

AXXZIA Flagship Stores Achieve Record High GSV During China's Largest E-Commerce Event "W11", Surpassing Last Year's Results

Driven by Douyin and Tmall, Cross-Border and General Trade Channels Both Show Growth

AXXZIA Inc. has reported record performance^{*1} for its cross-border e-commerce flagship stores during China's premier "W11" sales event.



GSV Increase of 107.8% Year-on-Year^{*2}

■ Cross-Border Flagship Stores: GSV (Gross Sales Value) rose to 107.8% y-o-y (RMB basis)

AXXZIA's combined cross-border EC flagship stores achieved their record sales^{*1} during this year's "W11" event. The Tmall Global AXXZIA Overseas Flagship Stores was the primary growth driver, showing double-digit growth in both cosmetics and supplement categories.

■ General Trade Flagship Stores: GSV rose to 146.6% y-o-y (RMB basis)

Combined GSV for general trade flagships also showed robust growth, an increase of 146.6% year-on-year^{*2}. During the "W11" sales period, KOL live commerce on Douyin significantly contributed to this sales expansion.

■ In addition to main products, new ones are off to promising start

Well-established products, including "AXXZIA BEAUTY EYES ESSENCE SHEET Premium+" and "AGTHEORY AGDrink XI", continued their strong performance. Together with the new product launches such as "Venus Recipe PQ Drink plus" and "AGTHEORY UV PROTECTION CREAM", they contributed significantly to sales growth.

Furthermore, during this year's "W11" event, AXXZIA's wellness brand "RevWell" with beauty supplement "RevWell Lacto Stick" successfully engaged a new consumer segment: lower-middle. This allowed AXXZIA, which has primarily targeted the upper-middle segment, to successfully pique curiosity of health-conscious demographic previously unfamiliar with AXXZIA products.

^{*1} Calculation Period: October 14 - November 11, 2025. / Douyin EC Global: October 9 - November 11, 2025. Calculation Basis: GSV (Gross Sales Value). ^{*2} 2024 Calculation Period: October 14 - November 11, 2024. / Douyin EC Global: October 9 - November 11, 2024. Calculation Basis: GSV (Gross Sales Value).

AXXZIA cross-border EC flagship stores and general trade flagship stores are as following:

Cross-border EC Flagship Stores

- Douyin EC Global^{*3}: Douyin AXXZIA海外旗艦店
- Kuaishou^{*4}: Kuaishou AXXZIA海外旗艦店
- RED^{*5}: RED BOOK AXXZIA海外旗艦店
- Tmall Global^{*6}: Tmall Global AXXZIA化粧品海外旗艦店 (Cosmetics), Tmall Global AXXZIA海外旗艦店 (Supplements)
- JD.com^{*7}: JD AXXZIA海外京东自营旗舰店, JD 晓姿AXXZIA海外官方旗舰店
- POIZON^{*8}: AXXZIA/晓姿

General Trade Flagship Stores

- Douyin EC Global^{*3}: Douyin AXXZIA官方旗舰店
- Kuaishou^{*4}: Kuaishou AXXZIA晓姿护肤旗舰店
- Tmall Global^{*6}: Tmall AXXZIA化粧品海外旗艦店
- JD.com^{*7}: 晓姿 (AXXZIA) 京东自营旗舰店
- POIZON^{*8}: AXXZIA/晓姿

Moving forward, AXXZIA remains committed to global growth, driving brand awareness and sales expansion.

^{*3} Douyin EC Global (抖音全球购): cross-border e-commerce site operated by short-video platform Douyin.

^{*4} Kuaishou (快手): social media application focused on short videos and live-streaming, with integrated e-commerce functionality.

^{*5} RED (小紅書): social commerce application where user-generated content, primarily photos and videos, drives product discovery and sales.

^{*6} Tmall Global (天猫国际): leading cross-border e-commerce platform in China, operated by Alibaba Group.

^{*7} JD.com (京东商城): major Chinese e-commerce platform operated by JD.com.

^{*8} POIZON (得物): popular fashion e-commerce platform in China, highly favored by younger consumers.

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, AXXZIA Keio Department Store Shinjuku, and AXXZIA Shibuya Hikarie ShinQs—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 Online Shop : <https://axxzia.jp/>
- Official Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/

<For further questions about this news release>

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