

M&D CO.,LTD. from AXXZIA Group Announces**Launch of Its Signature Brand “BELLE BAI”.****Five Personal Fragrances Curated to Color Your Everyday.****AXXZIA Group's First Fragrance Collection | Nationwide Launch on October 28, 2025**

AXXZIA Inc. is delighted to announce the launch of “BELLE BAI” a signature brand born from synergy between AXXZIA Group and its subsidiary M&D CO.,LTD. (hereinafter, M&D). Debuting with a collection of five personal fragrances on October 28, 2025, “BELLE BAI” will first be available for pre-order starting October 16, 2025, on M&D's online store “Blanc Lapin” on various e-commerce platforms (some exclusions apply*).



Since its founding in 1997, M&D has built a strong reputation in retail and wholesale of foreign and domestic cosmetics in Japan. The strategic move towards joining AXXZIA Group in February 2024 was aimed at strengthening AXXZIA's domestic presence while at the same time accelerating M&D's continued growth.

M&D's e-commerce platform, “Blanc Lapin”, launched in 2005, has been consistently recognized with multiple awards across major online marketplaces. Now, celebrating its 20th anniversary, M&D is taking a bold leap forward by developing its own original product brand.

Creating New Value Through AXXZIA Group Collaboration

Introducing “BELLE BAI”, a new original brand inspired by Fukuoka-based M&D's mission to “deliver beauty from Fukuoka”. Capitalizing on the proven popularity of fragrances within M&D's portfolio, the brand launches with a debut line of five scents. The creative vision, which brings the brand's universe to life, was art-directed by AXXZIA. This move into fragrances marks a strategic expansion for AXXZIA beyond its core expertise in skincare and eye care, as it now aims to provide new value that colors every aspect of a customer's lifestyle. The fuse of AXXZIA's creative prowess with M&D's deep e-commerce consumer insights resulted in data-driven product development.

AXXZIA Group will continue to actively pursue new projects and strive ambitiously for further growth.

“BELLE BAI” BELLE NUMBER 1/3/5/7/9 EAU DE PARFUM Product Overview

Presented in sophisticated bottles, these five fragrances were each inspired by diverse themes allowing you to select a perfect perfume according to your daily mood.

“BELLE BAI” BELLE NUMBER 1/3/5/7/9 EAU DE PARFUM

<Perfume>

Content : 50mL

Price : JPY ¥3,300 incl.tax / each

Sales Location : “Blanc Lapin” online store



<For further questions about this news release>

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