

Transform the Beauty Industry through AI + AR

PerfectCorp's innovative vision
into the digital era

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PERFECT

Company Introduction



PerfectCorp

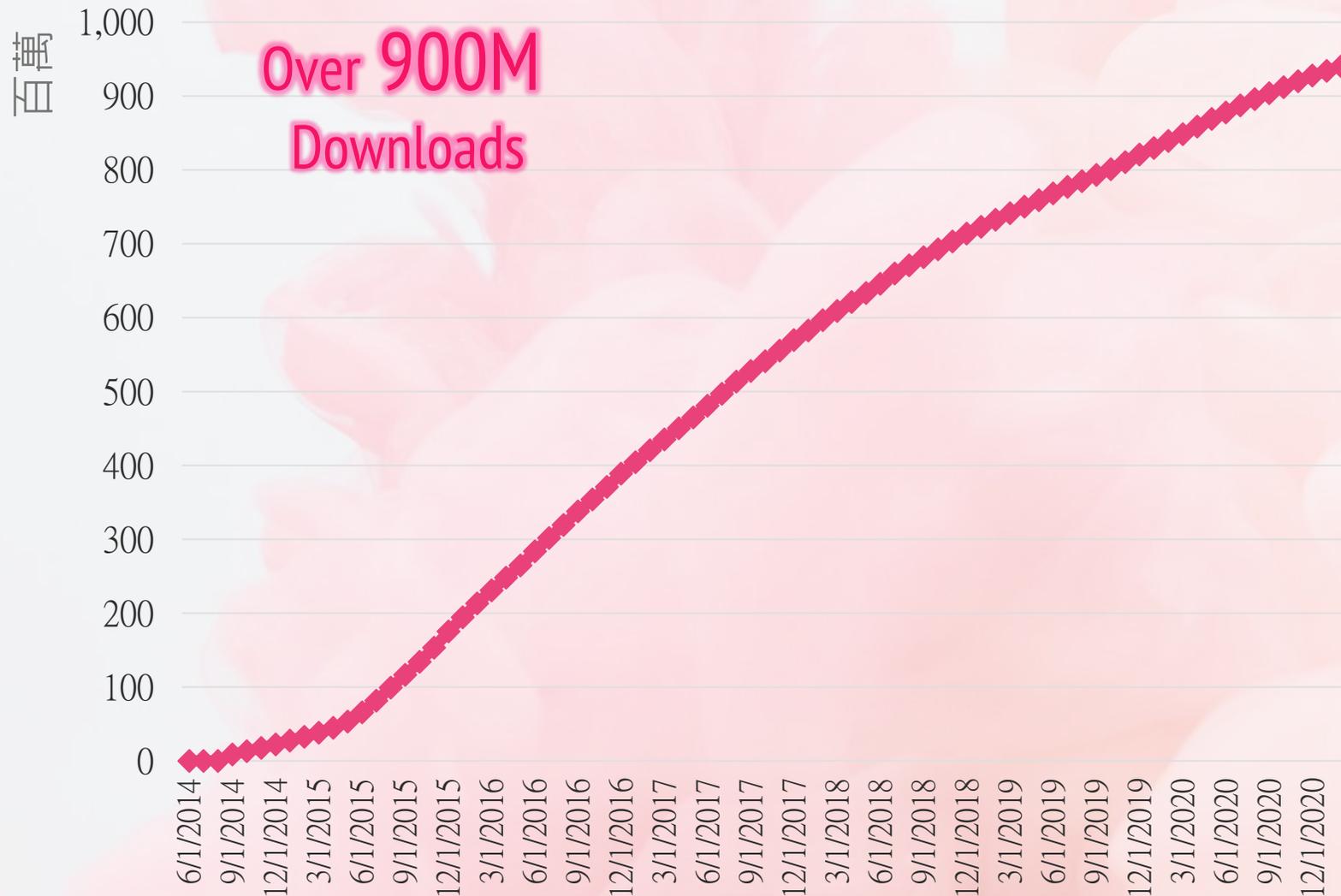
- Founded in June 2015
 - A spin-off of Cyberlink,
 - Team of 220+ people
 - Raised over \$130M in funding
 - Over 30 patents in Beauty Tech domain

Mission

- Building the World's Leading Beauty AI/AR Technology for Beauty Businesses



YouCam Apps are Loved by Global Users



YouCam Suite of Apps



YouCam Makeup

Magic Selfie Cam & Virtual Makeovers



YouCam Perfect

Best Selfie Camera & Photo Editor



YouCam Nails

Manicure Salon for Custom Nail Art



YouCam Fun

Snap Live Selfie Filters & Share Pics



YouCam for Business

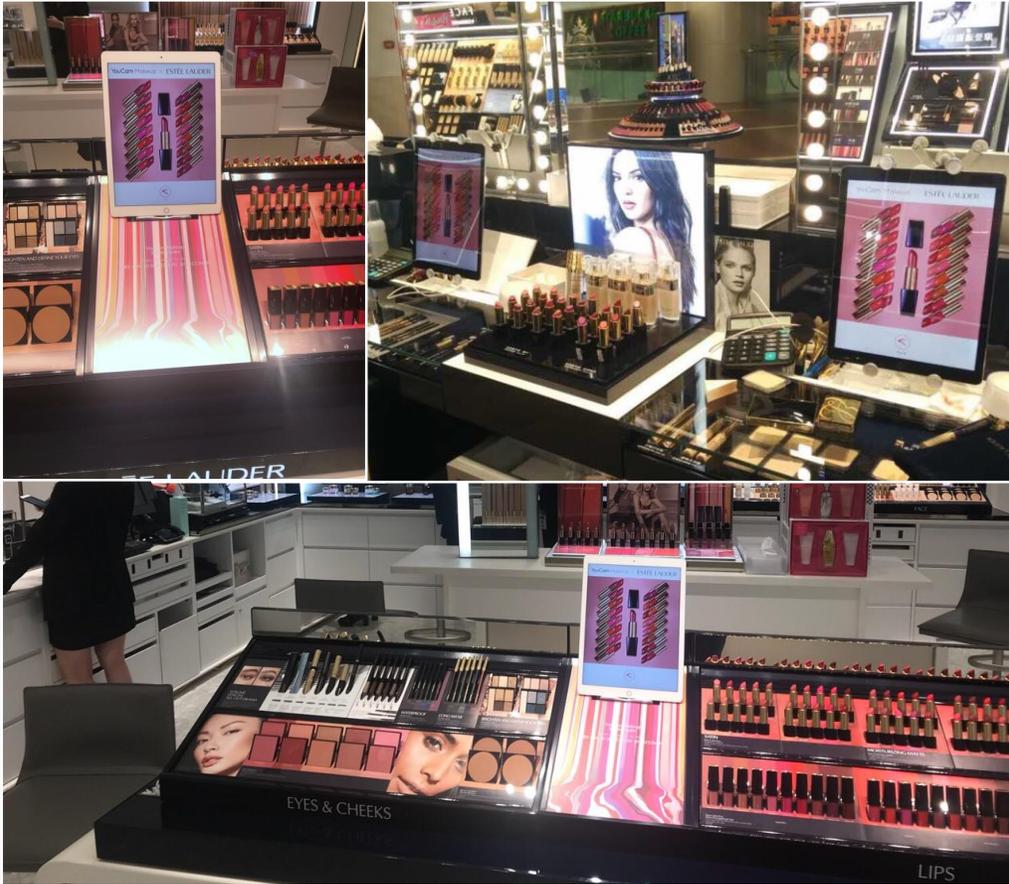
In-store Magic Makeup Mirror

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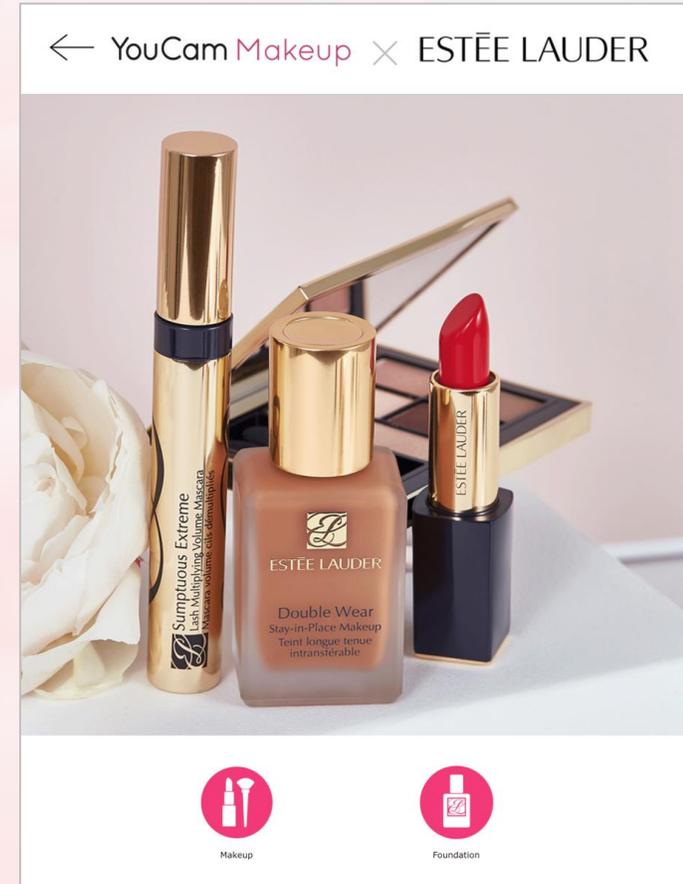
AI+AR Powered YouCam Apps Adopted by 900 Million Users

In-Store with Virtual Trial Experience

Over 8000 counters with AR in 43 countries



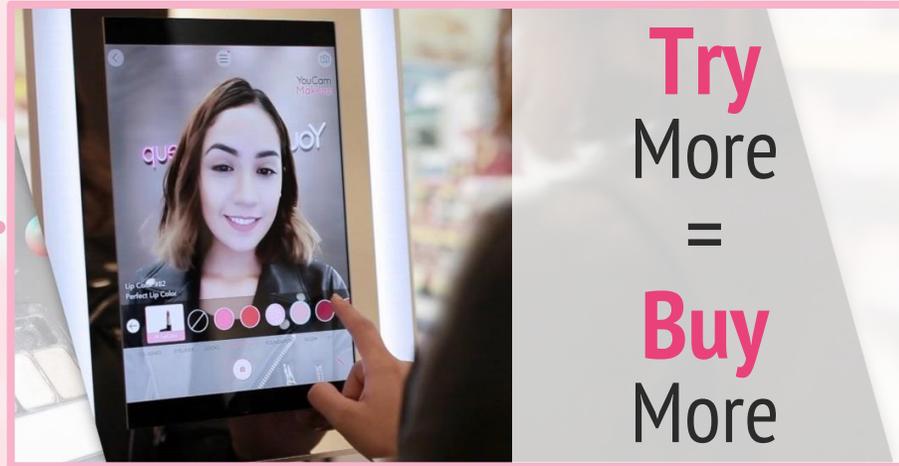
AR Virtual Try-On



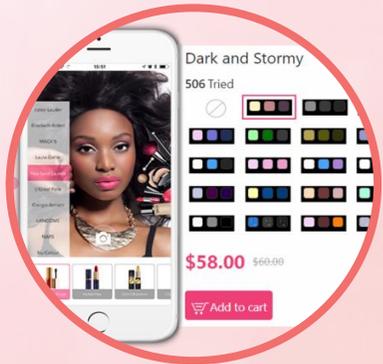
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ESTÉE LAUDER

Elevate your consumer shopping experience with **Beauty AR**



**2.5 times
increase
in
sales conversion**



Source: WWD article titled – “Digital Download: Estée Lauder Brings AI Shade-Matching Tool to Stores”

November 8th, 2019
<https://wwd.com/beauty-industry-news/beauty-features/digital-download-estee-lauder-brings-ai-shade-matching-tool-to-stores-1203365256/>

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10 Billion AR Tries per Year

250
Brands

Worldwide Already
Adopting Beauty AR

Over **170,000**

Product SKUs
ready to try virtually


CHANEL

YVES SAINT LAURENT

ESTÉE
LAUDER
COMPANIES

SEPHORA

ULTA
BEAUTY

MAKE UP
FOR EVER

benefit
SAN FRANCISCO

MAC


PROFESSIONAL - PARIS

GUCCI

laura mercier

shu uemura



MAYBELLINE
NEW YORK


Elizabeth Arden

PAUL MITCHELL

CLINIQUE

REDKEN
5TH AVENUE NYC

ARDELL

LAURA GELLER
NEW YORK

TOM FORD BEAUTY

PERFECT Corp. – Expert in Beauty AI + AR

AR Makeup Virtual Try-on

AI 3D Facial Model & true-to-life virtual try-ons with authentic SKUs



Shade Finder

Analyze user skin tone to find matching foundation shade



Skincare

Identify various skin conditions and generate product recommendations



AR Hair

Hair type detection and real-time hair color effects



AI Beauty Assistant

Match users with trending styles just for them



Shade Finder (Keanu Charles Reeves)



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The World's Most Advanced
Touchless AI SMART SHADE FINDER



YouCam Makeup

Color Distance (CIE2000)



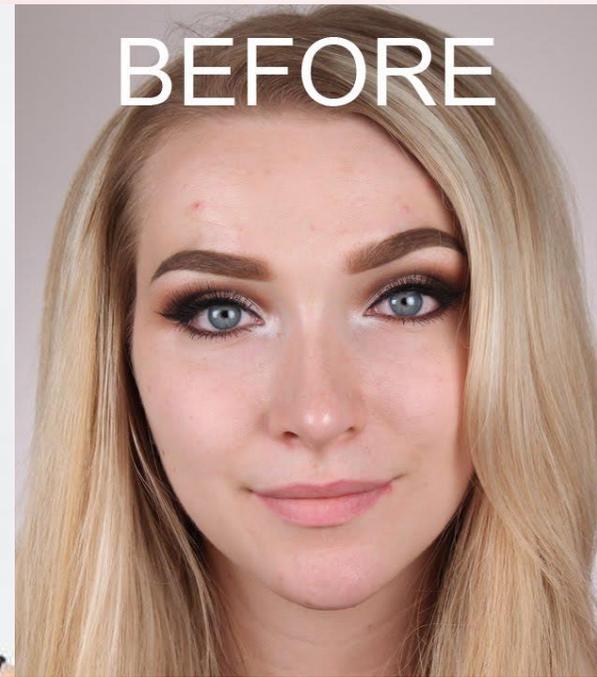
Delta-E < 2.0

Spectrocolorimeter

$$\Delta E_{00}^* = \sqrt{\left(\frac{\Delta L'}{k_L S_L}\right)^2 + \left(\frac{\Delta C'}{k_C S_C}\right)^2 + \left(\frac{\Delta H'}{k_H S_H}\right)^2 + R_T \frac{\Delta C'}{k_C S_C} \frac{\Delta H'}{k_H S_H}}$$

Delta-E = 2.3 corresponds to a JND (just noticeable difference)

Foundation/Contour/Highlighter



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Skin Conditions



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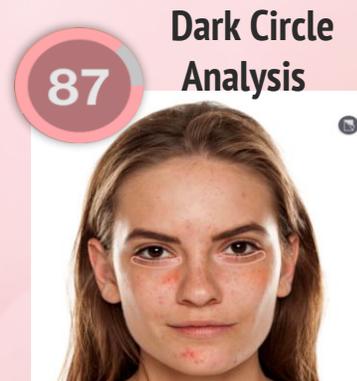
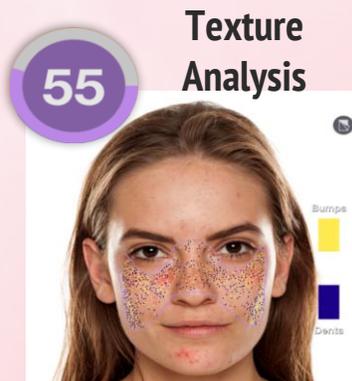
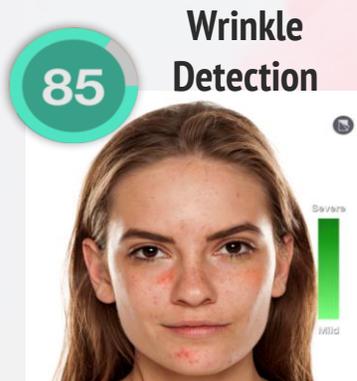
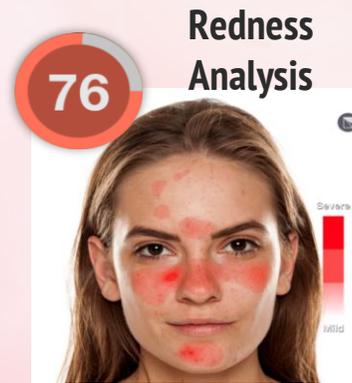
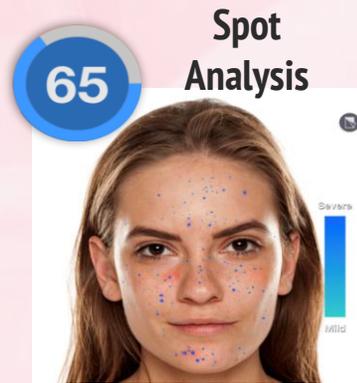
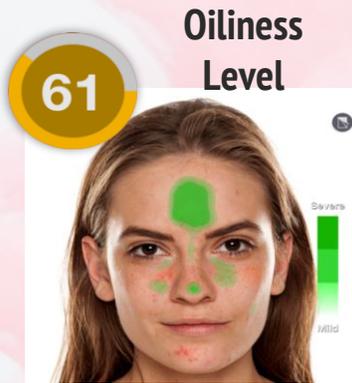
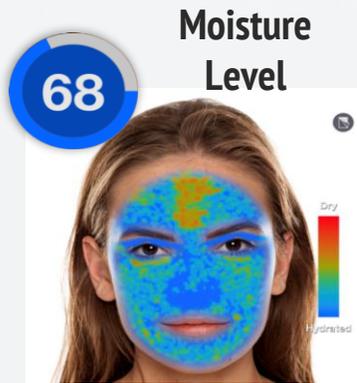
Skin Conditions



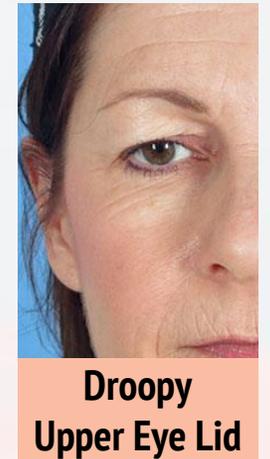
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AI Skin Health Detections

Current Full Suite Skin Analysis Detections



Coming Soon



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Why Skin Health Detection?

- Market (Skincare product) >> Market (Makeover product)
- Understand your skin conditions
- Recommend/Sell the right skincare products to you



Estee Lauder Advanced Night Repair
1 month
> 100USD

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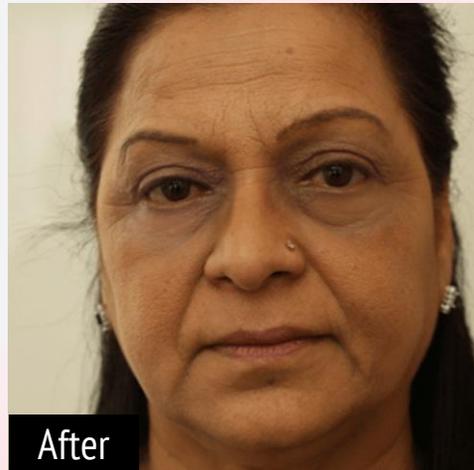
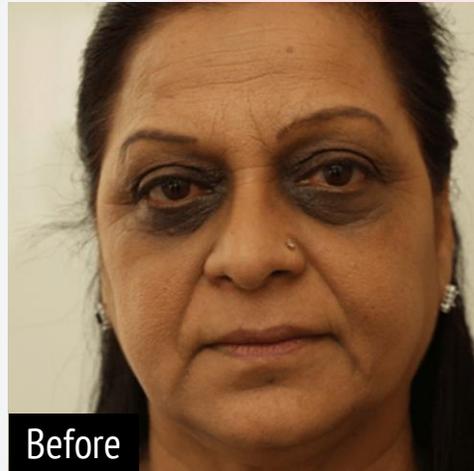
SKII Pitera Essence
2 month
>100USD



Mac Lipstick
6 month
20USD

AI Treatment Simulation for Skin

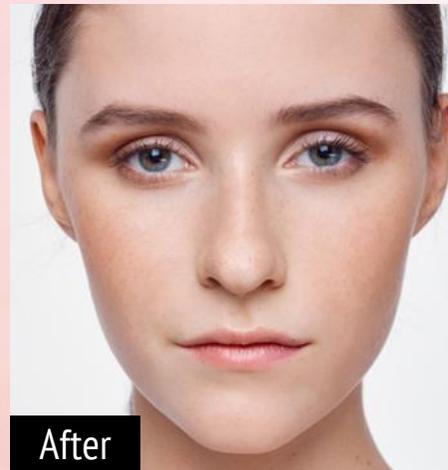
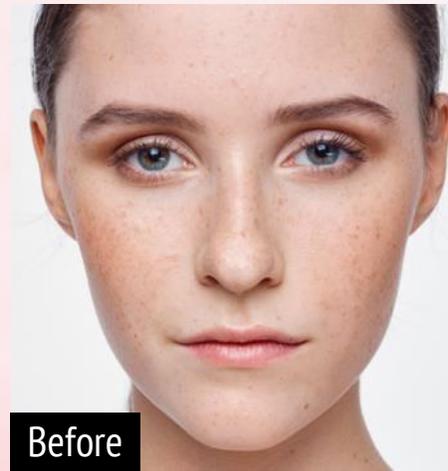
**Dark Circle
Removal Simulation**



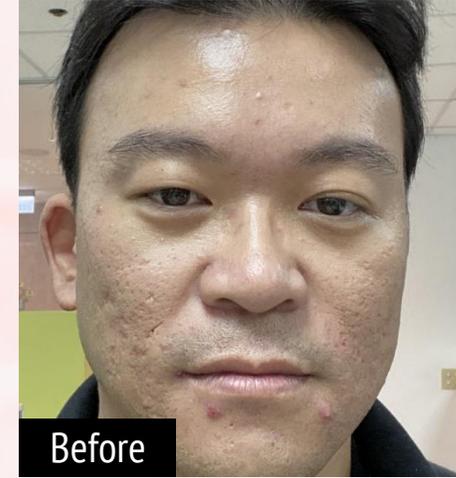
**Redness
Removal Simulation**



**Uneven skin tone
Removal Simulation**



**Texture
Removal Simulation**



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AI Hair Color Try-On

SALLY BEAUTY

YouCam Makeup x **SALLY.**

SALLY. COLORVIEW
YOUR NEW COLOR STARTS HERE

Ever wondered what you'd look like with hot pink hair? A brighter lip color? Here's your shot to try 'em out — just snap a selfie & apply different looks!

HAIR COLOR MAKEUP

AVEDA

aveda.com

ENJOY A TRAVEL BAG + 5 BESTSELLERS (VALUED AT \$55). LEARN MORE

AVEDA

free shipping with every order

FILTER BY: COLOR MELT SPLIT SCREEN

COVERAGE

Azalea 20

FIND A SALON

LIVE CHAT SPECIAL OFFER

Henkel

choicify.net

choicify

What is your desired hair colour?

Powered by YouCam Makeup

BLONDE BROWN BLACK RED RAINBOW

Purple

PERFECT



YouCam Makeup



Hair Dye

Ombre Effect



Metallic Effect



Pigmented Color



Aging

AI FACE AGING DEMO

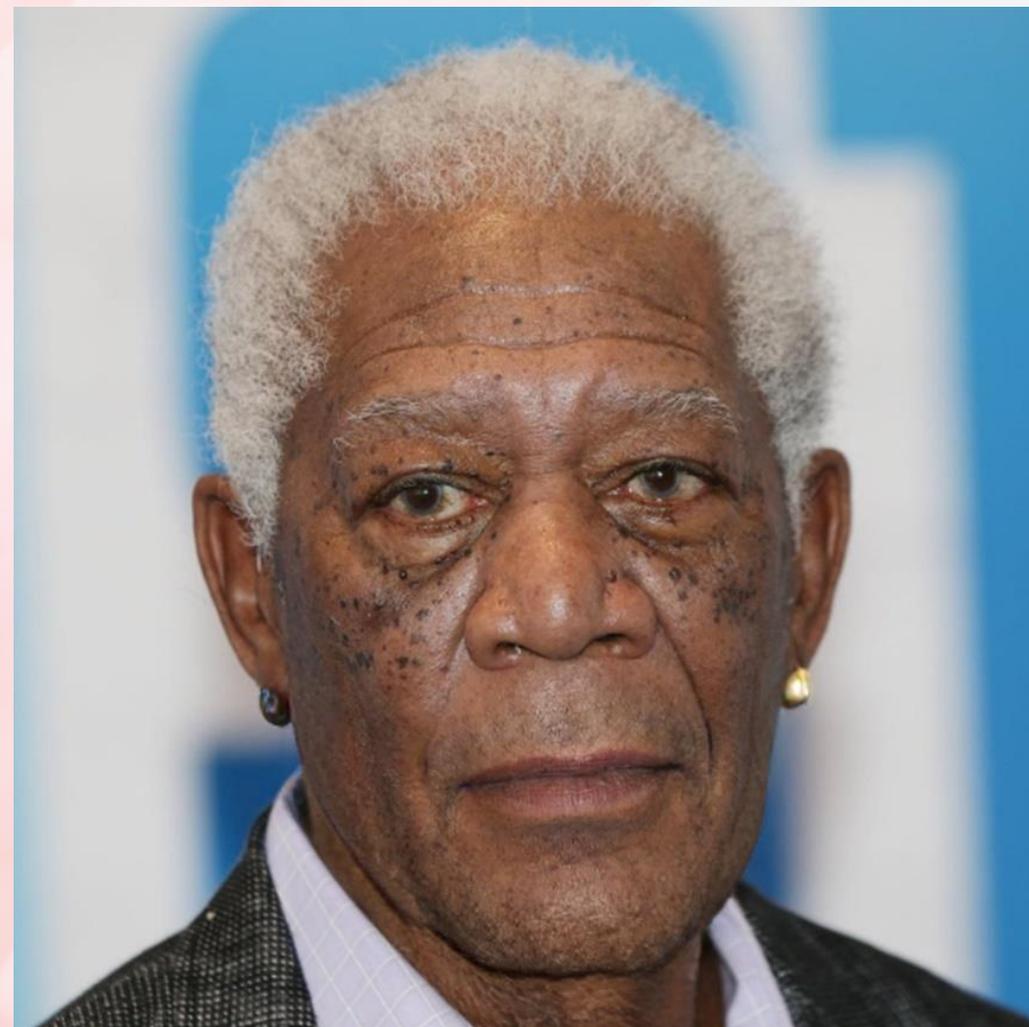
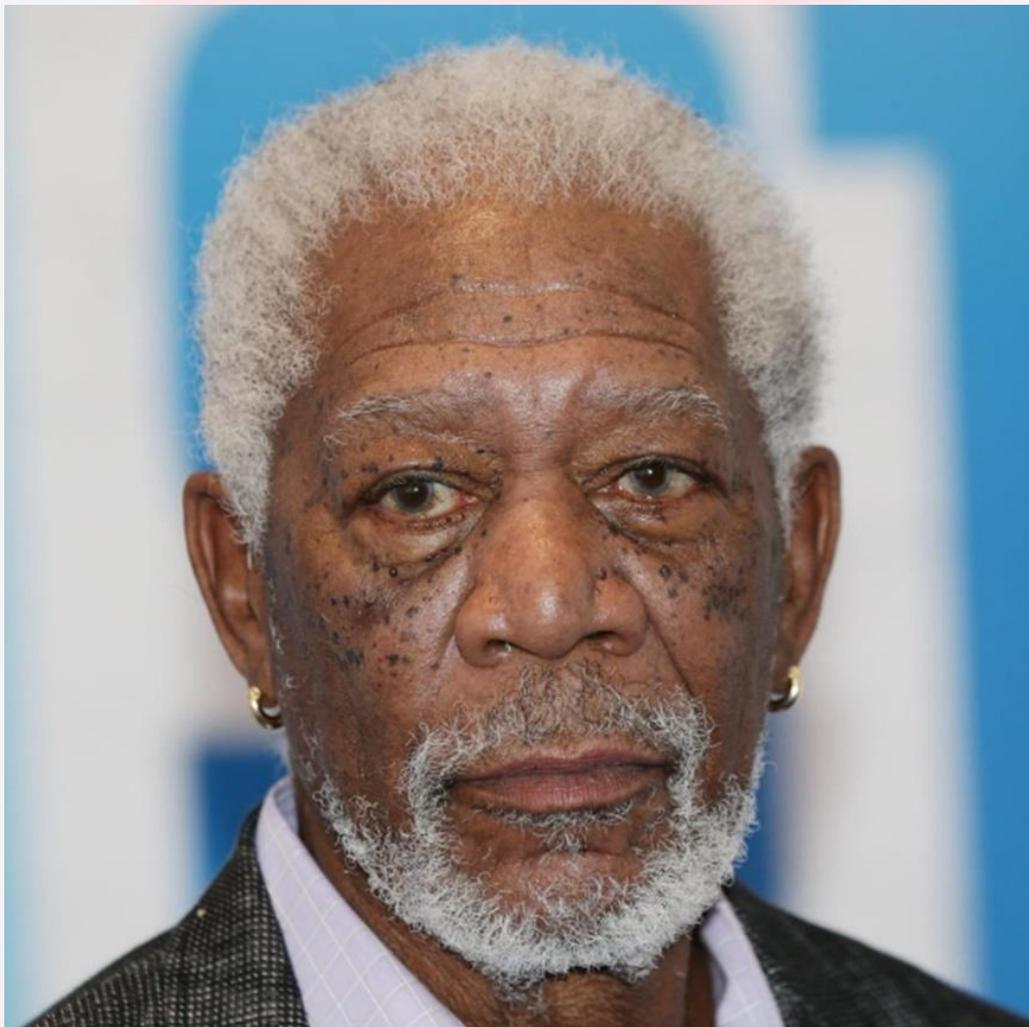
TRY ME



玩美移動資深副總經理暨技術長曾維新。卓建源/攝影

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Beard Removal (Morgan Freeman)



PERFECT

Beard



PERFECT

Beard Style Simulation



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Earing AR



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Nail AR



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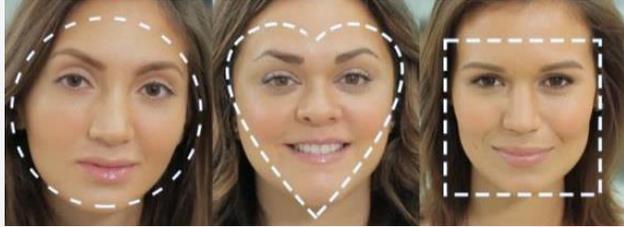
More Beauty AI Technologies

- AI Face Attribute
- AI Personality

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AI Analyze Up to 6 Face Traits, 70+ Attributes, and Colors Detections



6 Face Attri.

Oblong/Square/ Heart/ Round/ Inverted Triangle/Oval

14 Eye Attri.

Wide-Set/ Close-Set/ Average / Big/ Small/ Average/
Upturned/ Downturned/ Average/ Almond/ Round/
Narrow/ Single lid/ Double lid

11 Eyebrow Attri.

Obscured/ Straight/ Hard Angled/ Soft Angled/
Rounded/ Far-Apart/ Close/Average/ Dense/
Average/ Sparse

7 Lip Attri.

Heavy Lower Lip/ Heavy Upper Lip/ Thin/ Full/ Wide/
Narrow/ Average

Facial Attributes

Color & Shade Detection



Personalized Beauty

5 Nose Attri.

Broad/ Narrow/ Long/ Short/ Average

4 Cheekbone Attri.

High/ Low/ Flat/ Round



Skin Tone Shade



Eyebrow Color



Eye Color



Hair Color



Lip Color

AI Face Attribute Technology

Innovative brands already launching AI Face Attributes services powered by Perfect Corp to offer unique shopping experience



KATE
TOKYO

Services:

AR Makeup

AI Face Attributes

AI Shade Finder

AI Skin Diagnostic

Scenario: Uses **Skin Diagnostic + Shade Finder** → **AI Face Attributes** → Recommend **base makeup and looks (VTO)**



COFFRET D'OR

Services:

AR Makeup

AI Face Attributes

AI Shade Finder

AI Skin Diagnostic

Scenario: Uses **Skin Diagnostic + Shade Finder** → **AI Face Attributes** → Recommendations of over **7000+ combinations of makeup color/pattern (VTO)**

KATE: Using Analyzed Face Results to Make Fully Personalized Recommendations



Triangle ratio



Eye width ratio



Center balance



Eye and Nose Width



Face Outline



Facial Traits Analysis Results

Detailed analytics are given to the users let them understand the uniqueness about their faces.

Recommended Makeup and Looks

Makeup recommendations and how-to tips are given to the users per their facial characteristics. The recommendations is fully personalized based on their faces.



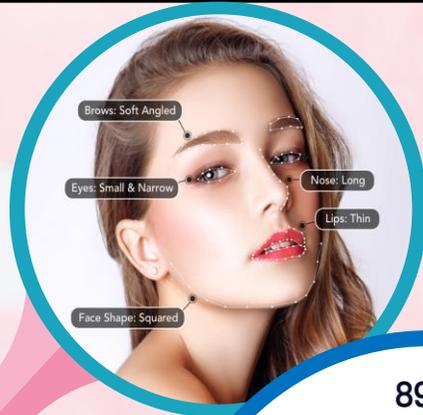
KATE SCAN



RESEARCH REPORT
ANALYSIS
AND FINDINGS

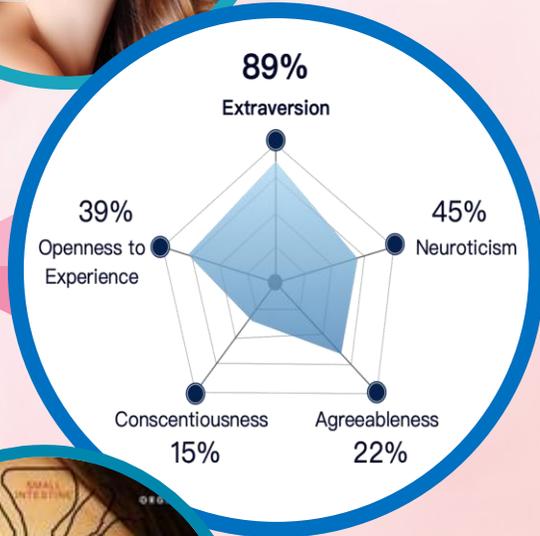


Powerful AI to Determine Personality and Make Recommendations



AI Face Attributes (core tech)
6 face traits, 70+ distinctive facial attributes

AI Personality Engine



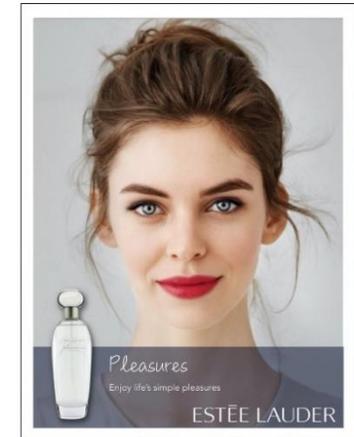
Psychology Personalities by Face Attributes
Derives 5 key personalities in **Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (science)**



Physiognomy Studies

Combine AI facial attribute data with physiognomy studies to further refine the analysis results (metaphysic)

Results are used for **perfume recommendations** and potentially others



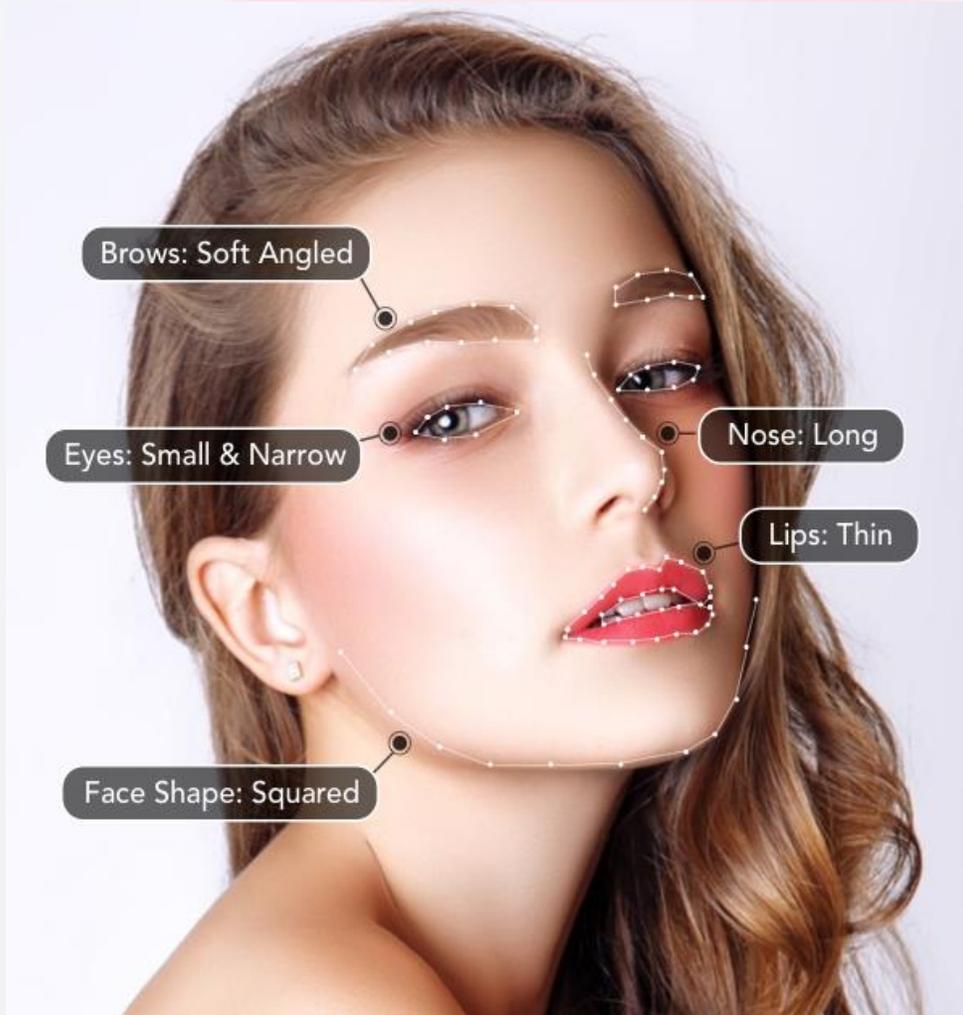
Your Personality: Kind & Giving

You're a people person who is very giving and kind, and always puts people first.

The downside to this is that you can tend to put people first too much and then you don't get what you need from the relationship.

This type of mentality can attract narcissistic people, but you can change that by realizing you're an over-giver and not always make others the priority over yourself.

AI Technology Elevates the Online Shopping Experience Even More than AR

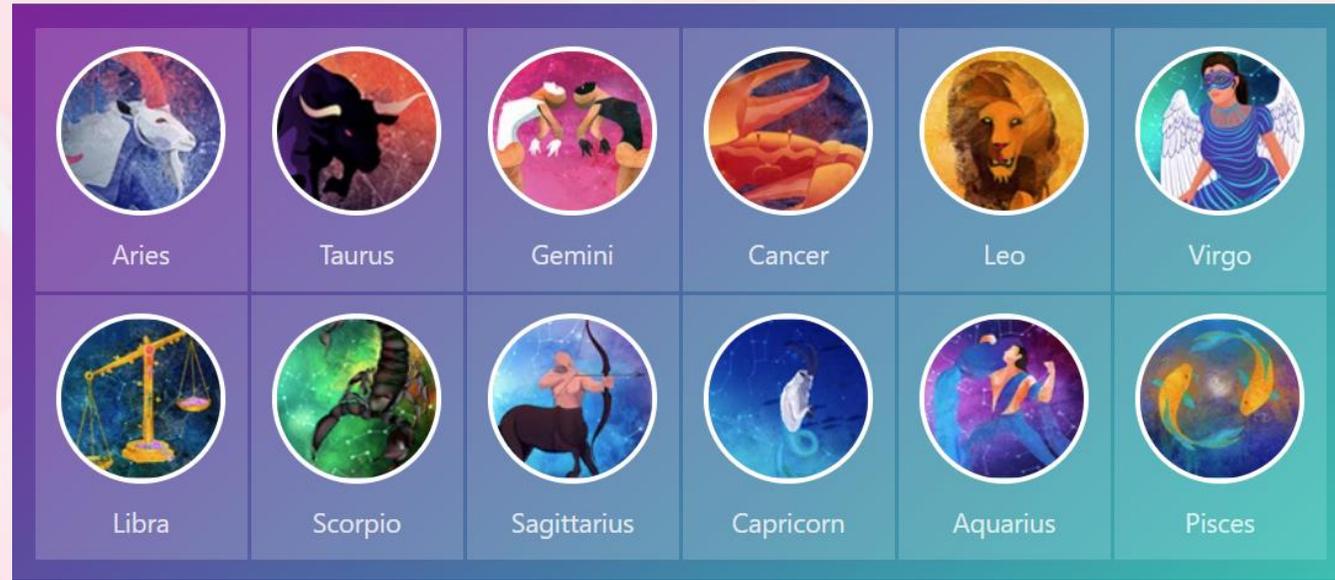


AI technology is **extremely powerful**. It's potential is only bound by our imagination.

PERFECT want to become the **leader in AI technology** for **beauty, fashion,** and **more verticals.**

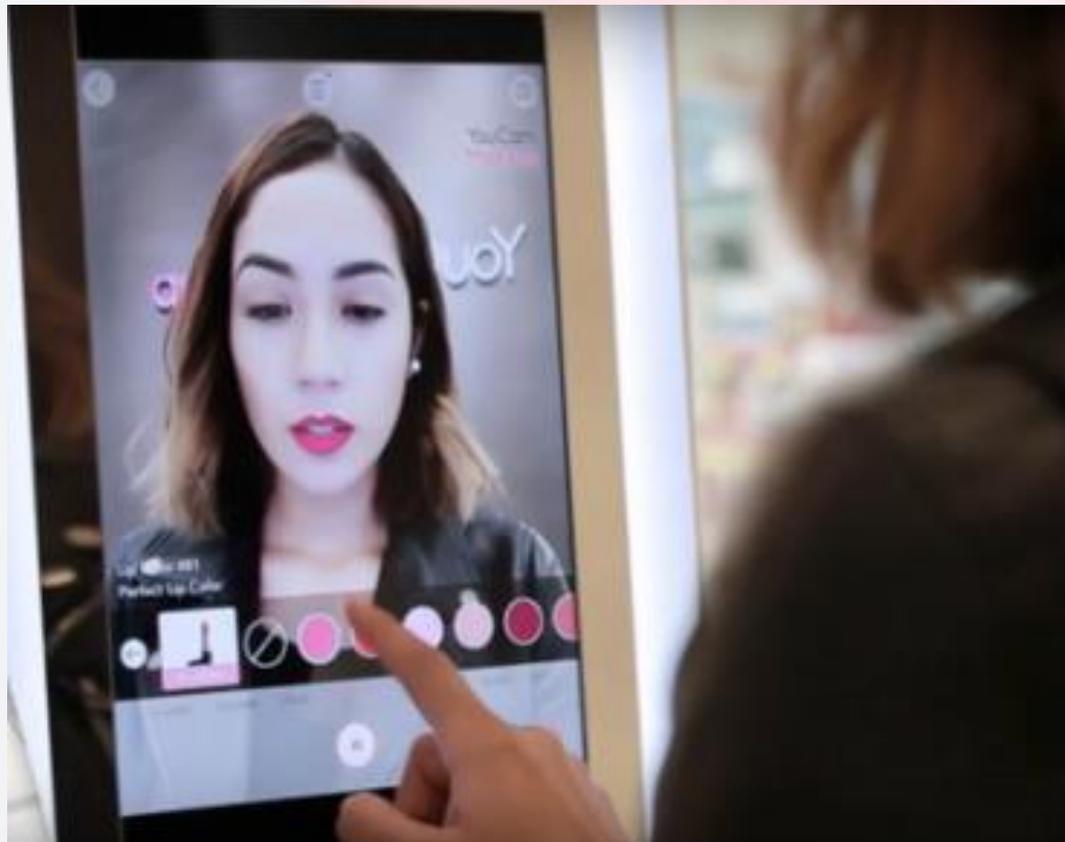


Today's Horoscope



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Micro Expression



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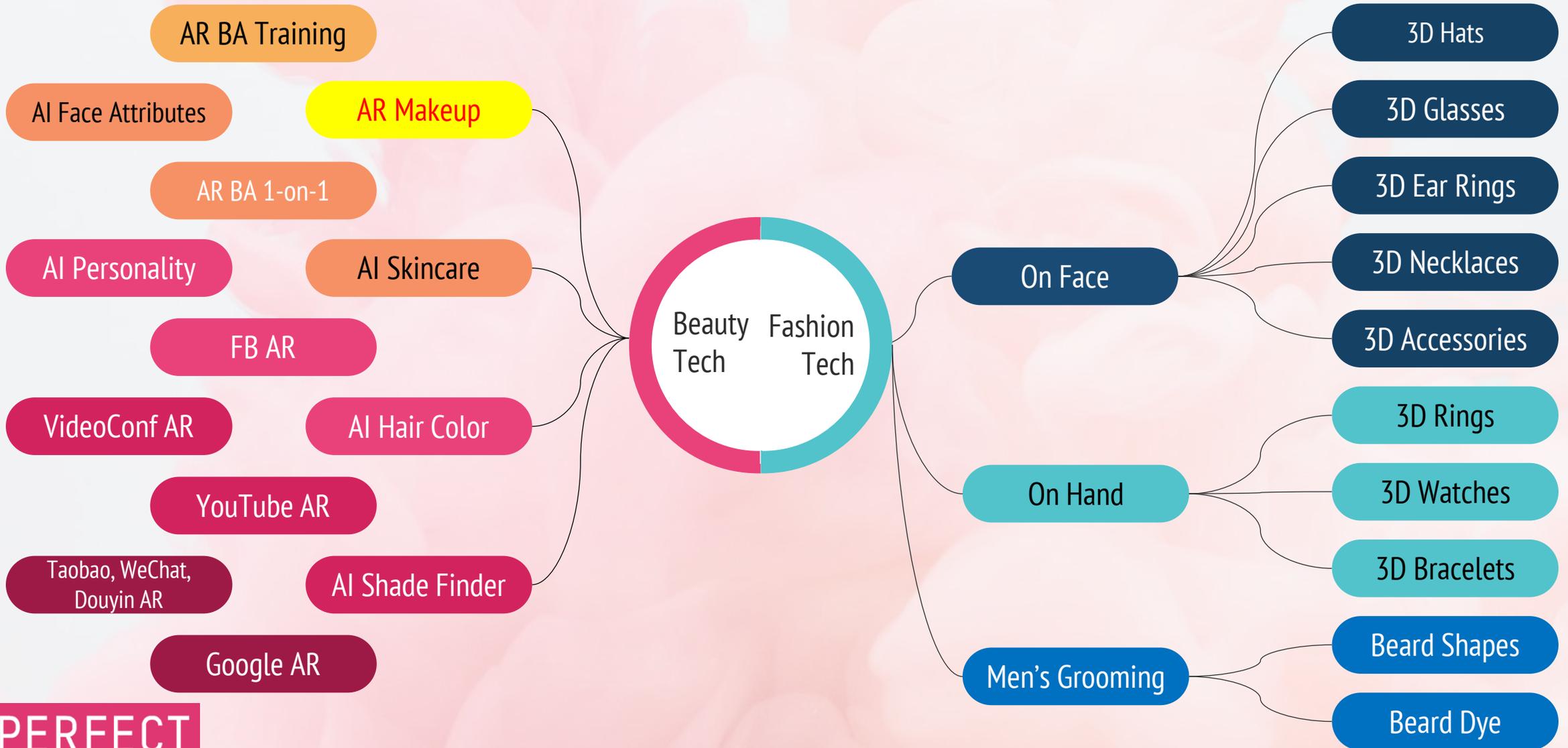
Summary:

From Beauty Tech to Fashion Tech

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Beauty & Fashion Categories



New AI Tech is on the rise in 2021

NEW AI technology and NEW area of applications

AI for Skincare

- AI **Skin Health** Siagnostics
- Skincare **Product** Recommendations



AI for Skin Simulation

- AI Simulation via **AI GAN**
- AI **Skin Healing** Simulation



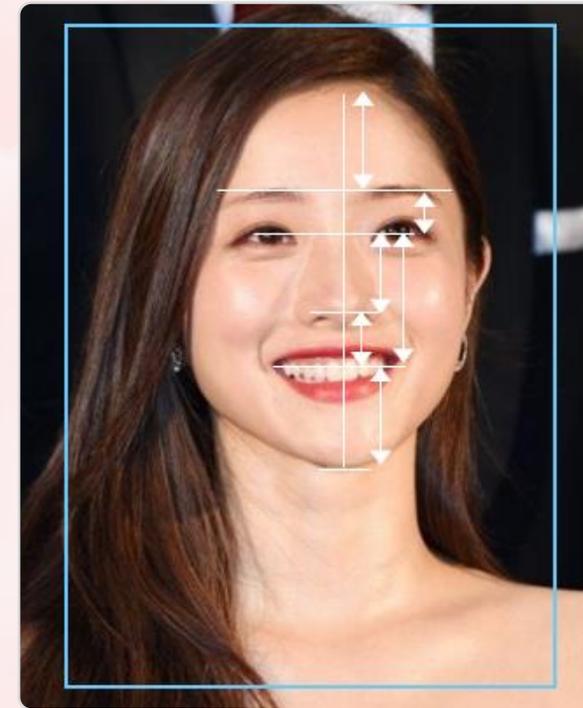
AI for Aging Simulation

- AI **Aging Simulation**
- Both **Youthification and Aging**



AI for Face Attributes

- Detects **70+ types** of facial attributes
- AI **Product** Recommendation



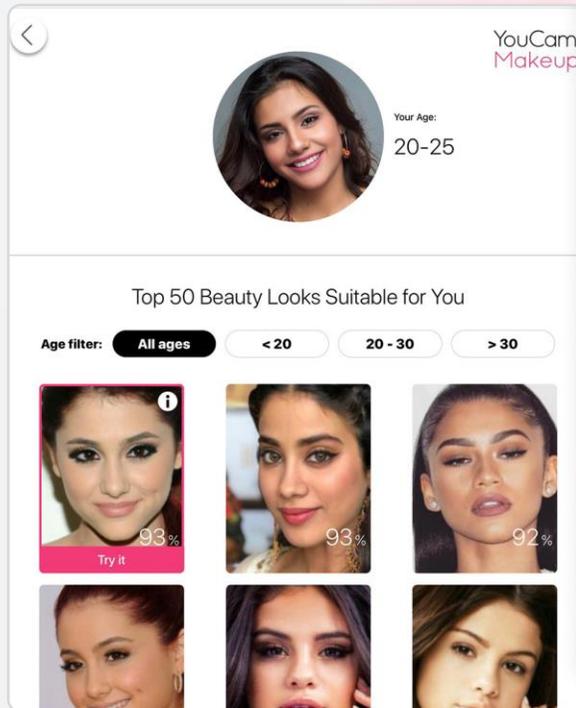
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New AI Tech is on the rise in 2021

NEW AI technology and NEW area of applications

AI BA for Makeup Look

- **AI Makeup Look** Recommendation
- **AI Product** Recommendations



AI for Personality

- **Personality-based** Recommendation for perfume, clothing and more



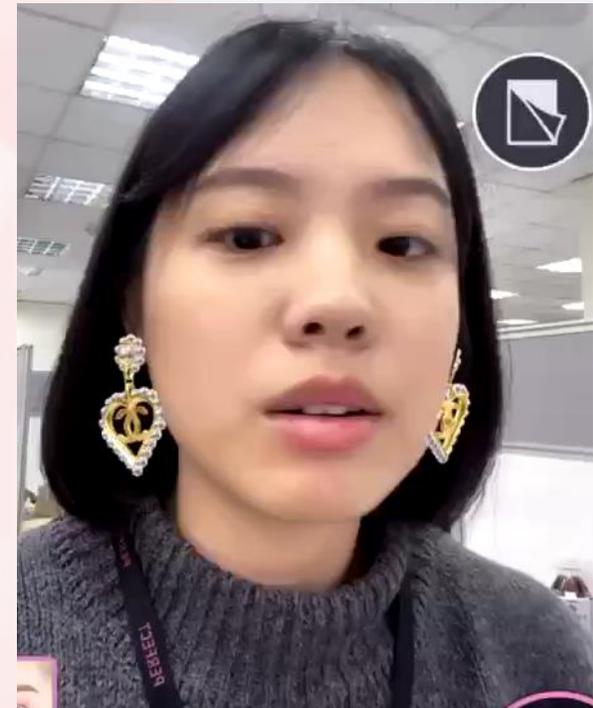
AI for 3D Eyewear

- Easiest **3D Eyewear Creation**
- **Hyper Realistic** glasses try on



AI for 3D Jewelry

- AI **3D Jewelry Try On**
- For **Earring, Necklace and More**



New AI Tech is on the rise in 2021

NEW AI technology and NEW area of applications

AI for Men's Grooming (Beard)

- Beard **Removal** / Beard **Simulation**
- Beard **Color Dye**, Beard **Shape**. **Shaved**, **Unshaved** comparison



AI for 3D Hand Jewelry

- AI **3D Jewelry Try On**
- For **Rings**, **Bracelets**, **Watches**, and others



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Q & A