

#Monsoon
DateWithKaya

kaya[®]
Beautiful is You.™

Q2 FY23

PERFORMANCE HIGHLIGHTS



- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**

INDUSTRY OVERVIEW- INDIA

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

Aesthetic Dermatology poised for growth (FY 22 to FY 26):

- Health & wellness category is growing at a CAGR of 5.6% and the aesthetic dermatology sub-category is growing at a faster rate of 17%

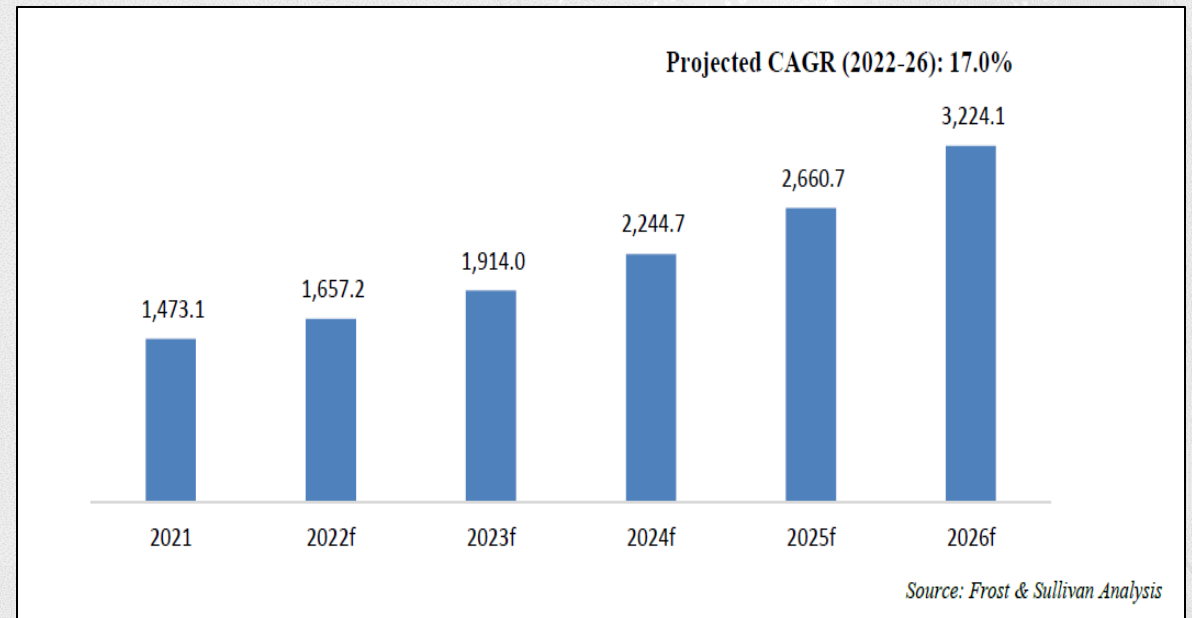
Young India consumers leading the spends on wellness and beauty

- 33% Millennials spent more than INR 4000 on wellness per month
- The wellness and beauty market is expected to thrive on India's younger working population with a median age of 28

The future is bright with consumers seeking expert, tech driven, quick beauty solutions:

- **New Technologies for Treatment:** Low on pain, quicker recovery
- **Changing Customer Needs:** Rise of social media & easy availability of information on the internet ,after Covid-19 has led to a rise in consumer acceptance and affinity
- **Utilization of AI Technology:** Content based imaging for better diagnosis and treatment outcomes

Aesthetic Dermatology Market in India growing at a CAGR of 17%.



Growth is primarily driven by growing customer base across metros and non-metros, due to rapid urbanization

INDUSTRY OVERVIEW- MIDDLE EAST

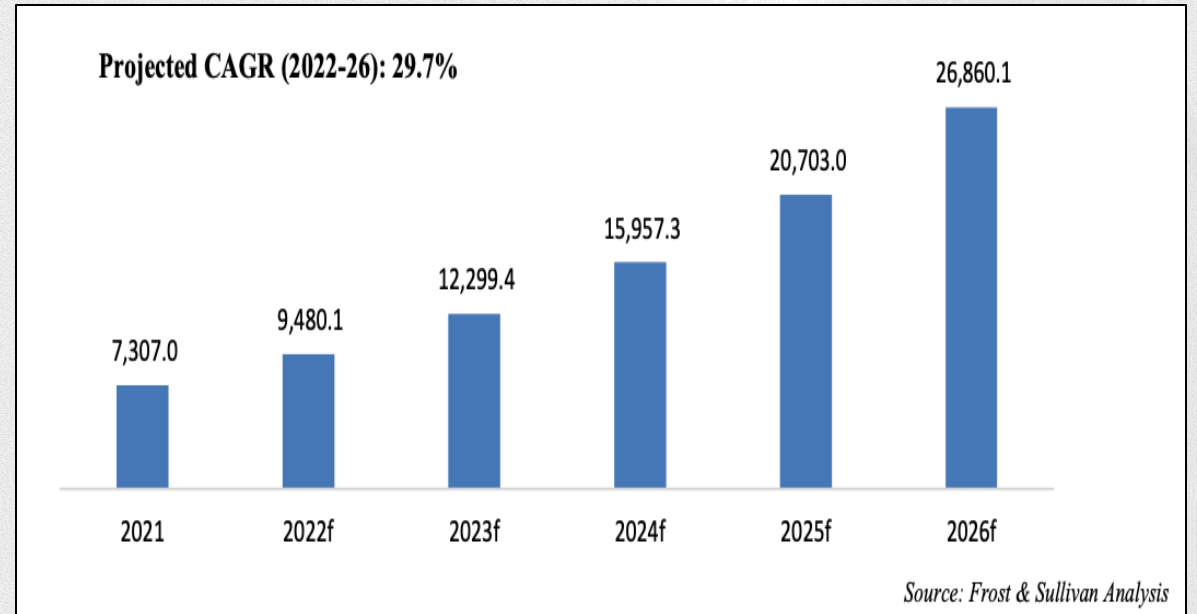
Key factors that are augmenting the growth within aesthetic dermatology segment (FY 22 to FY 26) :

- **High GDP per capita:** Growing economies have led to high GDP per capita of USD 20,000 in GCC countries
- **Population influx:** Significant rise in immigrant population has been observed since expo 2020, especially from south Asian countries in UAE. KSA is also home to a large expat base migrated from different countries (13 Mn) i.e., a third of country's population made up of expats.

The changing landscape – Regional trends

- **Cultural liberalization:** Less stigma against aesthetic alterations
- **Evolving audience:** In GCC region, around 30% of aesthetic dermatology procedures are now performed on men, compared with about 15% globally.
- **Advancement in aesthetic dermatology treatments:** Non-invasive aesthetic treatments have gained popularity in the GCC region over past few years.

GCC's aesthetic dermatology market is expected to register strong growth at CAGR of 29.7%.



In addition to high household income, medical advancements, strong media influence, greater awareness and rapid growth in medical tourism have a major role to play in the rise of aesthetic dermatology market in the region.



KAYA OVERVIEW

90+ CLINICS

31+ CITIES

4 COUNTRIES

**Skin, Hair &
Body** SERVICES

60+ PRODUCTS

**Over 100K
KAYA SMILES
MEMBERS**

85%+
WOMEN
WORKFORCE

KAYA'S GLOBAL PRESENCE

INDIA

16 Indian States

22 Cities

72 Clinics

MIDDLE EAST

03 Countries

09 Cities

23 Clinics



- OVERVIEW
- **EXPANSION**
- STRATEGIC PILLARS
- AWARDS
- COMPANY FINANCIALS



EXPANSION

Kaya's new growth engine

- Kaya launched a new clinic in Gomti Nagar, Lucknow in the month of August 22
- The clinic has a trending 5 Star Google rating since launch
- The clinic has showcased encouraging performance with strong customer footfall since launch and achieving the targeted sales plans
- ROAS of spends to collection in the first two months is trending at a healthy 4X
- On the back of Gomti Nagar's success, Kaya has decided to propel its growth by launching several new clinics over the next 12 months
- The company has already lined up its second new clinic launch in Q3 FY23

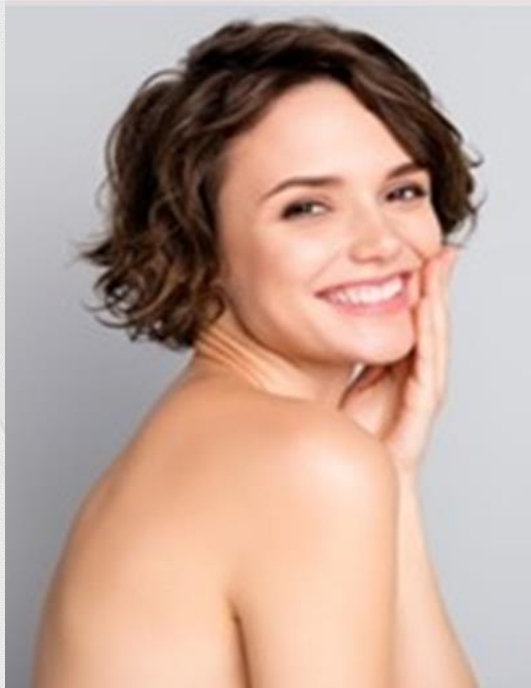




- OVERVIEW
- EXPANSION
- **STRATEGIC PILLARS**
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STRATEGIC PILLARS

KAYA SMILES
(Loyalty program)



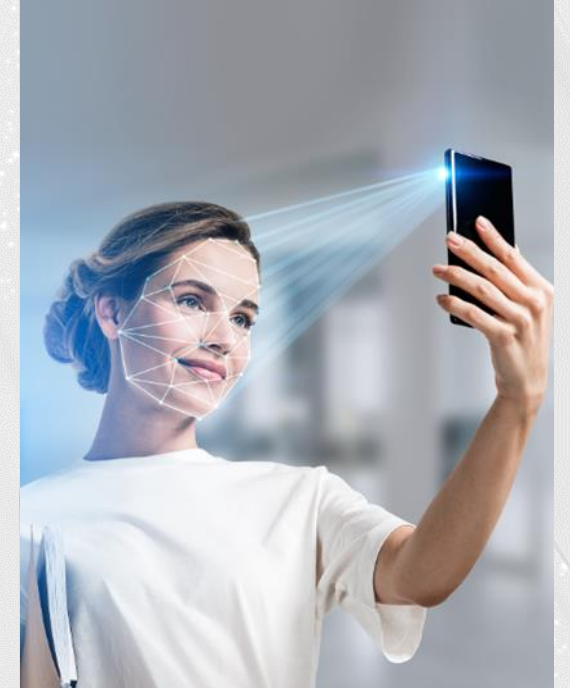
SERVICES



PRODUCTS



INNOVATION





KAYA SMILES

LOYALTY PROGRAM

Kaya India:

- Contributing to 90% of Kaya Clinics collection
- The program has witnessed 21% growth in Kaya Clinic collection against Q2 FY22
- Kaya Smiles Platinum and Gold Elite spends up by 26% against Q2 FY22

Kaya Middle East:

- Following the highly successful performance of the Kaya Smiles Loyalty program in India, Kaya Middle East will launch the Kaya Smiles Loyalty program in Q3 FY23.



SERVICES

SKIN | HAIR | BODY

100+ DERMATS | 90+ CLINICS

Kaya India Clinics:

- Services collection witnessed a 26% growth against Q2 FY22
- The leading category Laser Hair Reduction stays strong with a 27% collection growth against Q2 FY22
- Younger customers have driven collection growth in young cohort services like Acne at 22% against Q2 FY22
- Our strong Dermat-led Anti- Ageing Service segment has grown by 30% in collection against Q2 FY22

Kaya Middle East Clinics:

- Skin Concern is leading the service category with a 10% growth against Q2 FY22
- Increase in body contouring needs from customers has pushed Body solutions to grow by 6% against Q2 FY22



PRODUCT

USP- DERMAT CURATED
60+ STRONG PORTFOLIO

Kaya India Clinics:

- Kaya Clinic product collection witnessed a 47% growth against Q2 FY22
- Anti-ageing products is up by 78% against Q2 FY22

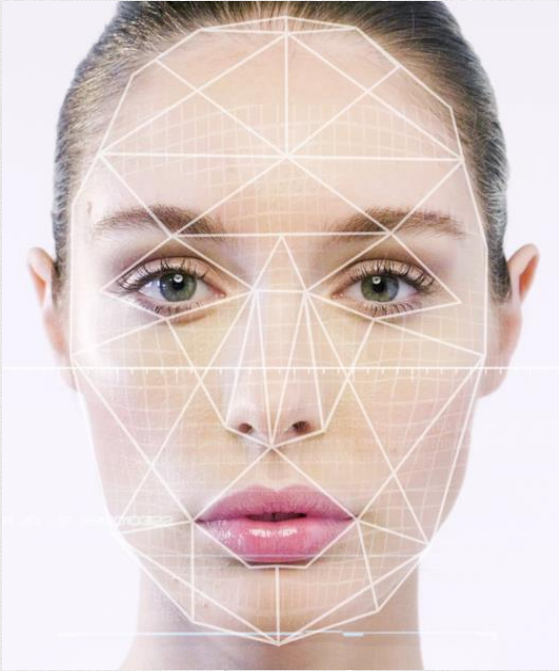
Kaya Middle East Clinics:

- Product portfolio contribution to collection is 7%

INNOVATION

Contributed to 6.1% of the kaya group clinic business

AI POWERED CX



NEW PRODUCT DEVELOPMENT



NUTRACEUTICALS



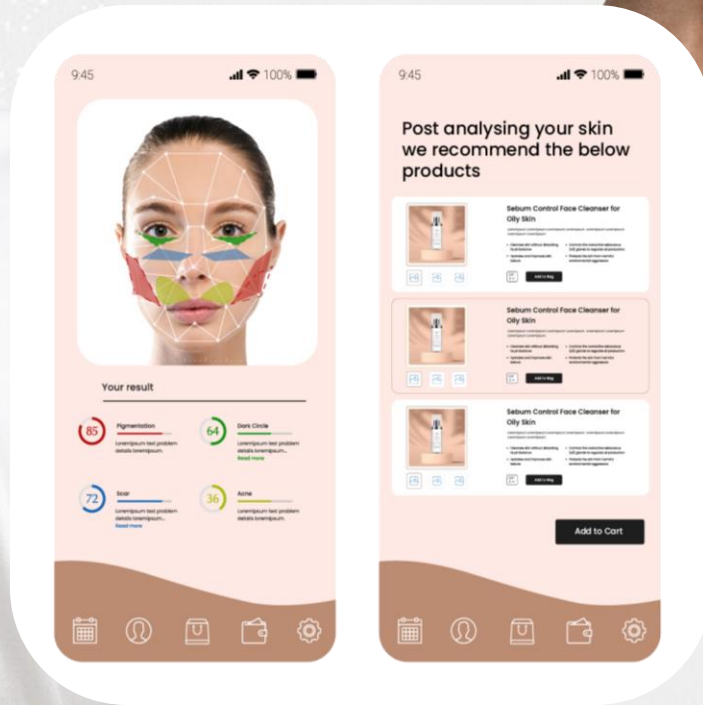
NEW SERVICES DEVELOPMENT



INNOVATION

AI POWERED CX

- Launch of AI enabled D2C site that aids in Self Diagnosis with product recommendations
- The AI tool is being used successfully by Kaya's expert Dermatologists in clinics for consultative services selling
- The usage of the tool by Dermatologists has led to a 18% higher conversion outcome in clinics



INNOVATION NEW PRODUCT DEVELOPMENT

Highly efficacious, Dermat backed products with strong actives in Youth Enhancing & Acne categories helped to strengthen Kaya's product portfolio by adding an incremental 12% to the clinic product business



INNOVATION

NEW PRODUCT LINE: NUTRACEUTICALS



Expanding Kaya's product portfolio by introducing new segment of collagen powered nutraceutical supplements to complement our consumer's health and wellness journeys which accounted for 5% of the clinic product business in India

INNOVATION NEW SERVICES DEVELOPMENT—

Contributed to 4.7% of the Kaya Group clinic business

ANTI-AGEING



HIFU, Profilo, Threads, Sunekos,
Liftera

BODY



CoolSculpt, Profhilo, Viora

SKIN CONCERN



Morpheus



- OVERVIEW
- EXPANSION
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- **AWARDS**
- COMPANY FINANCIALS

AWARDS & RECOGNITIONS



IMAGES MOST ADMIRED MARKETING
CAMPAIGN OF THE YEAR- SOCIAL MEDIA

KAYA - BEAUTIFUL IS YOU

Won award consecutively 2 years in a row
(FY21 and FY22)

UNLOCKED
awards

BEST BRAND STRATEGY BY A
FASHION & BEAUTY BRAND

KAYA- BEAUTIFUL IS YOU

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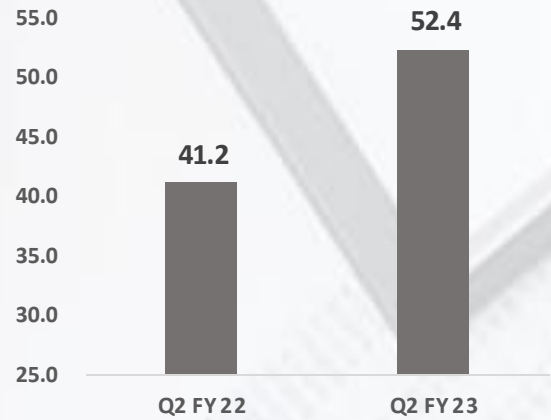


Q2 FY23
FINANCIALS

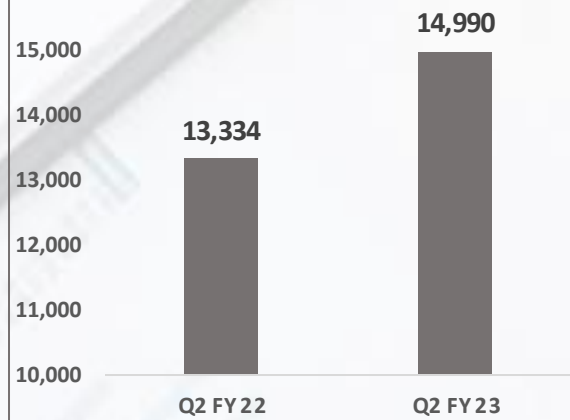
KEY PERFORMANCE INDICATORS

India – Clinic business

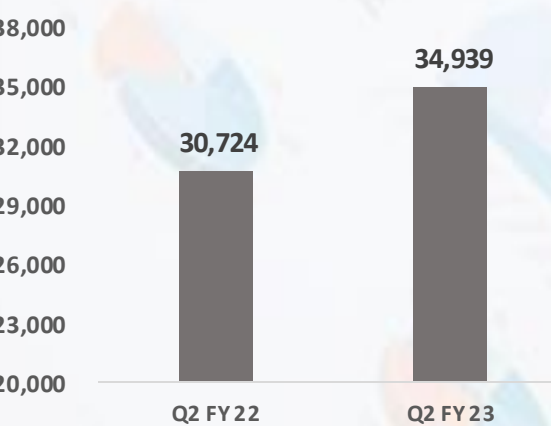
Collection (INR Cr)



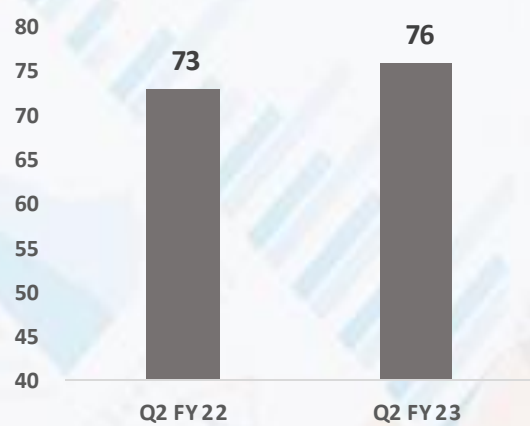
ATS (in INR)



Customer count

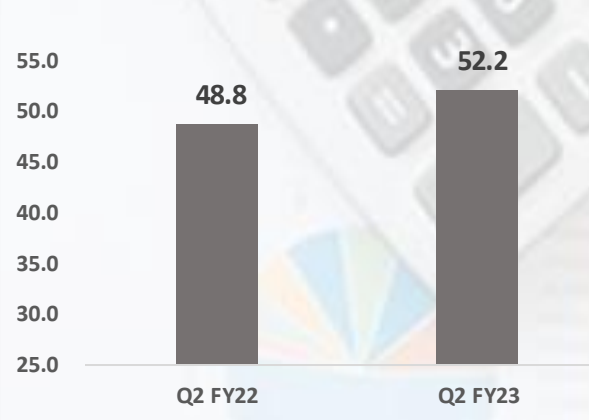


NPS

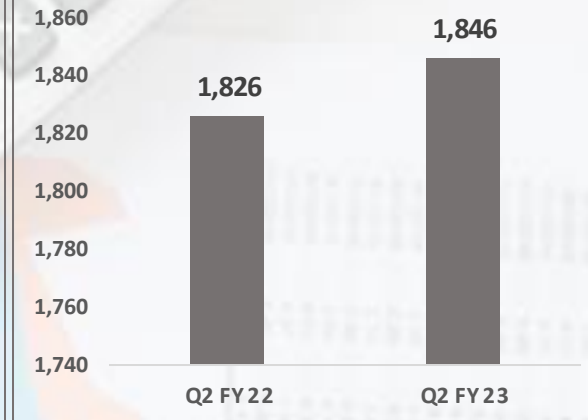


Middle East

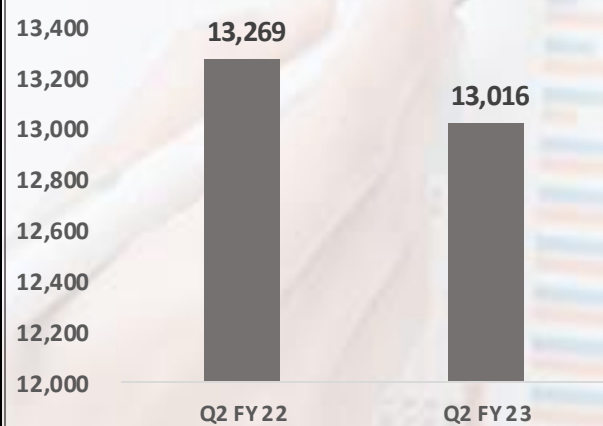
Collection (INR Cr)



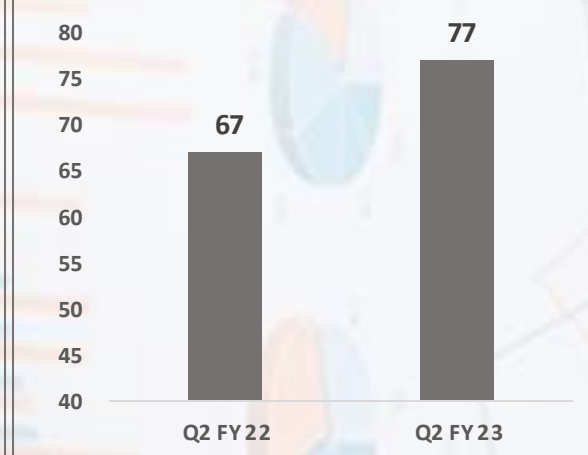
ATS (in AED)



Customer count

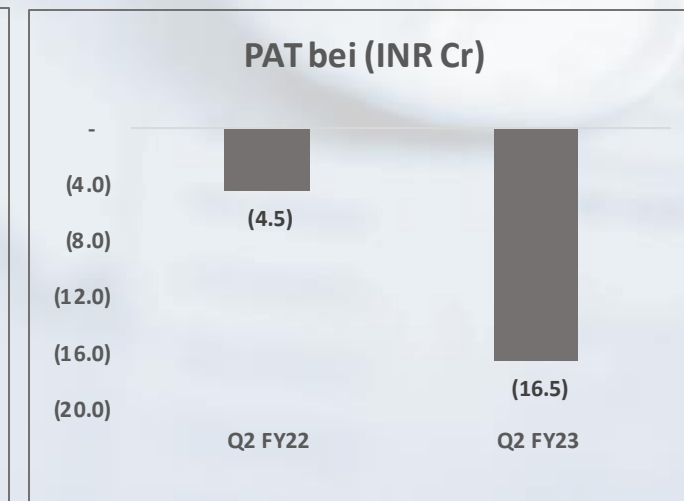
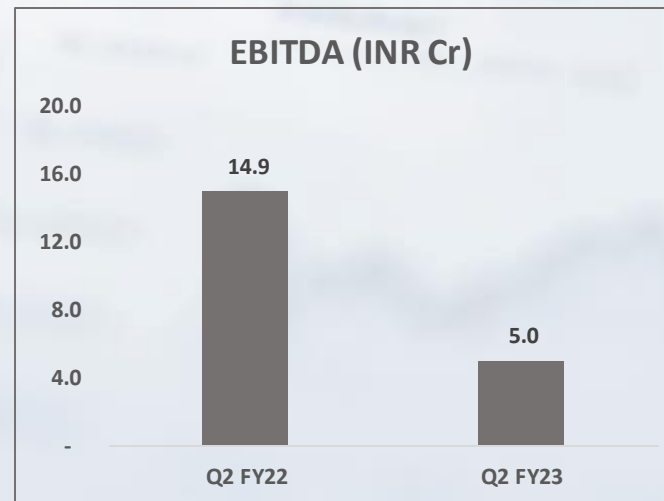
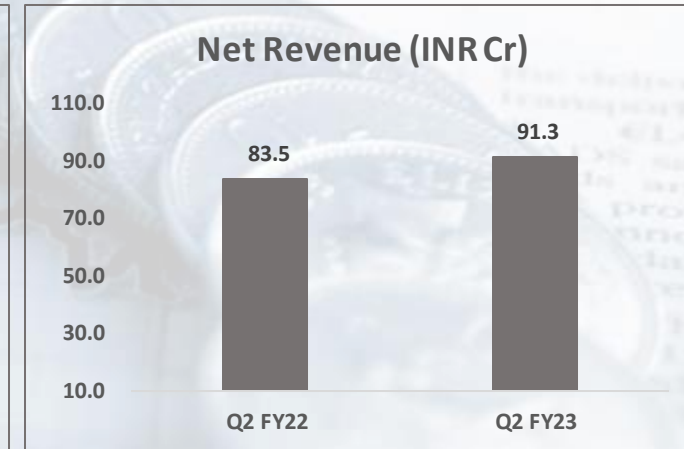
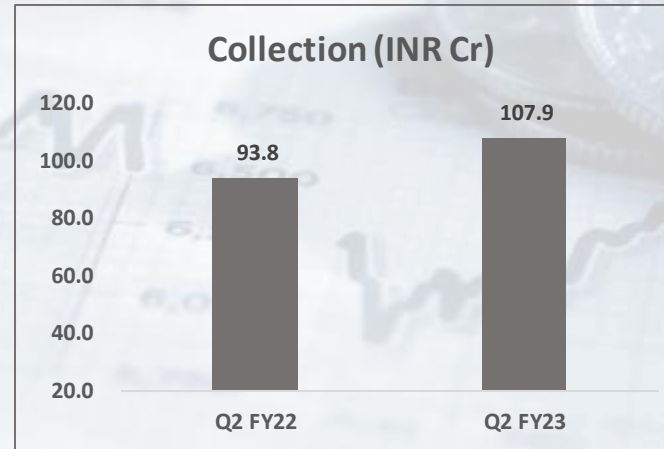


NPS



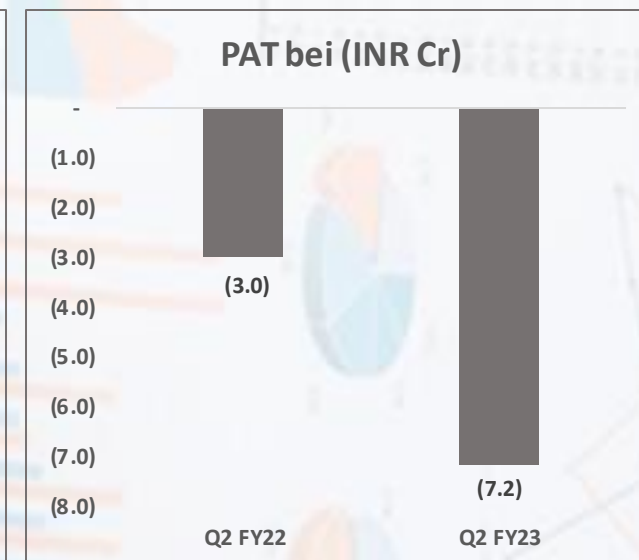
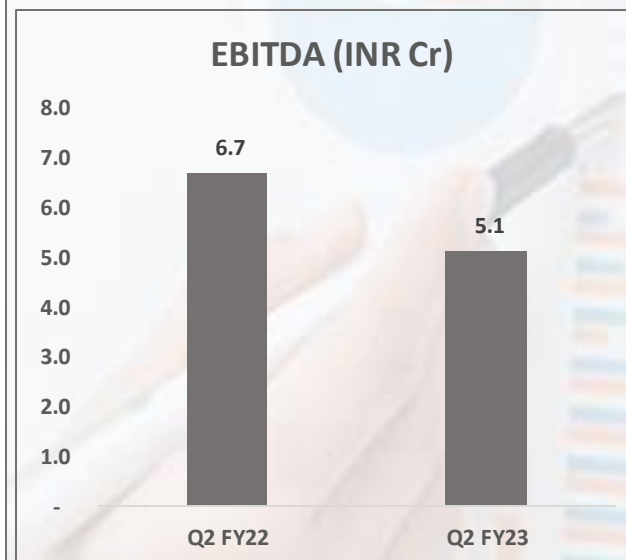
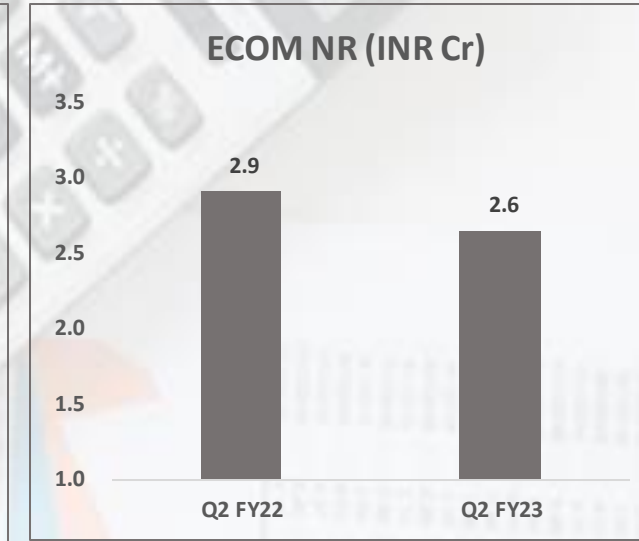
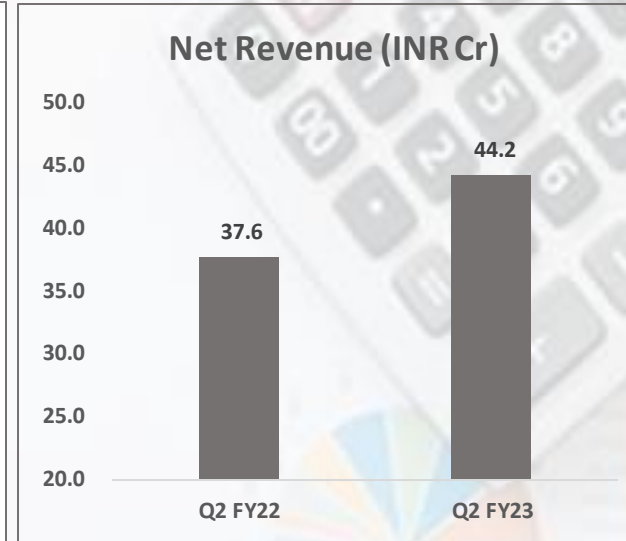
KAYA GROUP HIGHLIGHTS

- **Collection** in Q2 FY 23 grew by 15% over Q2 FY 22
- **Net Revenue** in Q2 FY 23 grew by 9% over Q2 FY 22
- **EBITDA** of INR 5.0 Cr (5% of NR) in Q2 FY 23 as compared to INR 14.9 Cr (18% of NR) in Q2 FY22
- **PAT** bei at INR (16.5) Cr (-18% of NR), as compared to INR (4.5) Cr (-5% of NR) in Q2 FY22



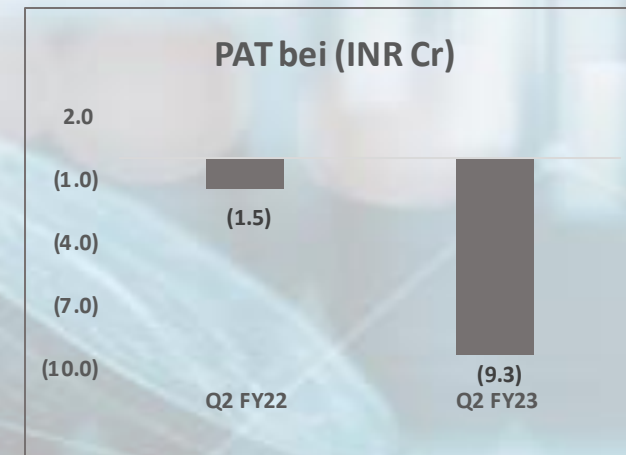
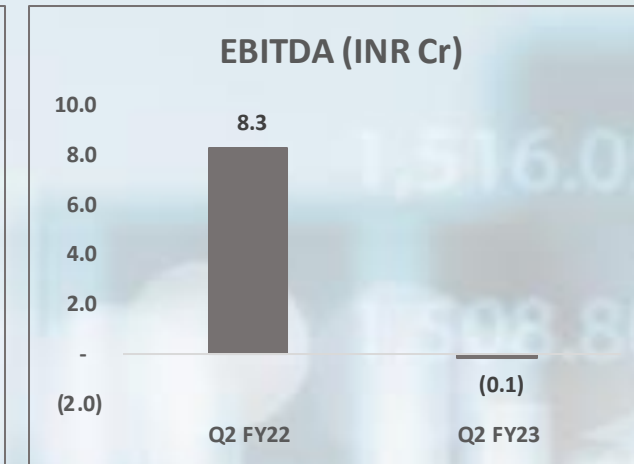
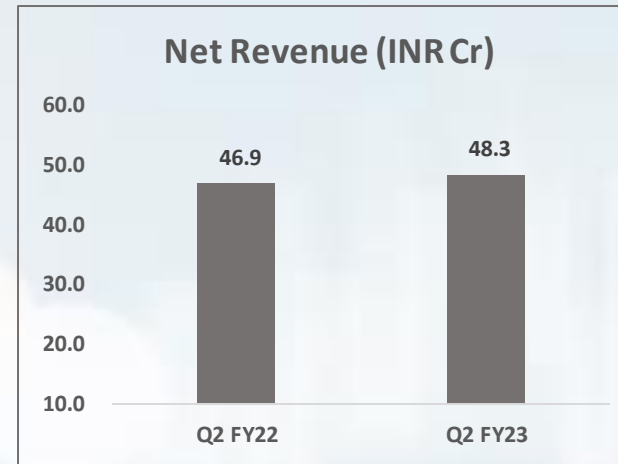
KAYA INDIA HIGHLIGHTS

- **Net Revenue** in Q2 FY 23 grew by 17% over Q2 FY 22
- **Clinic Net Revenue** in Q2 FY 23 grew by 21% over Q2 FY 22
- **E-commerce Net Revenue** in Q2 FY 23 declined by 9% over Q2 FY 22
- **EBITDA** of INR 5.1 Cr (12% of NR) in Q2 FY 23 as compared to INR 6.7 Cr (18% of NR) in Q2 FY 22
- Decline in EBITDA by INR 1.6 Cr is primarily due to COVID related concessions in last year and ramping up the employee cost to bring back to pre-COVID levels.
- **PAT** bei of INR (7.2) Cr (-16% of NR), as compared to INR (3.0) Cr (-8% of NR) in Q2 FY 22



KAYA MIDDLE EAST HIGHLIGHTS

- **Net Revenue** grew by 3% in Q2 FY 23 over Q2 FY 22
- **EBITDA** of INR (0.1) Cr (0% of NR), as compared to INR 8.3 Cr (18% of NR) in Q2 FY 22
- Decline in EBITDA by INR 8.4 Cr is primarily due to COVID related concessions in last year and ramping up the employee cost to bring back to pre-COVID levels.
- **PAT** bei of INR (9.3) Cr (-19% of NR), as compared to INR (1.5) Cr (-3% of NR) in Q2 FY 22



FINANCIAL HIGHLIGHTS: Q2 FY23

Particulars (INR Cr)	Kaya India			Kaya Middle East			Kaya Group		
	Q2 FY23	Q2 FY22	Gr %	Q2 FY23	Q2 FY22	Gr %	Q2 FY23	Q2 FY22	Gr %
Collection	55.7	45.0	24%	52.2	48.8	7%	107.9	93.8	15%
Net Revenue*	44.2	37.6	17%	48.3	46.9	3%	91.3	83.5	9%
EBITDA	5.1	6.7	-24%	(0.1)	8.3	-101%	5.0	14.9	-67%
% to NR	12%	18%		0%	18%		5%	18%	
Operating Margin	(2.1)	(1.0)		(7.8)	0.6		(9.9)	(0.4)	
% to NR	-5%	-3%		-16%	1%		-11%	0%	
PAT bei	(7.2)	(3.0)		(9.3)	(1.5)		(16.5)	(4.5)	
% to NR	-16%	-8%		-19%	-3%		-18%	-5%	
PAT aei**	(7.2)	(3.0)		(7.8)	(1.5)		(15.0)	(4.5)	
% to NR	-16%	-8%		-16%	-3%		-16%	-5%	

Net Revenue grew by 15% over PY

EBITDA margin is 5% of NR as against 18% of NR in PY

Operating margin is -11% of NR as against 0% of NR in PY

PAT bei at -18% of NR, as against -5% of NR in PY

* Net Revenue of Kaya Group excludes intercompany Transactions

** PAT aei is PAT after other comprehensive income and non-controlling interest

FINANCIAL HIGHLIGHTS: H1 FY 23

Particulars (INR Cr)	Kaya India			Kaya Middle East			Kaya Group		
	YTD Sep 22	YTD Sep 21	Gr %	YTD Sep 22	YTD Sep 21	Gr %	YTD Sep 22	YTD Sep 21	Gr %
Collection	112.3	62.3	80%	110.2	98.6	12%	222.4	160.9	38%
Net Revenue*	86.8	56.7	53%	99.8	95.2	5%	184.1	149.7	23%
EBITDA	-1.1	4.4	-125%	2.1	15.4	-87%	1.0	19.8	-95%
% to NR	-1%	8%		2%	16%		1%	13%	
Operating Margin	(15.3)	(10.9)		(13.1)	0.6		(28.4)	(10.3)	
% to NR	-18%	-19%		-13%	1%		-15%	-7%	
PAT bei**	(25.9)	(15.0)		(16.2)	(3.5)		(42.1)	(18.5)	
% to NR	-30%	-26%		-16%	-4%		-23%	-12%	
PAT aei***	(26.0)	(15.1)		(12.5)	(2.7)		(38.5)	(17.8)	
% to NR	-30%	-27%		-12%	-3%		-21%	-12%	

Net Revenue grew by 38% over PY

EBITDA margin is 1% of NR as against 13% of NR in PY

Operating margin is -15% of NR as against -7% of NR in PY

PAT bei at -23% of NR, as against -12% of NR in PY

* Net Revenue of Kaya Group excludes intercompany Transactions

**PAT bei includes one-time impact of INR 12.4 Cr in Statement of Profit and loss primarily due to PF liability of INR 9.7 Cr and Rates & taxes of INR 2.0 Cr

*** PAT aei is PAT after other comprehensive income and non-controlling interest