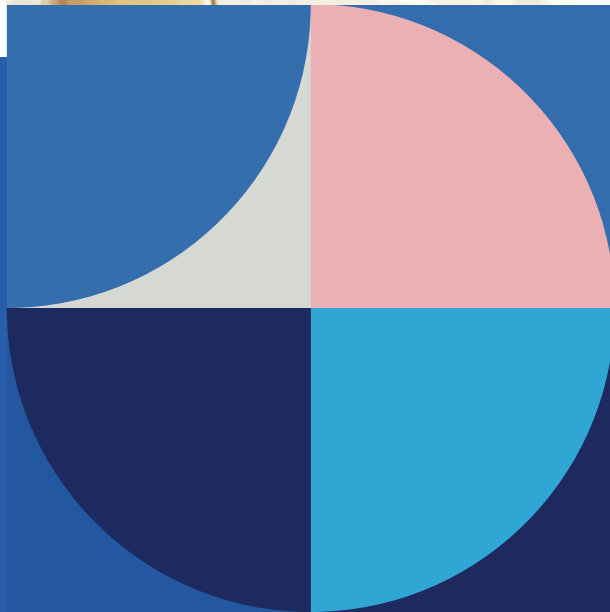
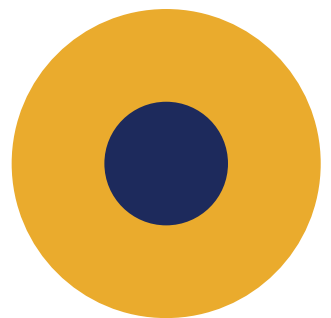


HOT

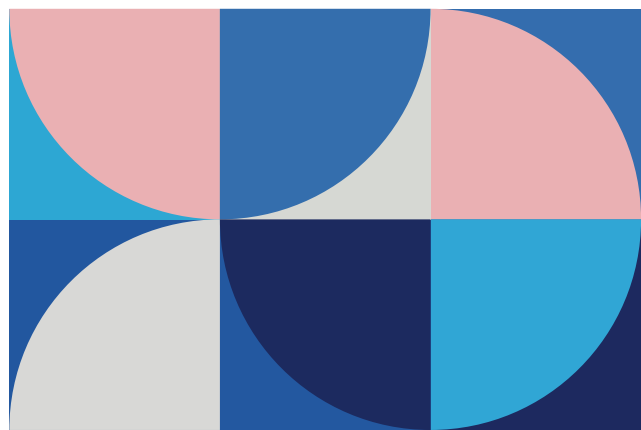
Insight Report

Ulike



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ONE

Where's Hot

In 2022 618, Ulike won the double champion of Beauty Device & Hair Removal Device category on Tmall, occupying the top position with sales of over 500 million, and has been the top seller in hair removal device category for 6 consecutive years, becoming the only beauty and body device brand to enter the Top5 of Tmall beauty brand ranking during 618. At the same time, Ulike was the top seller in the hair removal device category in Jingdong, and also occupied the market share of hair removal device with absolute advantage on TikTok.

Month	Rank	Sales (million yuan)	Sales volume (pieces)	Average unit price (yuan)
2022.06	1	70.9	4.1W	1728.4
2022.05	1	62.1	3.6W	1724.3
2022.04	1	50.7	2.9W	1746.6
2022.03	1	80	4.6W	1738.7
2022.02	1	85.1	4.9W	1737.5
2022.01	1	18	1W	1794.8
2021.12	1	16.4	1W	1643.6
2021.11	1	19.4	1.1W	1763.1
2021.10	1	6.18	4117	1501.1

Ulike TikTok sales data

Time.

2022.6 Data listed as of July 1, 08:00





TWO

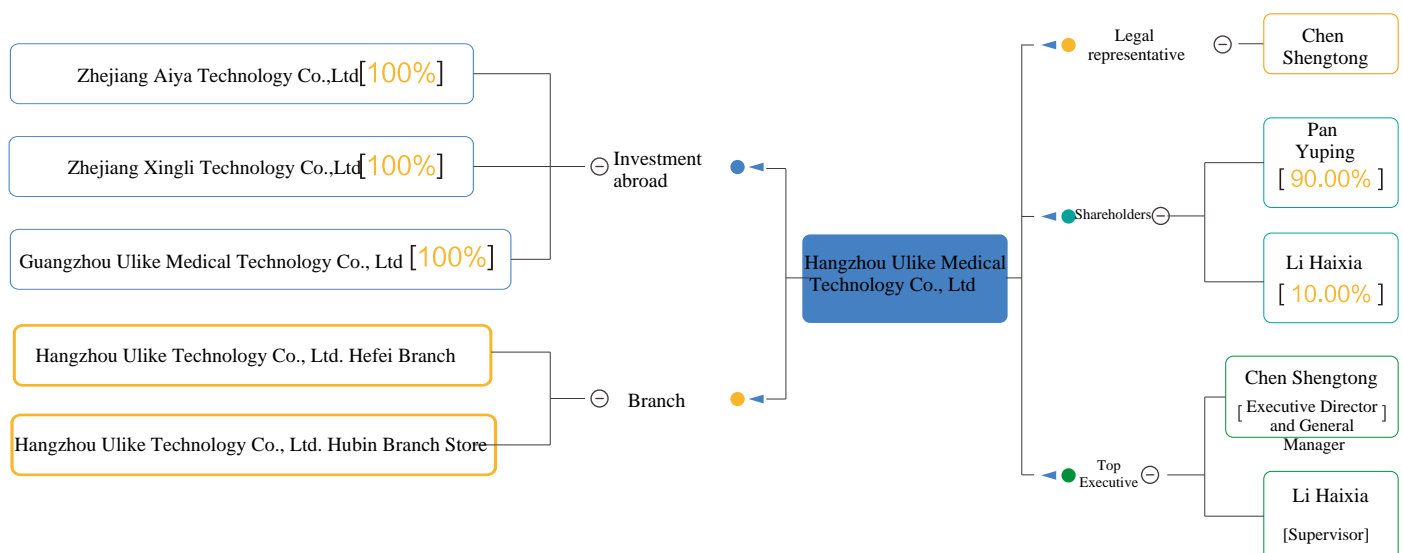
Brand Introduction

Ulike is the first brand in Asia to focus on the field of home optical hair removal device, and has established deep cooperation with many famous dermatologists in Asia, taking the lead in putting forward the concept of "enjoying salon-level hair removal effect at home". Its Sapphire Freezing Point Depilator Series, while strong and long-lasting hair removal, brings a painless and non-invasive experience.

Ulike has set up R&D centers at home and abroad (Seoul, Korea and Shenzhen, China), and has brought new products with technological innovation for seven consecutive years, which makes the brand have a strong brand reputation and endorsement.

Brand Company

Ulike belongs to Hangzhou Ulike Technology Co., Ltd, which is the world's first brand of freezing point depilator incubated by Ulike Group in 2013 to make the hospital-grade hair removal technology for home use, and independently develops, produces and sells the hospital-grade home use depilator.



Development history

2013	The brand started the "Home Beauty" era	»»»»
2014	Entered the Chinese market with the establishment of Tmall flagship store	»»»»
2016	The brand was launched on Jingdong, Vipshop and other e-commerce platforms	»»»»
2020	New Sapphire Freezing Point Depilator released	»»»»
2021	Debut of Sapphire Rose, the world's first light therapy depilator	»»»»
2022	New series of JMOON Sapphire Depilator was launched	»»»»



Leading the market

- No. 1 in sales for 6 consecutive years from 2016 to 2021.
- No. 1 in sales in the category of depilator in Korea in 2021.
- Cumulative sales of 3,000,000+ with hot selling in 17 countries and regions worldwide.
- Successfully reached deep cooperation with Sephora, Lotte Duty Free, CDF and other large international beauty chain groups.
- Consumers can experience Ulike products in 1000+ offline stores.



THREE

Track Introduction

01 The brand is in the track: Beauty Device & Hair Removal Device

02 The market size of hair removal device track is estimated to be **9.29** billion yuan in **2022**

In the home beauty device market, hair removal device has become one of the fastest growing categories. 2021 China hair removal device market reached 7.637 billion yuan, up 27.3% year-on-year. The market size is forecasted to be 9.29 billion yuan in 2022, with a year-on-year growth of 21.6%. Hair removal device is already a high growth market of nearly 10 billion yuan.

Top 5 hair removal device sales in the last 30 days on Tmall

Rank	Product	Nearly 30 days sales (pieces)	Price (yuan)
1	Ulike Sapphire Air Freezing Point Depilator (Ice Ink green)	2W+	1789
2	AUX Freezing Point Depilator	1W+	399
3	Molysky Freezing Point Depilator	1W+	298
4	OES home use Freezing Point Depilator	1W+	169
5	Sevengreen home use Aurora Freezing Point Depilator	9000+	138

Top 5 sales of hair removal device in June on TikTok

Rank	Product	Sales(yuan)	Sales (pieces)	Price (yuan)
1	Ulike Sapphire Air Freezing Point Depilator	7086.3W	4.1W	1699
2	Myone home use Freezing Point Depilator	680.9W	2.8W	299
3	Xunqiu Freezing Point Painless Depilator	660.2W	2.2W	298
4	Magitech Depilator	636.3W	2.1W	299
5	Amiro Red light Wave Depilator	589.5W	4121	1399

03 Ulike 2022 market size is expected to exceed 3 billion yuan

Estimated annual sales in 2022

Platform	Estimated Sales (billion yuan)	Basis
Tmall	1.3	618 sales of 580 million yuan, sales of 332,000 pieces; average monthly sales of 20,000 pieces
TikTok	0.8	H1 sales of about 370 million yuan
Kwai	0.2	Q2 sales of 27 million yuan
Mini Program	0.2	Monthly sales of 7000+ pieces
Others	0.5	Online channels: Distribution channels, Buy Together , Jingdong,Red, etc. Offline channels: KA, CS , etc.



FOUR

Product Layout

Product structure

The brand currently has **10** single editions on the Tmall flagship store, **6** hair removal devices, **4** peripheral products (sterilization box, body milk, etc.). Among them, there are **4** editions with monthly sales of more than **1,000** strokes.

● The price structure

The brand hair removal device price range covers 1400 ~ 2700 yuan, peripheral products priced at 59 ~ 379 yuan.

● The category structure

The brand's products are mainly concentrated in the hair removal device category, with a sales contribution rate of over 85%.

Hot single product



Air Series

● Sapphire Air Freezing Point Depilator (ice ink green)

Price ¥1789

Tmall 30 days sales 20,000+

TikTok 30 days sales 31.48 million yuan

Sales contribution rate 45%

Main technology ● Sapphire Freezing Point technology

● Flat surface light outlet

● IPL strong pulse technology

Promotional points ● Painless hair removal patent

● 4 weeks hair removal

● 10 minutes full body hair removal



Rose Series

● Sapphire Rose Depilator

Price ¥2689

Tmall 30 days sales 1000+

TikTok 30 days sales 10.8 million yuan

Sales contribution rate 2%

- Main technology
- ⊙ Hospital-grade freezing point hair removal
 - ⊙ The same type of Hospital-grade light therapy lamp
 - ⊙ Automatic zonal energy allocation
- Promotional points
- ⊙ Powerful freezing point hair removal
 - ⊙ Hospital-grade skin rejuvenation



Jmoon Series

● Jmoon Sapphire Depilator

Price ¥1389

Tmall 30 days sales 2000+

- Main technology
- ⊙ Sapphire freezing point does not hurt the skin
 - ⊙ NFC smart sensor
- Promotional points
- ⊙ Rapid Flash
 - ⊙ Powerful and painless hair removal
 - ⊙ Intelligent and precise gearing

Ulike has completed 7 iterations in 7 years since the birth of its first product, successfully breaking through the technical limitations of traditional hair removal devices.





FIVE

Core Marketing Methods

01 Insight into user needs, excavate user pain points, and find the winning formula

Three major pain points of users	VS	Ulike Winning Formula
<p>① No effect</p> <p>Traditional hair removal methods such as hair brazer and hair removal cream have no lasting effect and cannot fundamentally inhibit hair growth.</p>		<p>① Modified Concave</p> <p>The traditional concave thermal hair removal device has been improved and designed with a sapphire flat light head to improve effect by 30%-40%.</p>
<p>② Not safe</p> <p>Common methods have safety hazards, such as the traditional thermal hair removal device, easy for users to burn the skin in the process of use.</p>		<p>② Sapphire Freezing Point Hair Removal Technology</p> <p>Utilizing the high light transmission and heat conduction of Sapphire, it realizes timely cooling of the skin surface while the hair root is heating up, so as to achieve the effect of freezing point hair removal and avoid skin burns. At the same time around 8 light therapy skin rejuvenation lamp, hair removal at the same time to achieve the rejuvenation function.</p>
<p>③ High cost</p> <p>Going to medical institutions for professional freezing point hair removal service will face the problem of inconvenience and high cost.</p>		<p>③ ¥1000 price level</p> <p>Hospital-grade freezing point hair removal technology is household, and the price of less than two thousand yuan reduces the user's threshold of use and experience.</p>

02 Cultivate the internal strength of technology to support the core competitiveness of the brand

Ulike polishes its products from the perspective of efficacy and user experience, and builds its own R&D center to promote continuous product upgrading and iteration. Whether it is sapphire freezing point hair removal or light therapy rejuvenation hair removal, Ulike has obtained the national utility model patent. At present, Ulike has been certified by many professional organizations such as KFDA in Korea, PSE in Japan, CE in Europe, WEEE in EU, ROHS in China, and SGS.



03 Keen sense of communication trend + All-round operation = Good product to break the circle

Sorting out Ulike's brand marketing and propagation actions, we can find that it uses **head stars to build momentum** on the one hand, and **KOLs to achieve social recommendation conversion** on the other, while also forming social circle-breaking communication through **cross-border co-branding**, hardcore science and other techniques.

3.1 Head celebrities build momentum

- ⦿ In 2018, Ulike signed Luo Yunxi as the Chief Fashion Officer of Aurora series.
- ⦿ In 2019, Mao Buyi became the Brand Experience Officer, and in the same year, Hou Minghao was signed as the spokesperson of the brand's Asia-Pacific E-line.
- ⦿ In 2020, signing Zhao Lusi as the spokesperson of the Vitality Beauty series.
- ⦿ April to May 2021, Jing Tian and Bai Lu officially became Ulike brand ambassadors one after another, and in October of the same year, actress Zhang Yuqi became the spokesperson of Ulike Air series.



Luo Yunxi



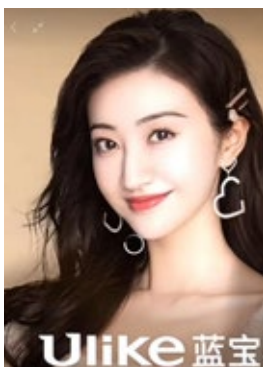
Mao Buyi



Hou Minghao



Zhao Lusi



Jing Tian



Bai Lu



Zhang Yuqi



Kyeon Kim

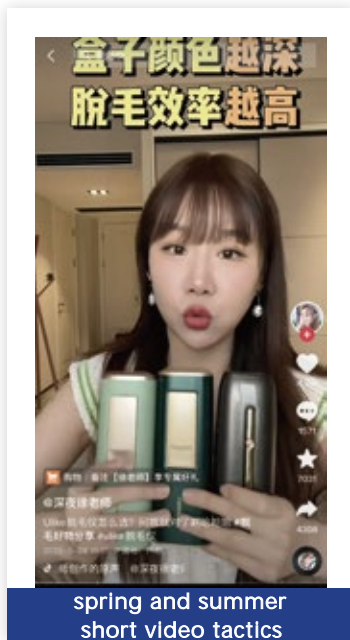
3.2 Stereoscopic marketing and social recommending by KOL on multiple platforms

- ④ "Quality" - TikTok has the first consecutive market share, and the customized content output method is easier to reach consumers

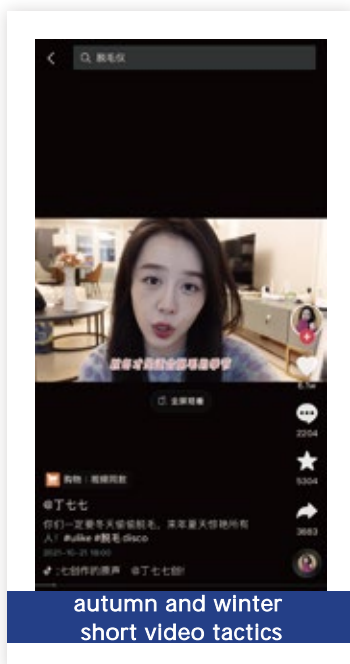
Since 2021, Ulike has been the Top1 brand sales of hair removal device on TikTok for a long time, with the market share exceeding 50%, and the market share in autumn and winter is higher than the market share in spring and summer.

	Time	Sales (million yuan)	Market Share	Average Market Share
Autumn & Winter	2021.10	6.18	76.81%	83.94%
	2021.11	19.394	72.48%	
	2021.12	16.436	89.06%	
	2022.1	17.948	94.42%	
	2022.2	85.137	86.94%	
Spring & Summer	2022.3	79.981	66.85%	63.62%
	2022.4	50.652	66.46%	
	2022.5	62.076	55.27%	
	2022.6	70.863	65.91%	

When the spring and summer approach, consumers' demand for hair removal is urgent, so the content publicity focuses on explaining the effect and usage of the product, and recommend to the target group. In autumn and winter, consumers' demand for hair removal subsides, and Ulike gives a new definition that autumn and winter are the best seasons for hair removal to sell "anti-seasonal" products, by "creating" the demand for hair removal in autumn and winter.







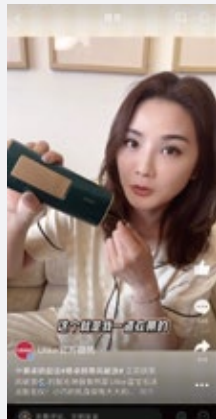


- 1、Eliminate the worries of unfamiliar electronic devices,"Hair removal device is not a stupid tax."
- 2、Emphasize the recommended brand and product,"I highly recommend **ULIKE** if you have a budget to buy a hair removal device."
- 3、Emphasize the advantages of the product, "effective and painless."
- 4、Introduce how to use the hair removal device.
- 5、Match the target user group,"It is suitable for people who have a budget, heavy hair, and have the need for skin rejuvenation."
- 6、Re-emphasize the effect of the product, play the role of recommending,"must be used consistently to see results."



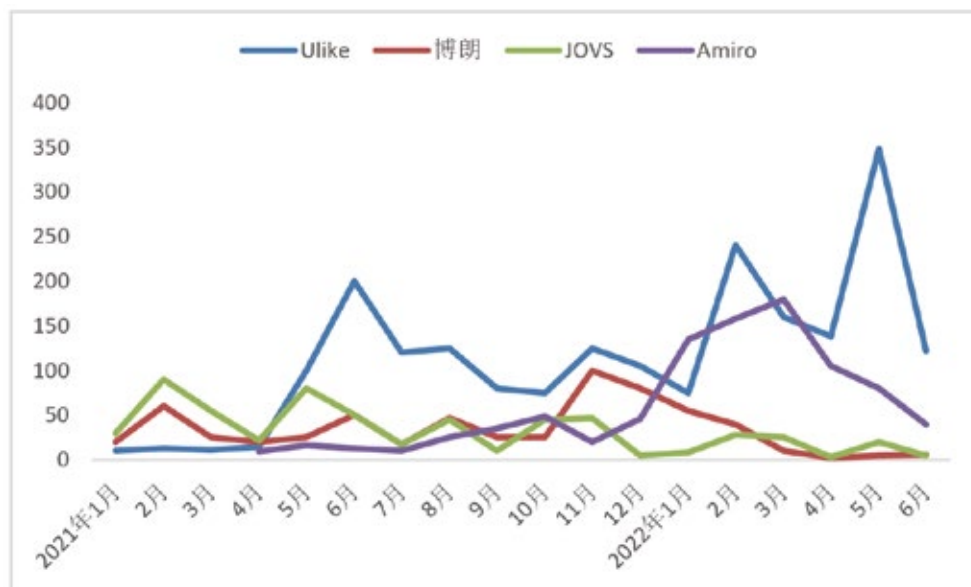
- 1、Use new arguments as the titles, and make advantages of meme to attract attentions," You must secretly remove body hair in winter and to be amazing in next summer !"
- 2、Supporting the viewpoint of why hair removal in autumn and winter,"There is a big promotion in autumn and winter, the price is more cost-effective, there is no sweat and sunburn after hair removal in autumn and winter, and it is better to take care of the skin after hair removal."
- 3、Recommended brands and products," **ULIKE** Depilator."
- 4、Emphasize the effect is good,"good sense of use, good effect."
- 5、Emphasize the outstanding advantages of **ULIKE** Depilator and the way to use it.
- 6、Calling and recommending.

In 2022, the brand makes science promotion on TikTok, Red, Weibo and other platforms of hair removal device mainly relies on the form of video content laying, in which, the average play volume of TOP3 video tags are Star, Knowledge consultation and Drama. The average play volume of short video of Star Tag is the highest, which is the sum of the average play volume of short video of Knowledge consultation and Drama category. Ulike is not only close to the brand tone when choosing the stars to cooperate with, but also very keen in hot spot tracking.

Jan	Feb	Apr	May	Jun
Yi Nengjing 【Actress white skin secrets】	Xu Lu 【Depilator】	Na Zha 【Depilatory goods sharing】	Xue Kaiqi 、Liu Genghong 【Ulike Depilator】	Twins 【Ulike Depilator】
			 	 

④ "Volume" - the content output of each platform is at the first echelon

Since May 2021, Ulike's short video posting volume on TikTok has been on a significant upward trend, with a relatively significant lead compared to other hair removal device brands.



The trend of short video posting of depilator brands on TikTok

On the Red, the number of commercial notes of hair removal device brands cooperating with bloggers is roughly divided into three echelons, the first echelon is Ulike (stronger promotion of the new 2022 Jmoon Series Depilator), the second echelon is Braun and Amiro , and the third echelon is Jovs and Smoothskin.

In addition, Ulike ranked first in the interaction volume of business notes of hair removal device brands on Red, which shows that Ulike's hotness is far ahead of other hair removal device brands on TikTok and Red.

	Brand	Commercial Notes	Total Interactions (million)	The Notes with the highest number of interactions
First echelon	Ulike	224	0.282	Head expert: 程十安 an "This is a video to recommend depilators~"
Second echelon	Braun	85	0.1278	Head expert: Thurman 猫一杯 "Father's Day will become less normal without a gift for father?"
	Amiro	66	0.1121	Celebrity: Cai Zhuoyan "It's really useful! Colleagues also stunned by my pro-test"
Third echelon	Jovs	45	0.183	Head expert: 聂小倩她老板 "A sharing from actresses! You know how the white skin looks like"
	Smoothskin	26	0.272	Waist expert: 久肆噜噜 "Kiwi girl must read! This article is enough for the beginner to use depilators"

3.3 Through cross-border co-branding, hardcore science and other methods to form a social circle-breaking spread

- Ulike joined hands with global popular IP SpongeBob SquarePants to launch co-branded products, successfully leading young users to chase the trend.



- Jointly with the third-party authoritative testing institution SGS Laboratory, Dr. Ding and dermatologist Dr. Yuan to conduct in-depth hair removal experimental evaluation, the relevant experimental data formed the "28 days hair removal monthly report", through professional and rigorous hair removal actual test, to show the safe and effective hair removal experience.





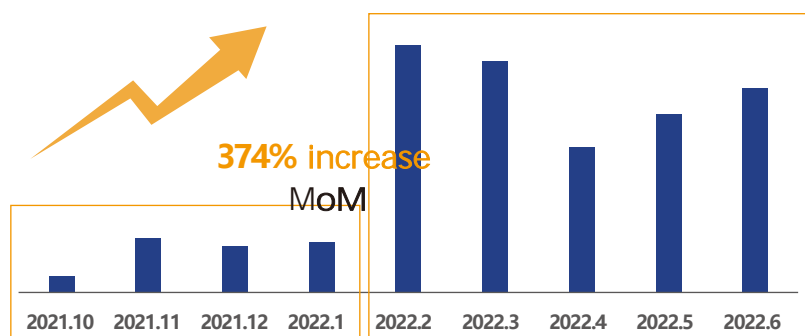
SIX

Hot Cases

How did the TikTok achieve a **374%** increase in sales in February compared to January?

Prior to February 2022, Ulike's sales on the TikTok were maintained at around 17 million yuan, quickly shot up to 85.137 million yuan in February, a 374% increase from the previous month, and sales of 49,000 pieces, a 390% increase.

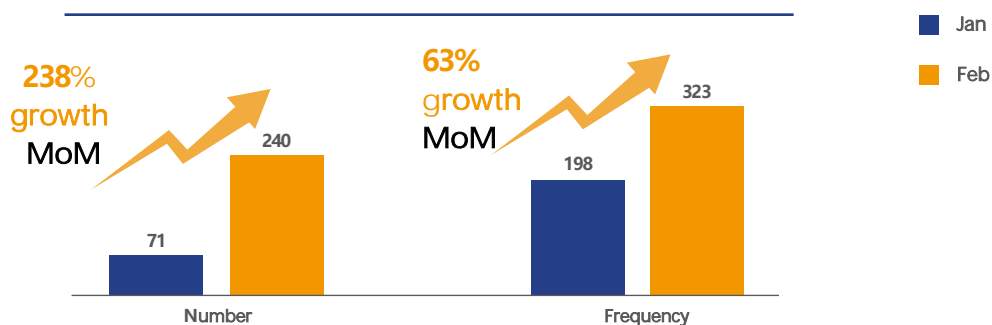
Ulike Sales trend on TikTok



01 Video and live streaming double growth, increasing product content exposure

Ulike short-video content exposure took the lead in a strong attack, with the number of video outputs growing 238% MoM and the number of live broadcasts growing 63% MoM.

Comparison of Ulike's content output data in January and February



02 The short video and live broadcast on T i k T o k are well paced, with content-oriented value harvesting

The brand was recommending by the short video content of the middle and tail expert in February, and the rapid volume of the head expert live broadcast, which made the self-broadcast number receive more consumers' attention during the live broadcast, doubled the field view compared with January, tripled the volume and sales, and the self-broadcast number sales accounted for about 50% of the brand's total sales, and was the main source channel of sales.

It is worth noting that the number and length of live broadcasts in February 2022 compared to January for the self-broadcast number did not change much, but the growth in field views and sales shows a significant increase in the conversion rate of consumers placing orders in the live broadcast after content recommending. Therefore, the effective combination of short video content and live content can achieve strong consumer recommending and high conversion, and finally complete the value harvesting.



Distribution of Ulike commercial channels in February 2022

达人	粉丝数	带货直播	关联直播	关联视频	推广商品数	销量	销售额	近30日销售额趋势
大澳先河健康本... AresCheng	5,249.9w	4.97	8	0	2	4,554	772.6w	
钱晓霞 q886880ta	143.7w	4.86	13	0	3	4,485	764.4w	
杭州怡时科技有... f2898138271	1.9w	-	28	0	8	3,555	452.6w	
文个朋友直播间 JGPYZBU	1,558.5w	4.92	15	0	2	2,416	410.5w	
贾乃亮 jia nailiang2019	2,739.4w	4.96	1	0	1	1,422	241.6w	
钱晓霞 q886880ta	2,004.6w	4.96	2	0	2	1,342	228w	
郭小群 GXP2919	482.1w	5	2	0	1	1,165	197.9w	
陈道少女 doc ren	92.5w	4.94	0	1	1	1,027	170.6w	
张继小五... menglove5	929w	4.94	12	0	1	519	83w	

Ranking of Ulike selling experts in February 2022



SEVEN

Consumer comments (incomplete statistics)

Tmall
flagship store



- ⦿ Compact and convenient, a lot of gifts were sent, and you can ice it after use
- ⦿ It is not painful to use, and the growth of hair has become slower and less hard after using it for a few times
- ⦿ Have used 4, 5 times, compared to the growth rate of the previous brazers, really slowed down, the effect is really obvious



- ⦿ The device is still in use, can not see the effect, but included b razer is not good, body milk taste also strange
- ⦿ The machine is very noisy when using, easy to open to 5 gears after the hot and slow light, ice only before two minutes to feel
- ⦿ Used a few times the body began to grow red acne, especially itchy, not good, not recommended

TikTok



- ⦿ The package of high-end atmosphere upscale, super many gifts are very practical, full of a box
- ⦿ Just started with first gear, slowly add up these days , not painful, icy cold very comfortable, make sense of use is OK
- ⦿ I can consult customer for service if I don ' t know how to use it, and there is a specific response that customer service lady ' s attitude is very good
- ⦿ Feel the effect, especially the lip-around area is more obvious



- ⦿ It feels like an stupid tax, so I use a b razer to scrape, and then use the machine to get a peace of mind
- ⦿ It's not even freezing point hair removal, at first there is a cold feeling, with less than a minute becoming hot
- ⦿ I feel scarred, after using the skin red, has not been good, like burned



EIGHT

Future Development



Prospect

- ⦿ As a small branch of beauty and skin care, Ulike on the one hand builds up public awareness of hair removal device and feeds the industry on the other, helping the industry to build user confidence, promote the development and broaden the industry track.
- ⦿ Around the core method of "product + technology + communication", on top of the premise of good products and technical strength, the unique brand image will be implanted in consumers' hearts through customized marketing methods.
- ⦿ We are well knowing the content rules of TikTok, Red and other multi-platforms, with celebrity experts recommending, scene content marketing and scientific hair removal content to strongly stimulate the market demand for hair removal and achieves win-win situation in the industry.



Risk

- ⦿ The attribute of hair removal device is destined to have low repurchase rate, and in the product matrix of Ulike, the other products are far less bright than Freezing Point Depilator. The single SKU leads to a serious impact on its private domain repurchase rate.
- ⦿ Previously, Ulike's "No Sapphire, I won't take off" series of advertisements were investigated by the Supervisory Department for "Vulgarity and getting around ban". The advertising company was confiscated the illegal and fined 500,000 yuan. On July 21, Hangzhou Ulike Technology Co., Ltd, the parent company of Ulike, was fined 300,000 yuan for its advertisements containing content contrary to good social morals.



- Sapphire Air Series, due to its eye-catching outlook, simple and compact design and main function of Sapphire Freezing Point Hair Removal, was imitated by many low-priced brands that easily misleading consumers in product selection.



Aux



Zayviar



Oes



Luyao

Report produced on July 27, 2022

What are the hot brands?



Brands/companies that have emerged in the last six months



Brands/companies that occupy the **TOP 10** in the field of attracting followers



Brands/companies with popular events in the last **3** months



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BEAUTY INSIGHT

