

## AXXZIA Celebrates 15<sup>th</sup> Anniversary of Founding and 5<sup>th</sup> Anniversary of Public Listing “Be AXXZIA”, Slogan Towards Continued Growth And New Challenges

AXXZIA Inc. marks its 15th anniversary of founding and its 5th anniversary of listing on the stock market in 2026.



Since its founding on December 21, 2011, AXXZIA has remained true to its corporate philosophy of presenting “Asian Beauty” from Japan to the world. Guided by this philosophy, AXXZIA has consistently developed products and brands with sincere dedication to beauty. Despite rapidly changing market conditions and trends, AXXZIA refused to give in to short-lived fashions, and, instead, has steadily pursued quality, safety, and uniqueness. This unwavering commitment has become the foundation of AXXZIA’s 15-year journey.

Approximately ten years after founding, AXXZIA went public in 2021. Ever since, AXXZIA has acted with even greater transparency and social responsibility, working to strengthen business foundation both in Japan and overseas while enhancing AXXZIA’s brand value. The five-year milestone since public listing has also been a period in which AXXZIA has continuously improved corporate sustainability, while sharing growth journey with its stakeholders.

2026 is a commemorative year, marking 15 years since founding and 5 years since public listing, AXXZIA extends the deepest gratitude to its customers, business partners, shareholders, and all stakeholders for all their support along the way. AXXZIA will continue pursuing new initiatives aimed at further growth and enhanced corporate value.

## 15th Anniversary Special Website

---

On May 15, a date that combines the numbers “15” (years since founding) and “5” (years since public listing), AXXZIA will launch special 15th Anniversary website. While looking back at the 15-year history from founding to present, the site will introduce AXXZIA’s strengths and growth strategy for the future.

### ■ **AXXZIA 15th Founding & 5th Listing Anniversary Special Site**

<https://axxzia.co.jp/15th/>

## “Be AXXZIA”

---

“Be” carries multiple meanings: “Become” (becoming), “Beyond” (surpassing), and simply “Be” as an expression of existence itself. This anniversary marks both a milestone and the beginning of new challenges. AXXZIA will continue to evolve without pause under the slogan “Be AXXZIA”, steadily advancing to the next stages.

## AXXZIA Anniversary Logo

---

To commemorate 15th founding anniversary and 5th public listing anniversary, AXXZIA has created a special anniversary logo.

### ■ **Meaning behind the Anniversary Logo**

The numbers “15” and “5” intertwine organically, forming a dynamic shape within a circle. This design expresses the continuous cycle of 15 years of gratitude and 5 years of trust, while containing the energy to move toward the future. It embodies our determination as a creator of beauty.



## Looking Ahead

---

Building on the foundation set through its 15-year history, AXXZIA sets towards new growth phase with two new projects already underway.

### ■ **LisBlanc Brand Ambassador Appointment**

LisBlanc is a skincare brand that renewed its brand concept in October 2025, offering authentic aging care\*<sup>1</sup> even for sensitive skin. Ahead of the new product launch scheduled for June 2026, the brand will appoint a brand ambassador in May 2026. Further details about the ambassador and related initiatives will be released on May 21, 2026.

### ■ **AXXZIA × Creator Collaboration**

August 2026 marks the launch of a collaborative project between AXXZIA and a creator. Through such collaborations, AXXZIA aspires to create fresh value and find new ways of brand its brand expression. The details of this project will be announced around July 2026.

Following this project, AXXZIA has planned multiple initiatives throughout the 15th anniversary year.

\*<sup>1</sup> Age-appropriate care

## AXXZIA's History

---

- 2011 Establishment of AXXZIA Inc., development and sales start of salon-oriented skincare brands
- 2013 Launched "Le Ciel de L'aube": salon-oriented skincare brand
- 2016 Launched "Venus Recipe AGDrink": beauty drink; "AXXZIA BEAUTY EYES ESSENCE SHEET": eye sheet
- 2018 Established subsidiaries in Shanghai and Hong Kong
- 2019 Opened stores on major Chinese e-commerce platforms "RED" and "Tmall Global"
- 2021 Listed on Tokyo Stock Exchange, Opened the 1st AXXZIA-operated store, "AXXZIA GINZA SIX Store"
- 2022 Huit Laboratories, Inc. joined AXXZIA Group
- 2023 Established subsidiary in Singapore
- 2024 M&D CO.,LTD. joined AXXZIA Group; Established subsidiary in the USA and Shenzhen
- 2024 Renewed "AGTHEORY" skincare brand; Surpassed 6 million units\*<sup>2</sup> sold from "AXXZIA BEAUTY EYES" series
- 2026 Surpassed 2 million units sold from "AGTHEORY AGDrink" series\*<sup>3</sup>
- 2026 Celebrating its 15th anniversary since founding and 5th anniversary since public listing

\*<sup>2</sup> Cumulative sales of the ESSENCE SHEET series from its launch in October 2016 to the end of October 2024 (according to AXXZIA's data)

\*<sup>3</sup> Cumulative sales of the AGDrink series from August 2016 to the end of January (according to AXXZIA's data)

## 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 and AXXZIA NAMBA CITY—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/](https://www.instagram.com/axxzia_jp/)

<For further questions about this news release>

AXXZIA Inc.

Tel: 03-6304-5840 Fax: 03-6911-3898

email: [info-media@axxzia.co.jp](mailto:info-media@axxzia.co.jp)