

# IR Newsletter Update 6M2025

## 01. Big Updates



**AI Beauty AI Art & Cosplay**

Enhances skin and hair automatically for polished portraits. Transforms photos into stylized artworks or cosplay characters.



**Smarter Edits AI Suggestions**

Recommends the best editing tools based on image content.



**Try On Clothes with SnapEdit**

Enables users to apply virtual outfits directly to their photos



**Wardrobe & Projects (Feb 2025)**

Lets users save outfits and organize styling sessions.



**Clothing Imports (Mar 2025)**

Allows users to upload their own clothing items into FitRoom.



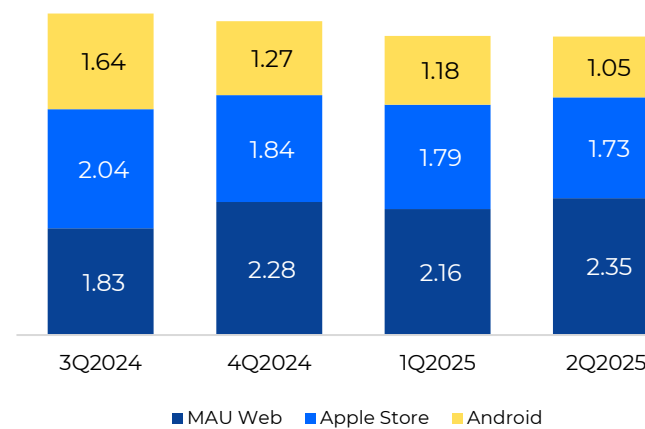
**Faster FitRoom (Apr 2025)**

Reduces outfit generation time from 40s to ~10s.

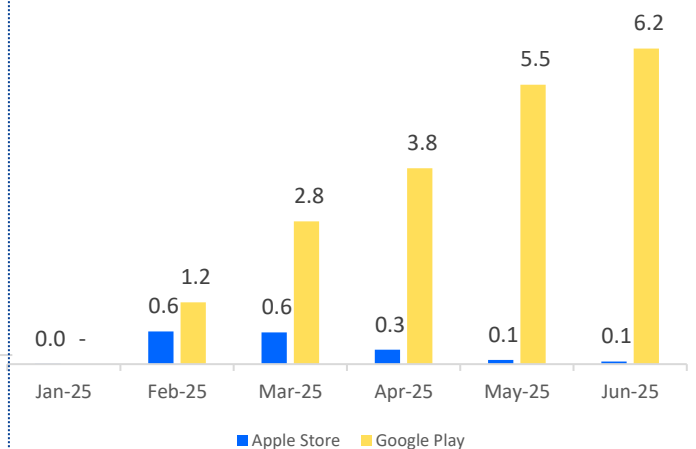
## 02. Financial & Metrics Analysis

VND Billion	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025	June 2026
<b>Revenue</b>	<b>9.2</b>	<b>7.7</b>	<b>8.4</b>	<b>10.3</b>	<b>8.5</b>	<b>8.3</b>
<i>IAP</i>	8.6	7.1	7.7	9.6	7.8	7.6
<i>Ads</i>	0.6	0.6	0.6	0.7	0.7	0.7
<b>Gross Profit</b>	<b>7.7</b>	<b>5.1</b>	<b>5.5</b>	<b>7.9</b>	<b>5.7</b>	<b>5.6</b>
<i>GPM</i>	83.5%	65.8%	65.9%	77.1%	67.6%	67.0%
<b>Operating Income</b>	<b>4.0</b>	<b>0.3</b>	<b>(2.2)</b>	<b>2.3</b>	<b>1.7</b>	<b>1.5</b>
<b>Net Income</b>	<b>4.1</b>	<b>0.3</b>	<b>(1.7)</b>	<b>2.6</b>	<b>2.0</b>	<b>2.1</b>

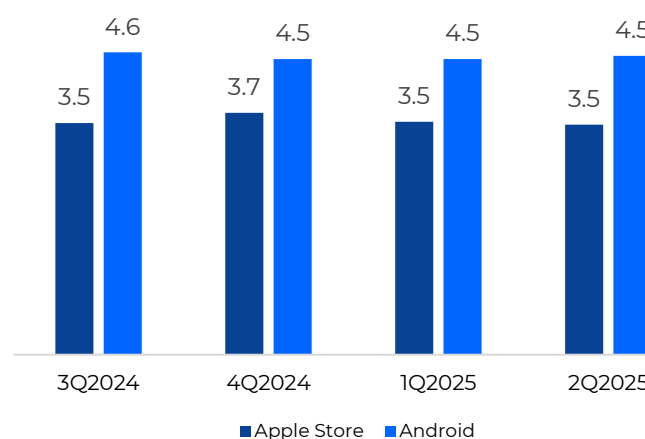
**SnapEdit MAU (Million)**



**FitRoom Download (Million)**



**SnapEdit ARPU (\$)**



**FitRoom Store Visits (Thousand)**

