



PERFECT

(NYSE: PERF)

Beautiful AI

Beautify the World with
AI Innovations

Company Presentation
Q4 2024

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Perfect's fiscal year end is December 31. References to "FY24" are to the fiscal year ended December 31, 2024. Other fiscal years and quarters are referred to in a corresponding manner. All references to dollars or "US\$" in this Presentation are to United States dollars.

Perfect Corp.

#1 Beauty & Fashion Tech SaaS Company That Makes Your World Beautiful

VISION Transform the world with AI Innovations

MISSION

- Empower individuals to create amazing photo & videos with the power of AI technologies
- Help brands solve pain points with a modern optimized shopping experience

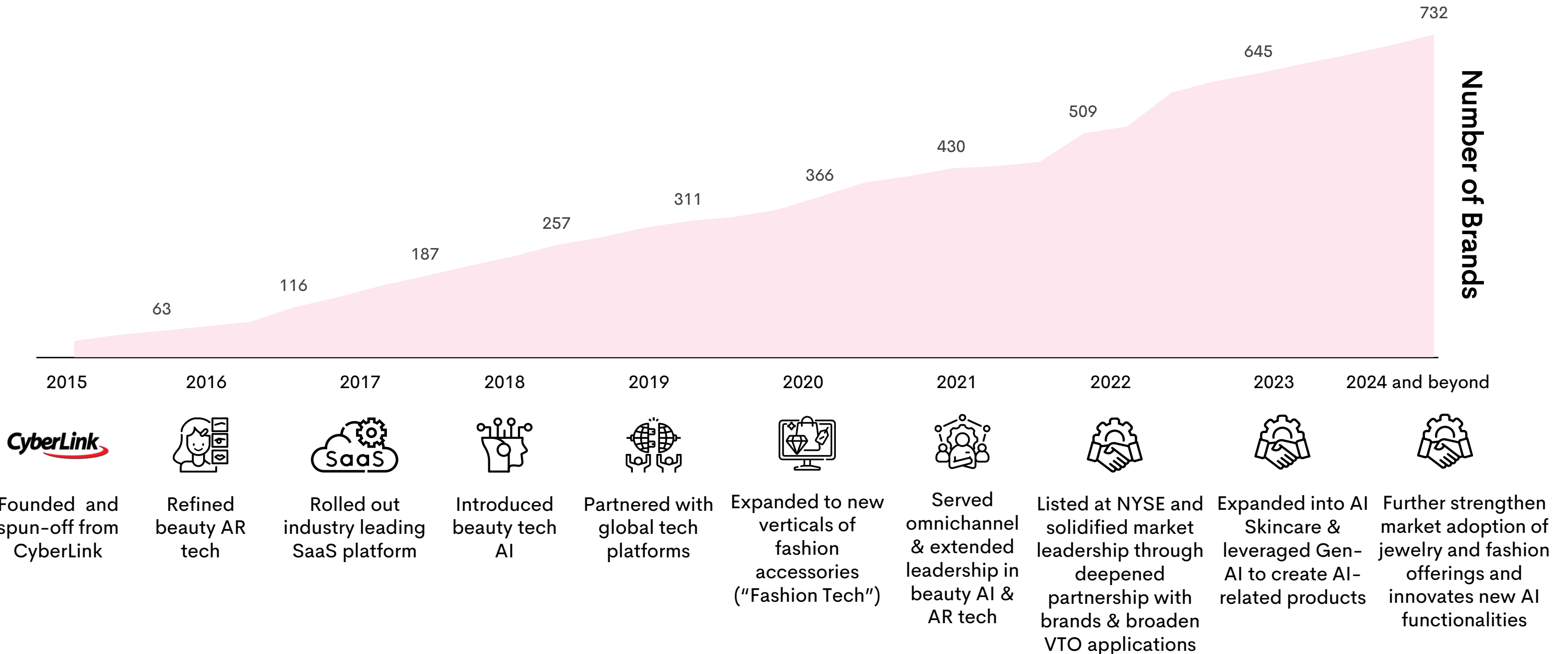
ABOUT

- Founded in 2015
- Listed on 10/2022 (NYSE: PERF)
- 370+ Employees and over 180+ developers



Perfect's Path To Becoming the Leader in Beauty & Fashion AR & AI

Over the past 9 years, we have partnered with over **732 brands**¹ and grown to offer over **822K SKUs**¹ for try-on at our Beauty, Skincare, Jewellery, and Fashion SaaS platform.



¹ As of December 31, 2024.

Please visit Perfect's website for brands success stories: <https://www.perfectcorp.com/business/successstory/list>.

Perfect Corp. Global Footprint

Global presence across all major beauty/fashion markets

Headquartered in Taipei and Global Offices in New York, Paris, Tokyo, Lithuania and Shanghai

Operational in 11 Cities in over 9 Countries

Beauty and Fashion SaaS solutions deployed by 732 brands across 94 countries

Total of 370+ employees, including over 180+ R&D staff



Perfect's Leadership Team

Seasoned management team working together for over a decade



Alice Chang
Founder, CEO

- CEO of CyberLink from 1997 to 2015 before founding Perfect.
- Forbes article recently named Alice "the Godmother of virtual makeup"¹



Louis Chen
EVP and CSO

- 20+ years with Perfect and CyberLink leading global strategic relationship alliances and corporate development



Johnny Tseng
SVP and CTO

- 25+ years with Perfect and CyberLink.
- Recipient of the Individual Achievement Award for technology advancement by Taiwan's Ministry of Economic Affairs



Wayne Liu
President of Americas & CGO

- 13+ years with Perfect and CyberLink.
- Extensive experience in engineering management positions with Intel, Broadcom, and NVIDIA



Iris Chen
VP of Finance & Accounting

- 22+ years experience as Head of Corporate Finance & Accounting at CyberLink before joining Perfect

Perfect's Advisory Board

Professional advisory team to share industry insights and exchange thoughts on the market



Angelica Ramos Munson

Global Chief Digital Officer
Shiseido



Adrien Jacques Geiger

CEO
L'Occitane en Provence



Cédric Begon

Head of Digital Open Innovation
and New Services Design
CHANEL Fragrance and Beauty



Steve Hwang

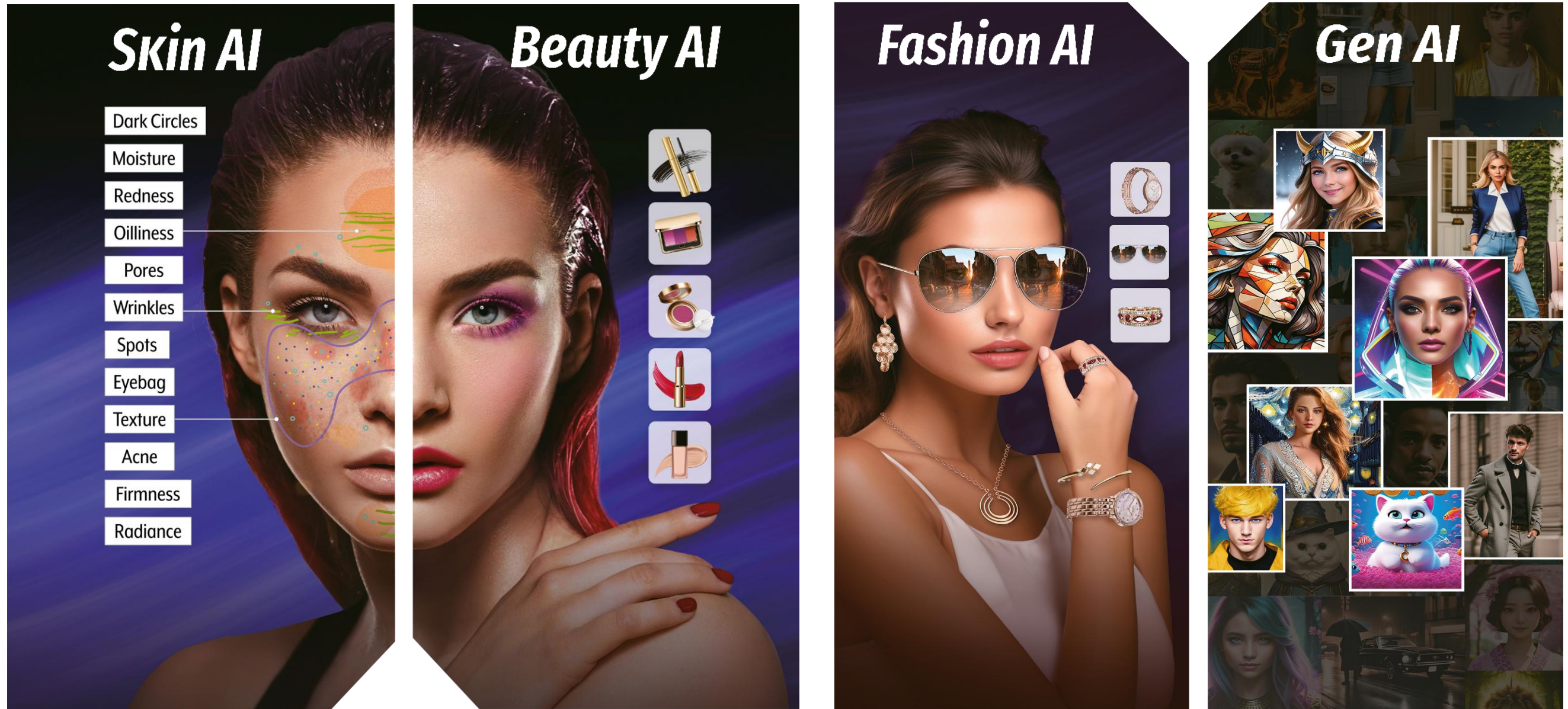
Former SVP, Partnerships & Strategy
Snap Inc.



Steven R. Feldman, MD, PhD

Professor of Dermatology, Pathology and
Social Sciences & Health Policy
Wake Forest School of Medicine

PERFECT is a BEAUTIFUL AI company



4 Pillars that Meets Consumer & Brands Demands

Perfect Completes Acquisition of Wanna from Farfetch (Jan. 7, 2025)

PERFECT



WANNA

A Strategic acquisition of Wanna makes Perfect Corp. group as the only AR/AI VTO solution provider with complete solutions for Beauty & Fashion in the market. With full range from makeup, watch, jewelry, shoe, bag, scarves and cloth VTO solution.

The Ultimate AI + AR Powerhouse

Wanna Overview

Fashion Customers

WANNA

- **Year of Founding:** founded 2018, acquired by Farfetch in 2022 and now part of Perfect Corp. Group since Jan 2025.
- **Key Service and Solution:** Wanna offers virtual try-ons (VTO) for shoes, bags, watches, scarf, etc to disrupt the fashion e-commerce with 3D and AR technologies

GUCCI TOD'S

 DIESEL DOLCE & GABBANA

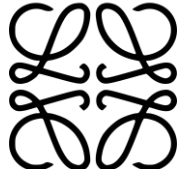
BALENCIAGA

IWC
SCHAFFHAUSEN


VALENTINO

BVLGARI


FARFETCH

LOEWE


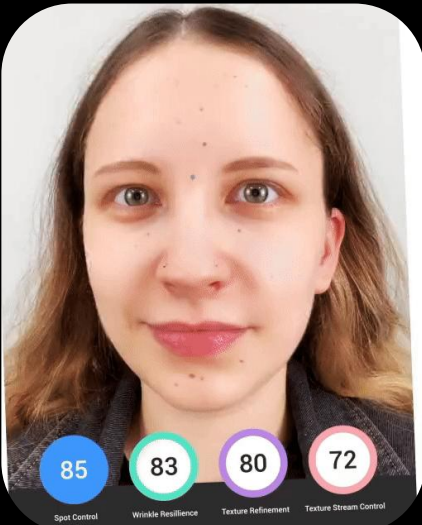
A Strategic Merger with WANNA: Elevating Beauty & Fashion Virtual Try-On to Unmatched Excellence

PERFECT

Global leader in beauty & fashion tech solutions



AR Makeup & Jewelry



AI Skin Analyzer



AR Eyewear

WANNA

Pioneer in Fashion & Accessories Try-On



AR Shoes



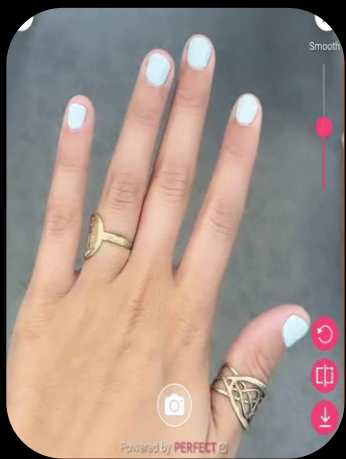
AR Clothing



AR Watch & Jewelry Set



AR Necklace



AR Nail



AR Scarf

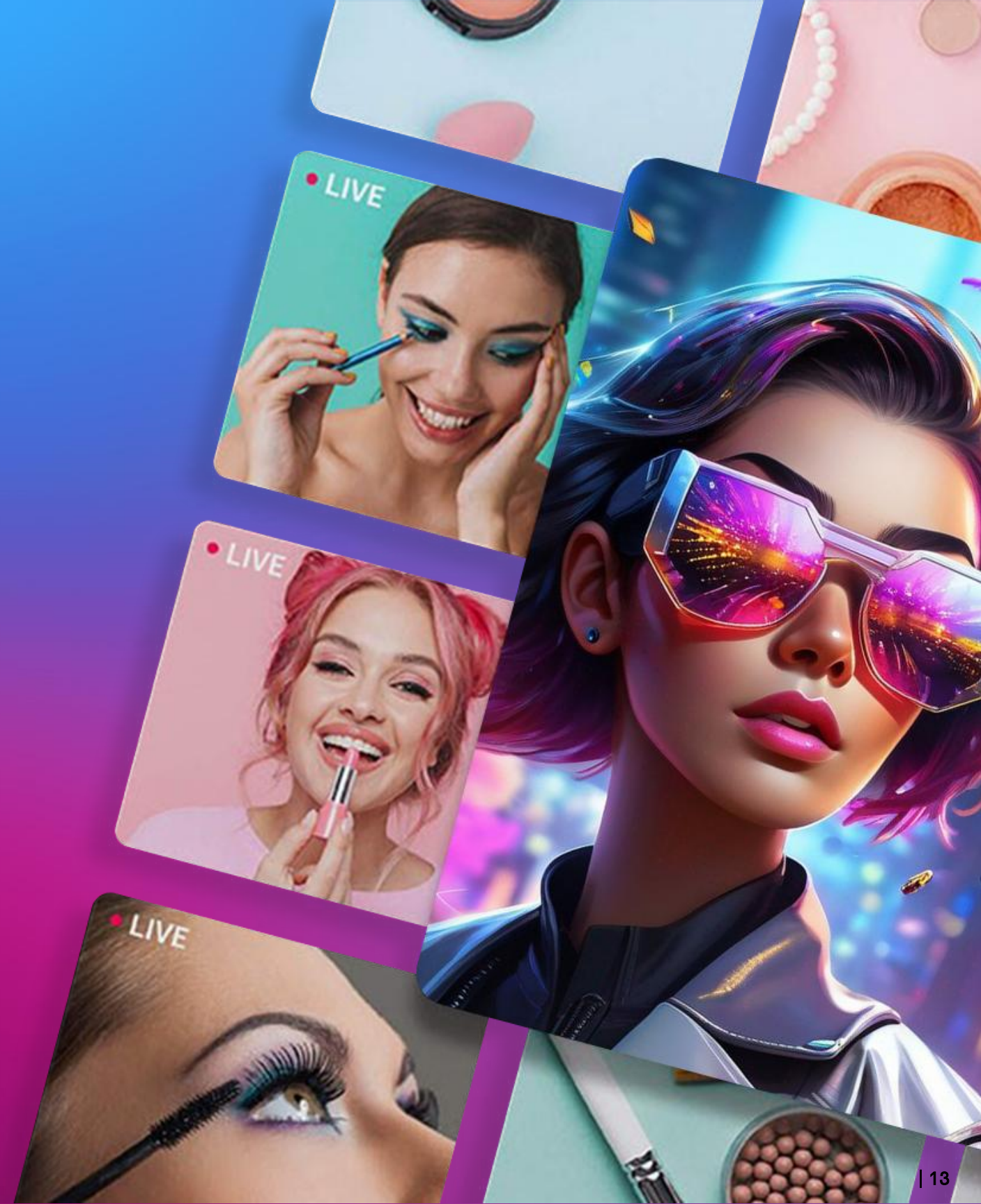


AR Bag

Confidential

PERFECT

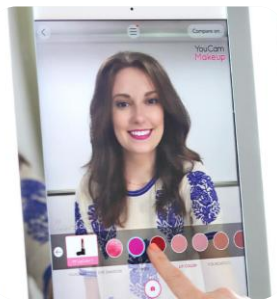
AI/AR Technologies



Perfect Corp.'s AI Innovation Journey

AI Machine Learning

Perfect Corp. inception! Debut of Perfect's real-time AR and AI-Powered makeup virtual try-ons. Onset of AI Machine Learning technology.



Makeup VTO

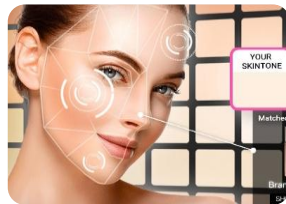
2015

AI Machine Learning

Perfect Corp.'s expands to include shade detection for foundations and Hair Color VTO experience.



Hair Color VTO



Foundation VTO

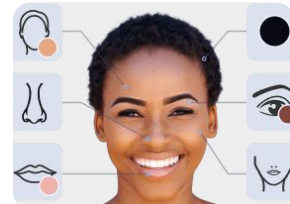
2017

AI Deep Learning

Perfect Corp. utilizes Deep Learning to support precise Skin Analysis, Face Shape, and Facial Attributes analysis.



Skincare Analysis



Facial Attribute Analysis

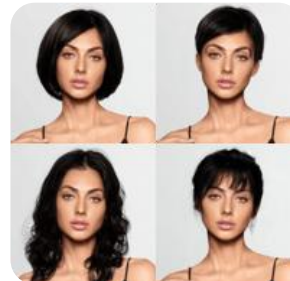
2019

AI Adversarial Generative Network (GAN)

Perfect Corp. utilizes AI GAN technology to lead the development of AI Skin Simulation and initial AI Hairstyles Virtual Try-on, introducing unprecedented innovations to brands.



Skin Simulation



AI Hairstyle

2021

AI Deep Learning & Generative AI

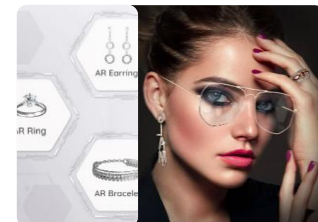
Perfect Corp.'s AI deep learning technology brought the very first market solution for marker-free hand virtual try-ons. Started using Generative AI for consumer features like AI Avatar



AI Avatar



Skincare Pro

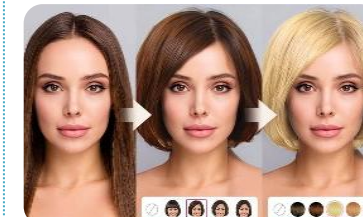


Jewelry VTO

2022

Gen-AI Diffusion

Perfect Corp. began vast experiments to leverage stable diffusion technology to develop solutions for AI Fashion, new AI Hairstyles, AI Wigs, and 2D-to-3D Jewelry Try-on technologies.



AI Hairstyle



AI Fashion



2D-to-3D Jewelry VTO

2023

Large Language Model & GPT

Perfect Corp.'s PerfectGPT framework advances BeautyGPT and SkincareGPT for all beauty, skincare, and fashion services previously developed, including makeup, skincare, hair, jewelry, nails, face, and fashion.



MakeupGPT

SkincareGPT



AI Makeup Transfer

AI Studio



HD AI Skin Analysis

2024

Data Empowers Our Advanced Beauty Tech and Innovates Product R&D

3,900-point

Real-time facial 3D live meshes backed by visual computing

20+

Makeup textures

6

Jewellery texture mappings to deliver highly realistic material reflections, and lighting simulations



10m+

Training data sets across all ethnicities for AI deep learning for facial expressions analysis

~90k

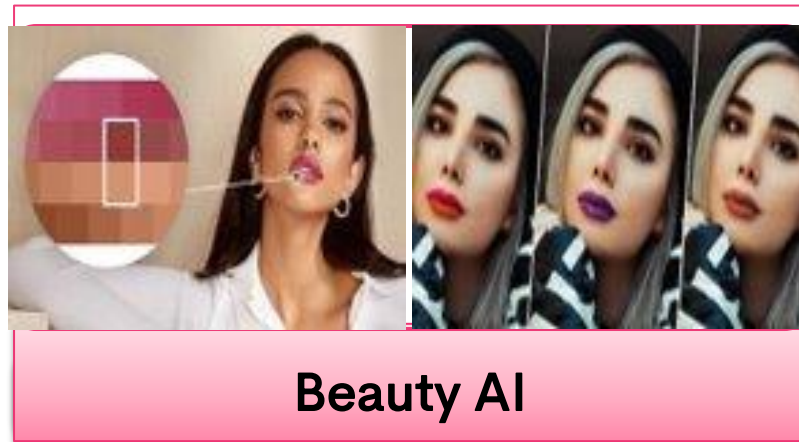
Skin tones supported

60

Patents in beauty tech domain¹

Leading Technology Capabilities for **AI Solutions in Beauty, Skin and Hair**

Pioneering **AI Makeup Transfer Technology**



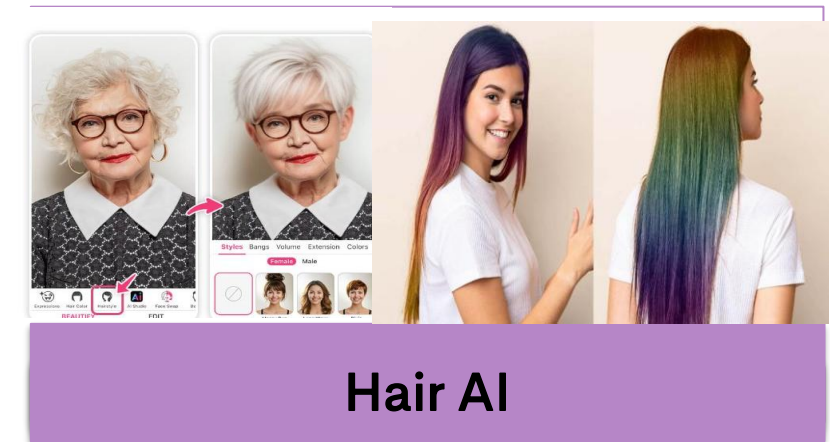
- 3,000+ Makeup Patterns & 20+ Textures and Finishes
- 89,969 Shades and Skin Tones
- Over 10 Billion Virtual Try-ons per year

Breakthrough in **HD Skin Analysis Framework**



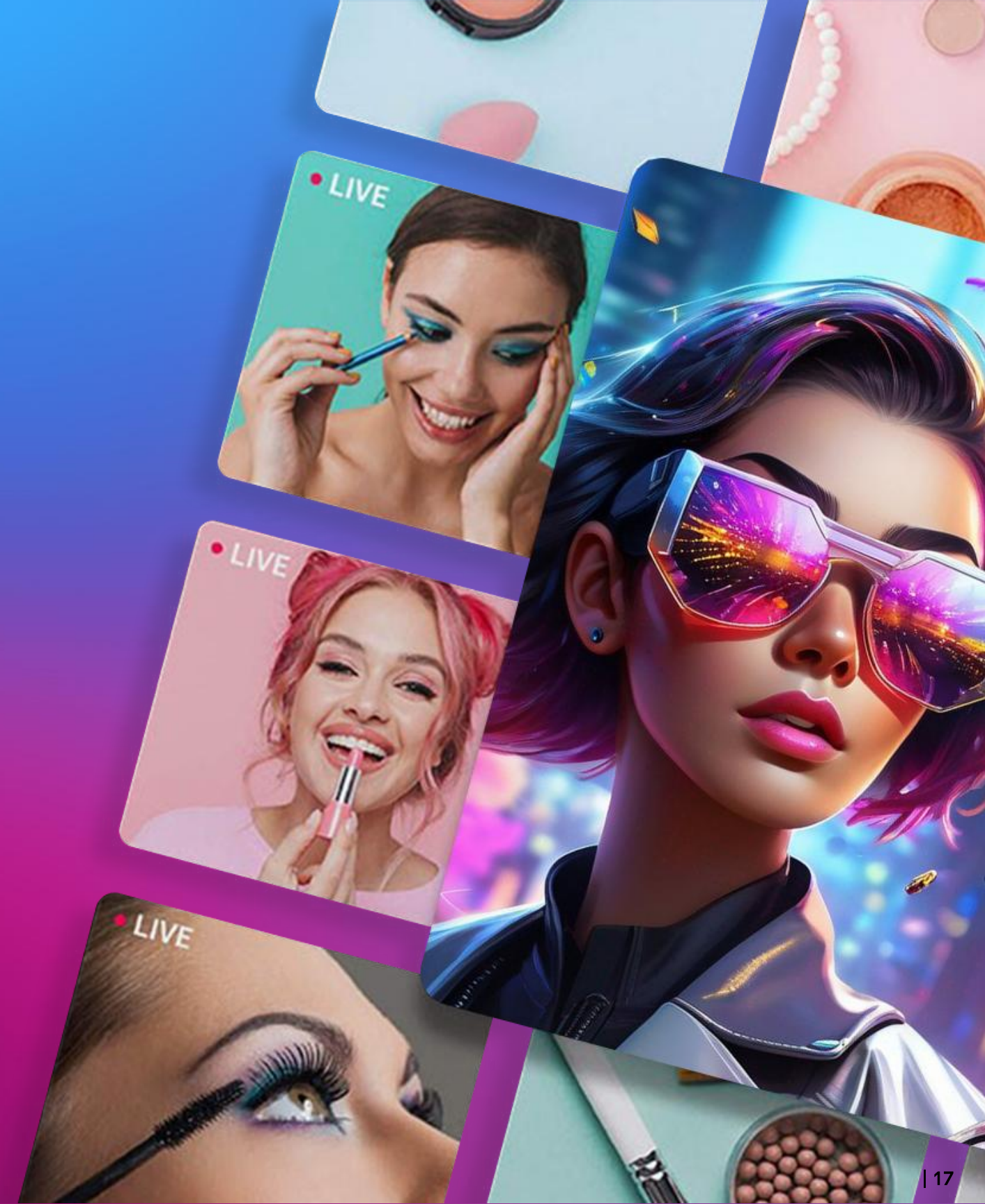
- 70,000+ Medical-grade Images
- Validated by Dermatologists & Academic Papers
- Personalized AI Skin Tool Used over 40M Times

Innovative **AI Hair Type Analysis Solution**



- Wide range of AI Generated Hair Styles
- 10 Hair Type Detection & 4 Frizziness Levels
- AI Model trained on 10,000+ Ethnically Diverse Hair Images

Enterprise B2B Solutions



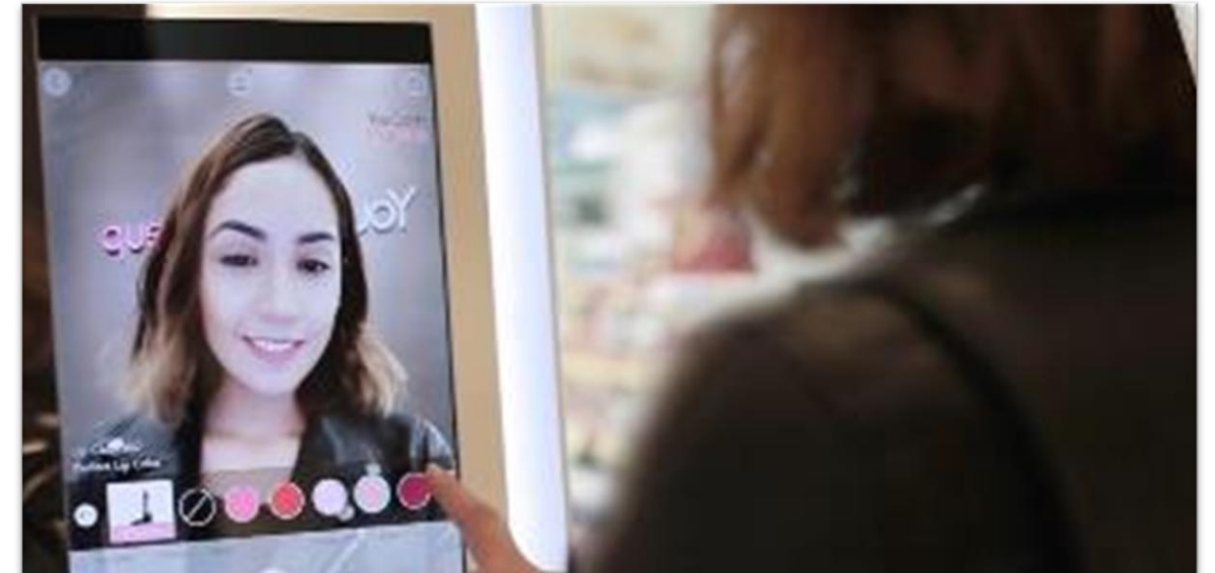
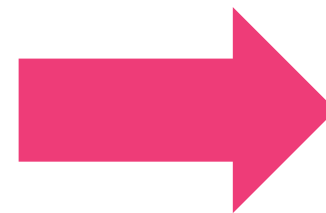
From Physical Trials (Try Before You Buy) to Virtual Try-On (VTO)

In the world of beauty, more product trials bring more sales. Thus, brands make enormous efforts to encourage trials.

Obstacles Preventing Users from more Physical Trials

- ✘ Physical Trials are Time Consuming
- ✘ Sanitary Concerns
- ✘ Tester Availability

Physical Trials



Beauty AI

Advantages of Virtual Try-on (VTO)

- ✔ Try Before You Buy
- ✔ Try Unlimited SKUs with AR tech
- ✔ Increase Engagement & Sales
- ✔ Clean and Efficient

Beauty 3.0 → AI + AR for Full Category Experience

Beauty 3.0 AI + AR

○ Beauty VTO

○ Skin Analysis

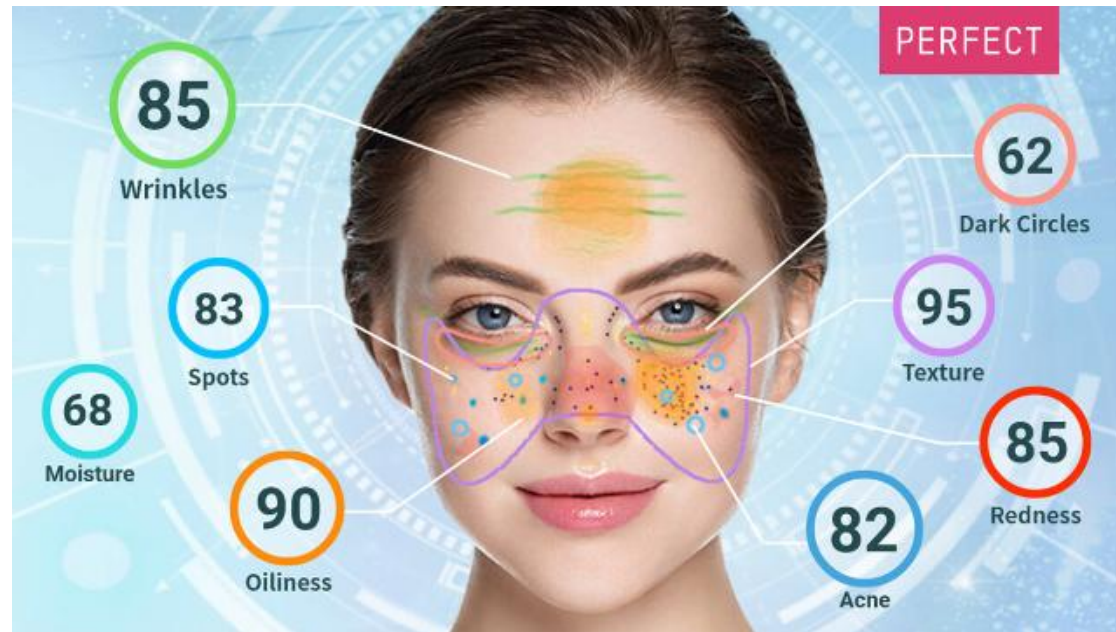
○ Fashion, Watch, Jewellery

○ Personalization

○ Recommendation



The Rise of Skin Opportunities



Skin Diagnosis

- Consumers spending more on Skincare products and services than ever!
- Brands/Retailer prioritizing Skincare sales



Aesthetic Beauty

- The Aesthetic Beauty Market is booming with younger consumer visits
- Effective Skin beauty treatments
- Increased ASP spending with larger TAM

Unique AI Skin Diagnosis with HD Capabilities Attracted Med Spa & Clinics

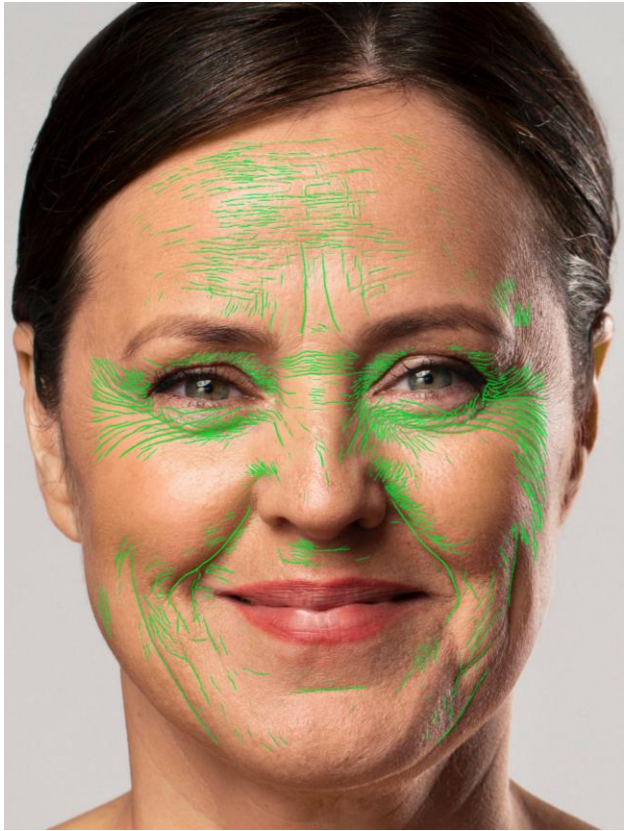
The AI skin diagnostic tool utilizes deep learning technology to provide users with real-time and high definition skin analysis by simply using an iPad/iPhone. This solution has achieved reliable test results for dermatology practices and gained good traction from new channels, such as med spa, aesthetic clinics, and dermatology practices.

70k+
Medical grade images used to build skin analysis technology

20+
Types of supported skin conditions detected

95%
Test-retest reliability rate

HD Wrinkles Analysis



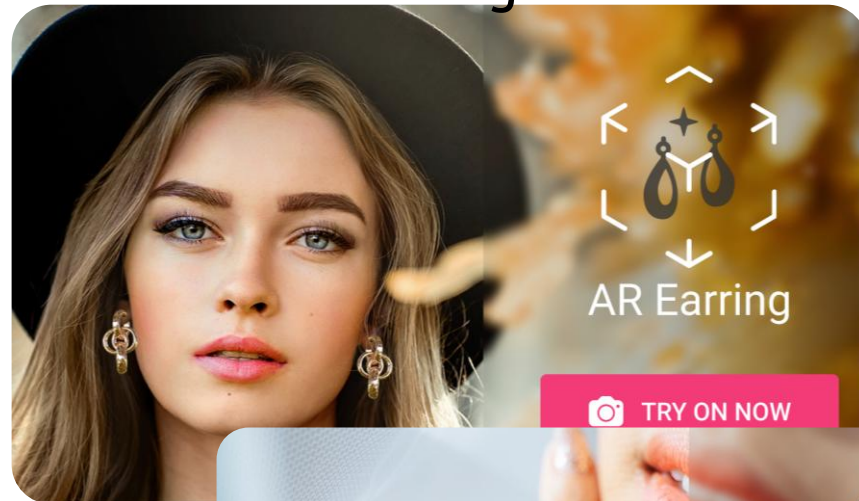
Expansion into Med Spa



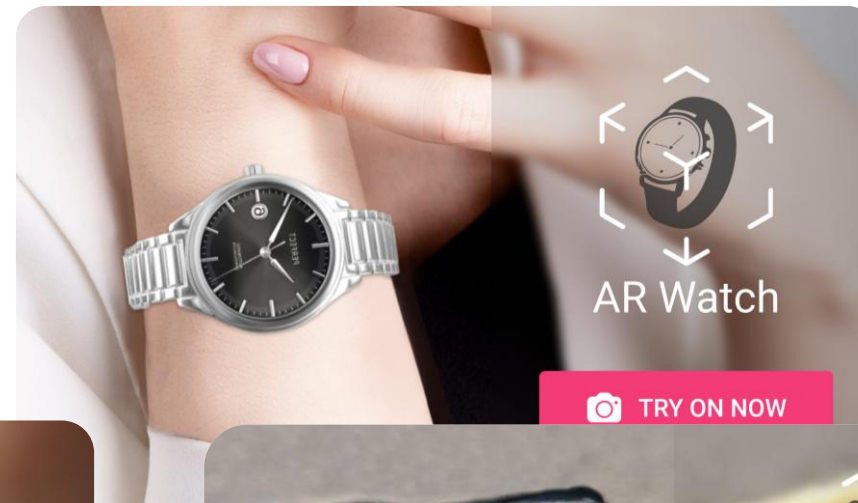
Fashion AI Solutions for Jewelleries and Watches

Unique 2D-3D and high polygon 3D virtual try-ons to elevate online luxury shopping experiences for jewelry and watch brands

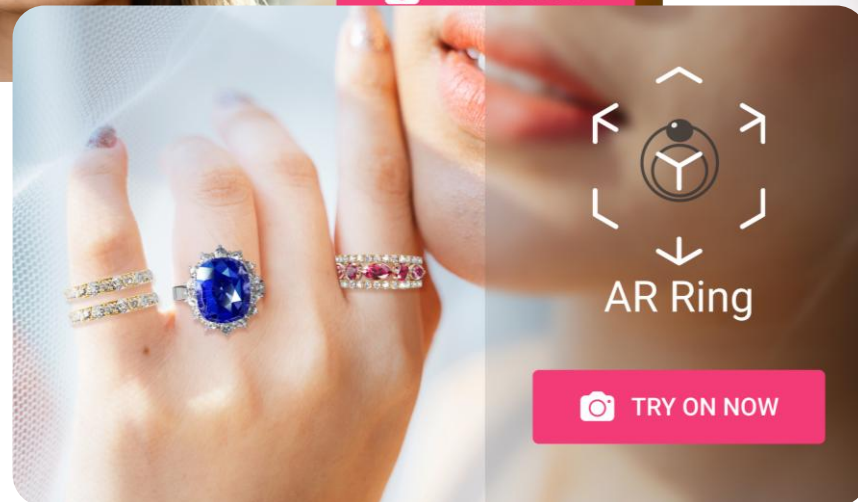
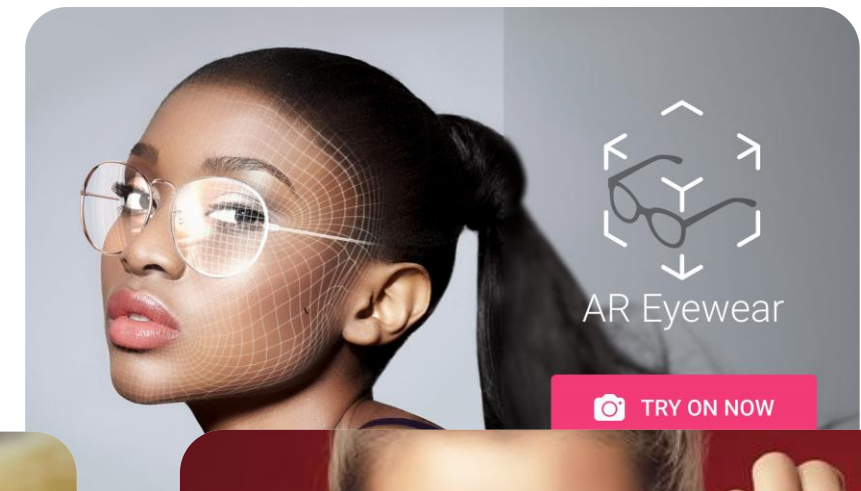
Earrings



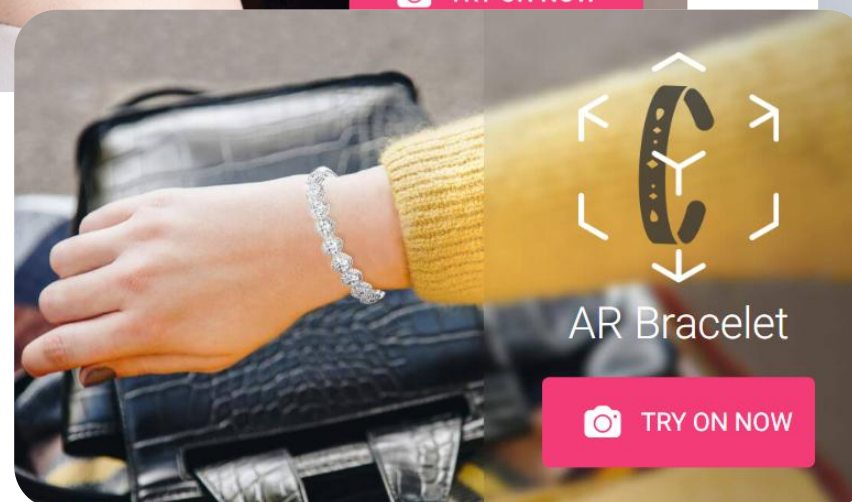
Watches



Glasses



Rings

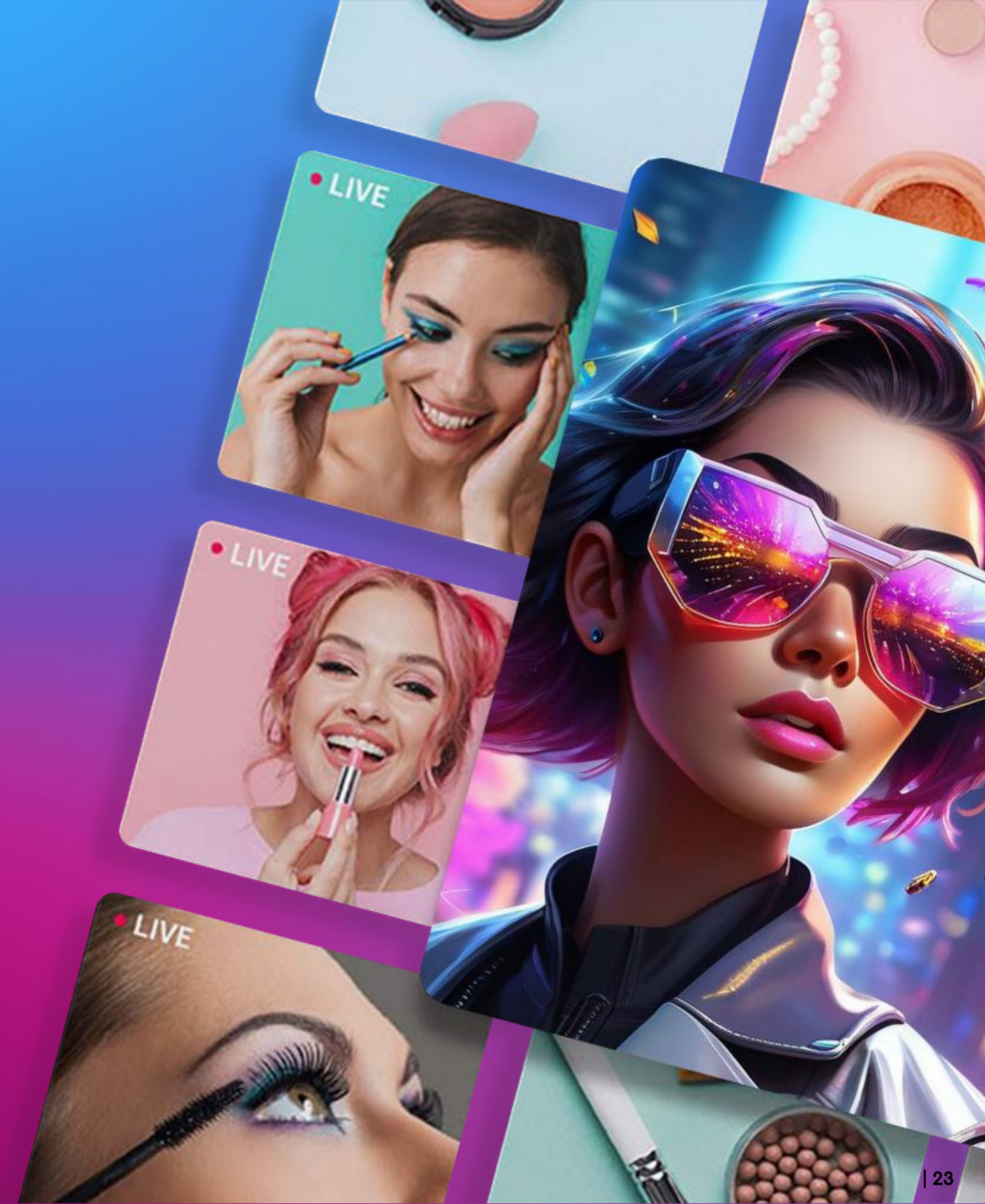


Bracelets



Mix & Match Stacking Set

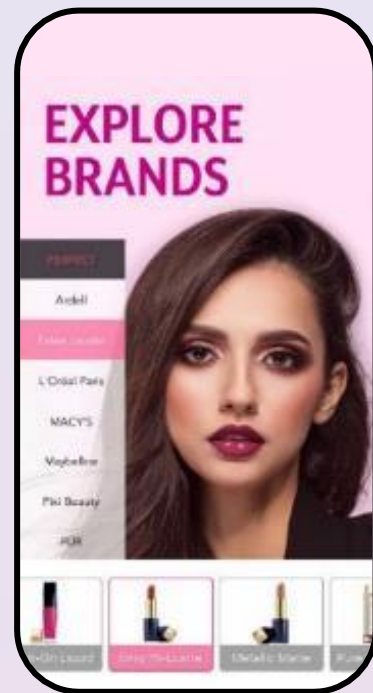
B2C Consumer Apps



YouCam Mobile Apps

Beautiful AI Technology Contributes to Aesthetic Beauty and Self-Confidence with Gen AI features for photo, video, and camera users.

YouCam Makeup



#1 AR Makeover App

YouCam Perfect



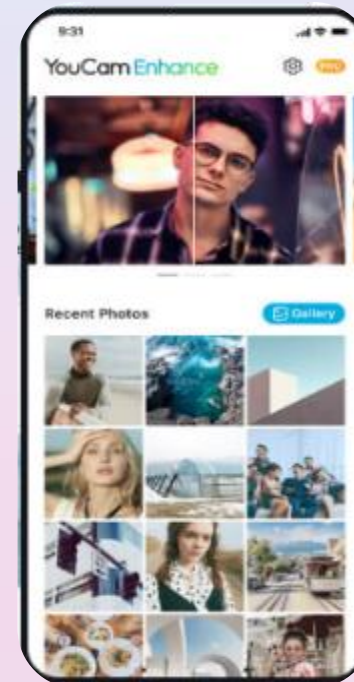
Powerful Selfie Camera Editor

YouCam Video



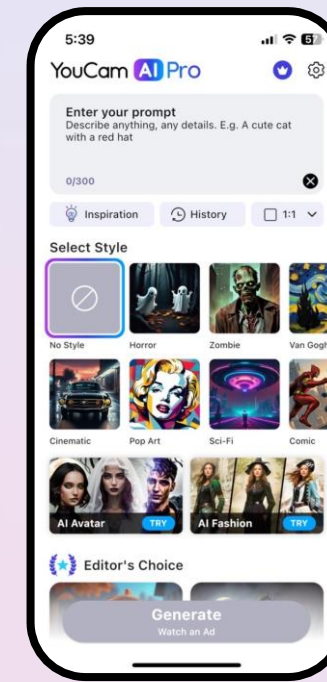
#1 Makeup Video App

YouCam Enhance



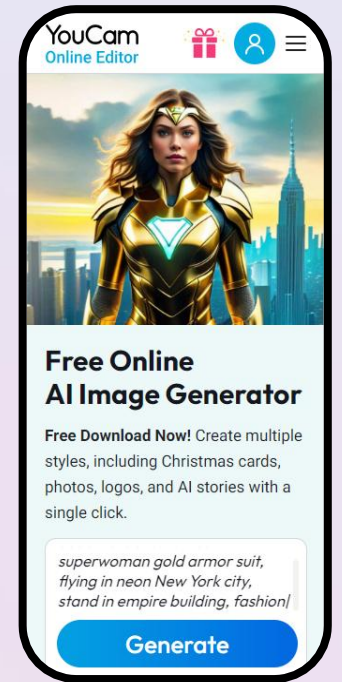
Dynamic Image Enhancer

YouCam AI Pro



Versatile AI Art Generator

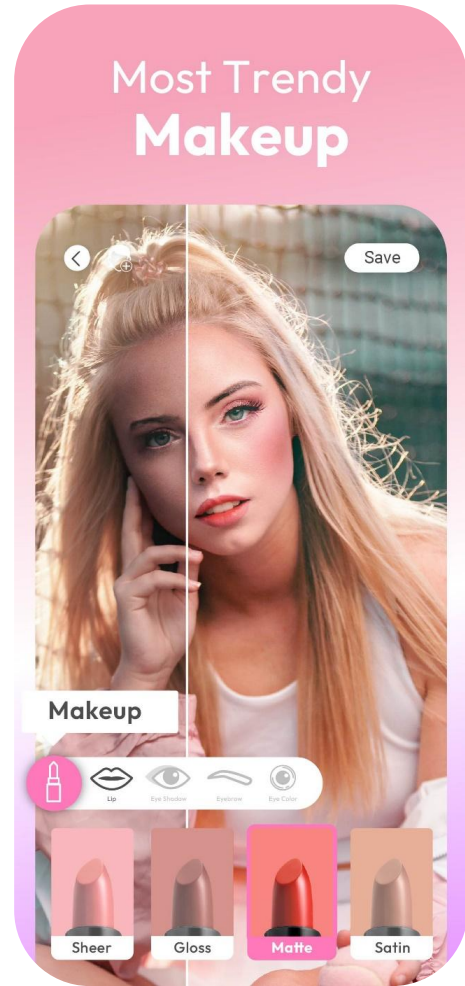
YouCam Online Editor



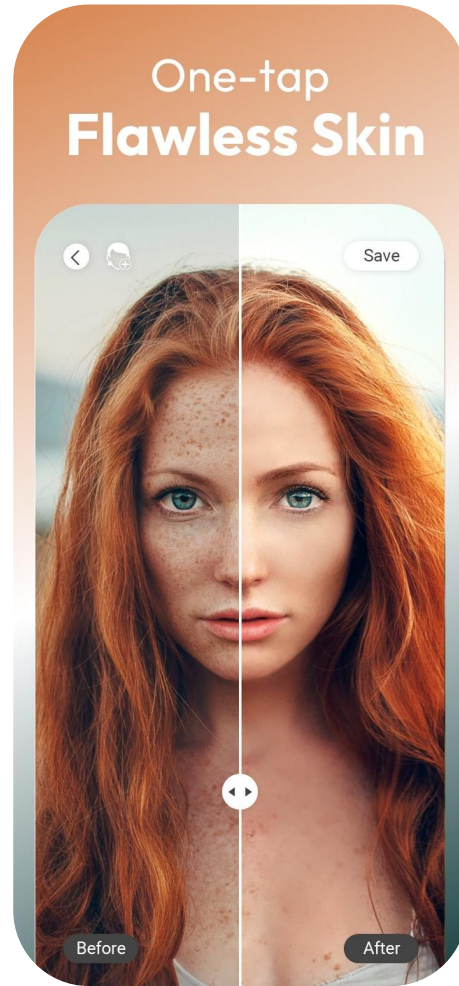
Smart Online AI Editing Tool



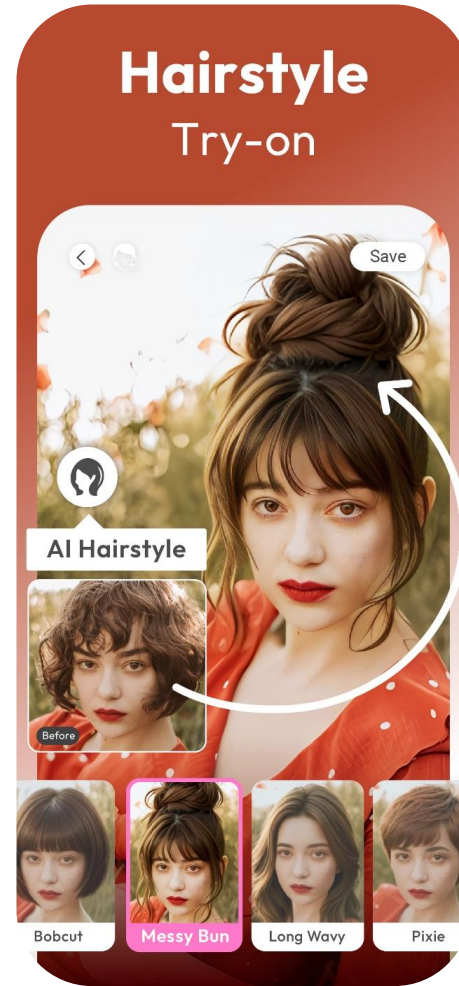
YouCam Makeup – Your Personal AI Makeup Artists and Selfie Editor



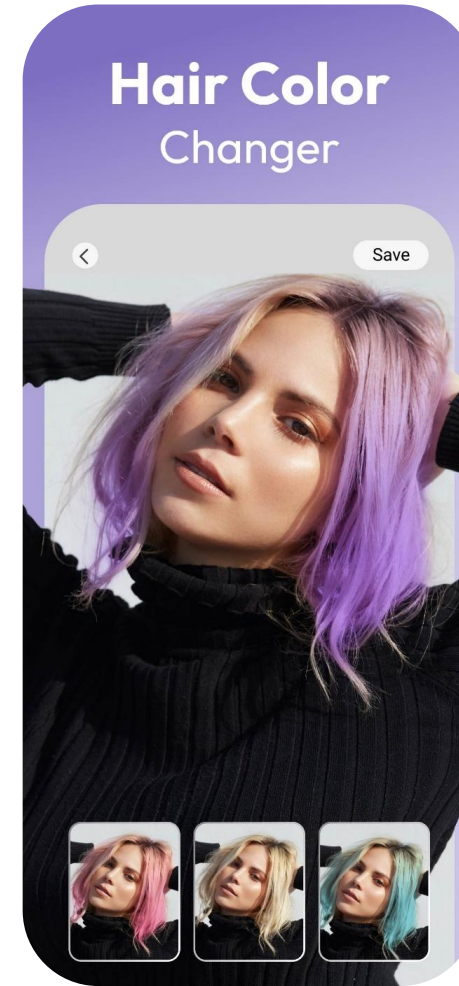
VTO for lipstick, eye makeup, contour, foundation, and blush, as well as trendy makeup filters with 3D accessories



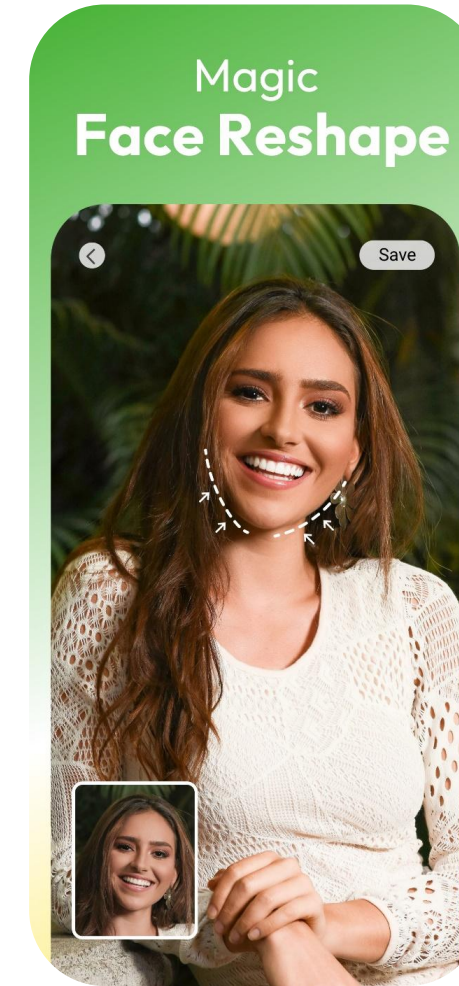
Easily beautify photos and automatically remove blemishes, whiten teeth, and smooth skin



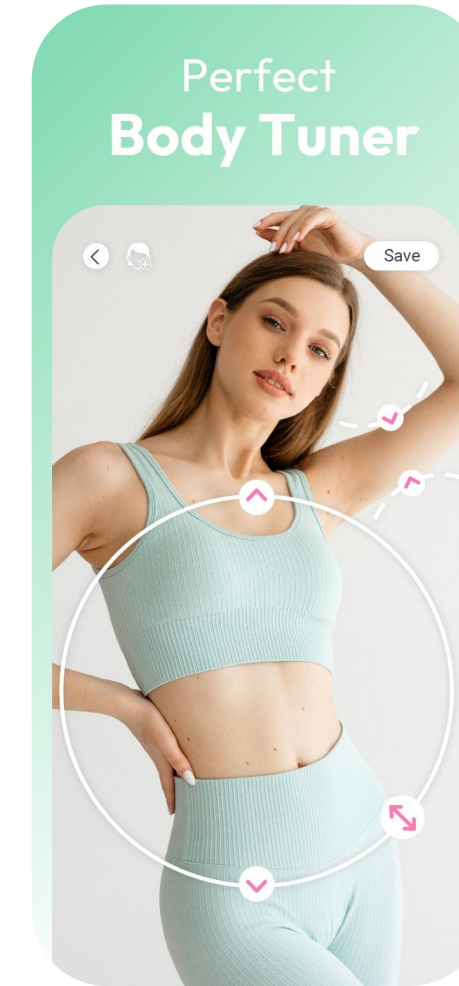
Try more than 20 hairstyles with the AI hairstyle simulation in just seconds



Try 100+ hair colors and trendy hair dye patterns easily



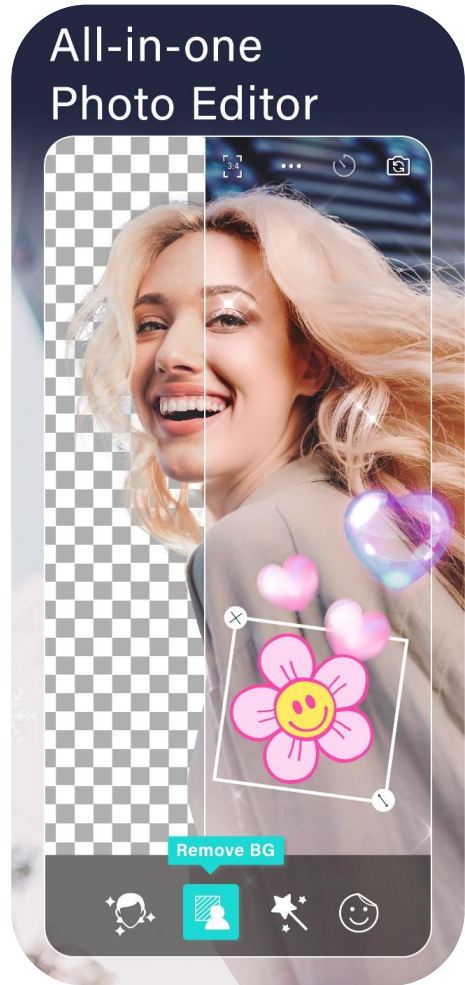
Refine facial features to achieve a natural look in one click



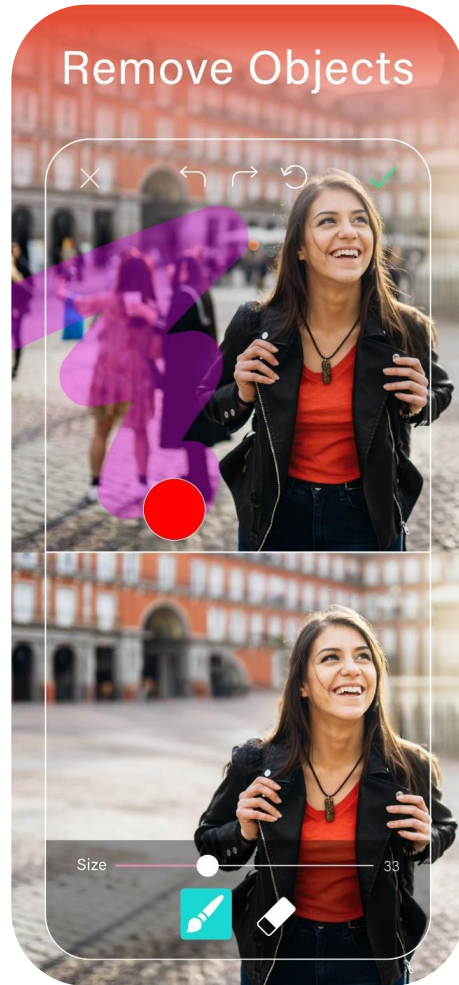
Easily enhance selected body areas while still maintaining a natural and realistic body shape



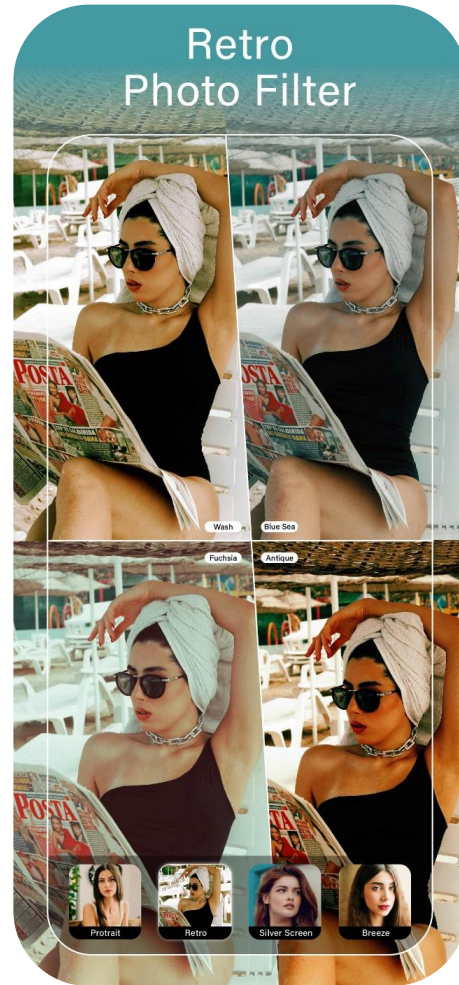
YouCam Perfect – All-in-One Photo Editing App Powered by AI



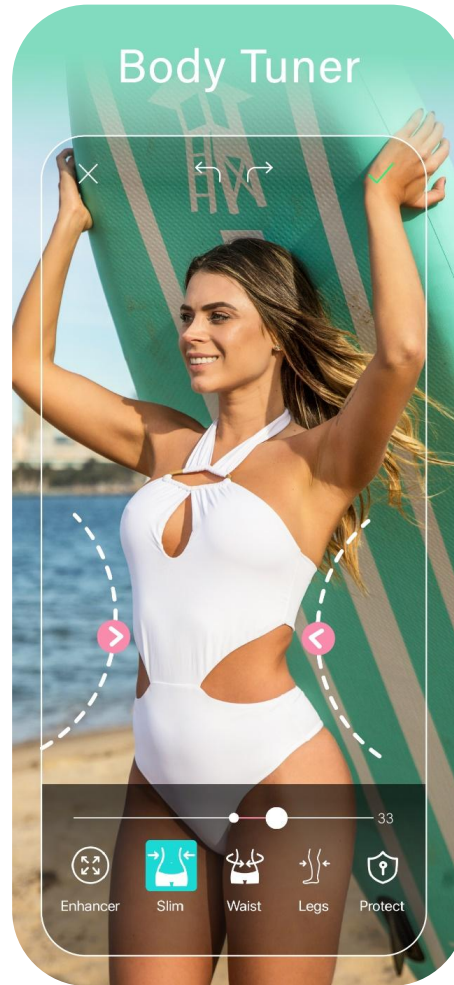
Easily beautify, enhance, and edit photos and videos to unleash creativity and for self-expression



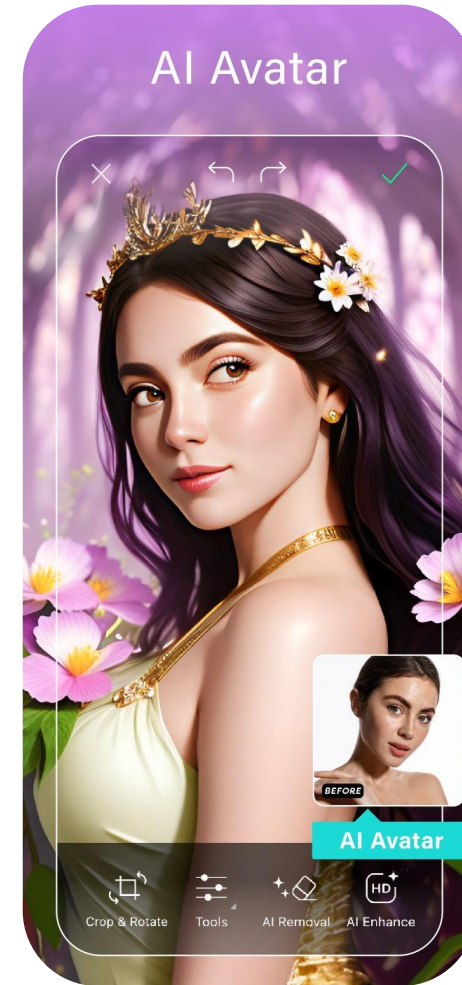
Use AI to easily erase unwanted items in photos, including people, text, objects and reflections



Try popular photo effects like vintage filters, sparkle effects, or elevate photos' aesthetic with trending filters



Easily enhance selected body areas while still maintaining a natural and realistic body shape



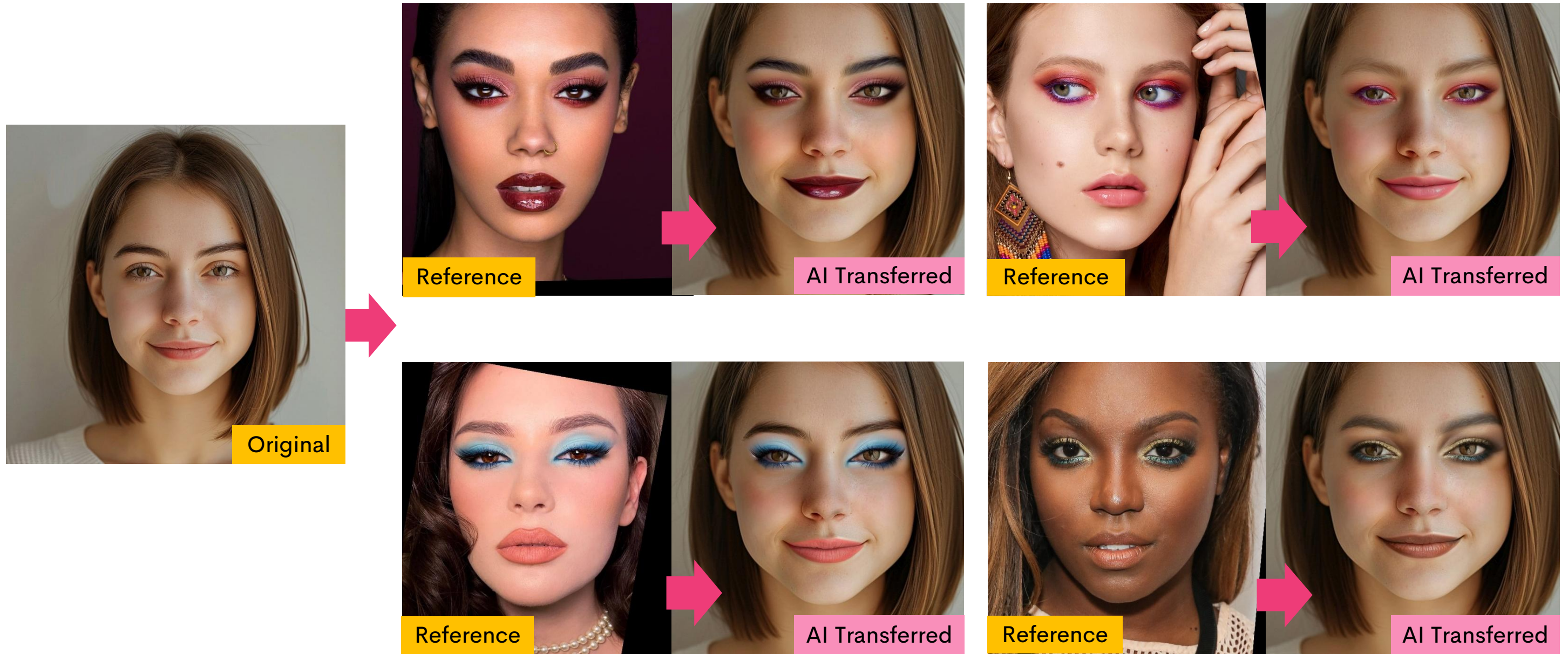
Turn portraits into stunning pieces of art by creating personalized Magic Avatar in different styles



Add AI Selfie filters in various styles, including Royal, Sci-fi, Pop Art, and more

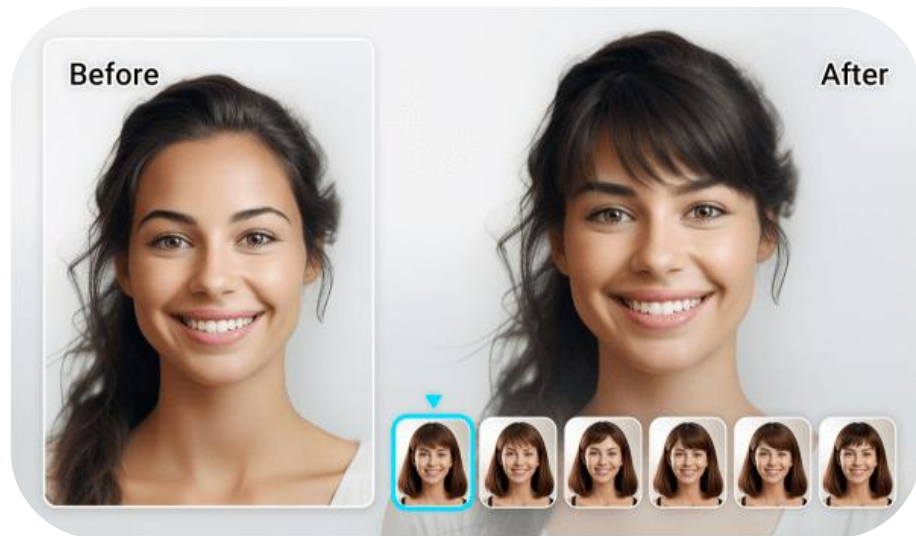
AI Makeup Transfer

Recreate desired makeup look from one image, now supports eyes, face, and lip makeup



¹ Please note that results generated by generative AI may vary, depending on the training data used and other factors.

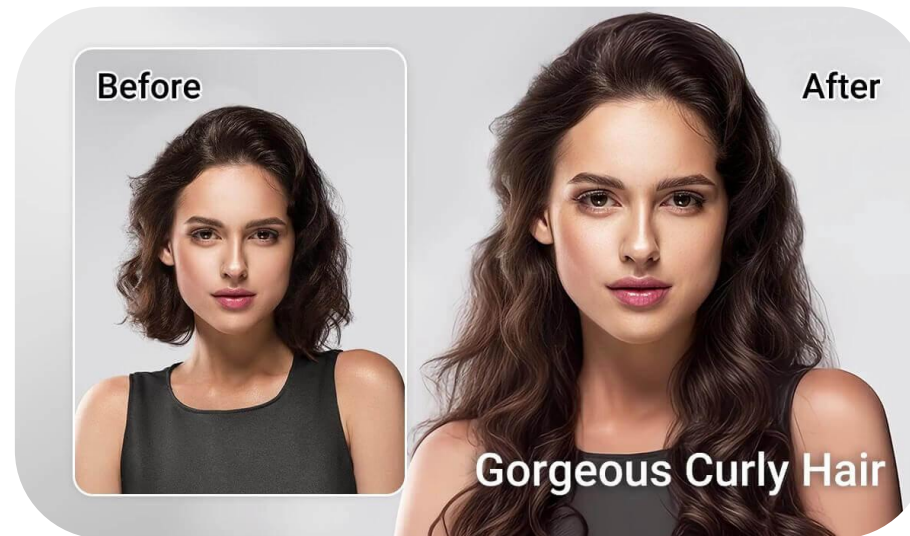
YouCam Makeup AI Hair



AI Hair Bangs

Cutting bangs is no longer a risky move! Virtually try on all the popular styles with just a few clicks. Easily see how amazing looks like with new bangs.

- 10+ AI Bangs filters
- Easy to use, instant effect
- Hyper-realism with Gen AI



AI Hair Extension

Experiment with a variety of lengths, from long to extra-long, easily adjust hair length, effortlessly switch to the perfect length.

- 3 lengths, easily switch at your convenience
- Realistic and instant results



AI Hair Styles

The Hairstyle Virtual Try-on gives complete freedom to virtually try a broad array of different hairstyles with highly-sophisticated haircut simulation technology.

- 60+ AI Styles filters
- The latest layered haircut style
- Short, long, fringe – all hairstyles for consumers

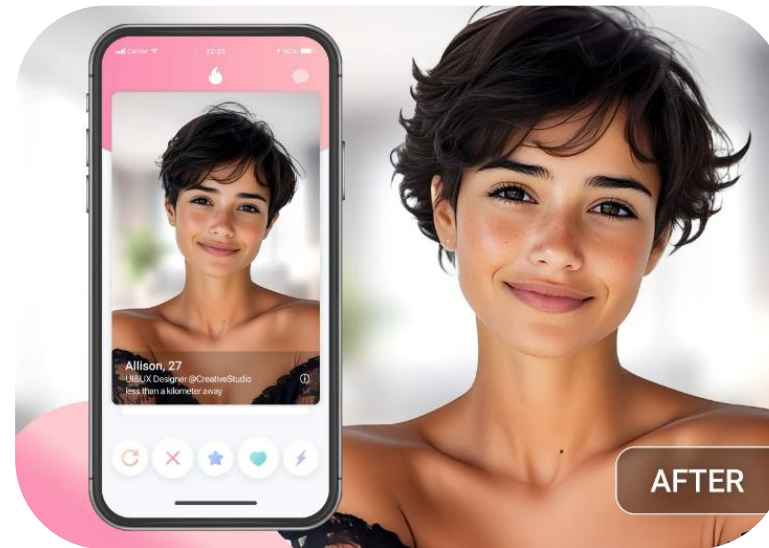
YouCam Makeup AI Hair



AI Hair Color

The AI Hair technology allows shoppers to virtually try on hair colors and experience various hair dye products in the most convenient way.

- 4+ hair dye color patterns
- Full RGB color range hair dye try-on
- Support for pigmented colors



AI Hair Volume

Enhance your look with fuller, more voluminous hair instantly!

- 5+ hair volume options
- Seamlessly fill gaps, add hair with AI
- Works for all hair types: straight, curly and thin.

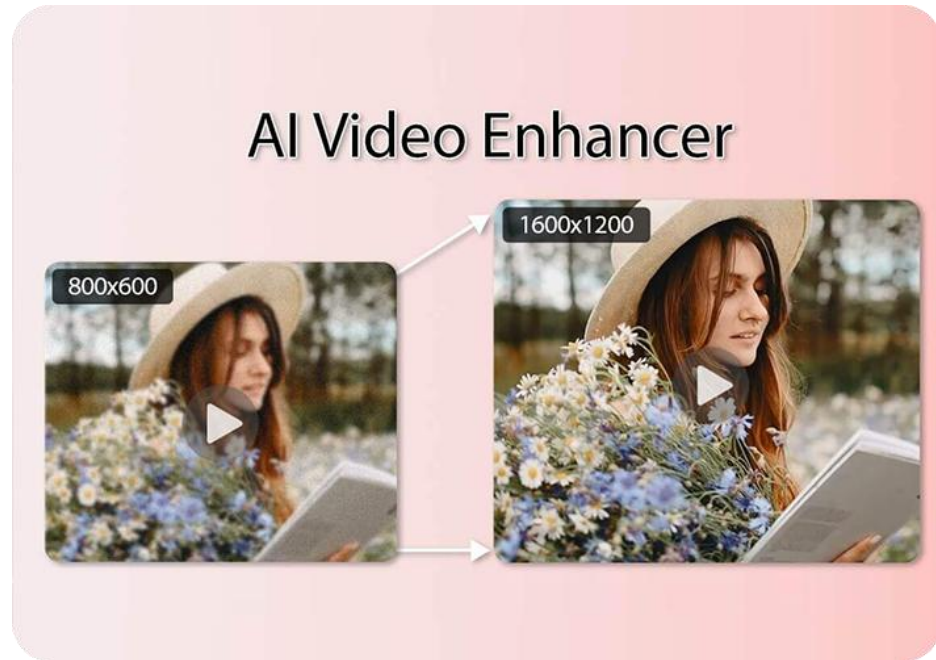


AI Hair Wavy

AI easily creates different curl styles, switch them freely to perfectly showcase every curve!

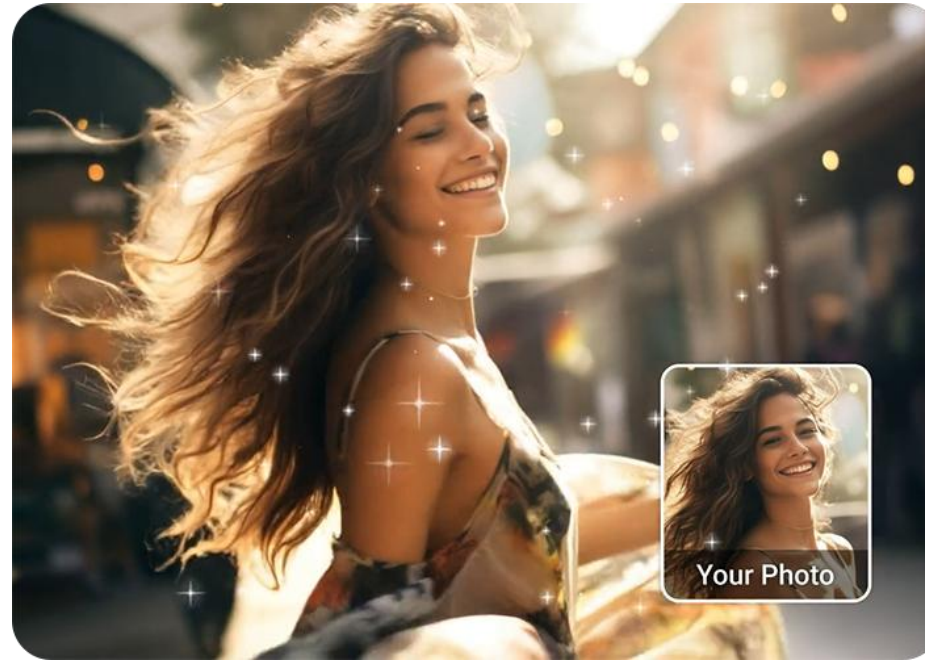
- 6+ different wavy types
- Effortlessly blends various wavy hair for a natural look.
- Maintain the original hair color and hairstyle

YouCam Video Generative AI for Video and Photo



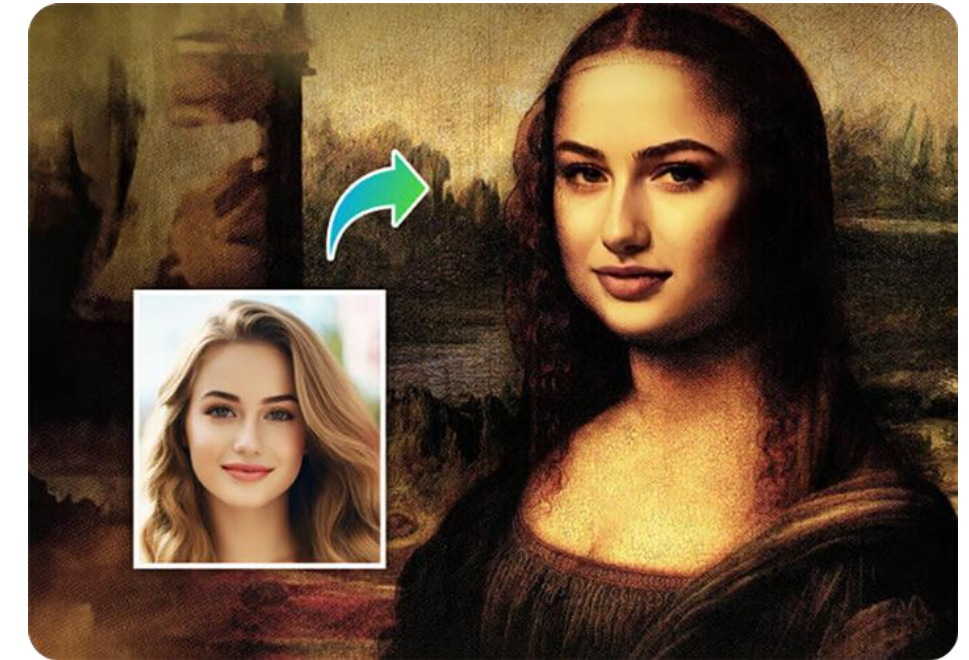
AI Video Enhancer

- Upscale and Boost Video Quality
- Powerful AI Video Enhancement



AI Image to Video

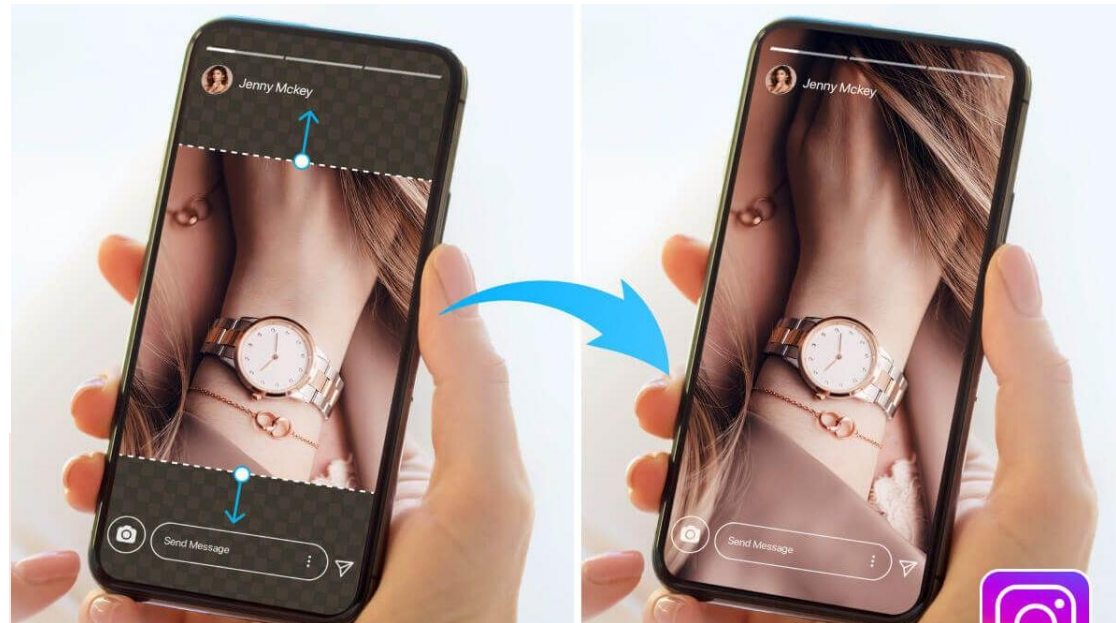
- Make Stunning AI Videos from One Photo
- Advanced Algorithms, Text prompts and Realistic Animations



AI Video Photo Face Swap

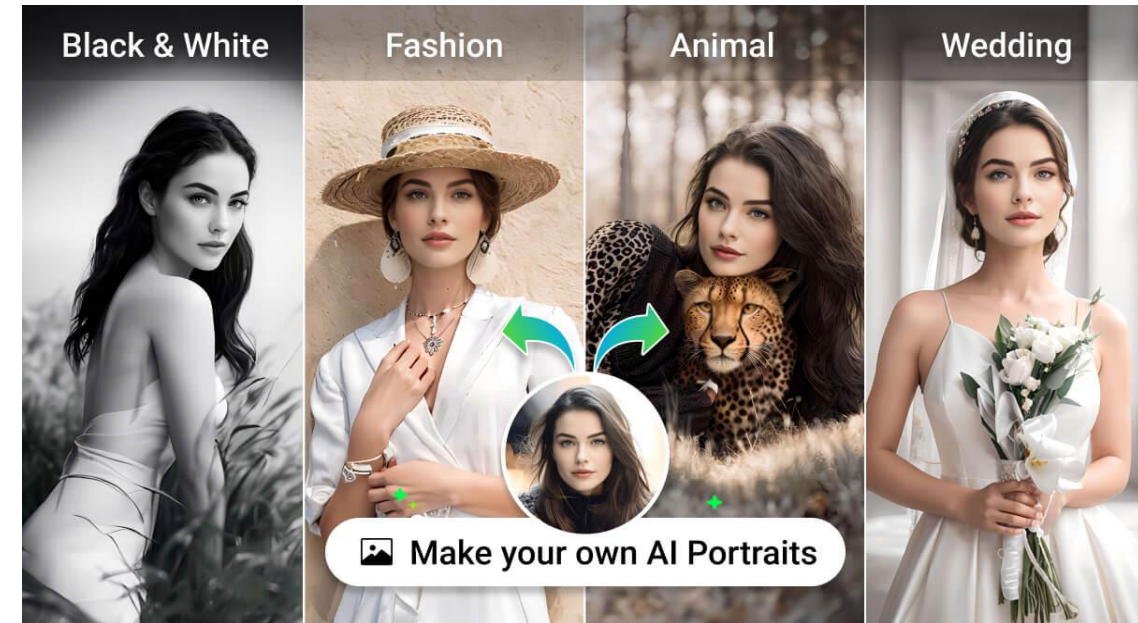
- Photo Face Swap
- Video Face Swap
- Multiple Face Swap

YouCam Online Editor for Image Enhancement and Creation



AI Image Extender

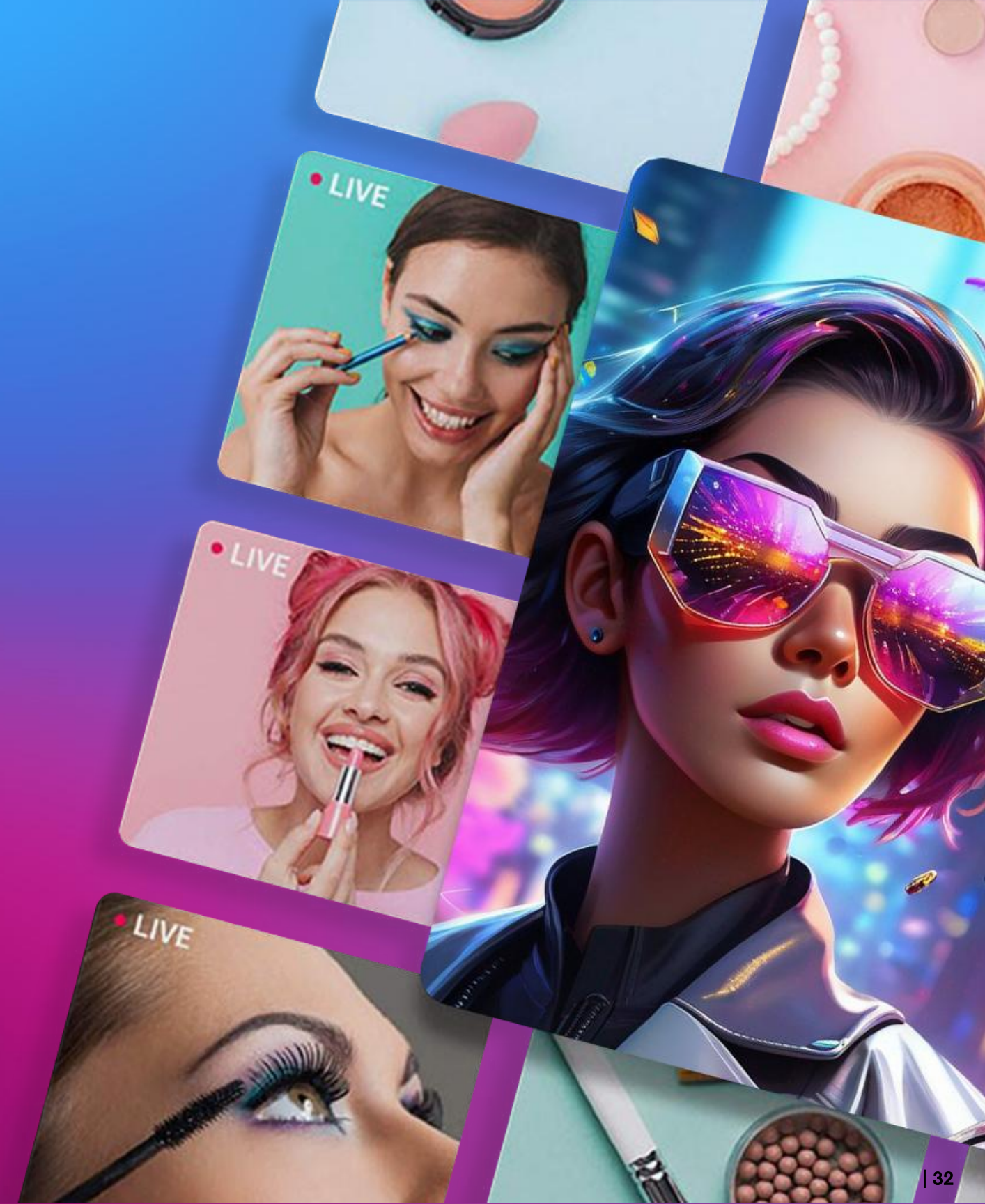
- Unleash infinite imagination with seamless image expansion
- Customize your photos with versatile ration presets
- AI outpainting: Quality & Creativity



AI Portrait Generator

- Fashion-forward glamour AI portraits
- Animal companion portraits
- Wedding bliss transformation
- Classic black & white elegance

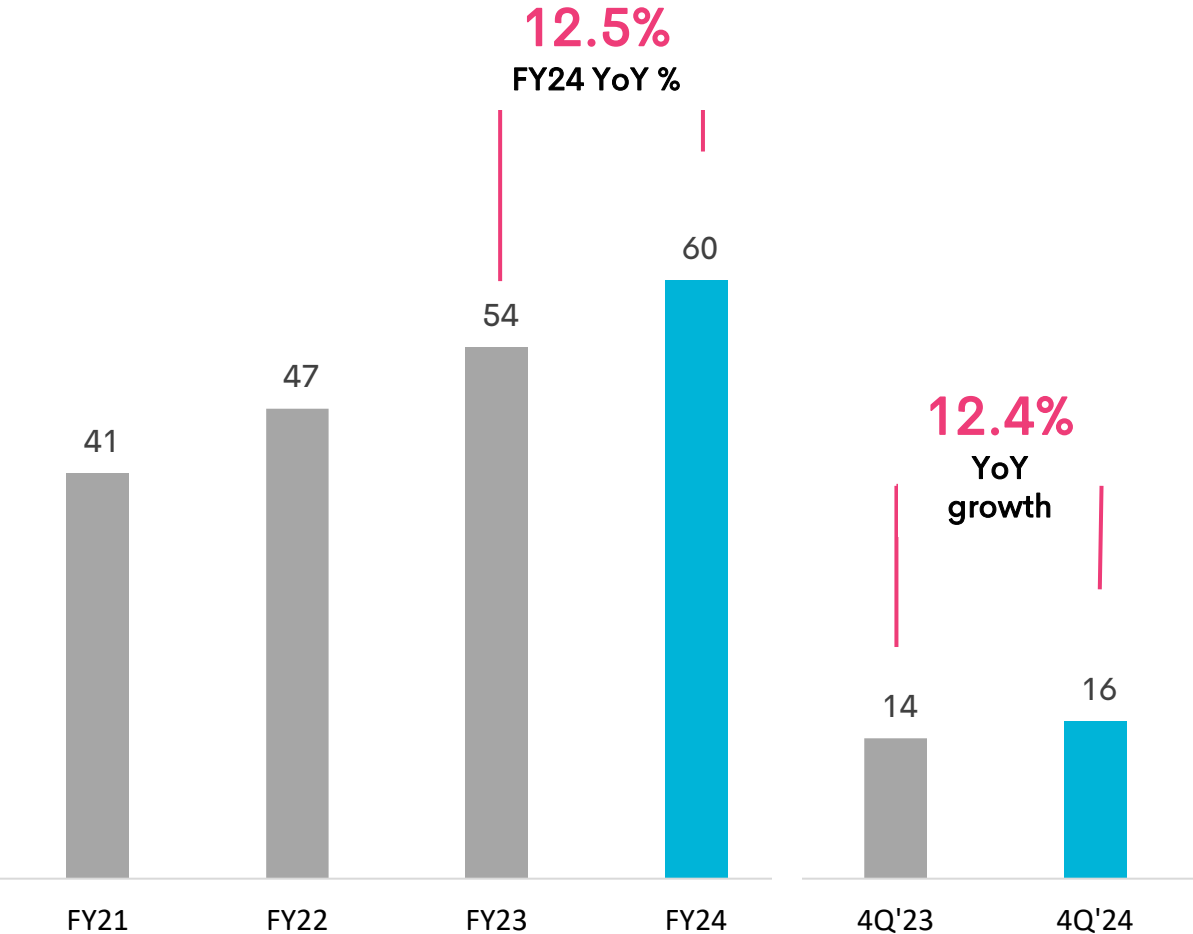
Financial Highlights & Key Metrics



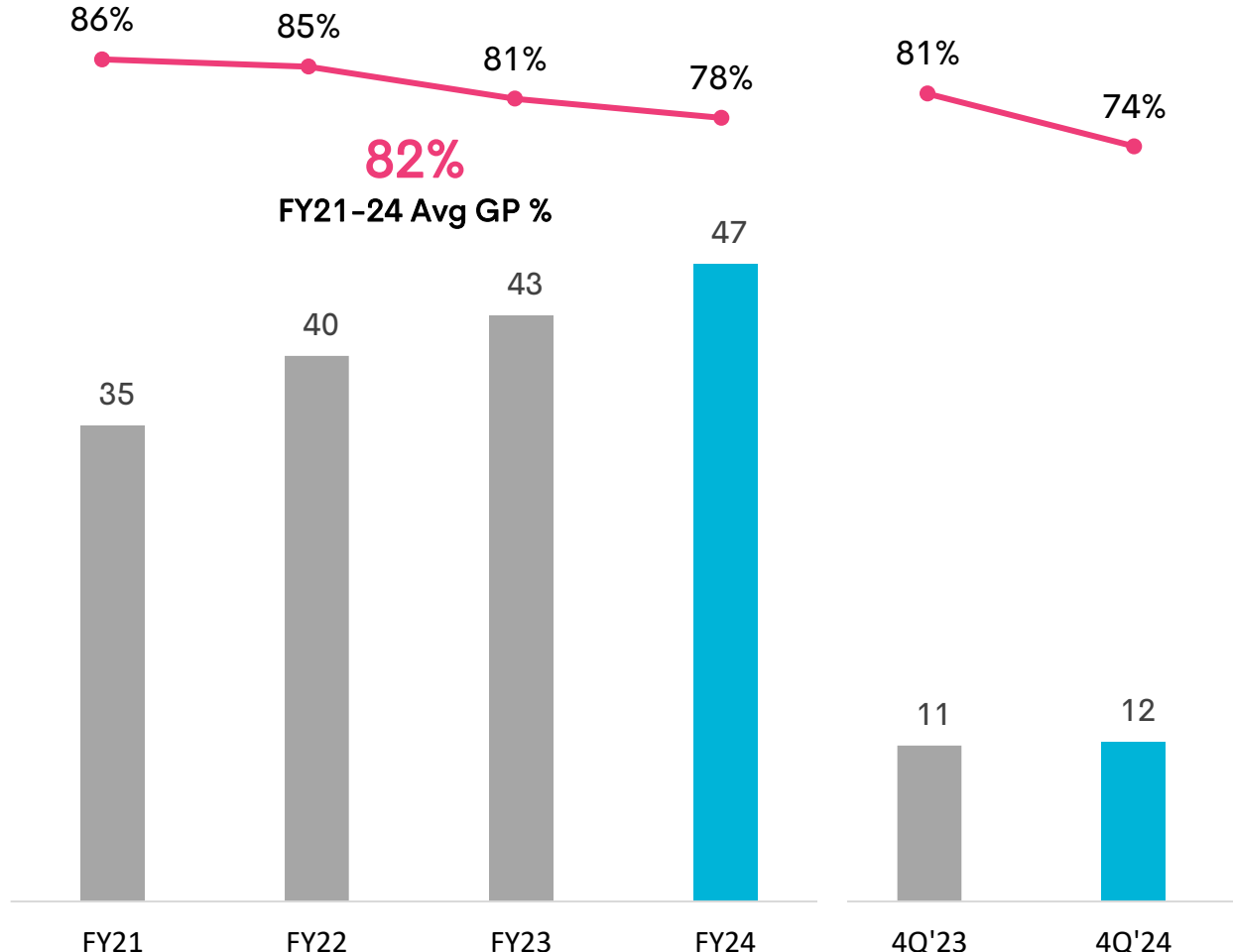
Strong Organic Growth and Highly Scalable Cost Structure

(\$ in USD millions)

Revenue



Gross Profit & Margin



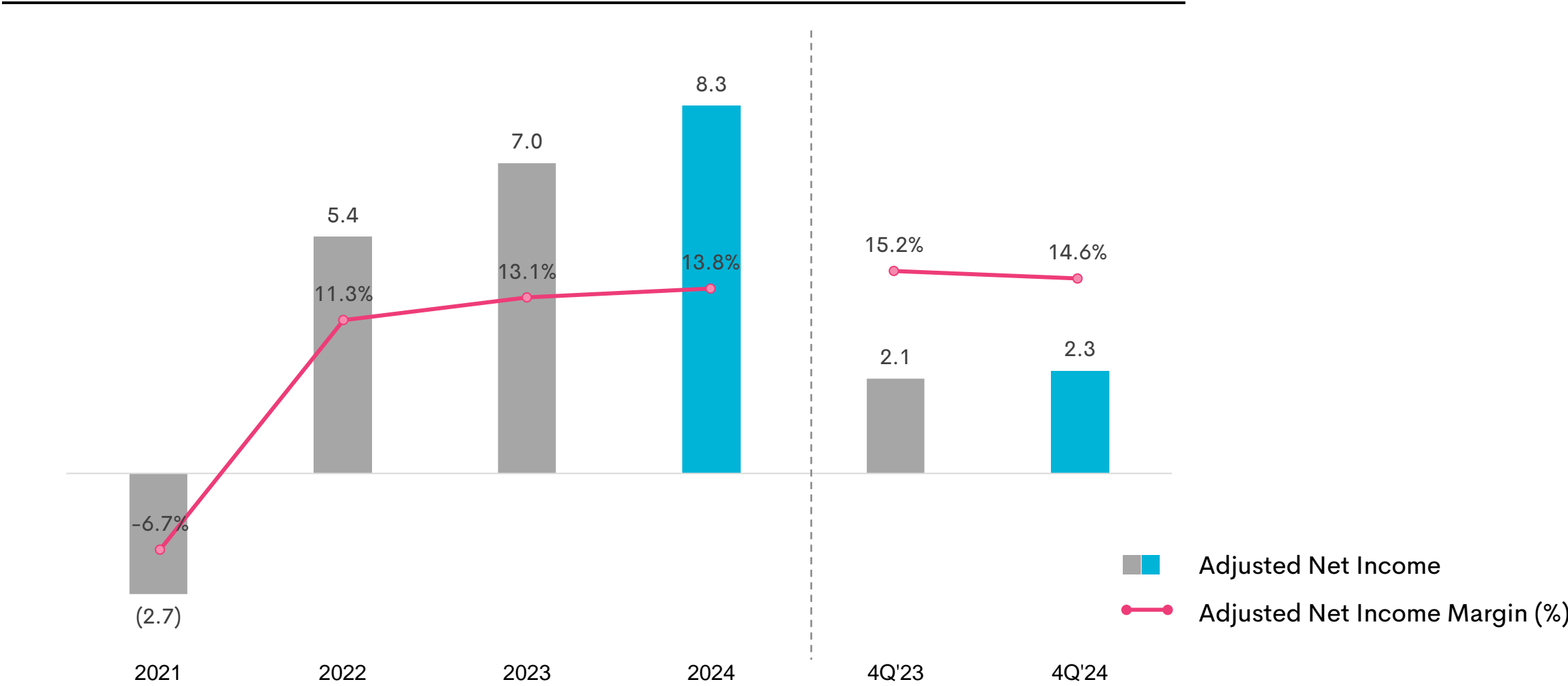
Source: Company data and estimates.

■ Gross Profit
—●— Gross Margin (%)

Solid & Stable Growth in Profitability

(\$ in USD millions)

Adjusted Net Income¹ & Its Margin



¹ Adjustments include one-time and non-recurring items as well as non-cash items such as one-off transaction costs, non-cash equity-based compensation, and non-cash valuation (gain)/loss of financial liabilities. Starting from the first quarter of 2024, we no longer exclude foreign exchange gain (loss) from adjusted net income (loss). As we transitioned to using the U.S. dollar as the functional currency for certain subsidiaries in 2023, our foreign exchange gains (losses), which historically have predominantly been unrealized, have not been material since 2023.

Perfect's Positive Operating Cash Flow

The Company had a positive operating cash flow of \$13.0 million in full year 2024, compared to \$13.6 million in full year 2023. The positive operating cash flow demonstrated the company's ability to generate sufficient cash flow to support business operations.

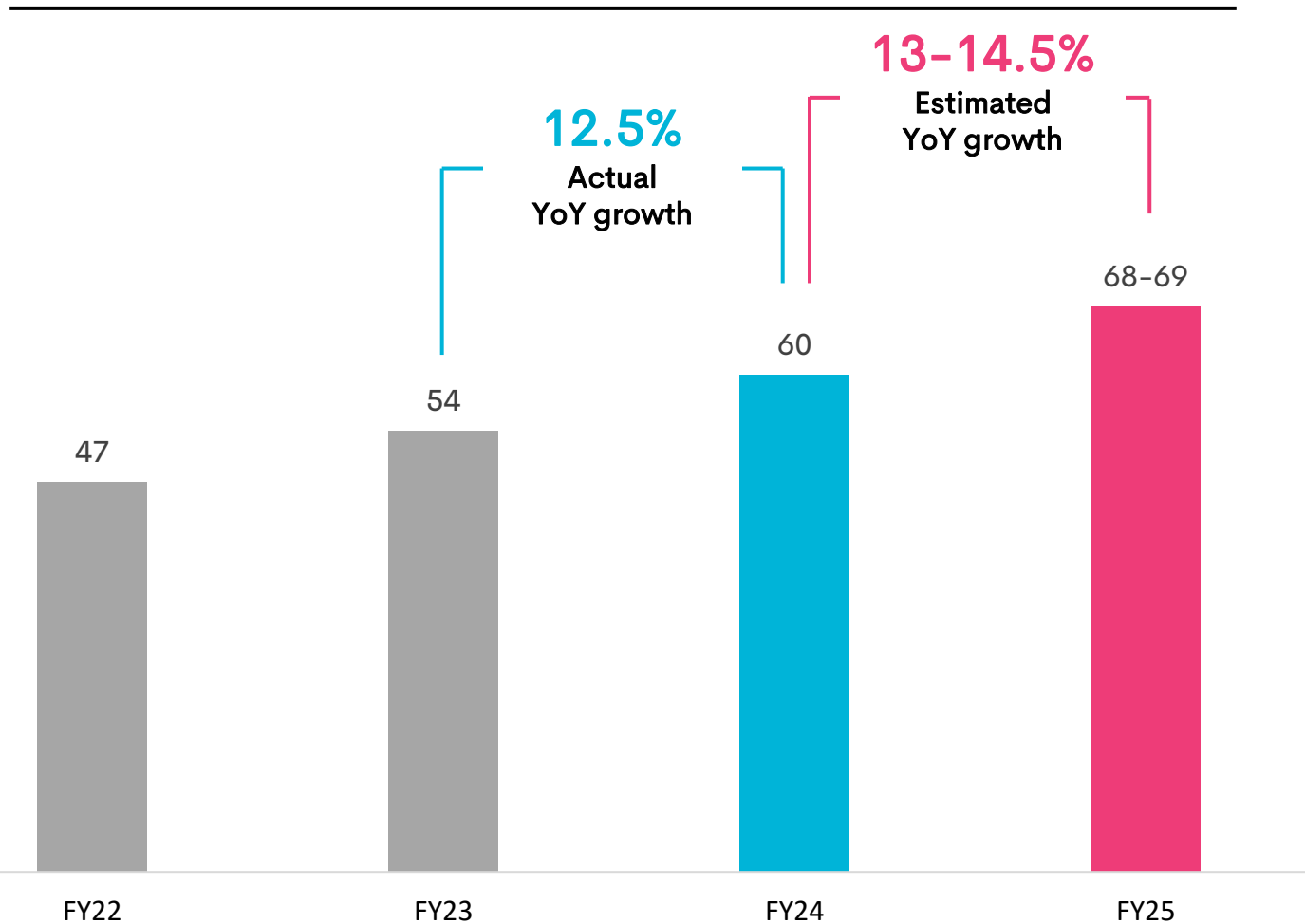
	Year ended December 31,	
(\$ in thousands)	2023	2024
Cash flows from (used in) operating activities	\$13,578	\$13,003 ¹

¹ Due to the \$50 million decrease in our total cash position from Tender Offer (including cash and cash equivalents & 6-month deposits classified as current financial assets at amortized cost under IFRS).

Business Outlook for 2025¹

(\$ in USD millions)

Revenue



- Taking into account the recent advancements of products powered by AI and AR technology, the growing demand for our enterprise SaaS solutions, and the strong momentum in the mobile beauty app subscription business, we observed a healthy recovery in 2025.
- We expect the growth of our total revenue recognized under IFRS for full year 2025 to range from 13% to 14.5% year-over-year, compared to full year 2024.

Source: Company data and estimates.

¹ Please Note that this forecast is based on the Company's current assessment of the market and operational conditions, and that these factors are subject to change.

Perfect's Q4 2024 Financial Performance

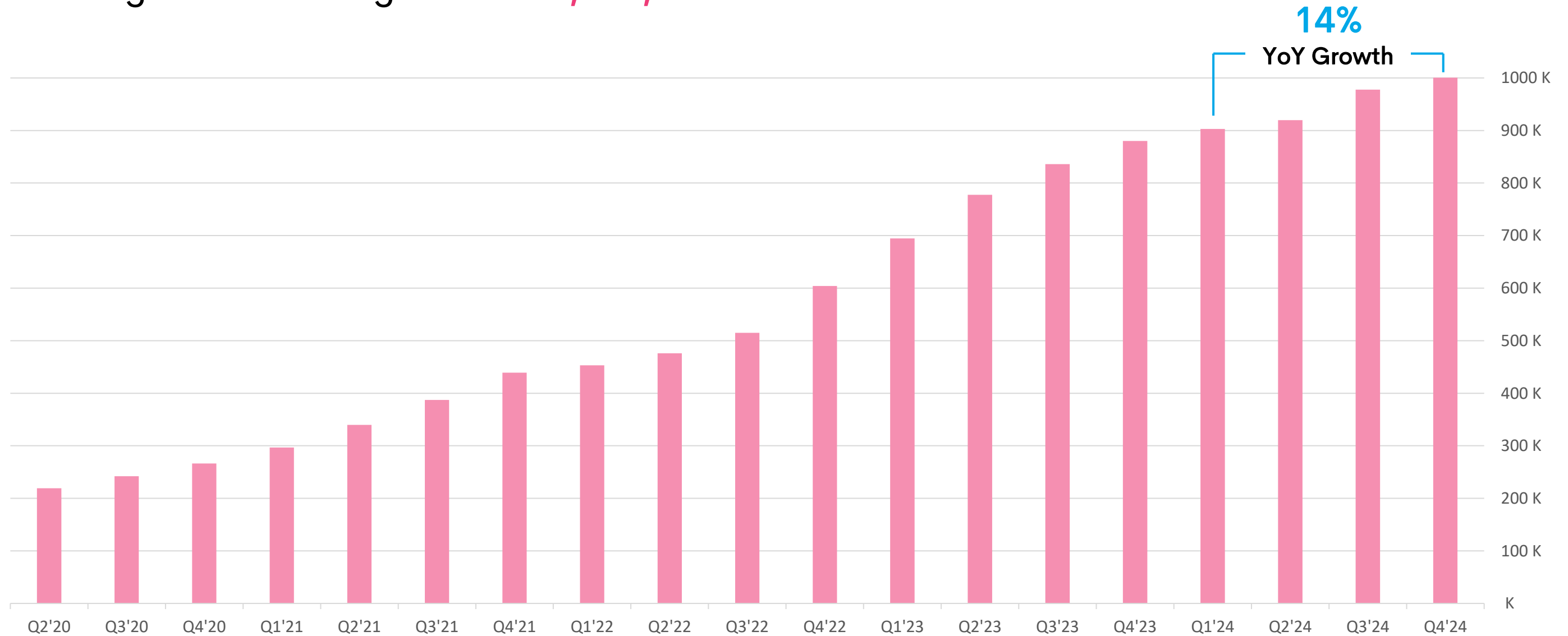
- **Total Q4 Revenue was \$15.9 million**, compared to \$14.1 million in the same period of 2023, +12.4% YoY.
 - AR/AI cloud solutions and subscription revenue was \$15.1 million, compared to \$12.0 million in Q4'23, +25.4% YoY.
 - Licensing revenue was \$0.5 million, compared to \$1.8million in Q4'23, -72.2% YoY.
- **Gross Profit was \$11.8 million** (74.1% gross margin), compared with \$11.5 million (or 81.3% gross margin) in Q4'23, +2.5% YoY.
- **Operating Expenses was \$12.2 million**, compared with \$12.7 million in Q4'23, -3.6% YoY.
 - S&M Expenses were \$6.9 million, compared to \$6.7 million in Q4'23, +3.6% YoY.
 - R&D Expenses were \$2.8 million, compared to \$3.0 million in Q4'23, -8.3% YoY.
 - G&A Expenses were \$1.8 million, compared to \$3.0 million in Q4'23, -41.0% YoY.
- **Operating Loss was \$0.5 million**, compared with operating loss of \$1.2 million in Q4'23.
- **Net Income was \$1.1 million**, compared to \$1.4 million in Q4'23, -21.8% YoY.
- **Adjusted Net income was \$2.3 million**, compared to \$2.1 million in Q4'23, +8.2% YoY.
- **Positive Operating Cash Flow \$3.3 million**, compared to \$3.1 million in Q4'23, +3.4% YoY.

Perfect's Full Year 2024 Financial Performance

- **Total 2024 Revenue was \$60.2 million**, compared to \$53.5 million in the same period of 2023, +12.5% YoY.
 - AR/AI cloud solutions and subscription revenue was \$53.8 million, compared to \$44.8 million in 2023, +20.2% YoY.
 - Licensing revenue was \$5.2 million, compared to \$7.5 million in 2023, -30.8% YoY.
- **Gross Profit was \$46.9 million** (78.0% gross margin), compared with \$43.1 million (or 80.6% gross margin) in 2023, +8.9% YoY.
- **Operating Expenses were \$50.1 million**, compared with \$48.8 million in 2023, +2.7% YoY.
 - S&M Expenses were \$28.2 million, compared to \$25.7 million in 2023, +9.7% YoY.
 - R&D Expenses were \$12.0 million, compared to \$11.5 million in 2023, +4.7% YoY.
 - G&A Expenses were \$8.5 million, compared to \$11.6 million in 2023, -26.6% YoY.
- **Operating Loss was \$3.1 million**, compared with operating loss of \$5.7 million in 2023.
- **Net Income was \$5.0 million**, compared to \$5.4 million in 2023, -7.3% YoY.
- **Adjusted Net income was \$8.3 million**, compared to \$7.0 million in 2023, +18.6% YoY.
- **Positive Operating Cash Flow \$13.0 million**, compared to \$13.6 million in 2023, -4.2% YoY

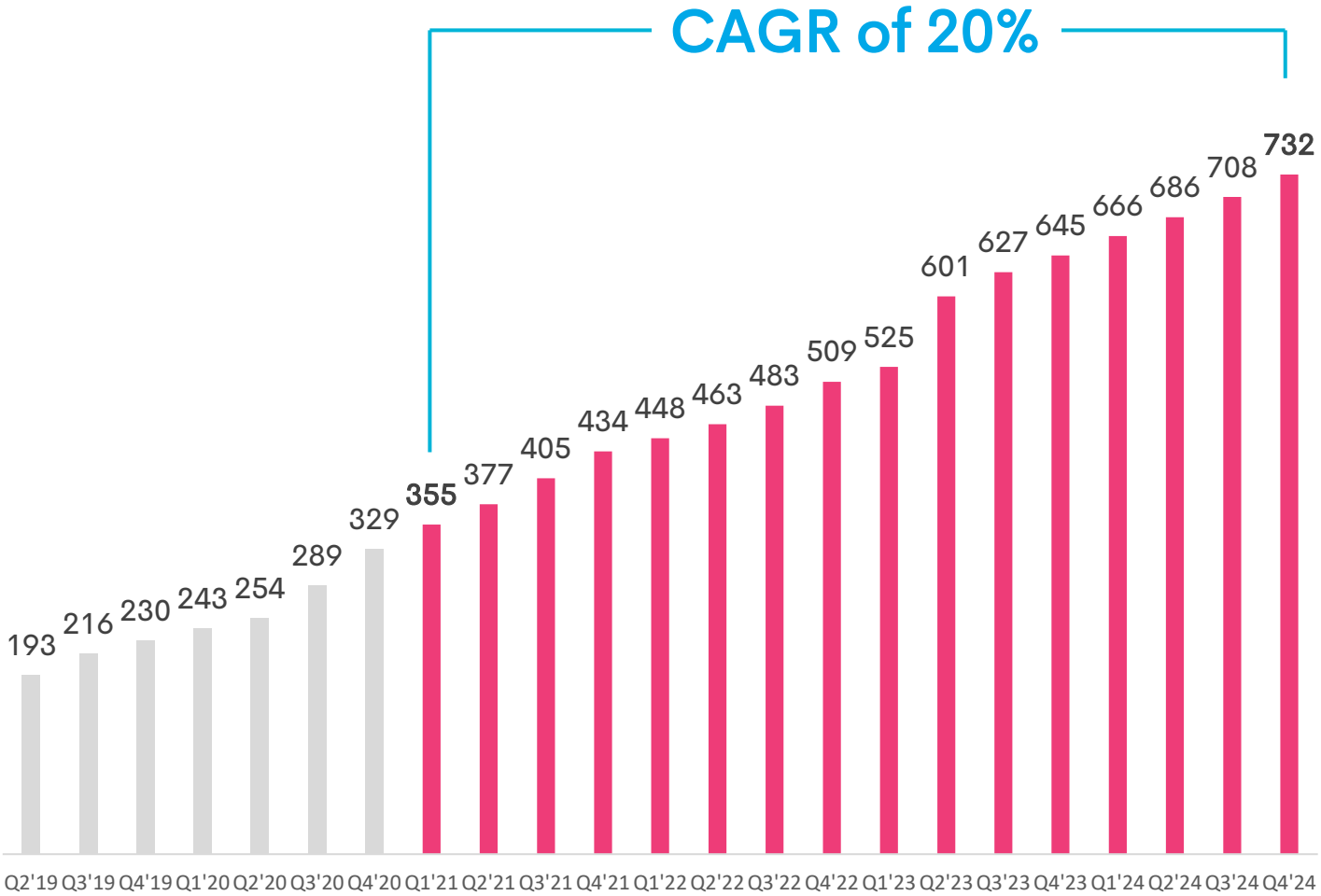
Perfect's Mobile Beauty App Business Has Been Growing Strong

In the fourth quarter, active subscribers increased by 14% from the same period last year, reaching a historical high of over **1,000,000** active subscribers¹.

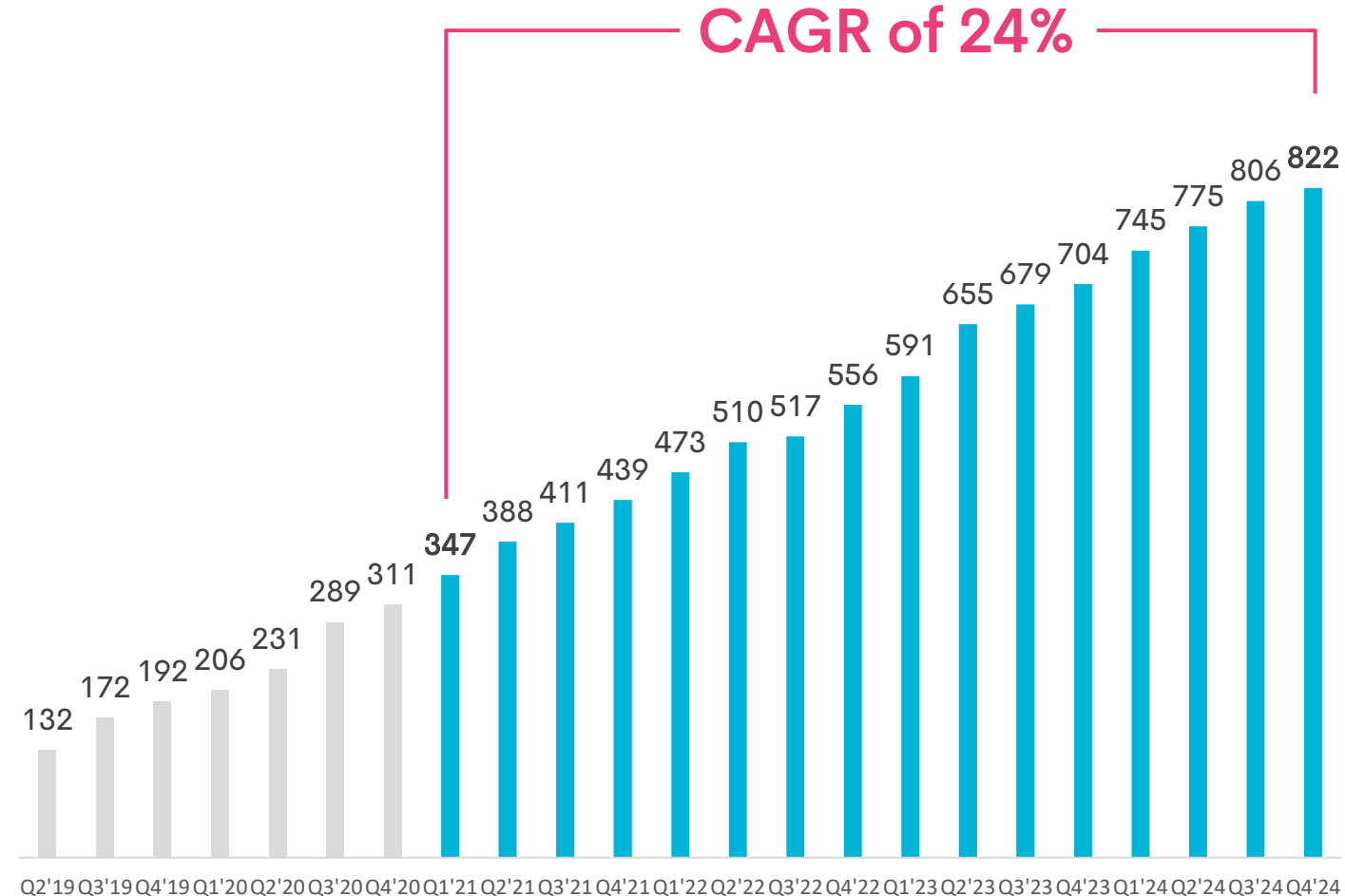


Perfect's Scalable SaaS Business Model with Continued Expansion in Brands and SKUs

Number of Brands by Quarter



SKUs* by Quarter



*SKU counts in thousands ('000)

Multiple Avenues To Drive Growth

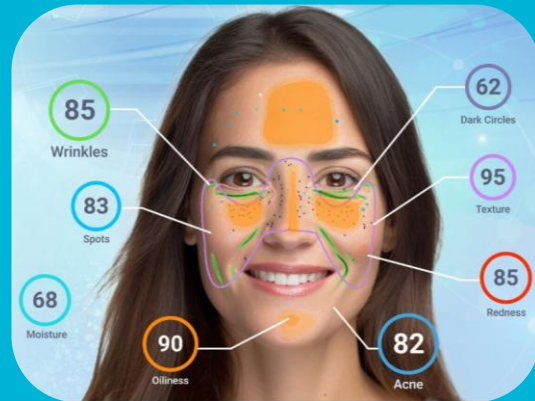
We see significant growth opportunities from existing brands, new brands, new verticals, as well as from new Gen AI features launched in mobile app and synergistic M&A.

Deepen Penetration Within Top 20 Beauty Groups



- ✓ Cross-sell to sister brands in the Groups
- ✓ Upsell more modules and functions to brands
- ✓ Enable more SKUs in all categories
- ✓ Upscale to more countries within a brand

Expand Into Skincare AI



- ✓ Growing demand for AI Skin Analysis and Skin Diagnosis.
- ✓ Engage with a larger customer base, such as med spa, aesthetic clinic, and dermatologist.

Penetrate to Fashion and Jewelry AI



- ✓ Expand product portfolio to cover a wide variety of fashion accessories and jewelry, including earrings, rings, bracelets, necklaces, and watches.
- ✓ Provide unique stacking options that allow users to try on multiple pieces at the same time.

Innovate Premium Gen AI Features in YouCam Apps



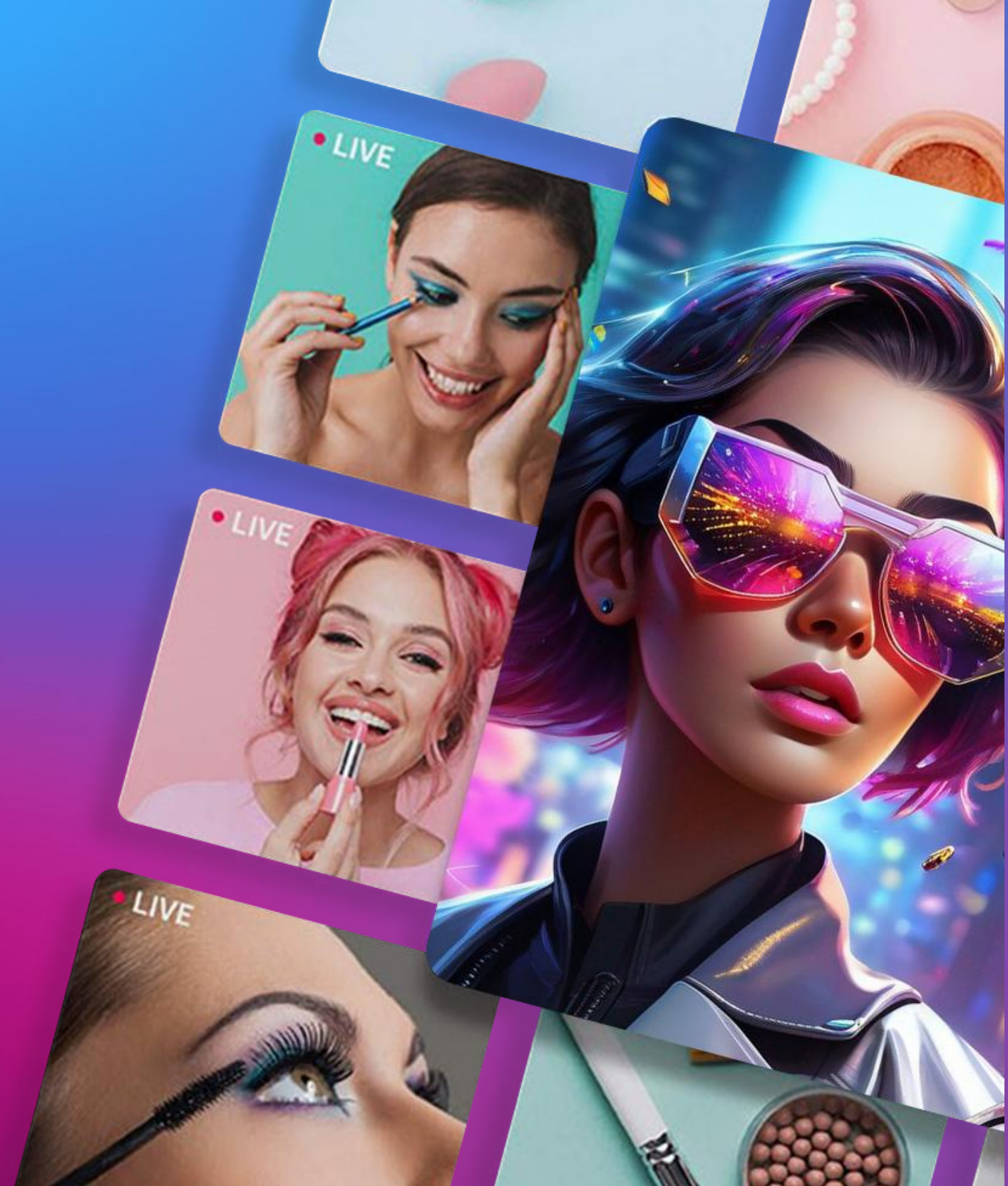
- ✓ Strong momentum in the growth of subscriber base.
- ✓ Continue to innovate premium features leveraging Gen AI technology photo/video editing, enhancement, and beautification.

Pursue Synergistic M&A Selectively



- ✓ Speed up brand relationships, vertical and geographies expansion
- ✓ Accelerate revenue growth and margins

Key Partnership



Perfect Forms Strategic Partnerships With World Class Tech Giants

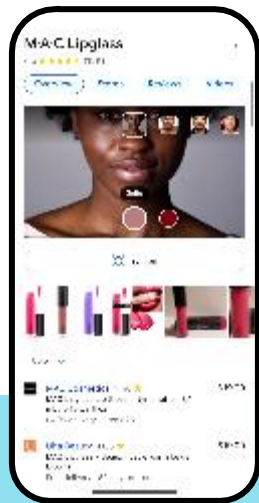
This creates truly omnichannel support for our clients.

Global Tech Giants

Asian Tech Giants



#1 Search Engine



Virtual try-ons through organic search results



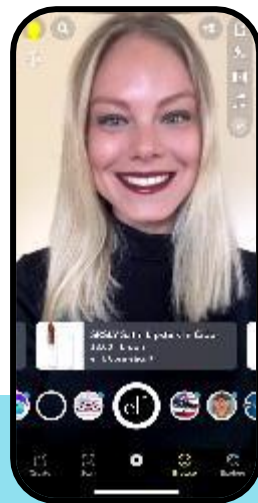
#1 Video Platform



Virtual try-ons through brands' YouTube videos



One of the Most-used Camera Apps



Virtual try-ons on Snapchat brand profile



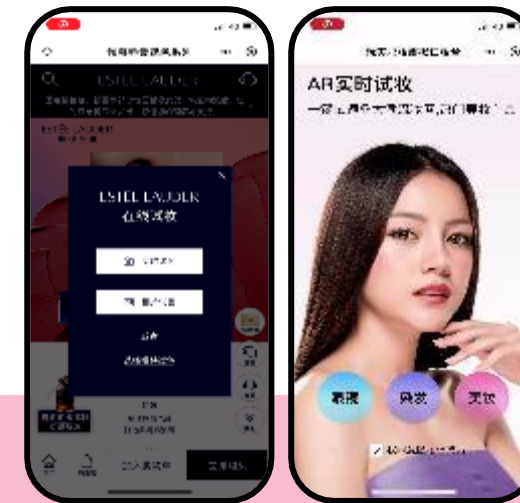
#1 Mobile E-commerce Platform



200+ brands using AR on Taobao and Tmall; 6,000 SKUs available for users to try



#1 Social & Digital Payment Platform



WeChat Mini Program covering AI shade finder & skincare, AR hair color & eye color, make-up virtual try-on, and brow virtual try-on



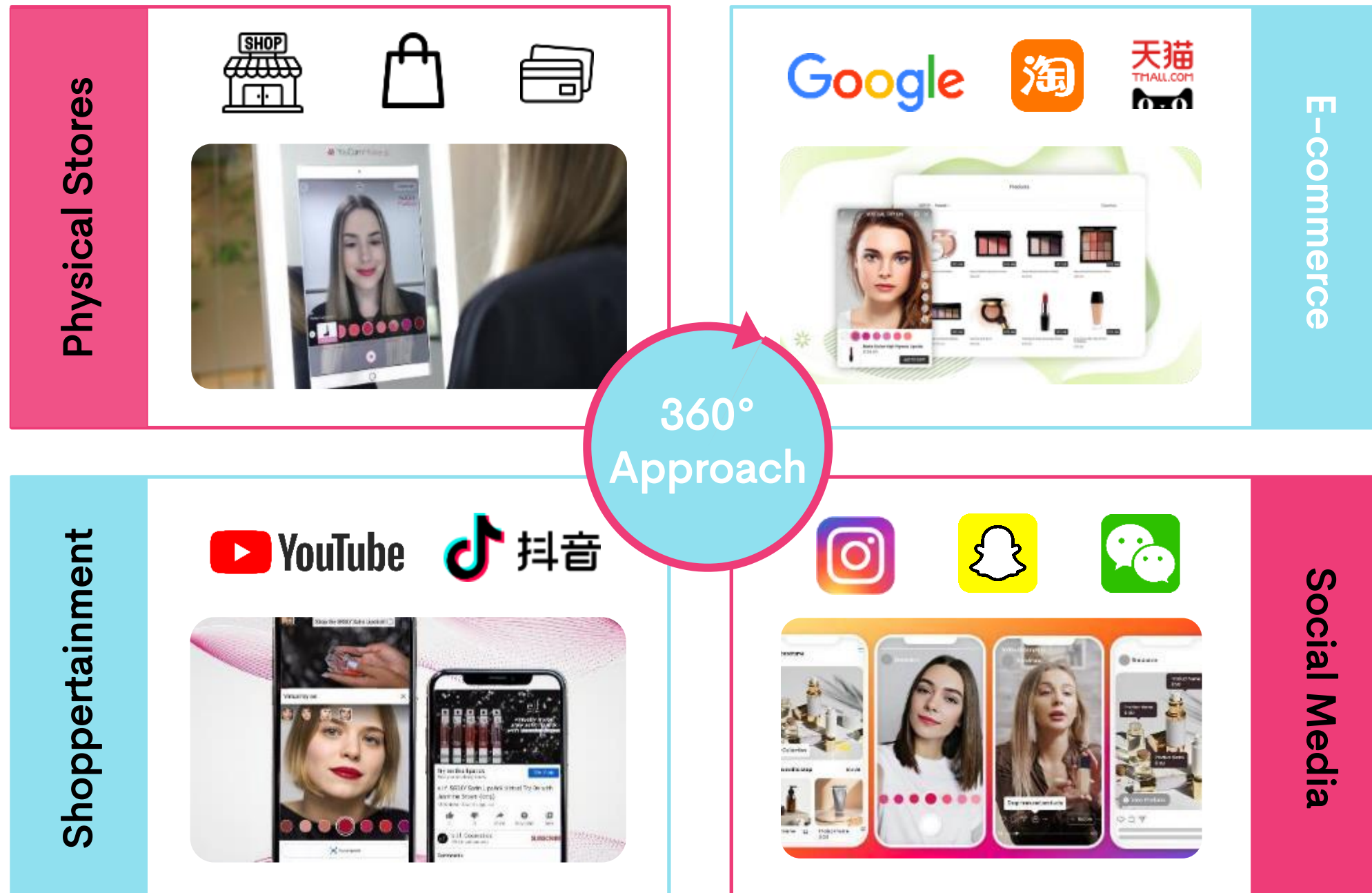
#1 Video Social Platform



Brands can subscribe to the service and expand their AR offerings from Perfect Console with one click






Perfect's 360° Beauty Tech Solutions Support Optimized Omnichannel Strategies

Whether online or offline, we are where our clients need us.

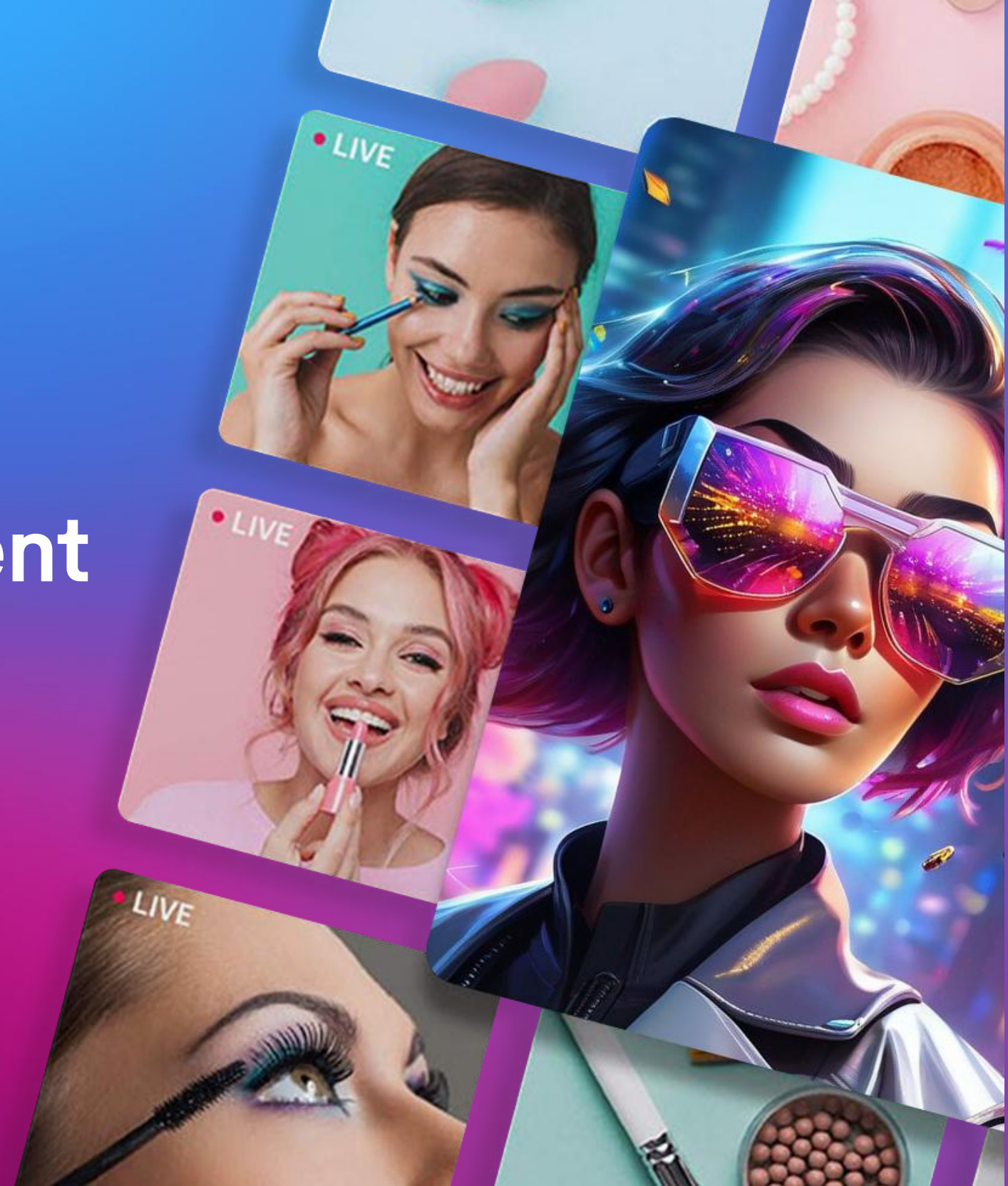


Perfect's Proven Track Record in Supporting Client Success

We help drive brands' sales, conversion, and customer engagement.

Brand	Perfect Solution Used	ROI Improvement	Customer Testimonials
	Live AR Training for Beauty Advisors AR Makeup Try-on (in stores & online)	+250% purchase conversion 17,000+ Beauty advisors trained	<i>"Now this [high -touch] experience has been enabled by high tech AI and AR to create a more engaging, more personalized journey for our customers. While we have always focused on innovating our products and services, with partners like Perfect Corp., we can now also innovate and elevate the consumer experience."</i>
	AI Shade Finder Makeup Try-On	+300% purchase conversion 10%+ average order size	<i>"Perfect Corp. is constantly innovating to make sure we can meet the needs of our consumers across all the different markets. When we identify a new opportunity, Perfect Corp. is quick to respond, and they can scale to meet any need."</i>
	AR Makeup Try-on AI Shade Finder	+30% increase in cart size +500% increase in website visit dwell time	<i>"It's proven to be an excellent way to facilitate and convert sales. The feedback has been very positive. Customers love its accuracy, and they also find the virtual try-on experience to be fun, which is also important."</i>
	AR Makeup Try-on AI Shade Finder	+200% increase in customer engagement	<i>"We've always seen strong customer engagement with our virtual try-on experiences—online and in our stores. We've also found that strong customer engagement leads to significantly higher rates of conversion. Engaged customers purchase more."</i>
	AR Makeup (Nail) Try-on	+120% increase in purchase intent +300% increase in # of shades viewed	<i>"The Perfect Corp. technology is mind-blowing... This [tech] lets people really evaluate colors, looking back and forth, in a different light, and while moving their fingers around just like in real life."</i>

Perfect's ESG Commitment



Perfect Is Green Tech & an ESG Facilitator

Consumers' growing awareness of sustainability will further accelerate brands' adoption of AR & AI, creating stronger tailwinds for Perfect.



Environmental Sustainability for Beauty

- Reduce beauty sampling / tester
- Prevent overconsumption
- Lower product returns

Everyone can benefit from Beauty AR & AI Technology

Industry

Support the industry in furthering sustainable beauty and eco-friendly practices

Brands

Help brands achieve and increase awareness of their ESG goals

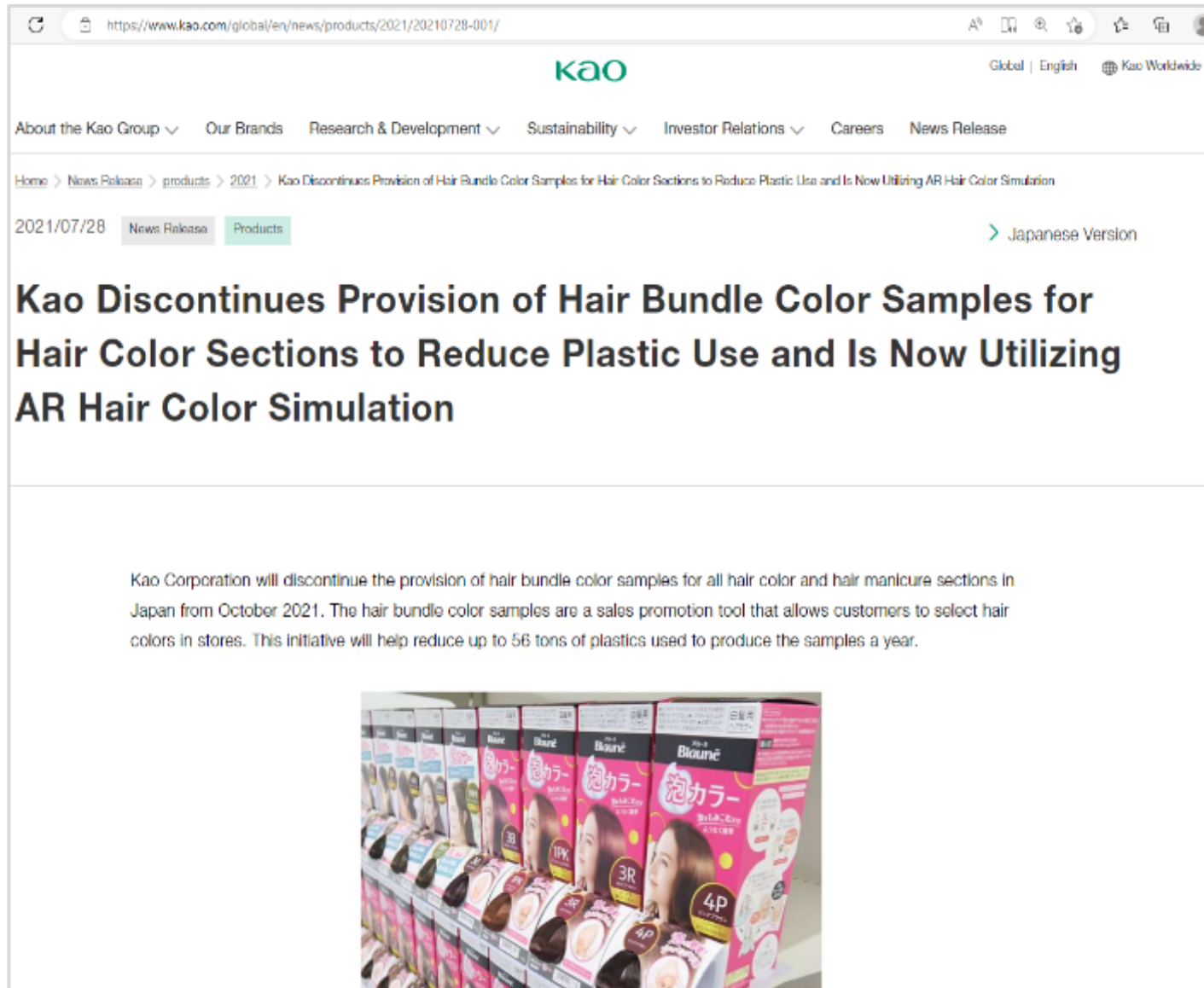
Consumers

Enable consumers to support environmentally conscious brands and improve their beauty try-on experiences



Perfect AR and AI-Powered VTO Technology was named 2021 Green Product of the Year¹

How Kao leveraged Perfect's beauty tech to achieve amazing ESG results!



Perfect has helped Kao to become more sustainable

KAO's ESG Achievements by the Numbers:

- 56 Tons Reduces Plastic Waste per Year
- 1 Million Simulations per Week
- 22 Try-ons per Visitor



PERFECT

The **AI & AR powerhouse** helping beauty & fashion brands to achieve successful **digital transformation**