



AR is Transforming the Beauty Shopping Experience

Alice H. Chang | CEO

PERFECT



**Gartner says by 2020,
100 Million Consumers
Will Shop with AR**

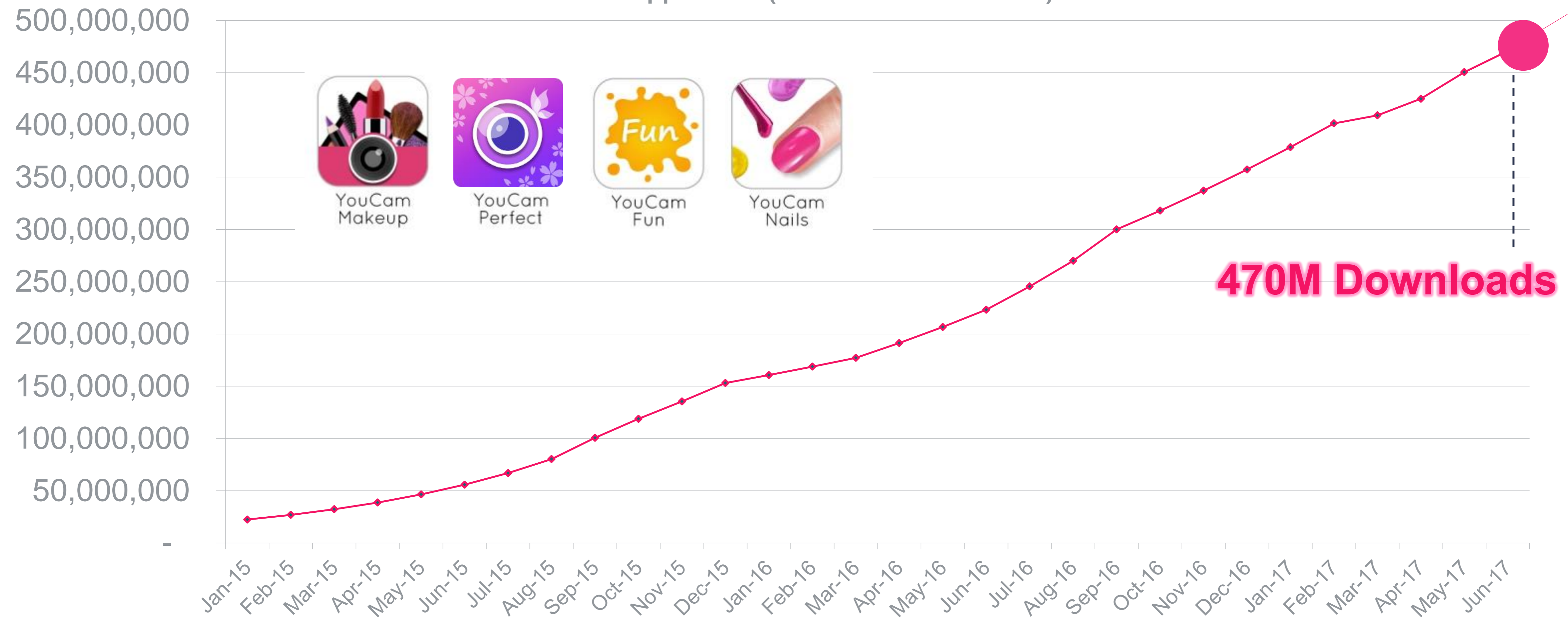
How about Beauty AR?

Beauty AR is ready for mainstream consumers

YouCam Apps: Fastest Growing Beauty AR Platform



Total App Users (Downloads in Millions)



470M Downloads

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Key Drivers Of Beauty AR



1

Super Precise
Facial tracking

2

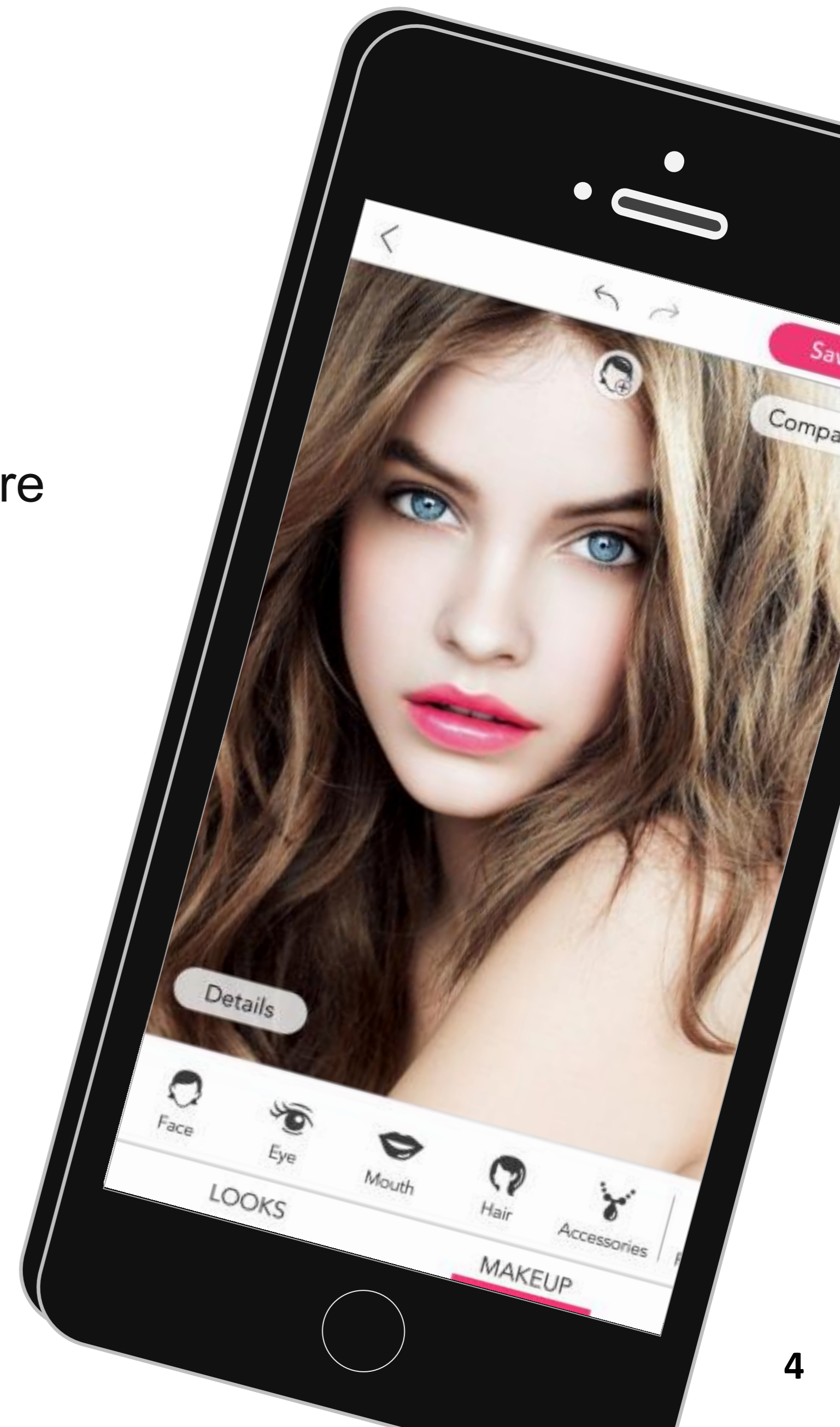
Accurate Effects
Realistic color and texture

3

Brand Products
Link to real product

4

Mobile Ready
In everyone's pocket

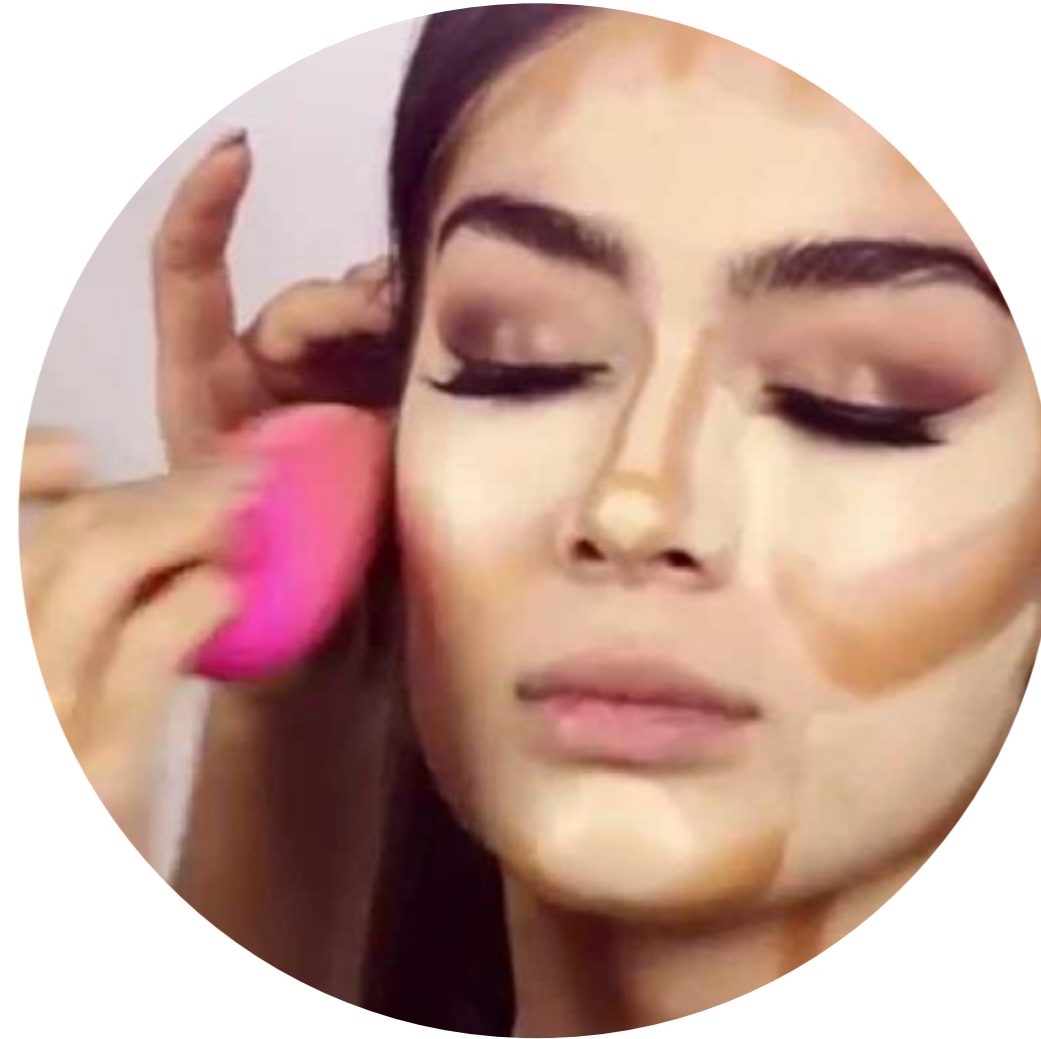


Beauty AR is Perfect for The Millennials Shoppers



1. TRY PRODUCTS

Love to **try by themselves**,
not just follow what they're
told



2. LEARN

want to learn and enjoy
the **latest trends**



3. EXPRESS & SHARE

want to **express myself**, share
and discuss with the community

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D e m o



The image features two female mannequin heads positioned side-by-side, facing forward. They are wearing light blue AR glasses. Their eyes are closed on the left and open on the right. Their hands are raised, with fingers pointing towards the central text. They are wearing a dark top with a large, ornate, multi-faceted necklace. The background is a neutral, light grey.

STRATEGY

What should Brand do
to take advantage of
AR Beauty?

AR Beauty on Mobile

Reaching a large group of users



- Increase product trials
- Engage with audience
- Drive traffic to commerce

AR product try on in YouCam Makeup



Key Results

6x more time on App*

916 Million Trials per Month

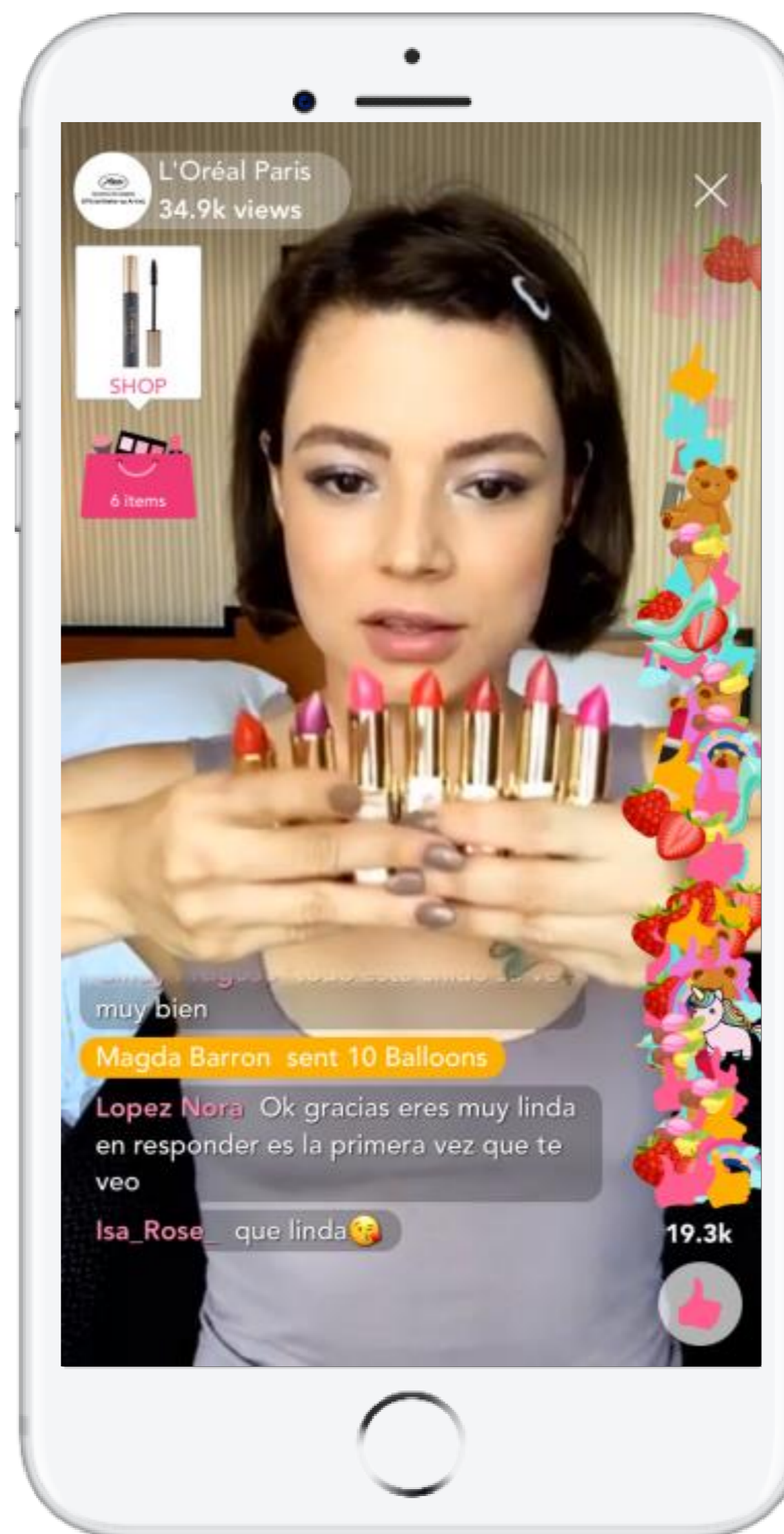
*Time spend on YouCam Makeup app compared to avg. photo camera app

AR Beauty on Mobile

Live interaction with user



- Brand products linked for purchase through the AR live show
- Live content – Real-time engagement with audience
- Try beauty products virtually anywhere, anytime

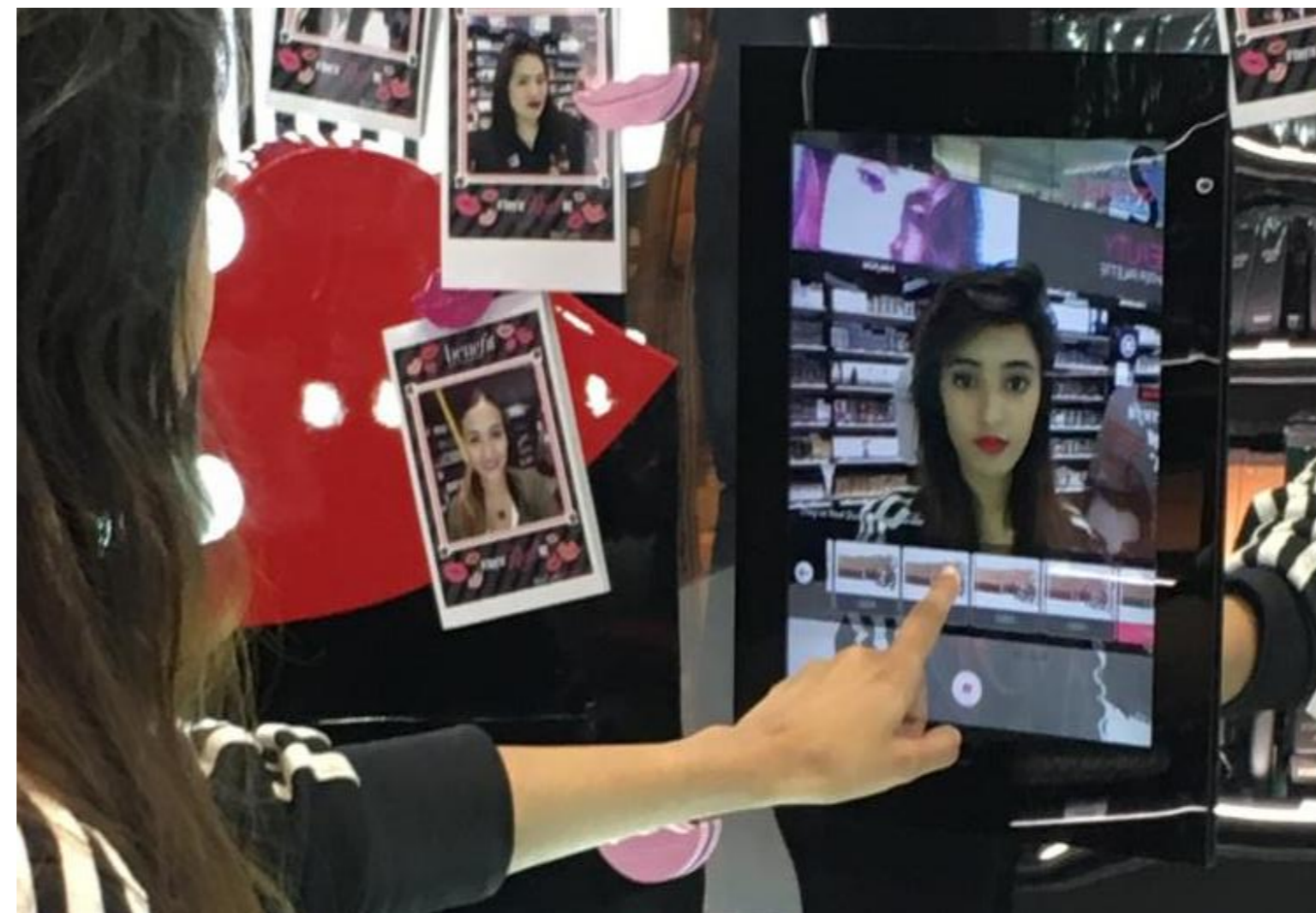
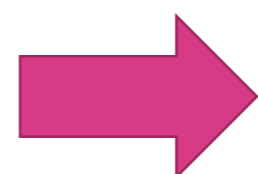


FESTIVAL DE CANNES
Official Partner

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AR Revolutionizes Physical Stores

Solving Customer Pain Points



Traditional

- Unavailable sample
- Sanitary concern
- Lost of time

Next-Gen

- Always available to try
- No risk
- Immediate results

Key Responses

96%*

Led to more sales

88%*

Increased customer satisfaction

*Survey results from staff using YouCam Makeup consultation May 2017.

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YVES SAINT LAURENT

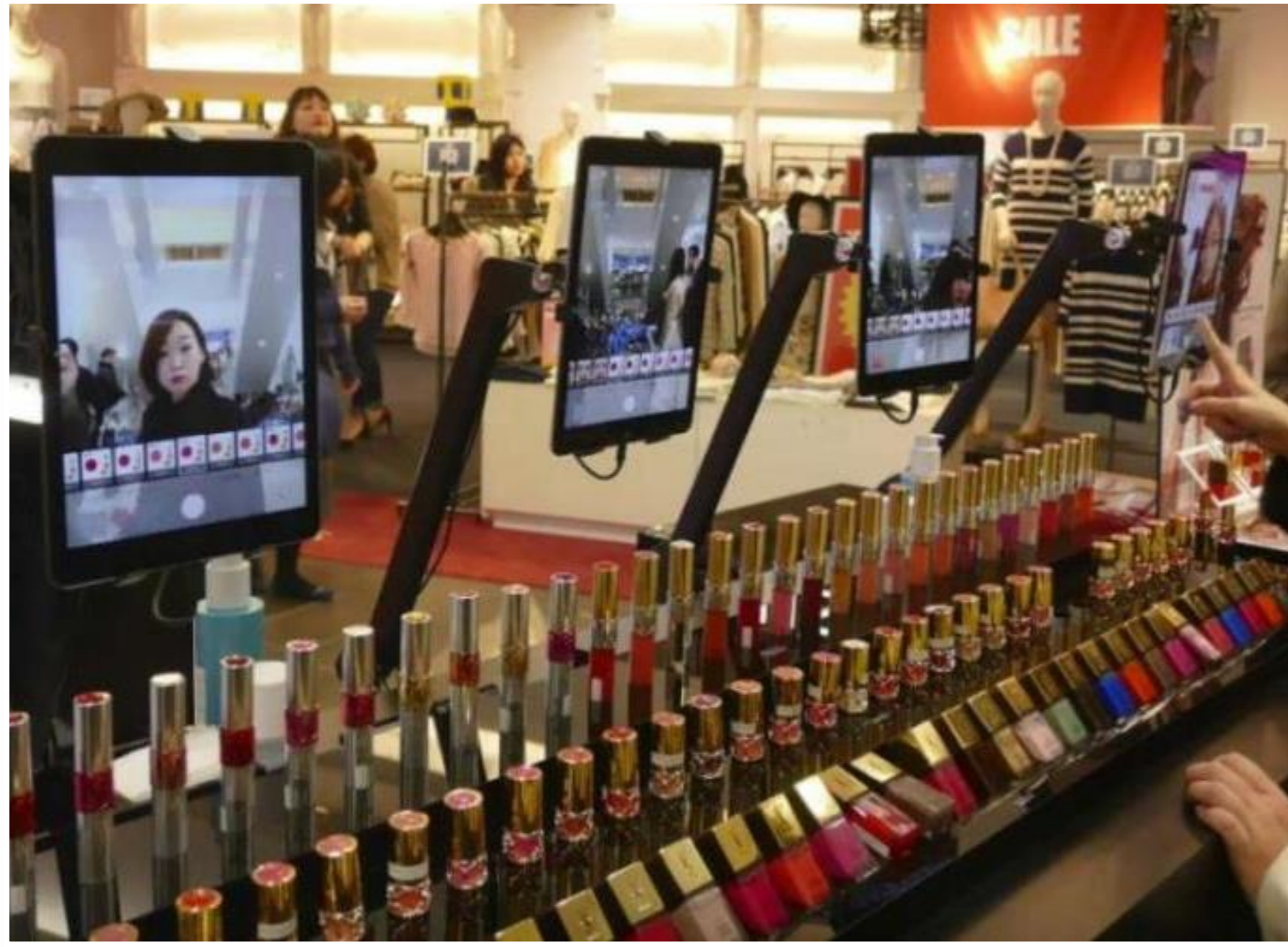
BEAUTÉ

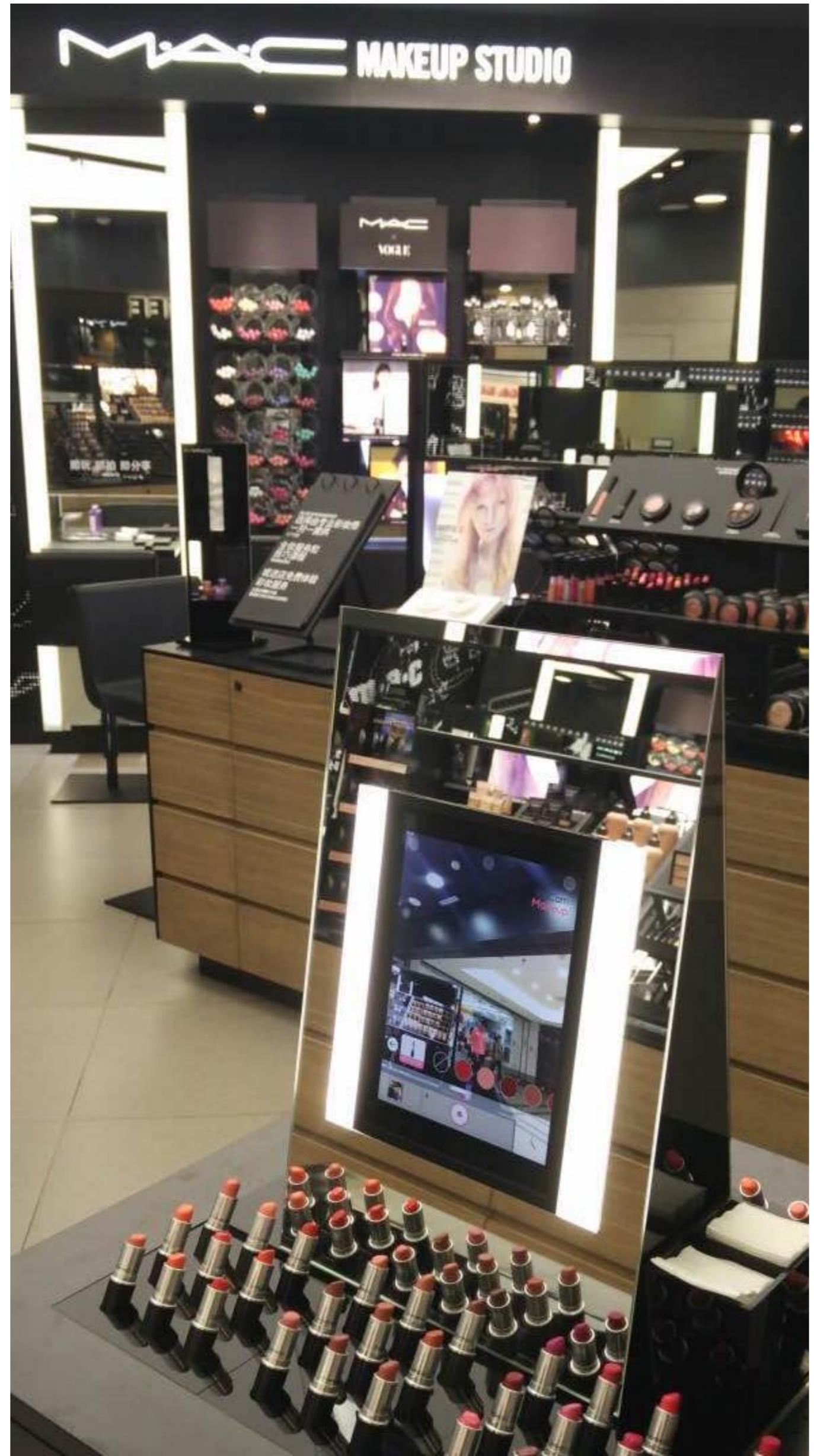
Scope: **In-store Consultations**
Location: **Tokyo & Osaka, Japan**



Japanese retail store events in featuring YouCam Makeup.

Nationwide installation begins this summer (Tokyo, Osaka, Kobe and Fukuoka).

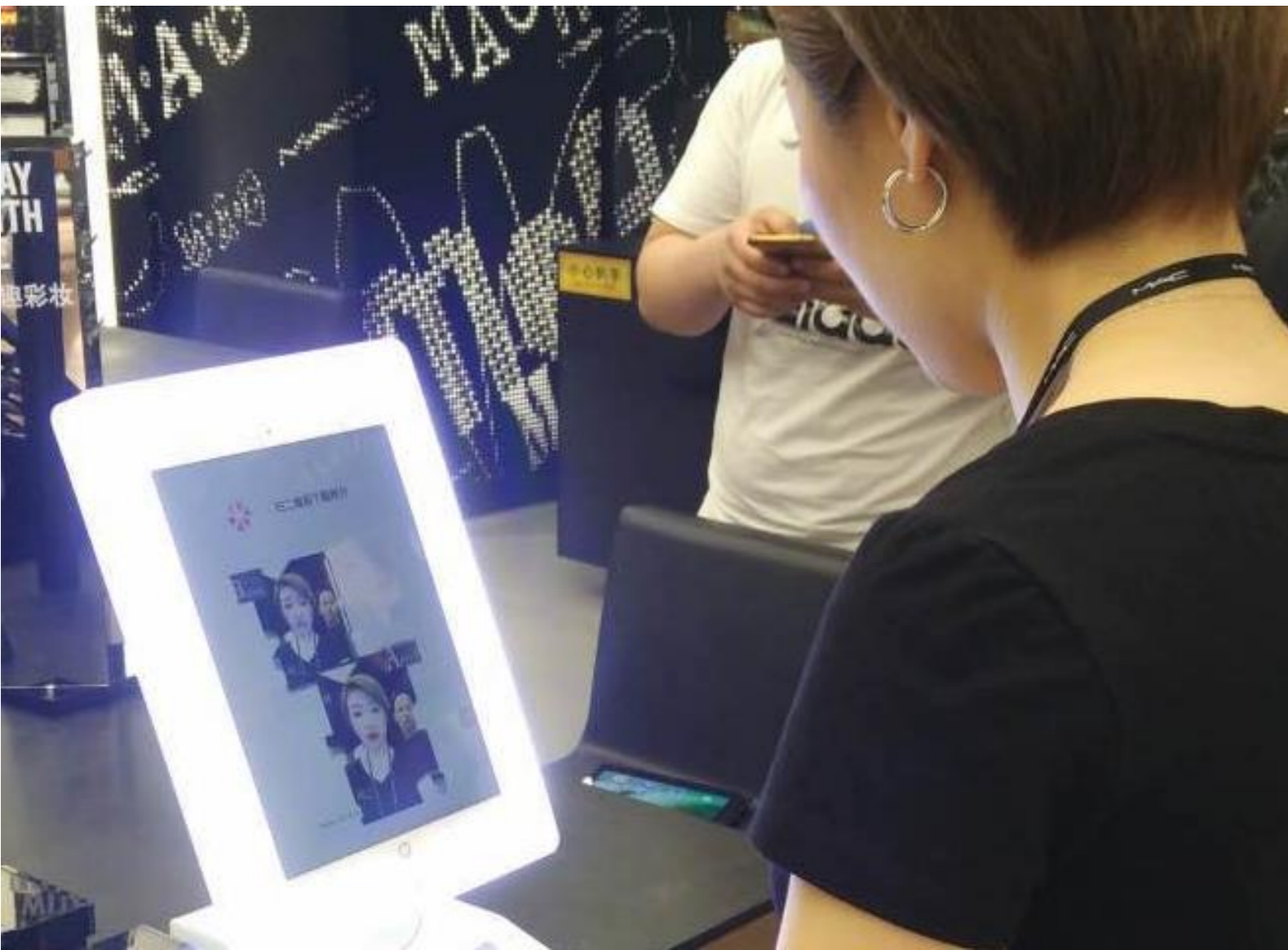




Scope: **In-store Consultations**
Location: **Shanghai & Beijing, China**



Chinese retail stores across the country featuring YouCam Makeup consultations.



ESTÉE LAUDER

Scope: **In-store consultation**

Location: **5 London locations including Selfridges & Estée Edit**



“YouCam gives us the opportunity to bring innovative technology digital-first concept to the makeup-loving Millennial.”

Chris Good, president, Estée Lauder U.K. and Ireland.

← ESTÉE LAUDER



NEW
Pure Color Love
MIX. REMIX. CREATE YOUR LOOK.

ULTRA MATTES, SHIMMER PEARLS,
COOLED CHROMES, EDGY CREMES.
GIVE LIPS LOVE.

FIND YOUR FINISH.
30 SHADES IN 30 SECONDS


TRY IT


FREE SERVICE



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Scope: In-store Consultation

Location: New York City, USA



NYX tarte benefit
SAN FRANCISCO

URBAN DECAY *Too Faced*
COSMETICS

“You get to have the experience in store, then take the experience with you on the YouCam app, and it’s such a pleasure for everyone.”

-Kathy Hilt, District VP Macy’s Herald Square



Kathy Hilt, Macy’s VP

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Scope: **In-store Consultation**
Location: **Ginza, Japan**

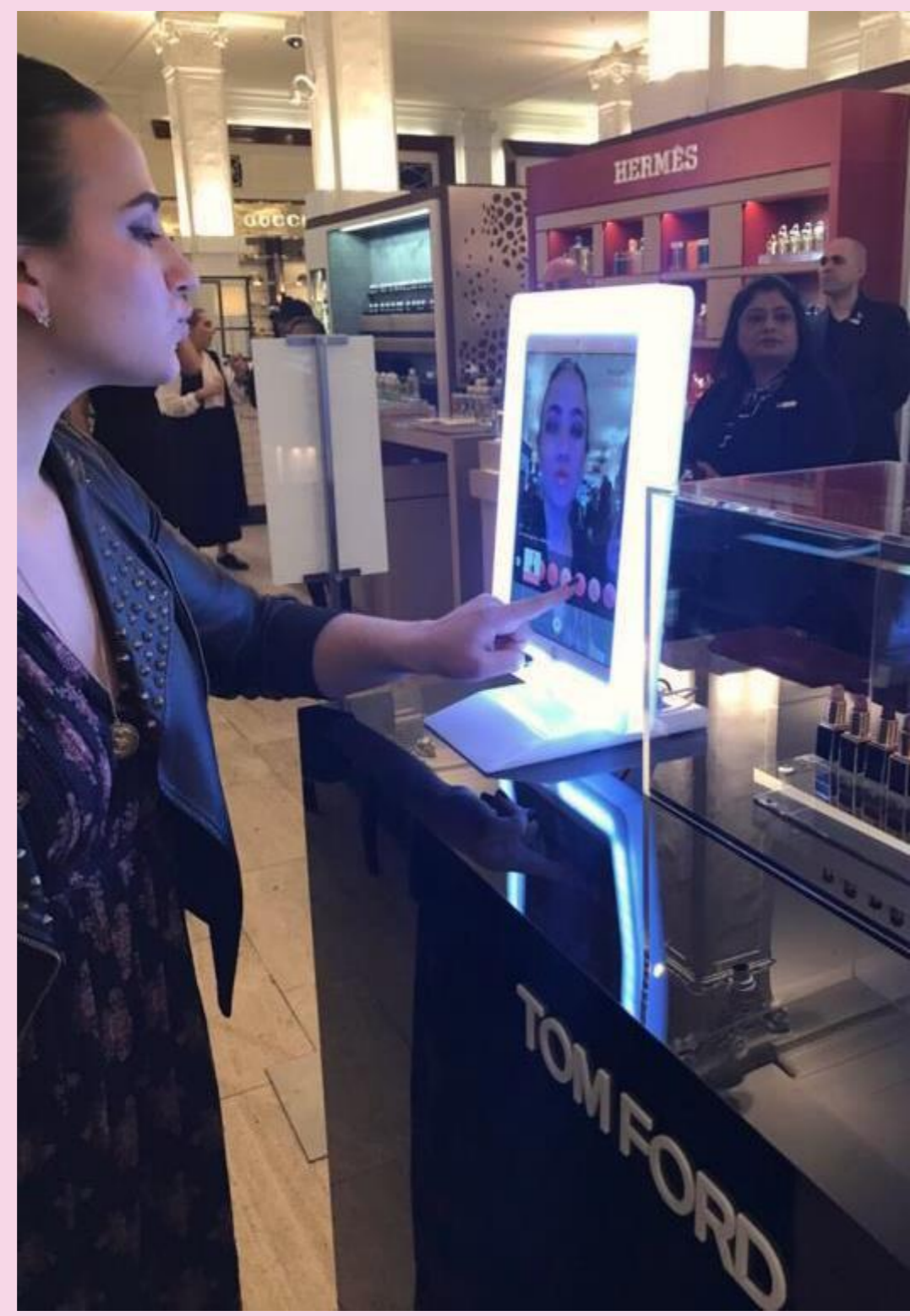


“Fruit Gathering” semi-self retail beauty stores

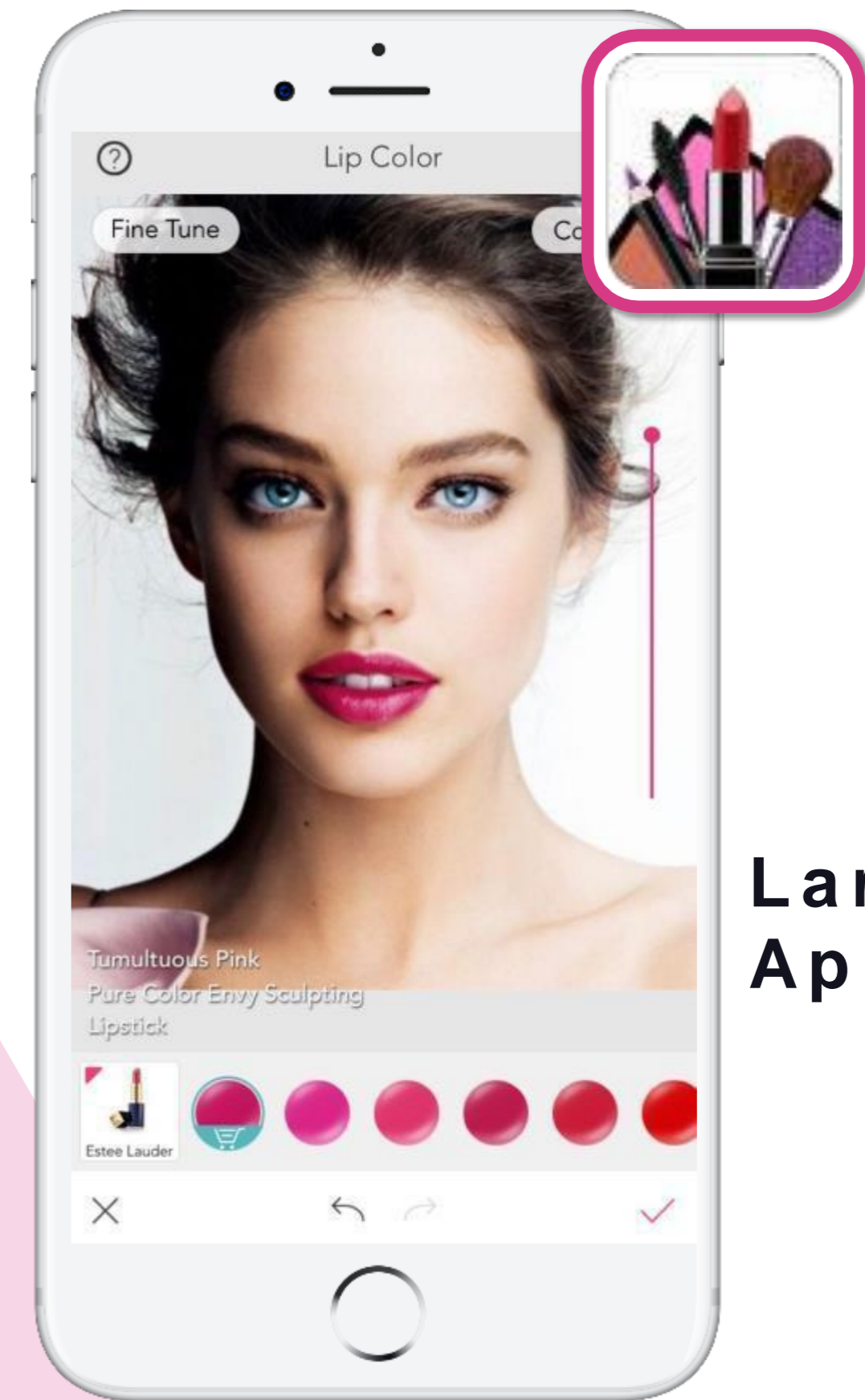
Retailers are re-monetizing to brands as infrastructure investment

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AR is the Bridge to Create an O2O Beauty Experience



Premium Digital Experience In Store



Largest Beauty AR App Community

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Brands Worldwide already adopting Beauty AR

Over 10,000 product SKUs ready to try virtually

ESTÉE LAUDER COMPANIES

L'ORÉAL

MAC

YVES SAINT LAURENT

Charlotte Tilbury

ARDELL

Elizabeth Arden

MAKE UP FOR EVER
PROFESSIONAL - PARIS

elf
eyes lips face

ANNA SUI

laura mercier

MAYBELLINE NEW YORK

PAUL MITCHELL

CLINIQUE

shu uemura


JILLSTUART

MAQUILLAGE

TOM FORD BEAUTY

LAURA GELLER NEW YORK

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Augmented Reality is
revolutionizing how we shop
both online and offline....

.... so get ready to meet your new shoppers.

Thank You!

