

W11, China's largest e-commerce event

AXXZIA flagship stores achieved higher GSV result year-on-year.

～This result led by Douyin (抖音) and RED (小紅書) double-digit growth～

Tokyo, Japan, November 22, 2024 – AXXZIA Inc is pleased to report that our cross-border e-commerce flagship stores have achieved the largest total result ever*1 at the largest e-commerce event in China “W11”.



GSV grew 106.5% year-on-year

■ GSV (Gross Sales value): 106.5% y-o-y (RMB basis)

As a result of successful multifaceted efforts, Douyin EC Global and RED BOOK AXXZIA overseas flagship stores, in particular, each recorded double-digit growth rates, driving overall growth.

The Company's cross-border EC flagship stores are as follows

- Douyin EC Global*2: Douyin AXXZIA overseas flagship store
- Kuaishou*3: Kuaishou AXXZIA overseas flagship store
- RED*4: RED BOOK AXXZIA Overseas flagship store
- Tmall Global*5: Tmall Global AXXZIA cosmetics overseas flagship store (cosmetics store), Tmall Global AXXZIA overseas flagship store (supplements store)

AXXZIA will continue to strive for further brand recognition and sales expand.

*1 October 14, 2024 (Monday) to November 11, 2024 (Monday), based on GSV (Gross Sales value):

*2 "Douyin EC Global(抖音全球购)" refers to the e-commerce business developed by the short video platform "Douyin".

*3 "Kuaishou (快手)" is an e-commerce social networking application for focuses on short videos and live streaming.

*4 "RED" is an e-commerce SNS application for photo and video content.

*5 Tmall Global is one of China's largest cross-border e-commerce platforms operated by the Alibaba Group.

<For further questions about this news release>

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