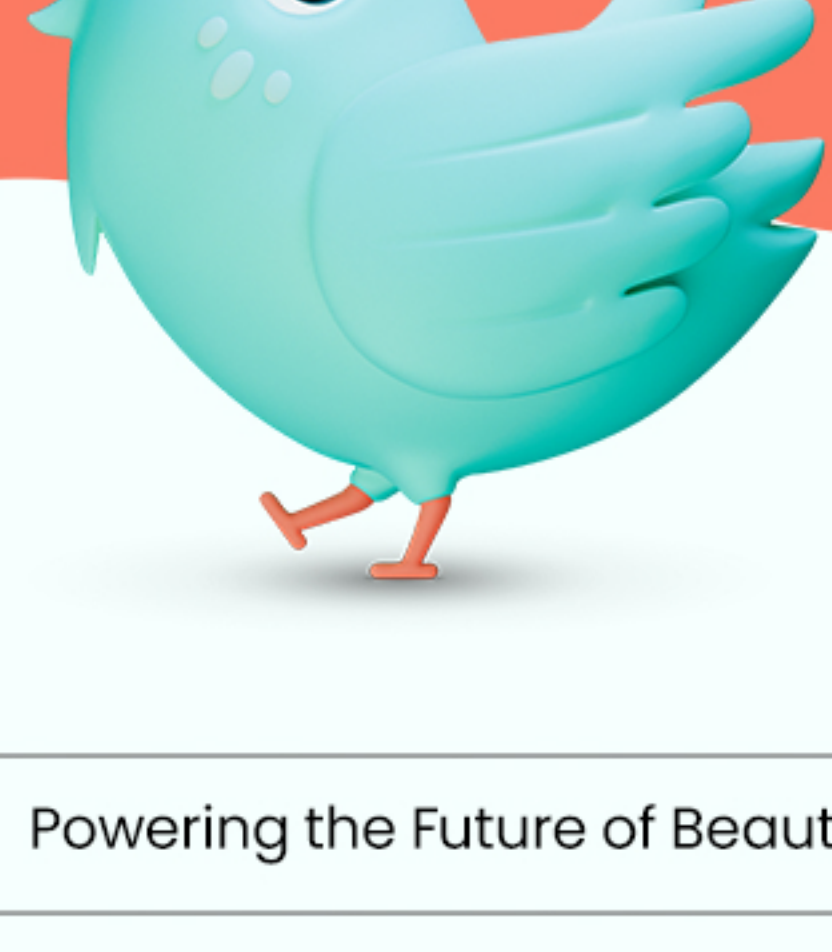


# THE KINDBOX UPDATE



Powering the Future of Beauty

FEB '26 EDITION



## SEOUL JUST DROPPED. WE PICKED IT UP.

\*Our latest brand additions\*

### MEDITHERAPY

Where science-backed innovation meets everyday skin transformation.

### FRANKLY

Honest science, transparent skincare that works.

### VF COSMETICS

Smart K-Beauty that calms, heals and fortifies skin.

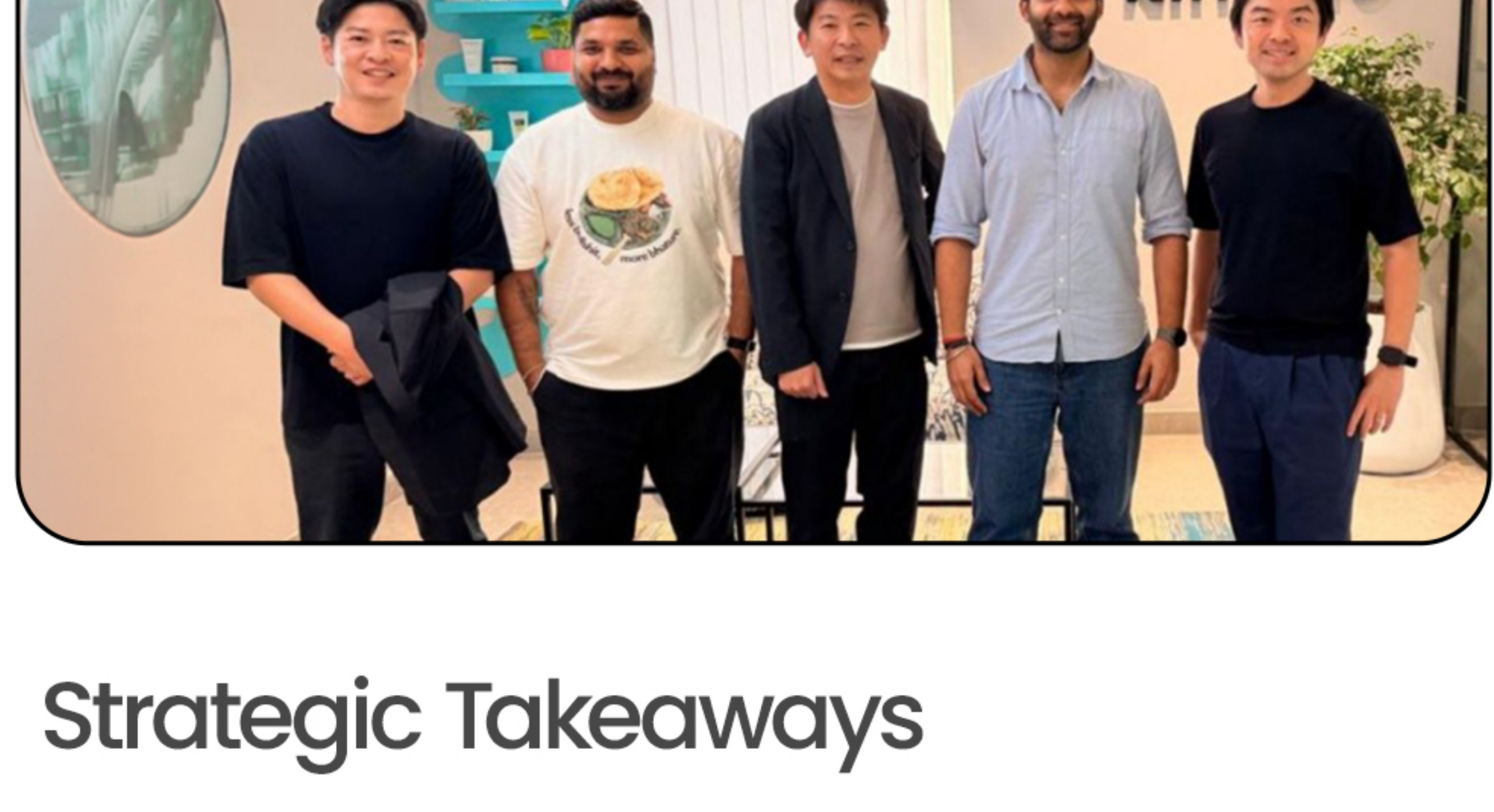
Seoul built the hype. We're building the market cap.

Bringing the next wave of Korean innovation to Indian consumers — with the right distribution, storytelling, and market-building to help these brands scale the right way.

## GLOBAL PARTNERSHIPS IN MOTION

Kao Group leadership at kindlife HQ — building the future of J-Beauty in India

As J-Beauty gains momentum in India — driven by rising ingredient awareness and demand for Japanese innovation — we hosted the Kao Group leadership team at kindlife HQ to align on the next phase of growth.



## Strategic Takeaways

-  **Equity over velocity**  
Building enduring brands, not chasing short-term spikes
  -  **True omni-channel thinking**  
E-commerce, quick commerce, and offline retail working in sync
  -  **Insight-led market development**  
Structured expansion, not opportunistic scaling
-  **Global strength × local execution**  
Combining Kao's global expertise with kindlife's on-ground distribution and market-building capabilities.

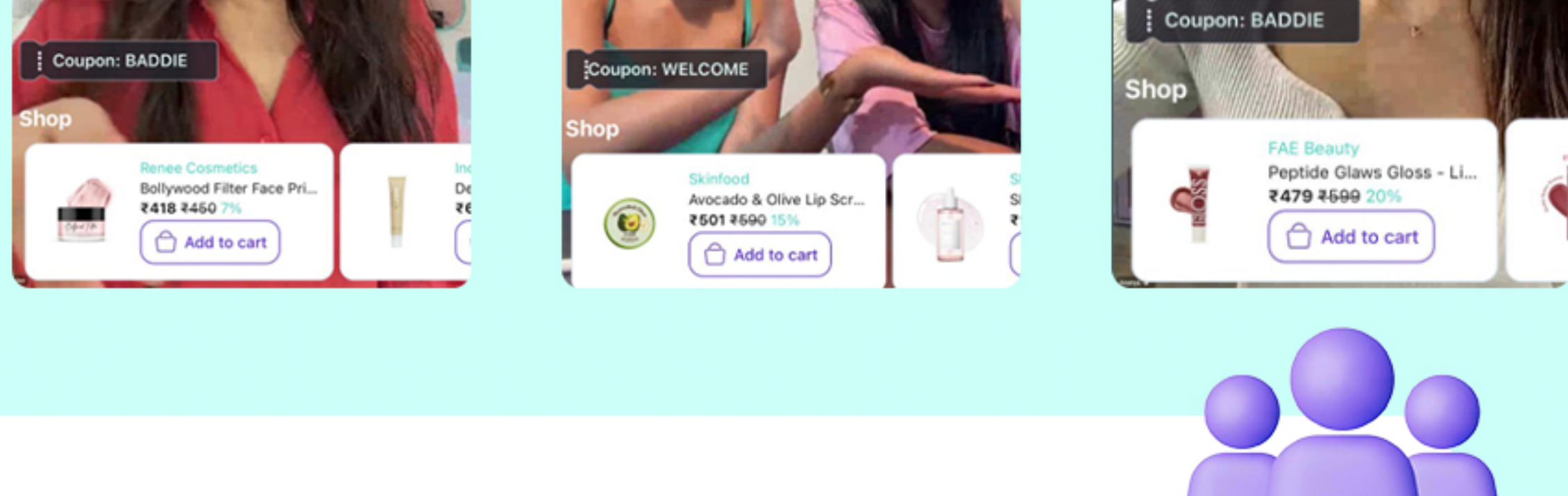
## Why this matters

-  India's beauty market is entering a premiumisation wave
-  Ingredient awareness is reshaping purchase behaviour
-  Global brands are gaining stronger cultural acceptance





## LIVE SESSIONS BRINGING CUSTOMERS FROM ACROSS THE COUNTRY

### LIVE-LED GROWTH



Growth wasn't incidental. The metrics prove it.



### Audience Expansion

-  Steady early growth in users and session depth
  -  A breakout surge that significantly expanded reach
  -  Sustained high average users per live despite fewer sessions
-  +71% surge in users during the breakout phase

### Engagement Depth

-  Peak engagement hit 69%
-  Stabilised in the high-40% range post scale-up

### What this means




-  Rapid scale temporarily diluted depth
-  Conversion climbed from 36% to 52% at peak
-  New users grew from 56% to 69% of traffic

## THE STAR SIGN ERA ✨



After our first micro-drama became a breakout hit, kindlife is back with Signs & Situationships — where astrology meets audience obsession.

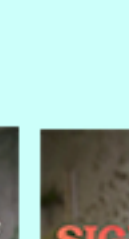
- 14 episodes. 12 signs decoded.
- One girl analysing zodiac traits through a dating-as-data experiment

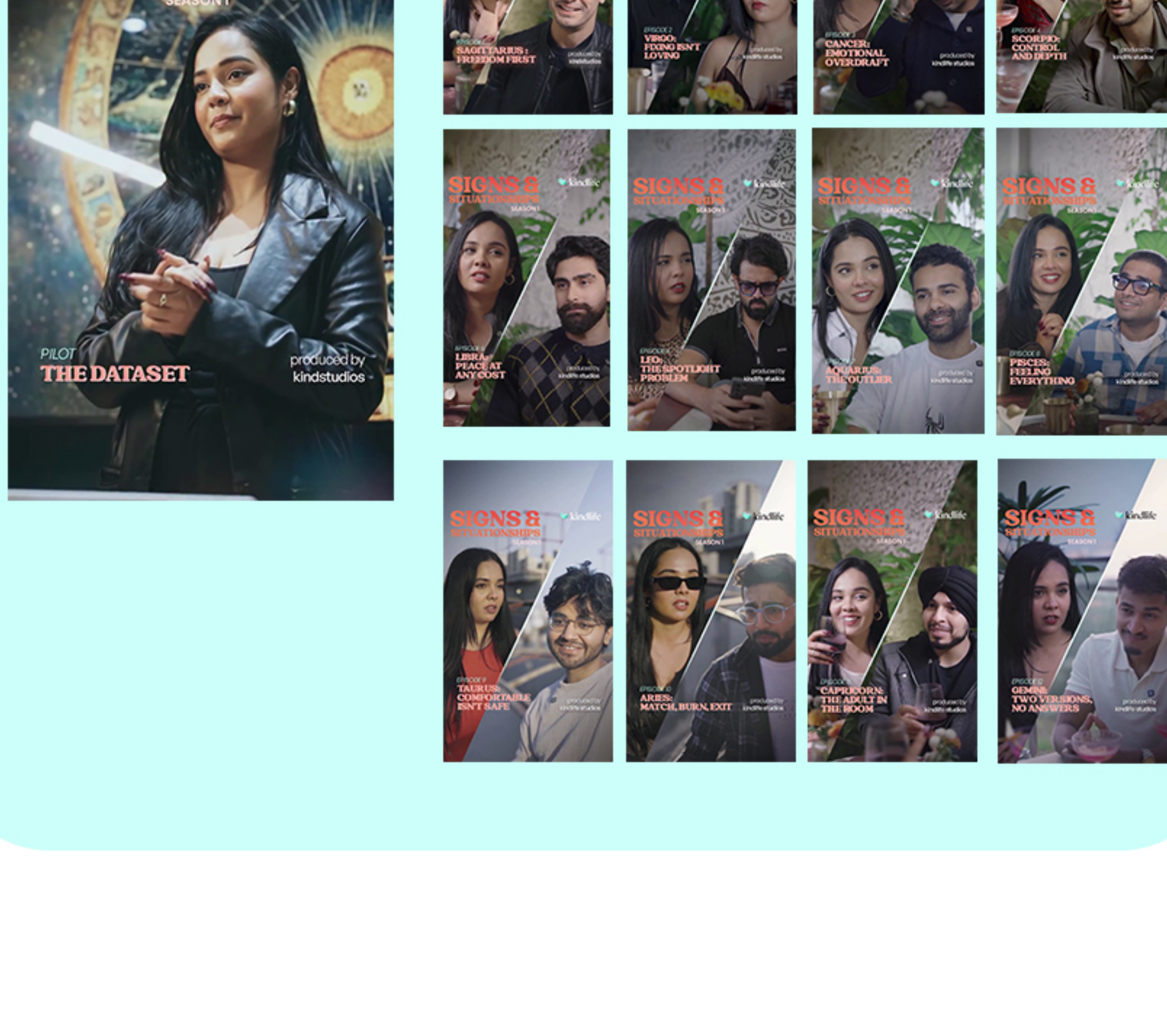
## Why this matters

-  Scroll-stopping storytelling built for Gen Z attention spans
-  Episodic drops create habit
-  Entertainment + insight = sustained engagement

### Highlights

 6.6 M+ Views |  6.6 k+ Watching Hours

Because we don't follow trends. We script them. 



The next wave of beauty in India is already in motion.

 Ready to build with kindbox?