

## **AXXZIA Achieves 157%\*<sup>1</sup> Year-on-Year Increase Across Its Entire Chinese E-Commerce Flagship Store\*<sup>2</sup> During 2025 “618” Sale! ~Douyin flagship store\*<sup>3</sup> drives growth in the Chinese market with 168%\*<sup>1</sup> year-on-year increase~**

AXXZIA Inc. is delighted to announce the achievement of a significant year-on-year increase in revenue during the “618” shopping festival, one of China’s three major e-commerce sales events.



During the 2025 “618” event period, AXXZIA’s entire Chinese E-Commerce flagship store\*<sup>2</sup> recorded 157%\*<sup>1</sup> year-on-year growth in Gross Sales Volume (GSV). Notably, the flagship store on Douyin (抖音)\*<sup>3</sup>, one of China’s largest e-commerce-based social media platforms provided by ByteDance, led the overall growth with a GSV increase of 168%\*<sup>1</sup> year-on-year.

※Aggregation period: May 13, 2025 (Tuesday) to June 20, 2025 (Friday); for Douyin only, from May 13, 2025 (Tuesday) to June 18, 2025 (Wednesday).

A closer look at the product performance revealed that our key products, highly acclaimed AXXZIA BEAUTY EYES “ESSENCE SHEET” series, continued to enjoy high popularity. AGTHEORY “AGDrink XI”, which was relaunched in April this year as the best recipe in AXXZIA’s history, also garnered significant attention. Furthermore, AGTHEORY Skincare series saw substantial growth, contributing significantly to the overall favorable performance.

AXXZIA’s global expansion, which took off from the Chinese market, will continue to accelerate under the corporate philosophy of “Presenting “Asian Beauty” with innovative and passionate attitude from Japan to the world”. To do so, AXXZIA will carry on providing high-quality products and services, striving to reach an even greater number of customers.

\*<sup>1</sup> Aggregate basis: GSV = Gross Sales Volume, based on CNY

\*<sup>2</sup> Entire Chinese flagship store: Cross-border e-commerce flagship store, general trade flagship store

\*<sup>3</sup> Combined results of Douyin cross-border e-commerce flagship store and general trade flagship store

<For further questions about this news release>

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