

AXXZIA Receives “Annual Breakthrough Innovator” Award on Tmall Global, One of China’s Largest Cross-Border E-Commerce Platforms

AXXZIA Tmall Flagship Store Achieves 121% YoY GMV (Gross Merchandise Volume) Growth

AXXZIA is pleased to announce that it has received the “Annual Breakthrough Innovator” award from Tmall Global (天猫国际)*1, one of China’s largest cross-border e-commerce platforms.



Tmall Global AXXZIA Cosmetics Flagship Store Wins “Annual Breakthrough Innovator”

The “Annual Breakthrough Innovator” award is presented to brands that have demonstrated outstanding performance on Tmall Global across various categories, ahead of the “618” event – one of China’s three major e-commerce sales periods. This year, the Tmall Global AXXZIA Cosmetics Flagship Store received the award in the Cosmetics & Personal Care category.

AXXZIA has continuously worked hard to thoroughly research local market needs and implement data-driven promotional strategies. This has allowed AXXZIA to remain a brand of choice in China, even as the cosmetics market expands and consumer options multiply. The Tmall Global AXXZIA Cosmetics Flagship Store achieved a strong 121% YoY increase in GMV (Gross Merchandise Volume)*2, a result that directly contributed to winning the “Annual Breakthrough Innovator” award.

Guided by the philosophy of presenting “Asian Beauty” from Japan to the world, AXXZIA remains committed to global growth, driving brand awareness and sales expansion not only in China but also across global markets.

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

*2 Calculation Period: April 2024-March 2025 vs April 2025-March 2026. Calculation Basis: GMV (Gross Merchandise Volume).

<For further questions about this news release>

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