

RED BOOK AXXZIA Overseas Flagship Store Ranked in Top 10 in Sales at China's W11 RED (Little Red Book) EC Event

~The only Japanese company to be selected and ranked top 1
in the live category for two consecutive months!~

AXXZIA Inc. is pleased to announce that our flagship store ranked in the top 10*¹ in sales in the "Gourmet & Nutrition Category, Brand Flagship Store Category" on the Chinese SNS e-commerce application "RED" during the W11 e-commerce event in China. We are pleased to announce that our flagship store was ranked in the top 10*¹ in the "Gourmet & Nutrition category, branded flagship store category" during W11.



In-house Live Sales Contribute to Sales

RED, also known as China's version of Instagram, is a word-of-mouth social networking service that combines a social function for sharing one's lifestyle with a shopping function for purchasing products posted on the site. According to data released by RED, the number of users who purchased products on RED during the W11 event in 2023 will increase 3.3 times, and the number of businesses participating in the event will increase 4.1 times*³, making RED one of the hottest platforms in cross-border EC.

During the W11 event*³, the RED BOOK AXXZIA overseas flagship store surpassed RMB 4 million in sales and ranked in the top 10 (based on GMV) in the platform's "Gourmet and Nutrition category, brand flagship store category". In particular, sales exceeded RMB 3 million, driven by live sales of our own projects. As a result, RED ranked first in the "Gourmet and Nutrition Category, Live" for two consecutive months in October and November 2024. We will continue to strengthen our live commerce and appeal our products to more customers.

*¹ Aggregation period: October 12, 2024 (Sat.) - November 11, 2024 (Mon.) Aggregation base: GMV (total value of transactions in circulation)

*² Number of monthly active users (MAUs) Source: 2024 小红书平台营销通案-XIAOHONGSHU

*³ Compared to the W11 event period in 2022. Source: 2024 小红书平台营销通案-XIAOHONGSHU

About AXXZIA

AXXZIA, established in 2011 as an exclusive skincare brand for esthetic salons, has since expanded its presence worldwide. The "Beauty Eyes" series, launched in 2016 with the concept of making professional eye care accessible for home use, has been widely embraced in several Asian countries, including China. As a Japanese cosmetics company, we offer a range of exceptional products all made in Japan, with a focus on delivering salon-quality skincare experiences at home. Currently, our products are available not only in Asia, but also in North America, Europe, the Middle East, and so on. In Japan, our products can be found in numerous locations, including our flagship stores—AXXZIA GINZA SIX, AXXZIA Daimaru Shinsaibashi, and AXXZIA Keio Department Store Shinjuku—as well as in various department stores and specialty shops.

AXXZIA Official Website • SNS

- Official Website : <https://axxzia.co.jp/english/>
- Stores Information : <https://axxzia.co.jp/english/stores/>
- Official Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/

<For further questions about this news release>

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