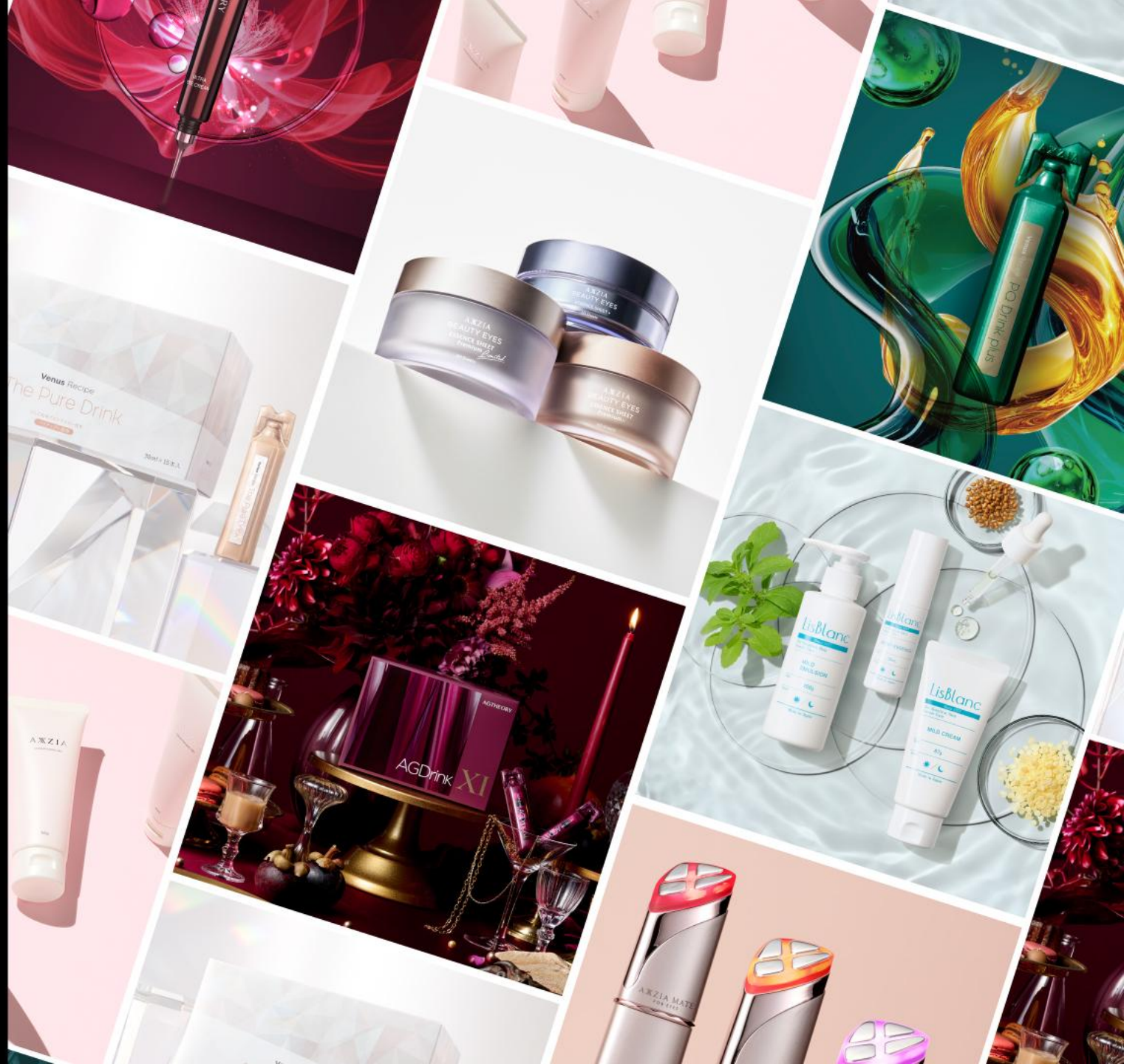
AXXZIA

Financial Results Presentation for FY07/26

AXXZIA Inc.

【TSE Standard : 4936】

September 14th, 2026



AXXZIA

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1. Executive Summary

Executive Summary

AXXZIA

FY07/26 Consolidated Results

- **Net sales:** **13.46bn yen** (**-0.1% YoY** Vs. initial target* **-0.2%**)
- **Operating income:** **-0.17bn yen** (FY 07/25 **0.51bn yen** Initial target* **-0.25bn yen**)
- **Net income:** **-0.46bn yen** (FY 07/25 **0.32bn yen** Initial target* **-0.10bn yen**)

- Net sales were **broadly in line** with both the previous fiscal year and the forecast.
- **Operating loss came to 170 million yen** due to an increase in SG&A expenses, including advertising and personnel expenses.
- The Company also recorded an extraordinary loss from impairment of non-current assets and posted a net loss of 460 million yen.

FY07/27 Consolidated Forecast

- **Net sales:** **14.80bn yen** (**+9.9% YoY**)
- **Operating income:** **-0.05bn yen** (**+0.12bn yen YoY**)
- **Net income:** **-0.18bn yen** (**+0.27bn yen YoY**)

- The Company will pursue sales growth not only in China but also **in Japan and the third markets**.
- It will **strengthen control over advertising expenses and commissions paid** while **containing costs** by leveraging the Group's management resources and AI, with the aim of **improving the operating margin**.

* Forecast disclosed with FY07/26 Q3 results in June 2026.

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2. Business Results: Highlights

Net Sales and Profit (FY07/26 consolidated results)

AXXZIA

Net sales were **broadly in line** with both the previous fiscal year and the forecast.
However, an **increase in SG&A expenses, including advertising and personnel expenses**, resulted in an operating loss of 176 million yen.
In addition, the Company recorded an **impairment loss on non-current assets** as an extraordinary loss, resulting in a net loss of 464 million yen for the fiscal year.

(Unit: Millions of yen)

	FY07/25	FY07/26	YoY change	Versus forecast released in June 2026
Net sales	13,478	**13,466**	-11 (-0.1%)	-33 (-0.2%)
Operating income	513	**-176**	-689	+73
Operating margin	3.8%	**-1.3%**	-5.1pt	+0.5pt
Ordinary income	504	**23**	-480	+57
Profit attributable to owners of parent	320	**-464**	-785	-359
Earnings per share (yen)	13.74	**-20.33**	-34.06	-

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CoGS and SG&A expenses (FY07/26 consolidated results)

AXXZIA

The cost of sales ratio **improved 0.6pt** YoY.
Meanwhile, advertising expenses increased as **advertising costs** in Chinese e-commerce **remained elevated**.
Personnel expenses also increased as the Company **expanded headcount to support investment in its businesses**, primarily in Japan and the third markets.

(Unit: Millions of yen)

	FY07/25		FY07/26		YoY	
	Amount	Ratio to Net sales	Amount	Ratio to Net sales	Amount	Change
Net sales	13,478	100.0%	**13,466**	**100.0%**	-11	-
Cost of goods sold	3,604	26.7%	**3,515**	**26.1%**	-88	-0.6pt
SG&A expenses	9,360	69.4%	**10,127**	**75.2%**	+767	+5.8pt
（Personnel expenses）	1,792	13.3%	**2,010**	**14.9%**	+218	+1.6pt
（Advertising expenses）	3,466	25.7%	**3,814**	**28.3%**	+347	+2.6pt
（Commissions paid）	2,025	15.0%	**2,128**	**15.8%**	+103	+0.8pt
Operating income	513	3.8%	**-176**	**-1.3%**	-689	-5.1pt

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Consolidated B/S (FY07/26 consolidated results)

In light of the recent operating loss and its business plan for FY07/27,
the Company recognized an impairment loss of 410 million yen on non-current assets.
The Company also **paid dividends** totaling 228 million yen in October 2025 and April 2026.
Despite these factors, the Company maintained a sound financial position, with cash and deposits of **3,996 million yen** and an equity ratio of **79.7%.**

(Unit: Millions of yen)

	End-FY07/25	End-FY07/26	YoY change
	Amount	Amount	Amount
Current assets	7,546	**7,367**	-178
(Cash and deposits)	3,990	**3,996**	+6
Non-current assets	2,021	**1,574**	-447
Total assets	9,567	**8,941**	-625
Current liabilities	1,728	**1,619**	-108
Non-current liabilities	264	**180**	-83
Total liabilities	1,992	**1,800**	-192
(Interest-bearing liabilities)	860	**654**	-205
Total net assets	7,575	**7,141**	-433
(Retained earnings)	4,020	**3,326**	-693
(Treasury shares)	-838	**-838**	+0
Total liabilities and net assets	9,567	**8,941**	-625

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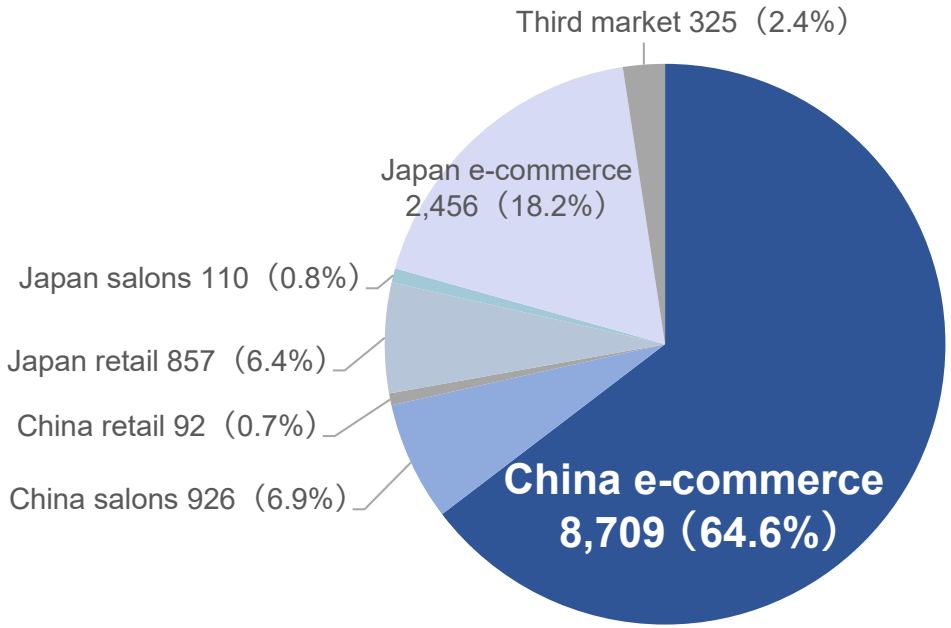
3. Status by Sales Channel

Net Sales by Region and Channel (FY07/26 consolidated results)

While sales in China remained roughly in line with the previous fiscal year, **sales in Japan and the third markets increased**.
The share of sales generated outside China increased, marking steady progress in **regional portfolio diversification**.

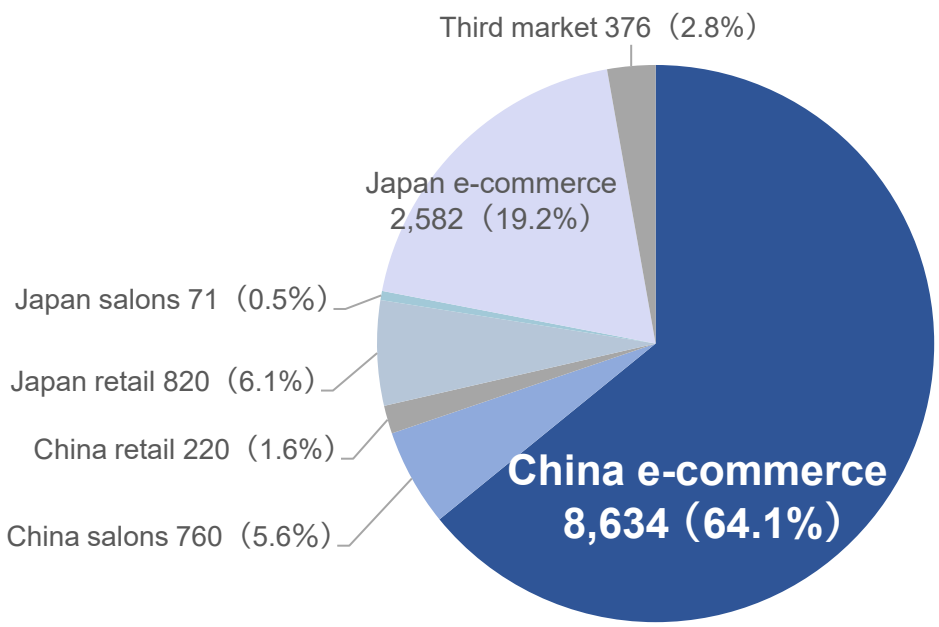
- China net sales* **9.6bn yen** (Weighting 72.2% → **71.4%**) **-1.3%** YoY
- Japan net sales* **3.4bn yen** (Weighting 25.4% → **25.8%**) **+1.5%** YoY
- Third market net sales **0.3bn yen** (Weighting 2.4% → **2.8%**) **+15.7%** YoY

FY07/25



(Unit: Millions of yen)

FY07/26



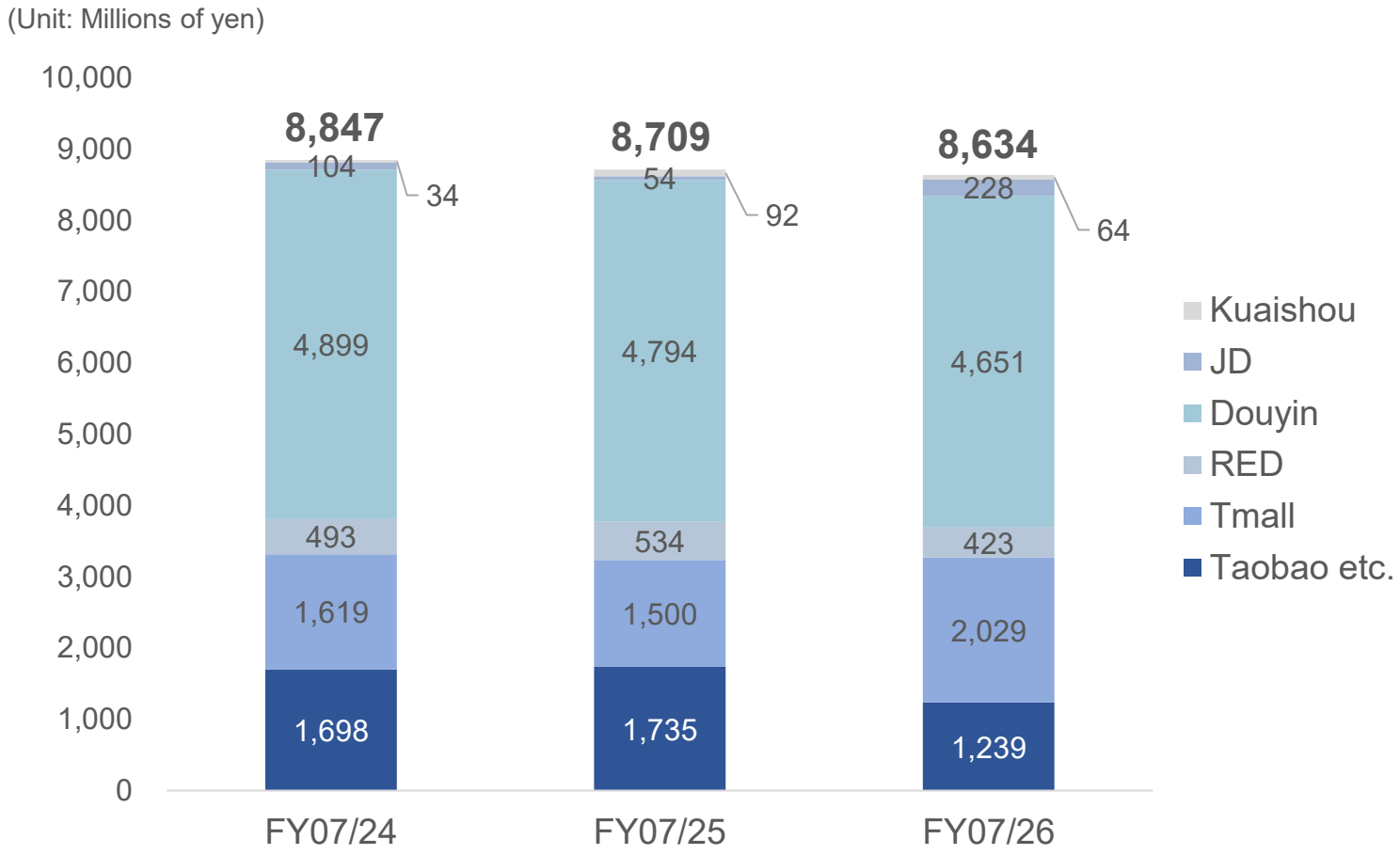
(Unit: Millions of yen)

* Sales figures in China and Japan are the total of e-commerce, salon, and retail sales

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China E-commerce Sales Trend (FY07/26 consolidated results)

During the 618 sales event, the Company's Chinese e-commerce flagship stores, led by Douyin, **generated gross sales value (GSV) above the previous year's level**.
For the full year, the Company's overall Chinese e-commerce sales were broadly flat, while **sales on Tmall and JD increased, further diversifying the channel mix**.

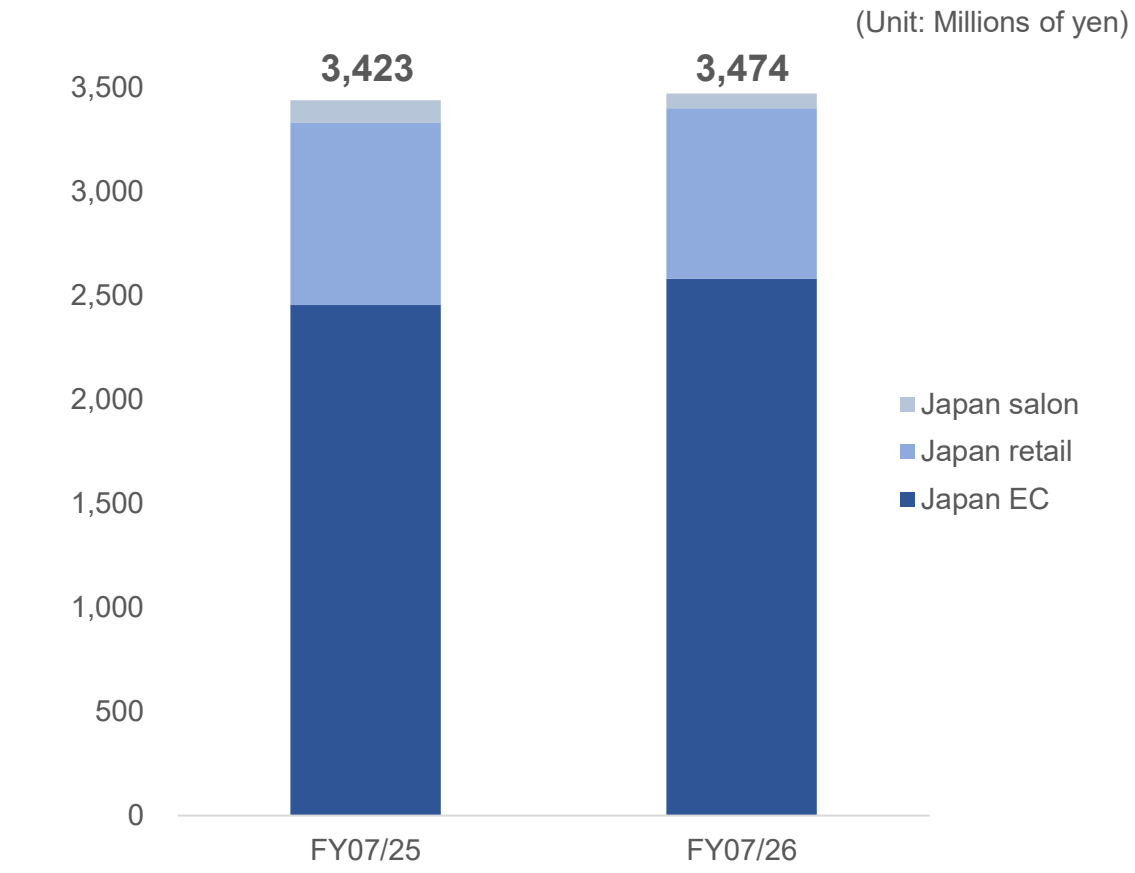


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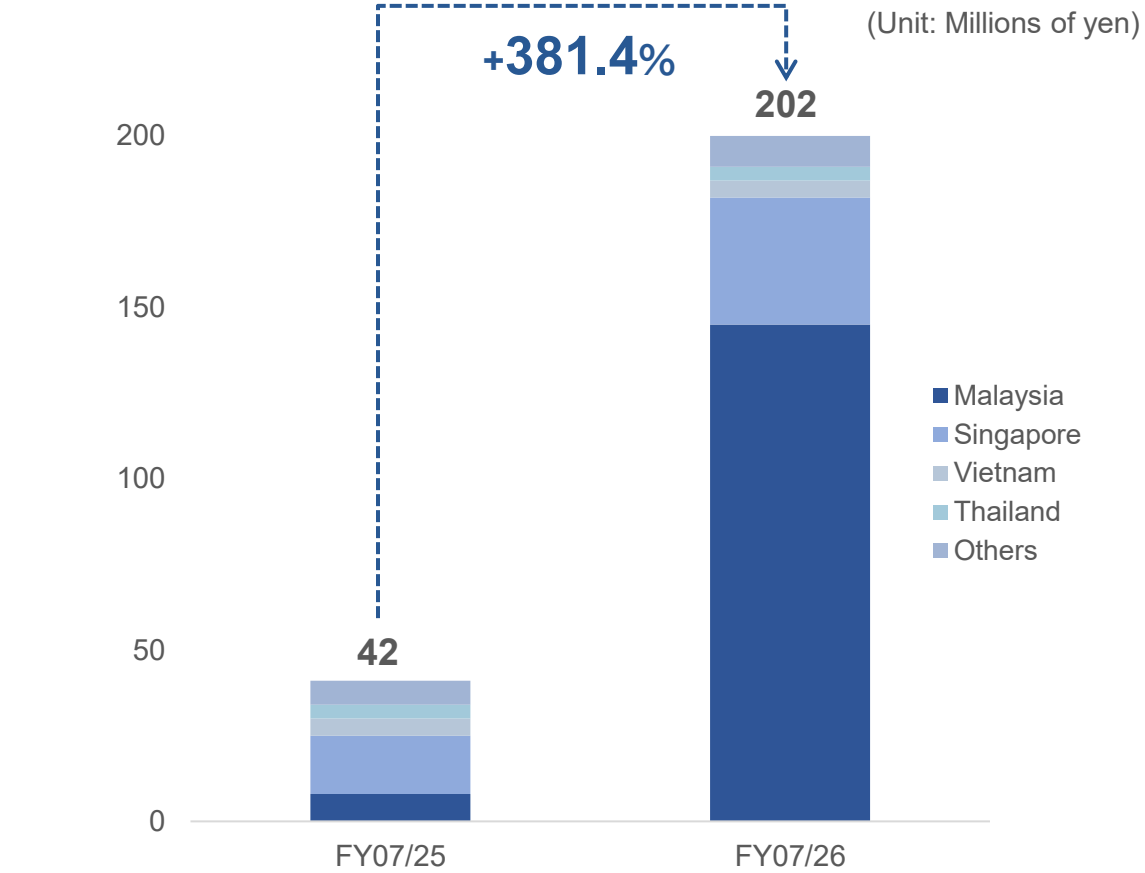
Business Performance in Japan and Southeast Asia (FY07/26)

In Japan, retail sales slowed due to a decline in Chinese tourists, while **e-commerce sales increased**.
In the third markets, **stronger influencer marketing**, particularly in Malaysia, drove strong growth in Southeast Asian sales, which **increased 381.4%** YoY.

Sales Trend on Japan



Sales Trend on Southeast Asia

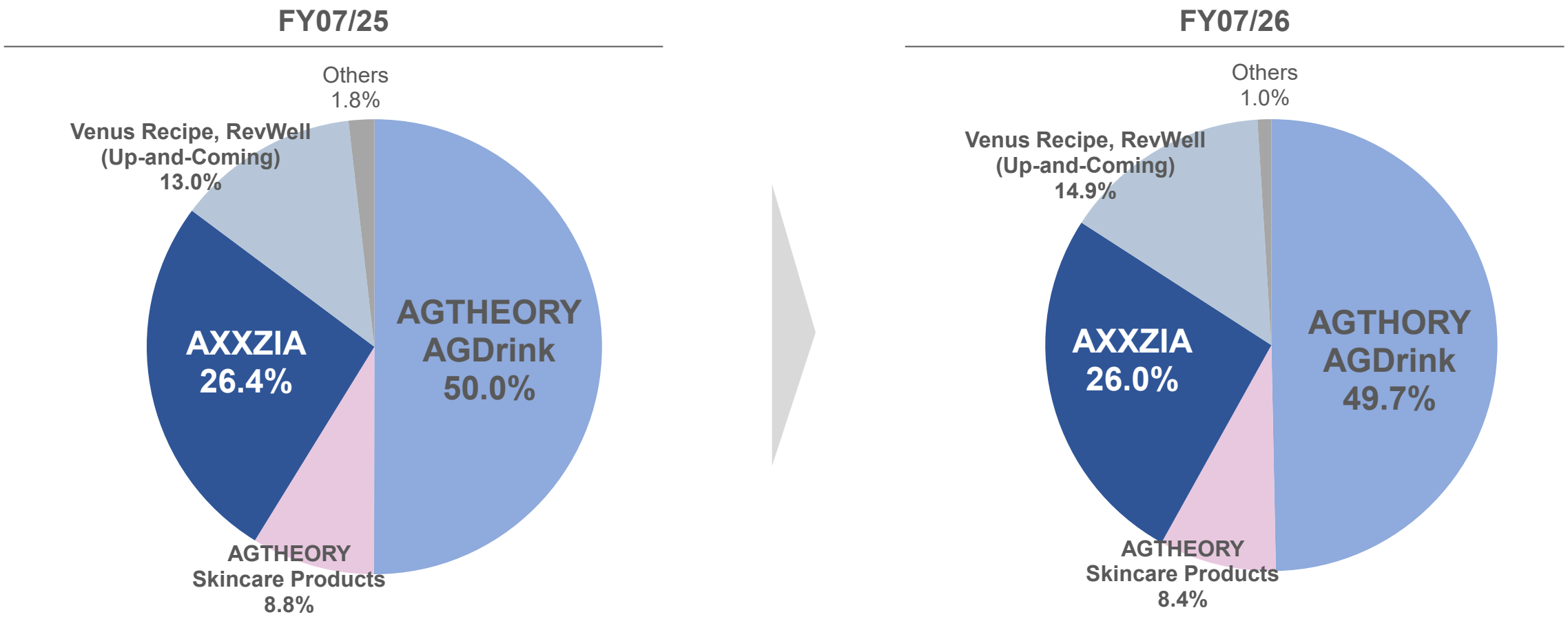


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4. Overview by Brand

Sales Breakdown by Brand (FY07/26 consolidated results)

The mainstay brands AGTHEORY and AXXZIA **remained broadly stable**, sustaining the Company's earnings base. **The up-and-coming category expanded steadily**, increasing its share of sales **1.9pt** and emerging as a **new growth driver**.



* The above composition ratios is calculated based on our company's standalone shipments

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[Main Brands1]
AGTHEORY Series (FY07/26)

Both AGDrink and AGTHEORY cosmetics **remained broadly stable**.
In August, the Company launched **AGTHEORY AGTablet**, an inner-care supplement designed to make daily “aging care from within”* easy and convenient, with the aim of expanding sales.

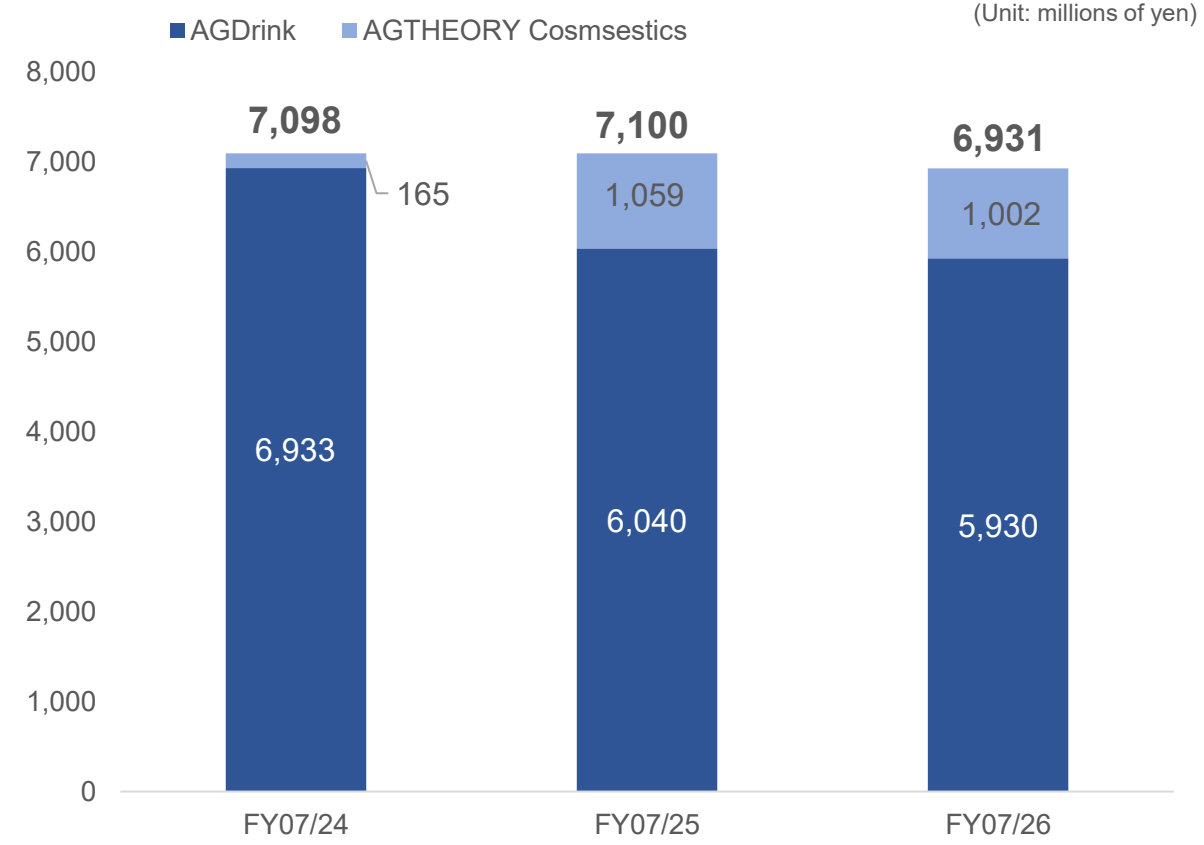




Milestones for sustained growth

- Fully revamped skincare line in June 2024.
- In April 2025, AGDrink was renewed as AGDrink XI, adding new ingredients and reconstructing the formula as the best recipe in the brand's history.
- Launched AGTHEORY RADIANCE EYE SHEET in April 2026.
- Launched AGTHEORY AGTablet in August 2026.

AGTHEORY Series - Changes in sales



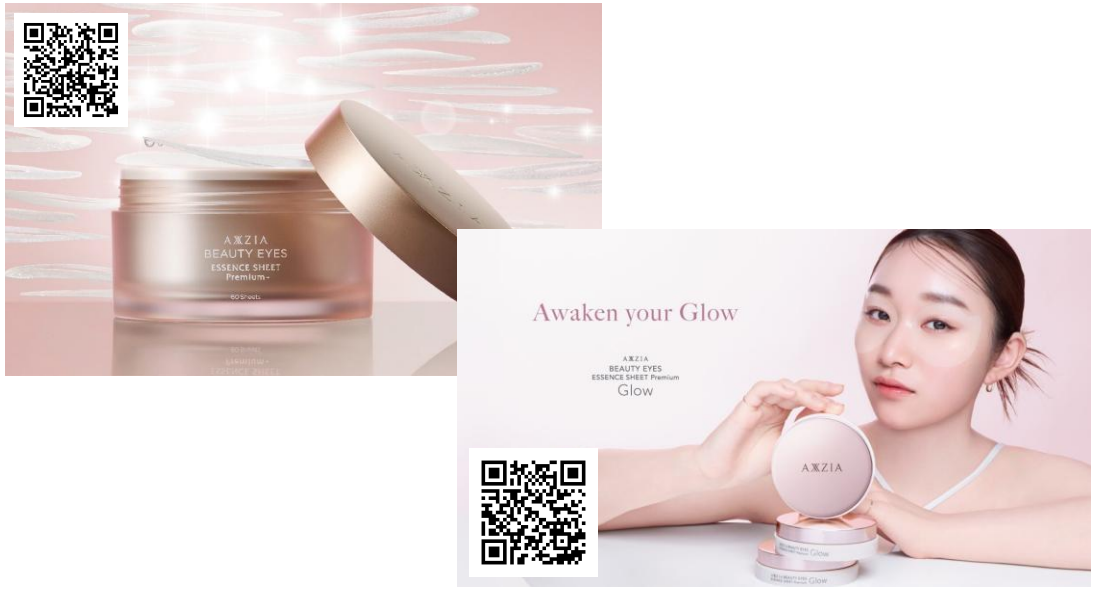
*The sales figures shown above represent AXXZIA ‘s stand-alone sales.

*Age-appropriate nutritional care

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[Main Brands2]
AXXZIA Series (FY07/26)

Sales remained steady, led by the flagship Essence Sheet products.
As of end-July 2026, cumulative unit sales of the Essence Sheet series had exceeded 7 million.*
The Company will continue strengthening its sales efforts.

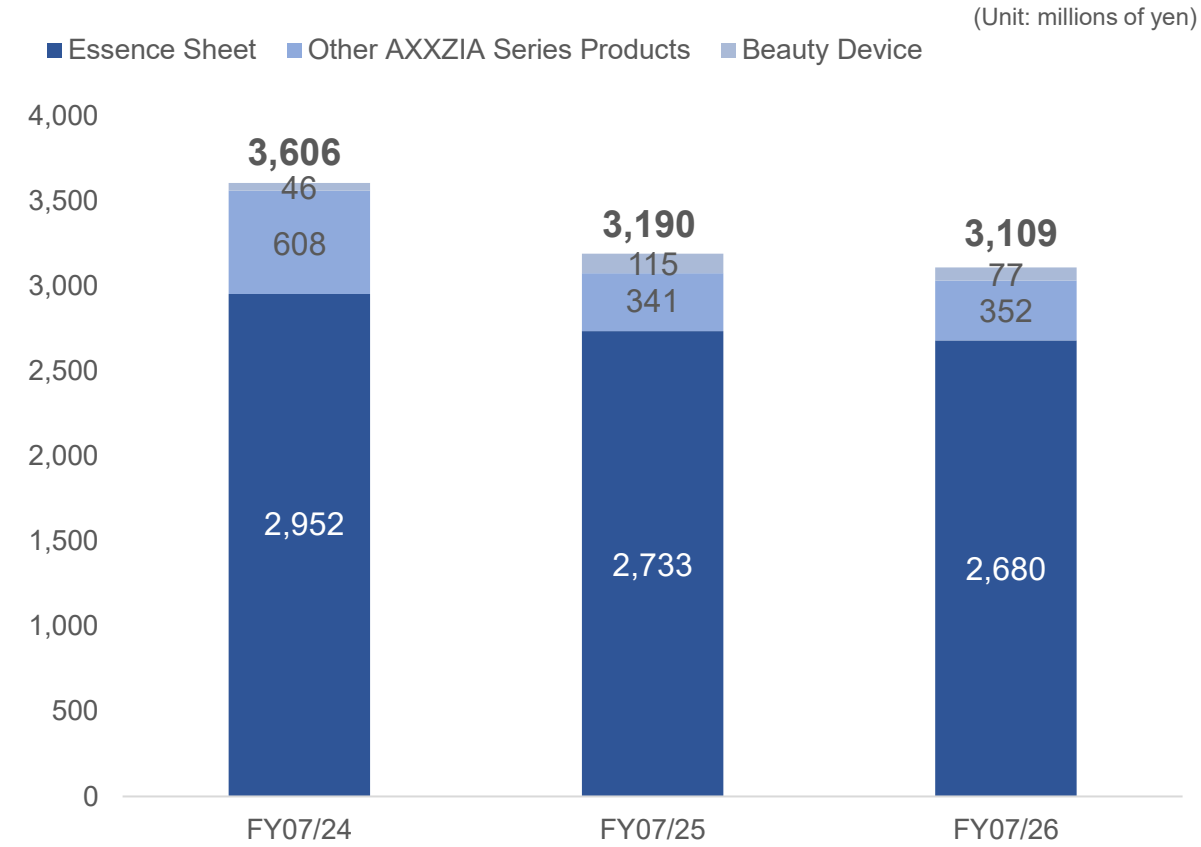


AXXZIA BEAUTY EYES Essence Sheet Premium Glow↑

Milestones for sustained growth

- September 2023: First revamp of skincare sheets for the eye area; launched Essence Sheet Plus and Essence Sheet Premium Plus.
- Renewal of beauty device for the eye area, AXXZIA MATE FOR EYES in April 2024.
- Launched Essence Sheet Premium Glow, Japan-market version of Essence Sheet in May 2026.

AXXZIA Series - Changes in sales



*The sales figures shown above represent AXXZIA ‘s stand-alone sales.

*Cumulative sales of the "ESSENCE SHEET" series from its launch in October 2016 to the end of July 2026 (according to AXXZIA‘s data)

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[Up-and-Coming Series]
Venus Recipe / RevWell (FY07/26)

Mid-priced inner-care product **PQ Drink plus** continued to perform strongly.
Sales in the up-and-coming category increased significantly, **rising 13.5%** YoY.



↑ Venus Recipe The Pure Drink

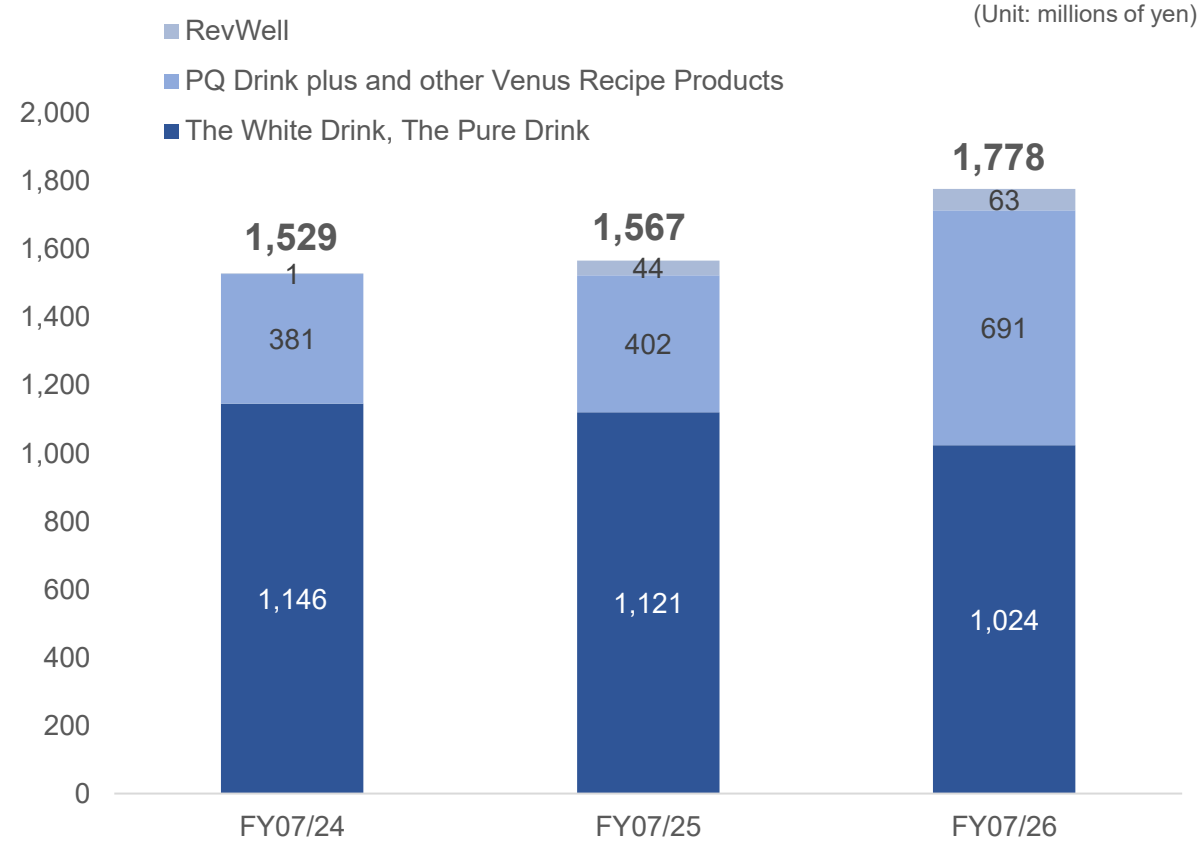


↑ Venus Recipe PQ Drink plus

Milestones for turning into main series

- The White Drink is now approved for sale as our first functional food product.
- Launched AXXZIA's first wellness brand, "RevWell" in June 2024.
- Renewal of "The White Drink", Launched "The Pure Drink" in February 2025.
- Renewal of "PQ Liquid", Launched "PQ Drink plus" in September 2025.

Up-and-Coming - Changes in sales



*The sales figures shown above represent AXXZIA 's stand-alone sales.

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5. Forecast for FY07/27

[Sales and Profit] FY07/27 Earnings Forecast

AXXZIA

The Company targets a **9.9% YoY increase** in consolidated net sales, aiming to expand sales not only in China but also in Japan and the third markets.
It will strengthen **control over advertising expenses and commissions paid** while **containing costs** by leveraging the Group's management resources.
The Company will also establish a dedicated AI unit and drive efficiency improvements through the use of AI agents, with the aim of **improving its operating margin**.

(Unit: Millions of yen)

	FY07/26 Results	FY07/27 Forecast	YoY change
Net sales	13,466	**14,800**	+1,333(+9.9%)
Operating income	-176	**-50**	+126
Operating margin	-1.3%	**-0.3%**	+1.0pt
Ordinary income	23	**-100**	-123
Profit attributable to owners of parent	-464	**-185**	+279
Earnings per share (yen)	-20.33	**-8.09**	-

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[Sales by Region] FY07/27 Earnings Forecast

In China, its key market, the Company **targets sales expansion**, with **China** remaining the core driver of the Group's growth.
In **Japan**, the Company seeks **double-digit sales growth** on a comparable basis excluding the prior-year impact of a change in a subsidiary's fiscal year.* Meanwhile, it will **continue undertaking efforts to drive further growth**.
At the same time, the Company will **expand its business in the third markets**, **improve the balance of its regional portfolio**, and **diversify its growth drivers**.

(Unit: Millions of yen)

	FY07/26 Results	FY07/27 Forecast	YoY change	YoY change (excluding impact from the change in a subsidiary's fiscal year)*
Net sales	13,466	**14,800**	+9.9%	+12.3%
China	9,615	**10,500**	+9.2%	+9.2%
(Ratio to Net sales)	(71.4%)	**(70.9%)**	(-0.5pt)	(-2.0pt)
Japan	3,474	**3,500**	+0.7%	+10.0%
(Ratio to Net sales)	(25.8%)	**(23.6%)**	(-2.2pt)	(-0.5pt)
Third Market	376	**799**	+112.3%	+112.3%
(Ratio to Net sales)	(2.8%)	**(5.4%)**	(+2.6pt)	(+2.5pt)

* Comparable basis excluding sales for June and July 2026 that were recognized due to a change in the fiscal year of consolidated subsidiary M&D Co., Ltd.

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[China] Initiatives for FY07/27

Maintain tight control over profitability by platform, with a focus on Douyin, the Company's largest channel.
Continue growing the China business as a key pillar of the Group by revamping flagship products and pushing forward new product launches.

1. Channel Strategy

01 Douyin | Largest Channel

- Expand sales through both **cross-border e-commerce and general trade**, with live commerce and short-form video at the core.
- Pursue profitable growth through the Company's largest channel.

02 Tmall | Second Pillar

- Build a **stable earnings base** on Tmall through search optimization, member acquisition, and growth in repeat purchases.
- For cosmetics, focus on growing the **Essence Sheet and UV product lines**.

03 RED | Awareness-Building Platform

- **Use a broad range of KOLs and KOCs throughout the year** to build brand awareness and increase brand-specific search queries.
- Step up advertising spend immediately after new product launches to **maximize launch momentum**.

2. Product Strategy

01 Revamping Flagship Products

- **Revamp flagship products** to drive renewed sales growth.
- Once flagship products are revamped, **appoint prominent Chinese celebrities as brand ambassadors** and concentrate advertising spend on relaunch campaigns.

02 New Product Launches

- Roll out **new products** throughout the year with the aim of developing the Company's next flagship products.
- Launch these products first through cross-border e-commerce to assess market response and determine whether to continue investing in them.

03 Artist Collaboration

- Launch collaboration products with a brand directed by artist artist **Mika Ninagawa**.
- Use the collaboration to support major shopping events and wholesale negotiations.

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[Japan] Initiatives for FY07/27

Create a self-reinforcing cycle through which **TikTok Shop** drives awareness, e-commerce and retail stores convert that awareness into purchases, and product experiences and CRM build customer loyalty.
Establish AXXZIA as the go-to brand for eye care while also developing other product categories.

1. Channel Strategy (Japan)

01 TikTok Shop | Top-Priority Channel

- Apply expertise gained in China to the Japanese market.
- **Publish a high volume of KOL content** and **conduct frequent live-commerce sessions**, leveraging TikTok Shop's ability to **take customers seamlessly from awareness to purchase**.

02 E-commerce | Shift to Recurring Revenue

- Strengthen **subscription services and CRM** on the Company's e-commerce site to grow the subscriber base.
- Use **social media marketing** to drive traffic to the e-commerce site.

03 Retail | Convert Interest into Sales and Build Loyalty In-Store

- Leverage **LisBlanc** to establish a track record in wholesale and expand retail distribution.
- Use in-store product experiences to **encourage repeat purchases among Japanese customers** and drive customer traffic between directly managed stores and the e-commerce site.

2. Product Strategy (Japan)

01 Essence Sheet | Establish Brand Image

- Establish a **strong brand association** between AXXZIA and eye care, using social media, pop-ups, and other touchpoints to move customers from awareness to purchase.
- Drive conversion from trial products to full-size products.

02 LisBlanc | Priority Brand for Japan

- Strengthen sales of LisBlanc, positioned as a **low- to mid-priced brand** for the Japanese market.
- Increase exposure through social media and other channels using **brand ambassadors** to build awareness and drive sales.

03 BELLE BAI (Fragrance) | Drive Growth Through Buzz

- Introduce buzzworthy new fragrance-related products **each quarter**, building on the existing fragrance line.
- Use **small production runs and short test cycles** to identify potential breakout products.

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[The Third Markets] Initiatives for FY07/27

In the third markets, focus particularly on **Southeast Asia** and roll out existing products that are popular in China, with **e-commerce as the primary channel**.
Leverage expertise gained in China to strengthen sales promotion efforts through **KOL-led social media marketing**.

1. Channel Strategy (Southeast Asia)

01 E-commerce × Live Commerce | Core Channel

- Strengthen sales on **Shopee, Lazada, and TikTok Shop**.
- Run large-scale live-commerce events featuring **top KOLs** while working with **mid-tier and micro KOLs** on an ongoing basis to build awareness.

02 Wholesale (Offline) | Develop into a Stable Earnings Source

- Maintain and expand regular shelf space at major retailers while developing new offline sales channels such as **drugstores and beauty salons**.
- Reduce reliance on major e-commerce sales events and build the wholesale business into a **stable earnings source**.

03 Sales Infrastructure (Malaysia) | Local Subsidiary Established in August

- Establish a subsidiary in Malaysia; shift to direct shipping from local inventory and local payment processing to **shorten delivery lead times**.
- Establish the business foundation needed to expand wholesale distribution and local sales promotion efforts.

2. Product Strategy (Southeast Asia)

01 Essence Sheet | Flagship Product and Growth Driver

- Position the Company's flagship **Essence Sheet** line as a growth driver.
- Use product bundles and cross-selling to **increase average order value**.

02 Inner Care | Next Pillar

- Expand sales of **inner-care products** such as The Pure Drink and shift the inner-care product mix toward higher-value SKUs to **increase average selling prices per unit**.
- Encourage continued consumption to drive **repeat and subscription purchases**.

03 Face Masks | Entry Point for New Customers

- Strengthen sales of **face masks** as an entry point for new customers.
- Use sampling and trial promotions to acquire new customers and drive **upselling** to the two core product categories.

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[Shareholder Returns] Initiatives for FY07/27

Although the Company forecasts an operating loss for FY07/27, as a basic policy, it will aim to maintain stable and continuous dividend payments, with **10 yen per share planned for the full year**. Supported by a sound financial base, the Company also plans to **continue its shareholder benefit plan** and maintain its shareholder return initiatives.

Dividends

FY07/27 Dividend Forecast

Dividend per Share (Forecast)	
Interim dividend	Year-end dividend
¥5.0	**¥5.0**

- As a basic policy, the Company aims to continue providing **stable and continuous** dividends while promoting investment for future growth.
- The Company targets a dividend payout ratio of **around 30%** each fiscal year.

Shareholder Benefits

Depending on the **number of AXXZIA shares held and how long they have continuously held these shares**, shareholders receive **coupons redeemable on a shareholders-only webpage** offering a wide selection of specially selected product sets.

200–499 shares	**¥6,000 in value**
500–999 shares	**¥12,000 in value**
1,000 shares or more	**¥18,000 in value**

For shareholders with a continuous holding period of **three years or more**

200–499 shares	**¥9,000 in value (1.5×)**
500–999 shares	**¥24,000 in value (2×)**
1,000 shares or more	**¥36,000 in value (2×)**

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4. Appendix

Company Overview

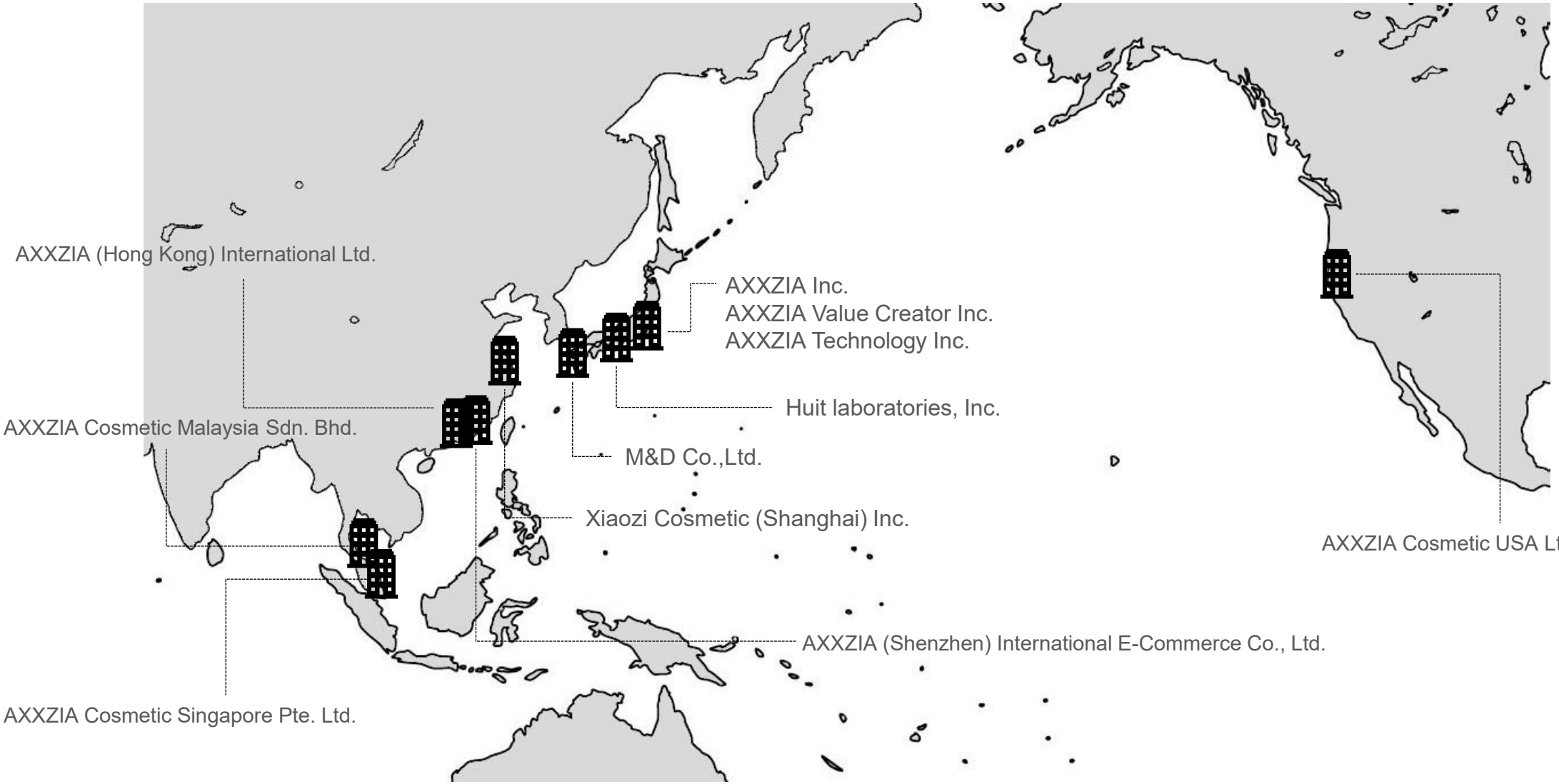
AXXZIA

Our company name has been created
from the word of XX (female's chromosome) and ASIA (=AZIA).
We will present "Asian Beauty"
with innovative and passionate attitude from Japan to the world.

Company Name	AXXZIA Inc.
Representative	President Duan Zhuo
Establishment	December 21, 2011
Capital	2,155 million yen （As of end of July 2026）
Location	Shinjuku Sumitomo Building 35F, 2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, 163-0235 Japan
Office	Tokyo Head Office, Osaka Sales Office, Fukuoka Sales Office
Business Activities	Manufacturing, sales of cosmetics and supplements
Market	TSE Standard (4936)
Board of Directors	President Duan Zhuo Vice President Shoi Dan Managing Director Wu Jun Managing Director Zhang Hui Director Yasuhito Fukui Outside Director Junichi Ito Outside Director Yuko Shitamori Corporate Auditor Masahiro Miyajima Outside Auditor Kenji Shimizu Outside Auditor Kuninobu Okuda

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Consolidated Subsidiaries



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Corporate History

Date	Topics
2011	Established Orientina Cosme Co.,Ltd. in Tokyo, Japan (Capital: 9 million yen) Started development and production of cosmetics for beauty salons
2012	Changed company name from Orientina Cosme Co.,Ltd. to AXXZIA Inc.
2013	Launched Le Cier de L'aube, skincare brand for beauty salons and spas
2016	Launched Beauty Eyes, eye care and skincare brand for the retail market Launched Venus Recipe, supplemental brand for retail the market
2018	Established Xiaozi Cosmetic (Shanghai) Inc. as a consolidated subsidiary (100%)
2019	Opened AXXZIA Flagship Store, an e-commerce flagship store on Xiaohongshu (RED), one of China's largest social commerce platforms Opened AXXZIA Flagship Store, an e-commerce flagship store on Tmall Global, another of China's largest social commerce platforms Launched AGtheory, skincare brand for the retail market
2021	Listed on the Mothers market (section) of the Tokyo Stock Exchange Launched The B Pro, a salon-exclusive skincare brand Opened AXXZIA GINZA SIX Store, the Company's first directly managed store Launched LisBeau, skincare brand for the retail market Opened AXXZIA flagship store for China's largest mobile video app Douyin/TikTok Opened AXXZIA flagship store for major Chinese e-commerce platform JD.com
2022	Made Huit Laboratories a wholly owned subsidiary Opened AXXZIA flagship store for major Chinese mobile video app Kuaishou
2023	Changed its listing to the Prime section of the Tokyo Stock Exchange Established AXXZIA Value Creator Inc. as a consolidated subsidiary (100%) Established AXXZIA Cosmetic Singapore Pte. Ltd. as a consolidated subsidiary (100%)
2024	Made M&D Co., Ltd. a wholly owned subsidiary Established AXXZIA Cosmetic USA Ltd. as a consolidated subsidiary (100%) Established AXXZIA Technology Inc. as a consolidated subsidiary (100%) Established AXXZIA (Shenzhen) International E-Commerce Co., Ltd. as a consolidated subsidiary (100%)
2025	Changed its listing to the Standard section of the Tokyo Stock Exchange

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List of Brands and Products

AXXZIA

Brand	Product	Category
AXXZIA	AXXZIA BEAUTY EYES ESSENCE SHEET Premium ＋	Skincare
	AXXZIA BEAUTY EYES ESSENCE SHEET ＋	Skincare
	AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow	Skincare
	AXXZIA BEAUTY EYES ROUTINE CARE ESSENCE Premium	Skincare
	AXXZIA BEAUTY EYES ROUTINE CARE CREAM Premium	Skincare
	AXXZIA BEAUTY FORCE COMFORT CLEANSING CREAM	Skincare
	AXXZIA BEAUTY FORCE MUD FOAMING WASH	Skincare
	AXXZIA BEAUTY FORCE FINE LOTION	Skincare
	AXXZIA BEAUTY FORCE NUDIE SKIN EMULSION	Skincare
	AXXZIA BEAUTY FORCE MOIST RICH CREAM EX	Skincare
	AXXZIA BEAUTY FORCE TREATMENT MASK	Skincare
	AXXZIA BEAUTY FORCE AIRY FACE MASK	Skincare
	AXXZIA BEAUTY FORCE UVα	Skincare
	AXXZIA MATE FOR EYES	Beauty Device
	AXXZIA MATE FOR FACE	Beauty Device
	CONDITIONING GEL	Skincare
	MOISTURIZING HAIR MILK	Haircare
AGTHEORY	AGDrink XI	Innercare
	AGTablet	Innercare
	UV PROTECTION CREAM	Skincare
	DEEP CLEANSING GEL	Skincare
	CLEAR WASH FOAM	Skincare
	MOISTURIZING LOTION	Skincare
	BALANCING OIL ESSENCE	Skincare
	SILKY EMULSION	Skincare
	RICH CREAM	Skincare
	PERFECT GEL MASK	Skincare
	SMOOTH MASK	Skincare
	ULTRA EYE CREAM	Skincare
	RADIANCE EYE SHEET	Skincare

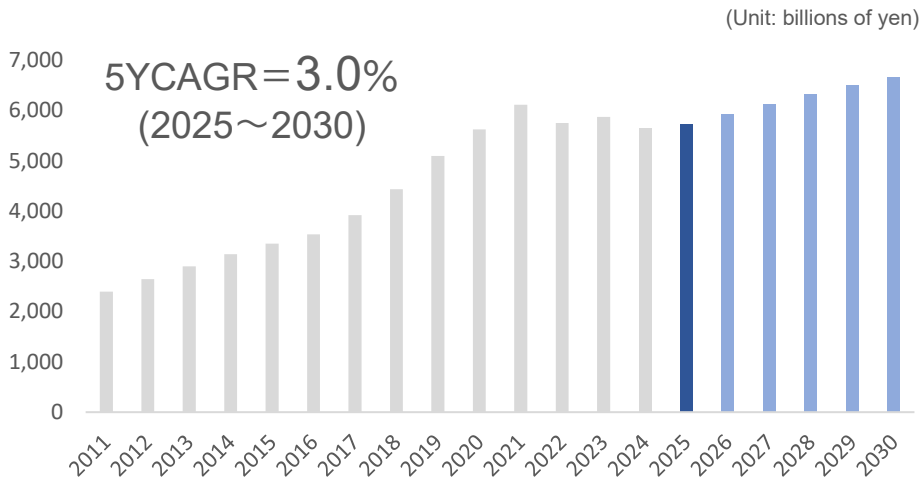
Brand	Product	Category
LisBlanc	MILD CLEANSING WATER	Skincare
	CLEAR POWDER WASH	Skincare
	MILD CLEANSING	Skincare
	MILD WASH	Skincare
	MILD LOTION	Skincare
	MOIST LOTION	Skincare
	MOIST ESSENCE	Skincare
	MILD EMULSION	Skincare
	MILD CREAM	Skincare
	MILD FACE MASK	Skincare
	MOIST FACE MASK	Skincare
Venus Recipe	The Pure Drink	Innercare
	The White Drink	Innercare
	PQ Drink plus	Innercare
	PQ Liquid	Innercare
	HM Plump Ball	Innercare
	VF Jelly	Innercare
RevWell	Lacto Stick	Innercare
	Berry Eye AX	Innercare
	KZ CARE	Innercare
Medullux	COMB IRON	Beauty Device
BELLE BAI	BELLE NUMBER 1	Fragrance
	BELLE NUMBER 3	Fragrance
	BELLE NUMBER 5	Fragrance
	BELLE NUMBER 7	Fragrance
	BELLE NUMBER 9	Fragrance

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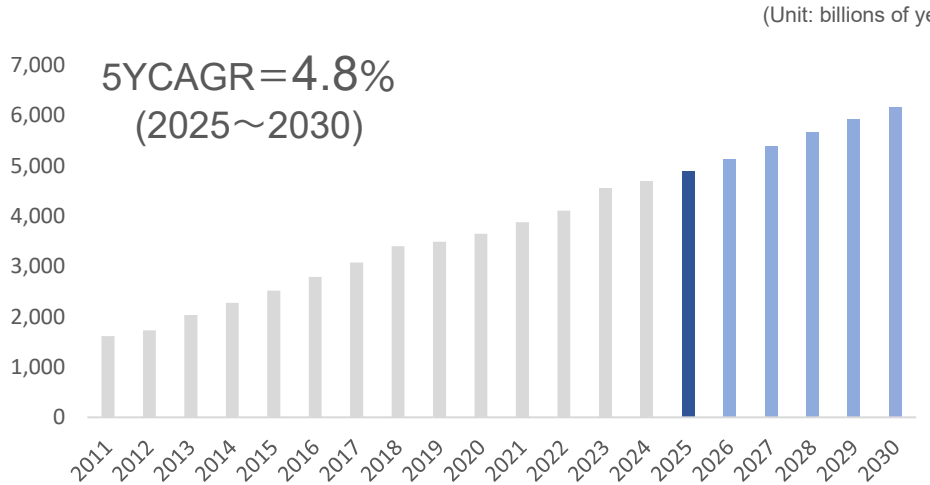
[Market Environment 1] Skincare and Supplement Market

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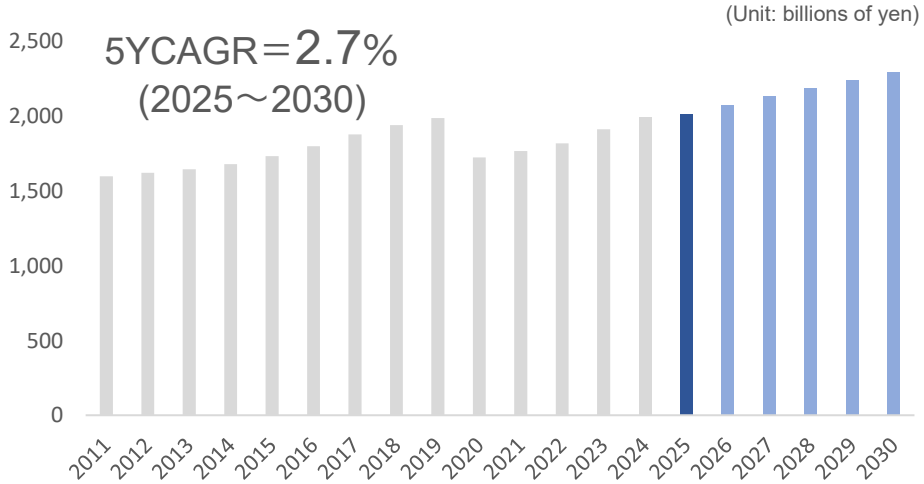
Skincare market size in China: 5,729.3bn yen (retail sales in 2025)



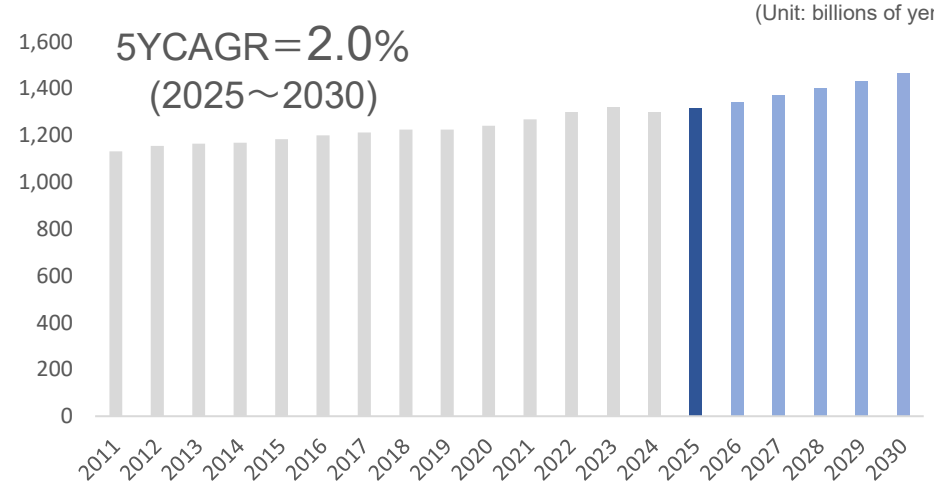
Supplements market size in China: 4,890.3bn yen (retail sales in 2025)



Skincare market size in Japan: 2,012.5bn yen (retail sales in 2025)



Supplements market size in Japan: 1,313.5bn yen (retail sales in 2025)



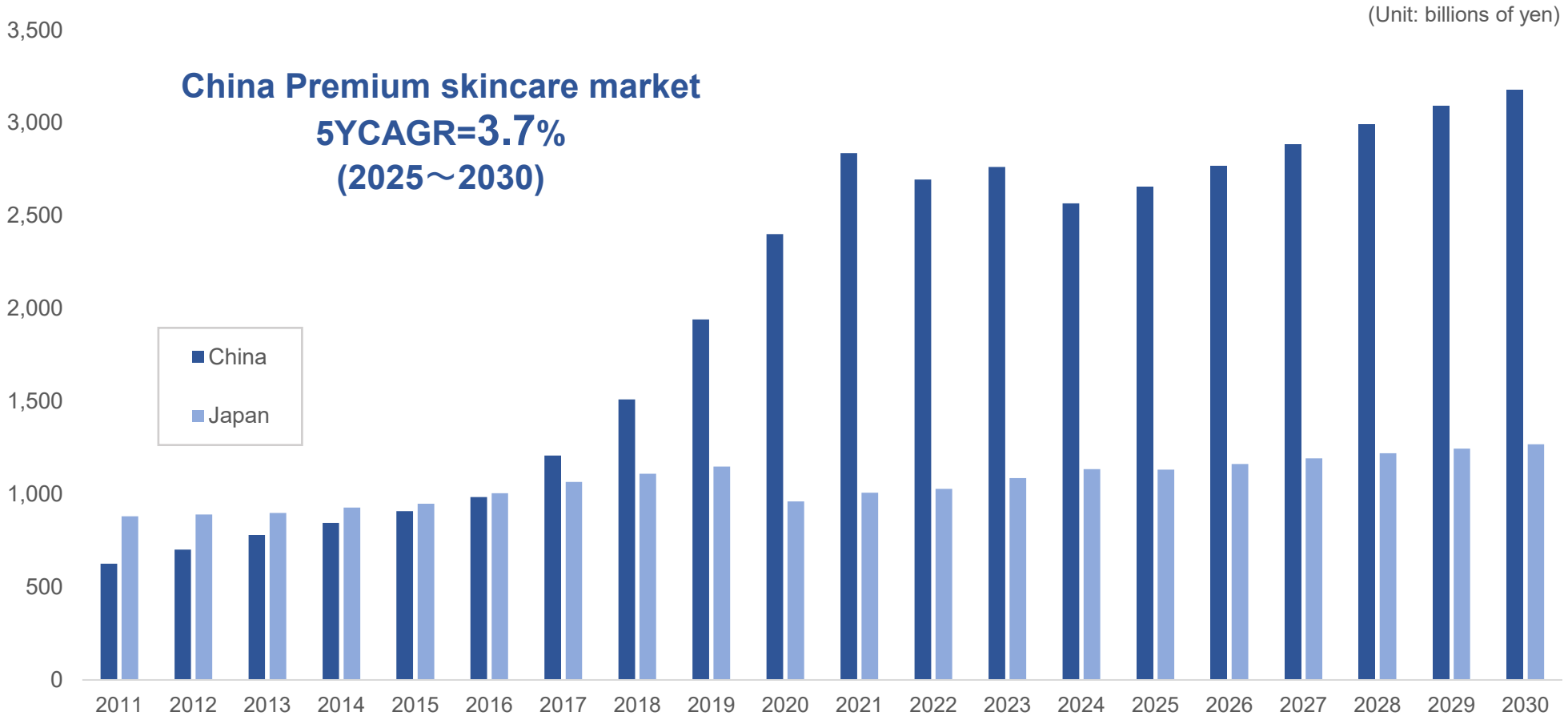
Source :Euromonitor International Limited, Beauty and Personal Care 2025 edition, retail value RSP fixed 2025 exchange rates, current prices, data extracted on 21 August 2026）

Source :Euromonitor International Limited, Consumer Health 2025 edition, retail value RSP, fixed 2025 exchange rates, current prices, data extracted on 21 August 2026）

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[Market Environment 2] Premium Skincare Market

Premium skincare market in China and Japan



（Source：Euromonitor International Limited, Beauty and Personal Care 2025 edition, retail value RSP fixed 2025 exchange rates, current prices, data extracted of 21 August 2026）

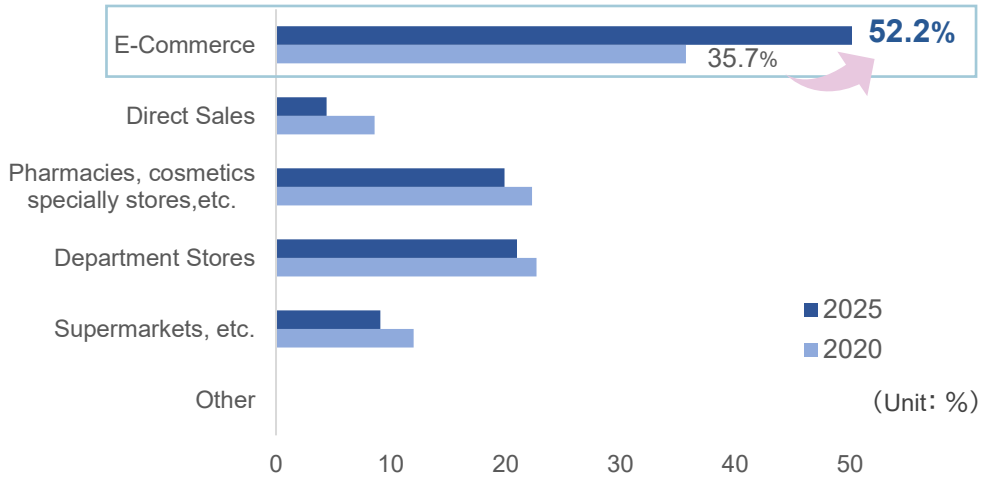
* Premium = high-end cosmetics. Luxury lineup for customers who are highly conscious of beauty and are willing to spend more money on beauty products and services. Positioned as series exclusively for premium channels such as department stores and directly-managed shops.

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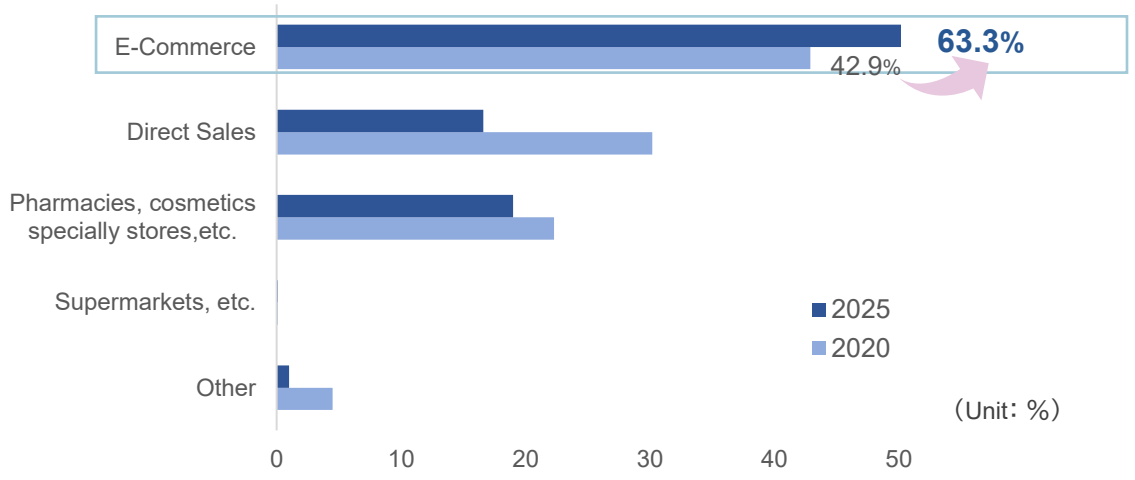
[Market Environment 3] E-commerce Market

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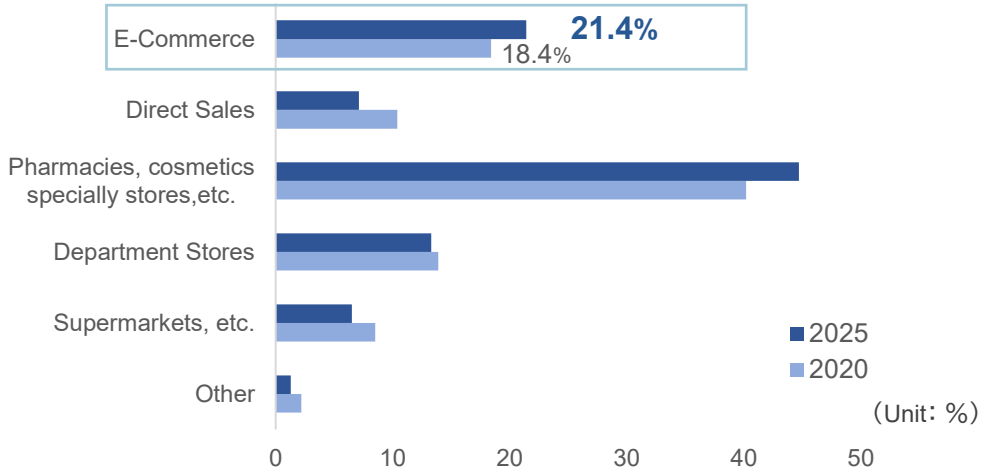
China skincare market



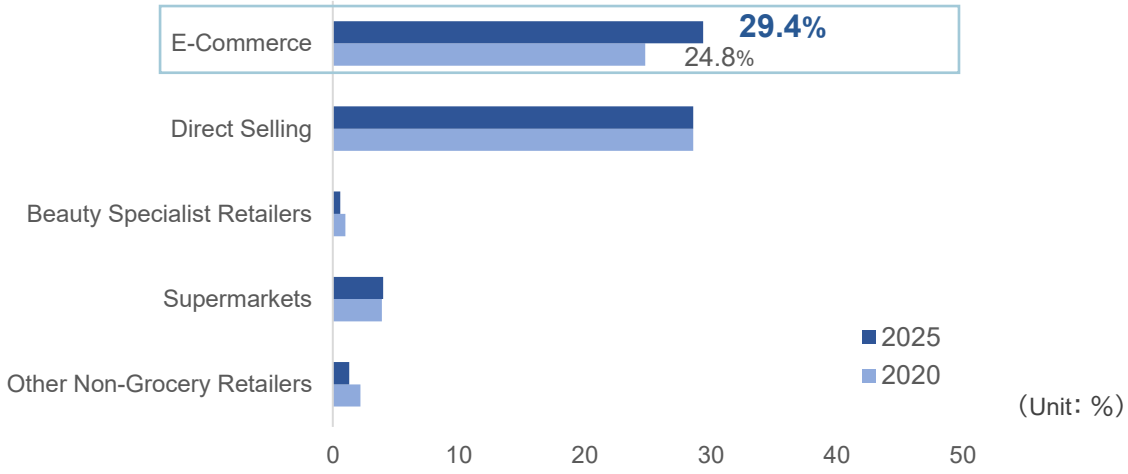
China supplement market



Japan skincare market



Japan supplement market



Source：Euromonitor International Limited, Skin Care 2025 edition, retail value RSP fixed 2025 exchange rates, current prices, data extracted on 21 August 2026

Source：Euromonitor International Limited, Consumer Health 2025 edition, retail value RSP, fixed 2025 exchange rates, current prices, data extracted on 21 August 2026

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