



Amorepacific Corp. Tata Harper Acquisition

Sep. 1st 2022

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1. Executive Summary (Public Disclosure Summary)

Brand acquisition to expand and accelerate global business

Public Disclosure Summary

- 100% stake in Tata's Natural Alchemy, LLC (Tata Harper Brand) was acquired through Amorepacific US Investment, Inc., a wholly-owned subsidiary of Amorepacific Corp.
- Deal structure: Reverse triangular merger
 - Amorepacific US Investment Merger Sub, LLC, a wholly-owned subsidiary of Amorepacific US Investment, Inc., was merged into Tata's Natural Alchemy, LLC
- Date of merger agreement: Sep. 1st 2022
- Scheduled closing date: Oct. 31st 2022

Tata Harper Brand Overview

Business

- Cosmetics brand founded in 2010
 - A luxury clean beauty brand using 100% naturally derived ingredients
 - Adheres to the principle of clean beauty in everything from product development to packaging
 - Entered 25 online channels including its own direct-to-consumer website and over 800 offline stores such as Sephora, Bluemercury, and Neiman Marcus

Key Products (Price)



- Rejuvenating Serum (\$146)



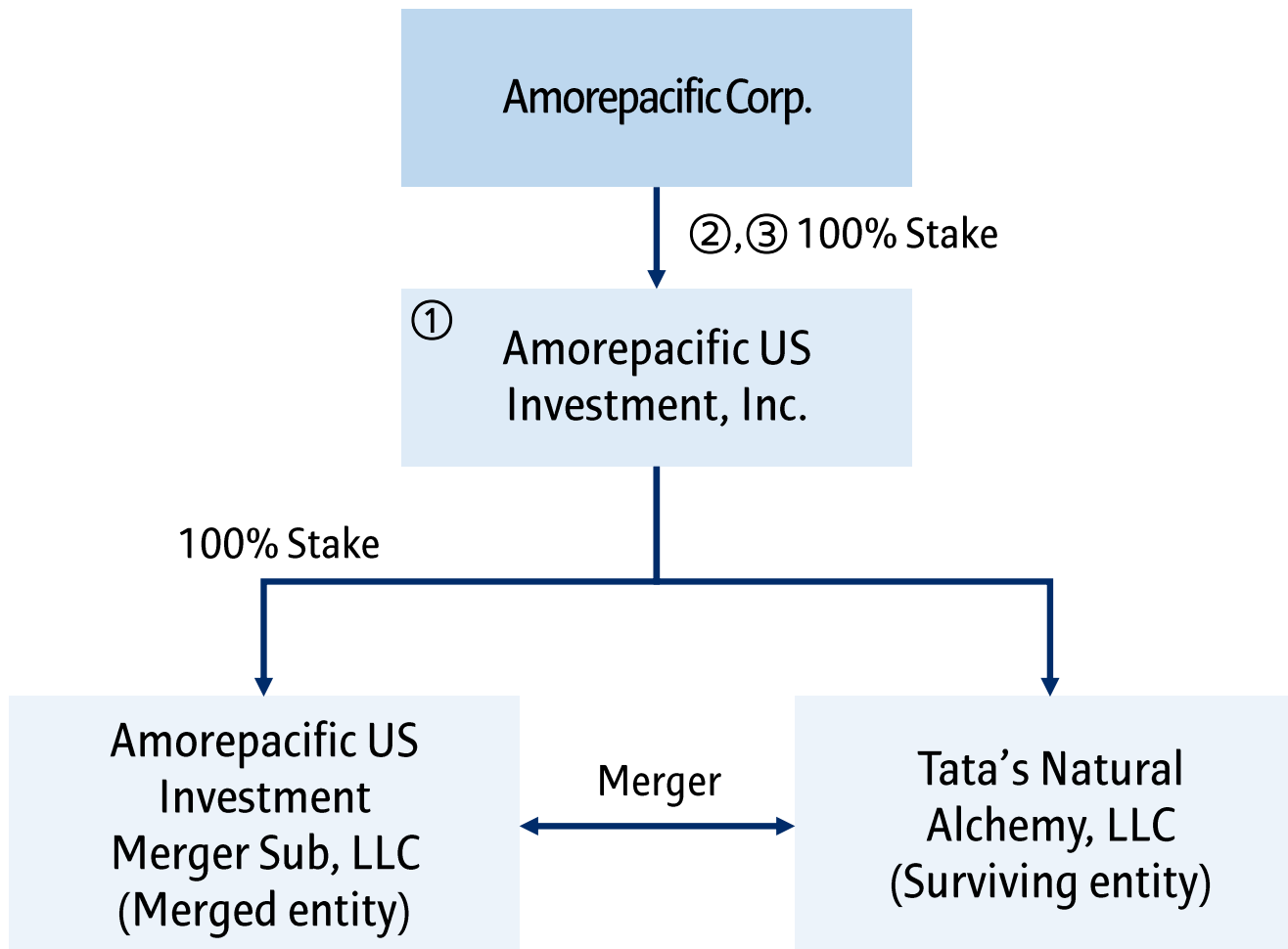
- Regenerating Cleanser (\$88)



- Crème Riche (\$230)

2. References (Deal Structure Details)

Deal Structure



Details

① Amorepacific US Investment, Inc. announced rights issue of KRW 168.1 billion

② Amorepacific Corp. decided to acquire shares of Amorepacific US Investment, Inc. by participating in rights issue of Amorepacific US Investment, Inc.

③ Amorepacific Corp. decided to guarantee debt to Amorepacific US Investment, Inc.