

## **AXXZIA Inc. Selected for Forbes Asia's "Best Under A Billion" List for the First Time**

Tokyo, Japan, 5 September 2024 – AXXZIA Inc. is pleased to announce that it has been selected for the first time for the "Forbes Asia's Best Under A Billion" list, published by Forbes Asia, the Asian edition of the American economic magazine Forbes. This list recognizes 200 publicly listed companies in the Asia-Pacific region with sales of under \$1 billion.

### ■ About "Forbes Asia's Best Under A Billion"

"Forbes Asia's Best Under A Billion" list selects 200 top-performing small and mid-sized listed companies in the Asia-Pacific region with annual sales of under \$1 billion.

Companies are evaluated based on a composite score that incorporated their overall track record in measures such as debt, sales and earnings-per-share growth over both the most recent fiscal one- and three-year periods, and the strongest one- and five-year average returns on equity. Additionally, aspects such as governance and management quality are also taken into account.

From Japan, 22 companies, including AXXZIA, were selected for the list.

Moving forward, AXXZIA will continue to focus on enhancing brand recognition and expanding sales in our primary market, China, while also strengthening expansion into Japan and other regions, promoting the global growth of our business.

- "Forbes Asia's Best Under A Billion" list: <https://www.forbes.com/lists/asia200/>
- AXXZIA profile page: <https://www.forbes.com/companies/axxzia/?list=asia200>

### **About AXXZIA**

Founded in 2011, AXXZIA is a Japanese cosmetics company with the corporate philosophy to bring "Asian (ASIA = AZIA) Beauty" from Japan to the world. Building our foundation with salon-exclusive products, we have expanded our business into overseas markets and e-commerce channels. In February 2023, AXXZIA successfully listed on the Tokyo Stock Exchange Prime Market. We have continued to grow by leveraging our strength in China's cross-border e-commerce market, and expand our retail stores within Japan, including "AXXZIA GINZA SIX," "AXXZIA Daimaru Shinsaibashi," and "AXXZIA Keio Department Store Shinjuku." Our products are also available in various department stores and specialty shops across the country. Beyond China and Japan, we are expanding our global business to Asia such as Singapore, as well as other countries including the United States, Canada, and Australia.

- AXXZIA IR site: <https://axxzia.co.jp/english/ir/>

<For further questions about this news release>

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