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## **AXXZIA Stores\*1 Achieve 113% YoY GSV Increase\*2 During One of China's Three Major Sales Periods, "618"**

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**AXXZIA Stores\*3 on Douyin Lead with 125% YoY Growth\*2**

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AXXZIA Inc. is pleased to announce having surpassed last year's results during the "618", one of China's three largest sales periods.



During the 2026 "618" sales period, AXXZIA's entire network of e-commerce stores in China\*1 recorded GSV growth of 113% YoY\*2. AXXZIA's stores\*3 on Douyin (抖音), China's leading social commerce platform, performed particularly well, achieving GSV growth of 125% YoY\*2. To be exact, two stores within the platform, cross-border e-commerce store achieved 135%\*2 and general trade store, grew steadily at 113%\*2 – underscoring AXXZIA's strengthening presence on Douyin. This growth was supported by KOL-driven live commerce across both stores on Douyin. Additionally, the cross-border store improved the profitability of its in-house live commerce marketing investments as well as advertisement efficiency, which contributed to the overall positive results.

※ Calculation period: May 13–June 20, 2026. Douyin only: May 13–June 18, 2026

AXXZIA's core products, "AXXZIA Beauty Eyes ESSENCE SHEET" series and "AGTHEORY AGDrink XI" inner-care drink, continued to deliver strong results. Meanwhile, "Venus Recipe The Pure Drink" (food with functional claims)\*4, an inner-care drink helps support skin against UV exposure, gained popularity ahead of the peak summer season and further boosted the overall performance of AXXZIA's stores.

Guided by the philosophy of presenting "Asian Beauty" from Japan to the world, AXXZIA remains committed to continued growth, driving brand awareness and sales expansion across global markets.

\*1 Includes all AXXZIA's cross-border e-commerce and general trade stores in China \*2 Based on GSV (Gross Sales Value) in CNY \*3 Cross-border and general trade stores only on Douyin platform \*4 Reference Number: J1346. Functional Claim: this product contains apple-derived procyanidins, which have been reported to support skin protection from UV exposure

<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)