



## Istyle to open its first overseas flagship store "@cosme HONG KONG"

Istyle Inc. (Representative Director and President: Hajime Endo) has decided to open its first overseas flagship store under the cosme brand, "@cosme HONG KONG", in Hong Kong in order to expand encounters between consumers and cosmetic brands cultivated in Japan to foreign shores and realize our vision of "creating consumer-centric markets".

The new store will open in Tsim Sha Tsui, the center of tourism and commerce in Hong Kong, and will be one of the largest cosmetics specialty stores in East Asia, boasting a sales floor spanning approximately 1,400 m<sup>2</sup>.



▲Building where store is planned to open



▲Planned location for flagship store opening

### Purpose of Store Opening

We are the largest beauty platform in Japan, offering a unique experience that fuses the Internet and the real world through media, e-commerce, and stores. Our flagship stores in Tokyo and Osaka utilize their vast floor area to create encounters between consumers and brands by offering product lineups that transcend the boundaries of brands and price ranges, pop-up spaces where events for various brands are held on a weekly basis, and a variety of sales areas such as select themed sections and ranking aisles. As an experience-oriented "cosmetics theme park," we have received the support of numerous tourists, particularly those from East Asia.

As a result, annual sales of our two flagship stores in Japan exceeded ¥12 billion in total, and they have grown to become pillars of our group's revenue. In order to expand this successful model overseas, we have decided to open a store in Hong Kong, which is continuing to grow as a platform and is equipped with media and e-commerce environments as well as stores.

Hong Kong is one of the world's leading financial centers, featuring advantages such as low tax rates and a free trade port. It has the potential for great growth in terms of inbound demand from mainland China and other Asian countries. In fact, it has overcome the economic downturn in recent years and is beginning to show signs of recovery, with a 31% year-on-year increase in the number of tourists in 2024. Against this backdrop, the opportunity to expand into Tsim Sha Tsui, a center of tourism and commerce, led to our decision.

With the opening of this new store and the closing of the East Point City store (store area: 191 m<sup>2</sup>) on February 23, 2025, we will be operating three stores in Hong Kong. Going forward, we will focus on maximizing revenue from this new flagship store and our two standard stores.

Starting with @cosme HONG KONG, our goal is to establish a revenue base that will support the growth of our business in East Asia, including in China and Taiwan, as well as our global business as a whole, while creating "encounters between consumers and brands".

### Store Overview

Store name: @cosme HONG KONG

Opening date: Within 2025 (scheduled)

Location: Yue Hwa International Building, No.1 Kowloon Park Drive and No.7 Ashley Road, Kowloon, Hong Kong

Sales floor area: Approximately 1,400 m<sup>2</sup> planned (1st to 3rd floors)

[Istyle Inc. Company Profile] <https://www.istyle.co.jp/> TSE Prime Code: 3660

- Location: 34th Floor, Ark Mori Building, 1-12-32 Akasaka, Minato-ku, Tokyo 107-6034
- Established: July 27, 1999
- Capital: ¥5,467 million
- Representative: President and CEO: Hajime Endo
- Business description: Planning and operation of the beauty portal @cosme, and provision of related advertising services



[Inquiries]

istyle Inc. External Communication Office Email: [istyle-press@istyle.co.jp](mailto:istyle-press@istyle.co.jp)