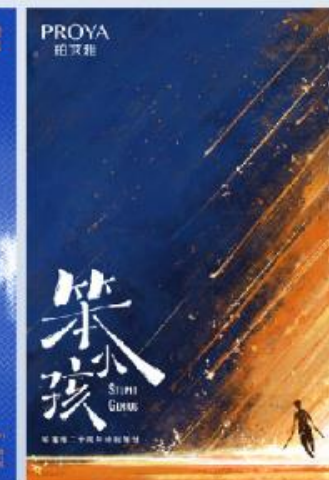
The "Glimmering Project"

October



The "Echo Project"

November



Brand 20th Anniversary Project —Stupid Genius



New marketing

TIMAGE

Continued to present the concept of "Chinese make-up, original beauty" and enriched the core of Chinese aesthetics

March



Launched the "Vigorous and Flowing Jade" Series products

May



"Beyond Love"

August



"The Unique Love amidst Myriad Glimmers"

September



Launched the "Vigorous and Flowing Jade" Series "Revitalizing Hue" blush



New channels - Online

Tmall flagship store

We enhanced the hero product portfolio strategy, and improved fine operation.

During the “11.11” shopping festival, the gross merchandise volume (GMV) of Proya’s Tmall flagship store ranked **NO.1** on Tmall Beauty.

In 2023, the GMV of Proya’s Tmall flagship store ranked **NO.2** on Tmall Beauty, and ranked **NO.1** among domestic products.

TikTok

We advanced multi-platform operations and optimized the advertising structure.

During the “11.11” shopping festival, the GMV of Proya ranked **NO.1** on TikTok Beauty.

In 2023, the GMV of Proya ranked **NO.3** on TikTok Beauty, and ranked **NO.2** among domestic products.

JD

We strengthened the core hero product strategy and improved the product portfolio.

During the “11.11” shopping festival, the GMV of Proya ranked **NO.4** on JD Beauty, and ranked **NO.1** among domestic products.

In 2023, the GMV of Proya ranked **NO.7** on JD Beauty, and ranked **NO.1** among domestic products.

New channels - Offline

Department store

We optimized store structure, enhanced internal management, and increased average sales per counter.

Cosmetics store

We consolidated existing channels, proactively sought market expansion opportunities, and expanded cooperation with new multi-brand stores.





New Organization

Based on strategic planning, we established a comprehensive front-end, middle-end, and back-end coordination model, deepened the application of digital technology, and constructed a flexible and efficient organizational operation system.

We deepened the value return concept of "high investment, high performance, high return", established a diverse and effective business incentive system centered on business strategies.



We adhered to an international and youthful talent strategy, focusing on introducing and nurturing talents in R&D, design, and branding, to build a vibrant, self-driven, and creative young team.

The dual-channel promotion management mechanism provided a comprehensive growth path for both professional and managerial talents, bolstering organizational vitality and enriching the talent pool.



New R&D



Longwu R&D Center in Hangzhou



Shanghai R&D Center



Self-developed R&D as the main form of R&D

Patents

122 nationally authorized invention patents

22 utility model patents

112 design patents

Leading/participating in standards preparation

17 national standards

4 light industry standards

26 group standards

Awards and achievements

ZheJiang Medical Products Administration:
Excellence participation award in the "2020 - 2022 Zhejiang Province Cosmetics Safety Popular Science Week"

China National Light Industry Council:
Ranked first in the annual award of top 10 enterprises in the cosmetics sector of China light industry

Zhejiang Cosmetic Standardization Technical Committee Secretariat:
Advanced Unit in Cosmetics Standardization Work in 2023

Skin Health and Disease:
Released a research paper on core technological research on Advanced Firming Nourishing Series

Detergent&Cosmetics:
Released paper on *Preparation and Performance Research of Crystalline Amino Acid Cleansing Cream*

Frontiers in Materials:
Released paper on *Enhancing Sun Protection through Ball Grinding Zinc Oxide and Titanium Dioxide Processes*

IFSCC2023 International Cosmetic Science Congress:
Presented multiple scientific achievements

New R&D

 **Supplemented by industry-
university-research cooperation**





New Supply Chain

We built a green supply chain system to reduce carbon emissions, and actively created green supply chain management enterprises

We jointly built modern and intelligent transparent factories in the cosmetics industry; enhanced data transmission efficiency and business synergy efficiency through three major intelligent engines (the intelligentization of the procurement platform, production scheduling and logistics operations)



We added multiple fully automated production lines to ensure capacity enhancement; conducted "Massive Safety Training For A Million Employees" for three consecutive years

Awarded the honor of "2023 National Green Supply Chain Management Enterprise" by the Office of Ministry of Industry and Information Technology of the People's Republic of China and "2023 Green and Low-Carbon Factory of Zhejiang" by the Economy and Information Technology Department of Zhejiang



Core competitiveness

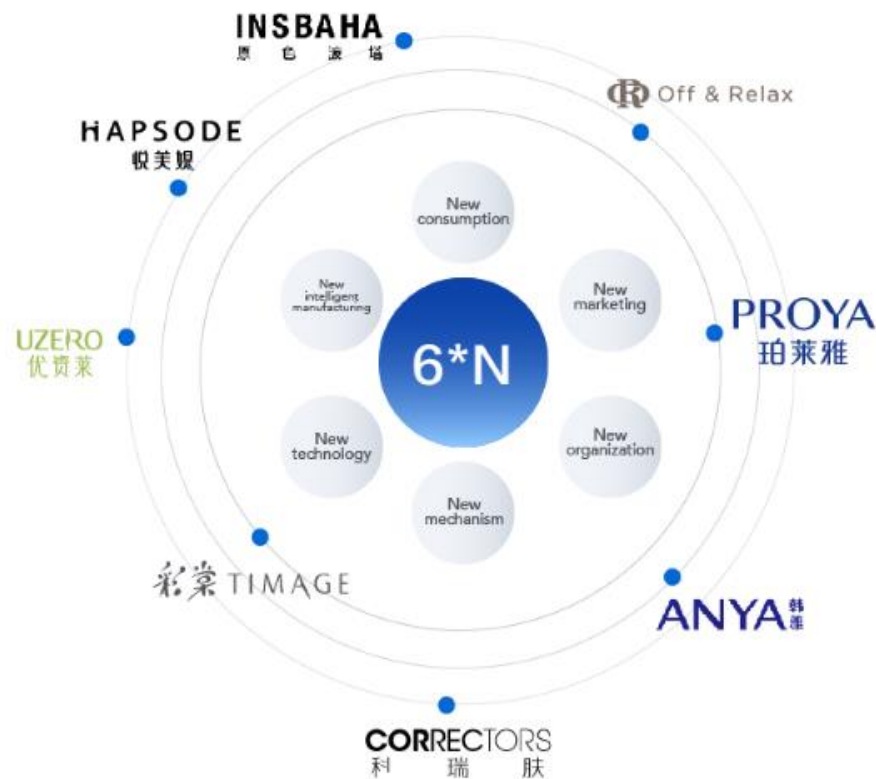
Facing the rapidly changing external market, the Company was firmly committed to the leadership and implementation of the 6*N Strategy. We consolidated and deepened precise operation management system highlighting “R&D, products, contents, operation”. Supplemented by the construction of a self-driven organization featuring “culture-strategy-mechanism-talents”. We flexibly responded to market development changes, rapidly established our presence and invested in emerging channels. Furthermore, we explored overseas development opportunities, seized the chance for Chinese brands to expand globally, and drove business growth with an expanded market scope and enhanced responsiveness.

We continued to make our “hero products” more competitive, and **developed and improved the portfolio of “hero products”**, strengthened brand appeal, and enhanced brand vitality based on **our keen insight into consumer needs**. This was possible because of our strong R&D and our ability to rapidly respond to internal organizational requirements. **A self-driven agile organization** was built to serve the second-brand product pipeline and the brands at the incubation stage, forming **a fledgling brand matrix in skincare, make-up, and personal care products**. By building our own MCN team and content marketing team, we strengthened the internal circular ecology and fostered the external ecosystem of PROYA brand.



Development strategy

We maintained a long-term value, based on the "6*N" strategy, to enhance the core competence of enterprise and enrich the brand matrix.



"6" refers to new consumption, new marketing, new organization, new mechanism, new technology and new intelligent manufacturing;
"N" refers to creating N brands

01 New consumption

Refers to innovative services to meet more consumer needs and consumer value. It involves catering to consumers' diverse preferences in consumption channels and establishing a presence in emerging channels, such as the development of the Tiktok platform. Furthermore, it involves adapting to the overseas market environment and embracing new challenges.

02 New marketing

Refers to digital marketing, fine omni-channel operation, and accurate and advanced consumer insight, focusing on improving the overall efficiency of the marketing process. It also involves paying attention to future marketing possibilities in new areas and making preparations.

03 New organization

Refers to an efficient organization that is flat, platform-based, self-driven and collaborative, taking into account both supporting the efficient operation of mature brands and empowering the rapid growth of incubated brands.

04 New mechanism

Refers to a flexible, diversified, business-oriented incentive mechanism to be established to enhance strategy execution (with a flexible project mechanism to promote business communication efficiency and integrated synergies between various departments and business units).

05 New technology

Refers to focusing on basic scientific research, establishing the presence of independent development of new raw materials and foreign innovative raw materials reserve, jointly developing innovative technologies, seeking more R&D partners and resources in different fields, building internal and external cooperation platforms, actively exploring R&D resources worldwide to form a global R&D landscape, provide technological guarantee for targeted product enhancement, and create a sustainable and unique R&D technological competitiveness; Additionally, measures are taken to further improve the intelligent operation management system and carry out targeted transformation toward digital intelligence and informatization to improve operational refinement and management efficiency in business and organization and achieve process transparency and accurate decision-making. By comprehensively planning and further enhancing the digital management system, we explore the application possibilities of new technological developments (such as artificial intelligence) at the consumer end, catering to the demands of large-scale and rapidly evolving businesses.

06 New intelligent manufacturing

Refers to the creation of an agile and flexible supply chain to serve the hero product matrix and the application of the digital management system to improve production quality, strengthen the supply chain supervision, and guarantee product quality. In addition, we actively assume social responsibilities and contribute to sustainable development by establishing green production bases and introducing green raw materials and operational models.

The core connotation of "6*N" is to enable or incubate different brands that meet different needs of different consumers based on the above six capabilities

PART 04

Outlook for 2024



Construction of a multi-category and multi-brand matrix

PROYA 珀莱雅

- ① Keep upgrading brands to establish PROYA as one of the preferred skincare brands for Chinese women
- ② Develop a richer product line
- ③ Create long-term brand content focused on the brand keywords of "youthfulness" and "technological prowess"
- ④ Optimize the operation strategy of each channel to expand the incremental opportunities

Skincare

HAPSODE 悦美肤

- ① Enable users to perceive the brand's keyword of "companionship"
- ② Keep an eye on "health status of oily skin"
- ③ Expand brand awareness through IP collaborations, joint branding, and cross-sector
- ④ Leverage TikTok as primary growth channel and enhance operations on platforms such as Tmall

Construction of a multi-category and multi-brand matrix

Make-up



- ① Continued to present the concept of "Chinese make-up, original beauty"
- ② Deepen the "hero product" strategy, focus on entering into the large make-up base category
- ③ Enhance brand mindset as "a professional make-up artist brand customized for Chinese faces"
- ④ Leverage Tmall, TikTok, and JD as the primary sales channels

Body&Hair



- ① Nurture a consumer mindset that recognizes us as an "expert in Asian scalp health"
- ② Upgrade hero product and refine professional product series
- ③ Enhance the continuous penetration of hero product
- ④ Leverage key channels such as Tmall, JD, and TikTok as breakthrough points



R&D construction



Basic research

Continue to plan and applicate for the development pipeline of new technologies and new raw materials, and develop advanced enabling technologies in computational biology, genomics, and proteomics.



Applied research

Guided by market demand, develop skin care and make-up products of various levels with obvious efficacy, great skin feel and favorable costs, and complete the technological layout for future iterations of all hero products.



Clinical research

Continue with the clinical research and verification of products, explore new methods to verify the efficacy of raw materials and products, and applicate and develop new efficacy testing methods by using advanced instruments and statistics.



External collaborations

Stabilize current partnerships while seeking to broaden and deepen collaborations with universities and research institutions, empowering and enhancing research and development efforts.

2023

Sustainability & Environmental, Social, and Governance (ESG) Report



CONTENTS

01 Achievements in
Sustainability Management

02 Sustainable Business:
Creating Beauty

03 Sustainable Value Chain:
Sharing Beauty

04 Sustainable Social Ecosystem:
Empowering Beauty

05 Solid Governance Foundation



01 Achievements in Sustainability Management

02 Sustainable Business:
Creating Beauty

03 Sustainable Value Chain:
Sharing Beauty

Achievements in Sustainability Management

Proya Cosmetics Co., Ltd.

MSCI ESG Ratings



CCC | B | BB | **BBB** | A | AA | AAA

COUNTRY: China
INDUSTRY: Household & Personal Products

LATEST CHANGE: October 2022
POSITION: **Average** among 31

The result of 2023 is not available yet
PROYA was rated "BBB" in MSCI ESG Rating 2022

Wind ESG

2023 评级



ESG综合的分行业排名:
1/25 (个人用品II)

PROYA was rated **AA** by Wind ESG
Top the chart of the personal care industry for the first time

Proya Cosmetics Co Ltd

Region: Asia
Country/Area: China
Questionnaire: General
Activity Group: Chemicals



UNDERSTANDING YOUR SCORE REPORT

Proya Cosmetics Co Ltd received a B which is in the Management (BB) band. This is higher than the Asia regional average of C, and the score on the Chemicals sector average of B.

Leadership (plus): Implementing current best practices
Management (BB): Taking coordinated action on climate issues
Awareness (BB): Knowledge of impacts on, and of, climate issues
Disclosure (BB): Transparent about climate issues

PROYA attended CDP Score for the first time
and was awarded Grade **B**
Above the global/Asian average

2023

PROYA makes solid and unstoppable strides in
sustainability based on
PROYA Sustainable Development Strategic Plan (2022-2025)

01 Achievements in
Sustainability Management

02 **Sustainable Business:
Creating Beauty**



03 Sustainable Value Chain:
Sharing Beauty



Constantly enhancing capabilities in research, development, and innovation

PROYA 2023 Sustainability & Environmental, Social and Governance (ESG) Report

During the Reporting Period:

- PROYA successfully filed our first cosmetic raw material "3,3,5- TRIMETHYLCYCLOHEXYL SUCCINATE DIMETHYLAMIDE".
- Two newly upgraded research and development centers were put into operation.



Longwu R&D Center



Shanghai R&D Center

The scientific research team was expanded to

322 people

- Master's degree or above
- Doctoral degree or above



41.6%
of whom had a master's degree or above

2.48%
had a doctoral degree.

By the end of the Reporting Period:

Proya had led or participated in the development of:

17
national standards

26
group standards

4
QB/T industrial standards

Accumulatively obtained

256
valid patents

including **122**
invention patents

During the Reporting Period:

PROYA established the Sustainable Product Evaluation Working Group, further improved and refined the Proya Sustainable Product Evaluation System to launch product evaluation and trial, and made improvements primarily in "**sustainable attributes of packaging, sustainable palm oil, and low-carbon factories**".

● Enhancement of sustainable attributes in packaging

A sustainable packaging design path based on 3R



Reduce



Reuse



Recycle

the proportion of sustainable materials used in packaging had reached

25.47%

representing an increase of

25.31%

compared to that of 2021.

● Sustainable palm oil



40.40%

of palm oil derivatives procured (by type) was certified by RSPO

15.93%

of palm oil derivatives procured (by weight) was certified by RSPO

● Low-carbon factory

"Green Supply Chain Management Company 2023"

"Intelligent Factory of Zhejiang 2023"

"Green and Low-Carbon Factory of Zhejiang 2023"

The greenhouse gas (Scope 1 and Scope 2) emissions were reduced by

32.93%

The use of clean energy accounted for

35.35%

• 02 Sustainable Business:
Creating Beauty

• **03** Sustainable Value Chain:
Sharing Beauty



• 04 Sustainable Social Ecosystem:
Empowering Beauty



Joining hands with peers and partners

PROYA 2023 Sustainability & Environmental, Social and Governance (ESG) Report

During the Reporting Period:

PROYA tried many ways to continuously expand our influence in sustainable development to value chain partners, suppliers, and consumers.

● Logistics Salon



● carbon reduction manifesto



PROYA evaluated the ESG performance of

264 suppliers

conducted ESG compliance assessments for

100% of our key partners.



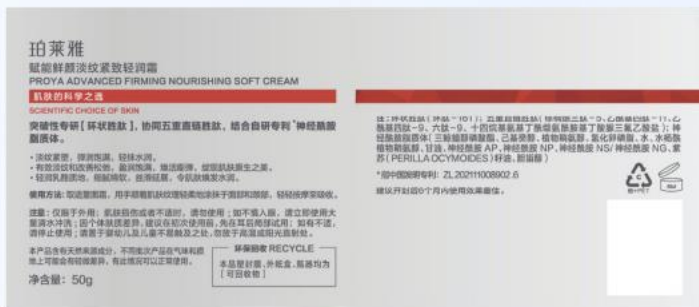
Conveying the concept of sustainable consumption

PROYA 2023 Sustainability & Environmental, Social and Governance (ESG) Report

During the Reporting Period:

Enhanced consumers' concepts of sustainable consumption through various measures.

Sustainable packaging label



Replace package with a refillable option



Recycling program for used bottles



03 Sustainable Value Chain:
Sharing Beauty

04 Sustainable Social Ecosystem:
Empowering Beauty



05 Solid Governance Foundation

Establishing a Public Welfare foundation

PROYA 2023 Sustainability & Environmental, Social and Governance (ESG) Report

During the Reporting Period:

the Zhejiang PROYA Public Welfare Foundation was established
was committed to “Gather the power of love, and make the world better with love”



Establishment and activities of the foundation



Advocating for and jointly creating a better community

PROYA 2023 Sustainability & Environmental, Social and Governance (ESG) Report

During the Reporting Period:

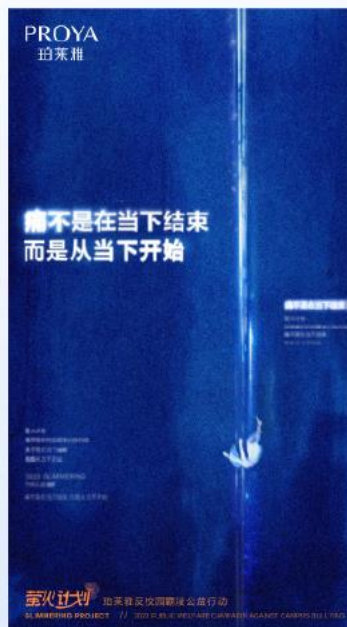
In 2023, PROYA invested **RMB 8.66 million** in public welfare,
(of which Proya donated **RMB 6,402,300** to the foundation.)



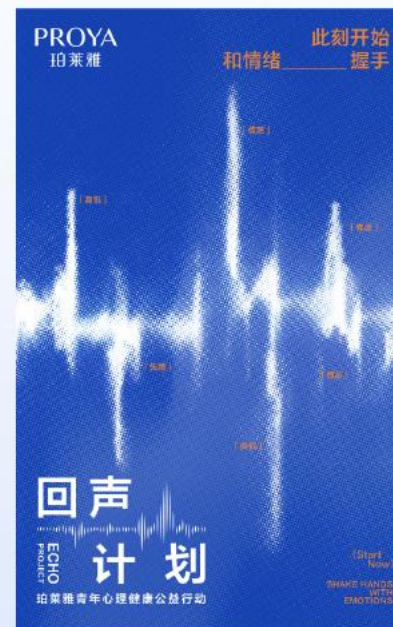
Gender equality



Love and caring



Youth and growth



Mental health

Our efforts benefited

233,000
individuals directly

247 million
individuals indirectly

● 03 Sustainable Value Chain:
Sharing Beauty

● 04 Sustainable Social Ecosystem:
Empowering Beauty

● **05 Solid Governance Foundation**

Responsible and transparent disclosure

During the Reporting Period:

4 shareholders'
meetings

8 meetings of the
Board of Directors

6 meetings of the
Board of Supervisors

4 periodic reports

92 interim reports

held **6** investor surveys
and communication activities

received more than
1500
institutional investors

Awards

- Best Practice Award for Board Offices of Listed Companies
- Top 100 Most Valuable Companies Listed on the Chinese Mainboard
- IR Team with the Best Institutional Coverage
- Tianma Award of Investor Relations for Listed Companies
- Sunshine Board Secretary Award for Chinese Listed Companies
- Best Information Disclosure Award

Compliant and stable operations

During the Reporting Period:

For the board of directors, key management, all employees, and suppliers.

PROYA conducted **3** training sessions in anti-corruption and business ethics

100% of directors participated in anti-corruption training.

100% of employees participated in anti-corruption training.

● 阳光行为宣传周



Dynamic and enterprising workplace

During the Reporting Period:

● Benefits and care for employees

Statutory Benefits

Holiday Events

Additional Benefits

Care for Women

Special Benefits

Psychological Care

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● Occupational health and safety

0 accidents causing
work-related casualties

0 fire accidents.

● Employee training and development

the average training
duration per employee was
18.04 hours

the training coverage rate
was **90.51%**



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For more Proya actions and performance in sustainability and ESG management
Please refer to the *Proya 2023 Sustainability & Environmental, Social, and Governance (ESG) Report*