

MARX Biotech (7731 TT) June 2025 Monthly Revenue Report

MARX Biotech (Ticker: 7731), a leading health and wellness retail platform, reported June 2025 revenue of NT\$60.78 million, up 77.66% YoY, setting a record high for the same period in the company's history. For January through June 2025, cumulative revenue reached NT\$309million, up 44.08% YoY, also reaching record high for the same period.

According to MARX, flagship brand Phargoods capitalized on the 618 shopping season by leveraging CRM and LINE segmentation tools to boost campaign performance. Revenue across both online and offline channels reached new highs for the month. Notably, offline pharmacy sales rose 82% MoM and 126% YoY, while official website revenue grew 20% YoY. The brand successfully drove traffic from online platforms to physical stores, with returning customers accounting for 65% of total sales, underscoring strong consumer loyalty.

In addition, SnowIOU launched its hair dye cream product line in Carrefour hypermarkets in June, marking its entry into large-scale retail distribution. This move enhanced the brand's offline presence and expanded market reach beyond e-commerce channels.

Looking ahead to the second half of the year, MARX Biotech will continue to execute its core strategy of precision marketing, diversified channel development, and product portfolio optimization to increase brand penetration in key consumer segments and deliver strong performance during major promotional seasons.

Unit: thousands	Consolidated Revenue (NTD)
June 2025	60,780
June 2024	34,211
YoY Change (%)	77.66%
Jan - June, 2025	308,605
Jan - June, 2024	214,192
YoY Change (%)	44.08%

髮學院
健康植萃護髮髮霜

方馨最安心的選擇

原價390

8大護髮植萃
越染越柔順

持色至少2個月，不含阿摩尼亞
採用歐盟認可優質定色劑
不刺激、不破壞髮質

樹飛雪
Snow10U

<p>寶石黑 灰白髮專用</p>	<p>咖啡棕 灰白髮專用</p>	<p>玫瑰酒紅 灰白髮專用</p>	<p>玳瑁棕 灰白髮專用</p>
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組合超優惠
新品上架

Snow10U | Hair dye cream series enters Carrefour hypermarkets, further strengthening brand visibility and market penetration.

👉 6/2-6/22

618

全館最低
6折

年中狂歡祭

買就抽 萬元大獎

Phargoods | 618 Campaign drives record-high revenue across online and offline channels.



TAIZAKU | 618 campaign integrates online and offline resources, achieving 28% overall sales growth.

About MARX Biotech :

Founded in 2021, MARX Biotech is a data-driven retail company specializing in the sales of a wide range of health and wellness products, including health supplements, skincare, haircare, and personal care items. The company leverages multiple distribution channels, such as official websites, e-commerce platforms, telemarketing, and drugstores, to reach a broad audience. With a focus on building a comprehensive health platform tailored to consumer needs, MARX Biotech emphasizes niche segments within the health and wellness industry. The company actively integrates promising brands and expands its presence in both domestic and international markets. For more details, please visit: <https://marxbiotech.com/>.

Contact :

MARX Biotech : Strategy Development Department, Carol Chien

TEL : +886-2-8245-5250 ext 2023

E-mail : IR@marxbiotech.com