

Dear members of the press,

istyle

## Bring J-Beauty to world stage. 10<sup>th</sup> store overseas and 2<sup>nd</sup> in Thailand “@cosme store Siam Center Branch” opens on February 28<sup>th</sup>

Tokyo- istyle Inc. (Head office: Minato Ward, Tokyo; President and CEO: Tetsuro Yoshimatsu; securities code: 3660) proudly announces its launch of the “@cosme store Siam Center”, the second branch of @cosme store - the selected cosmetics retailer chain under the theme of “Try and Discover Cosmetics of Your Destiny”- in Thailand on Thursday, February 28<sup>th</sup>, under the management of its consolidated subsidiary, istyle Retail (Thailand) Co., Ltd. (Head office: Bangkok, Thailand; President: Hajime Endo).



In addition to its 24 stores in Japan, istyle Group operates 4 in Taiwan, 4 in Hong Kong, and 1 in Thailand, making this second store in Thailand its tenth store overseas. The first Thai location opened last November in ICONSIAM, the largest commercial facility in the country, and had more than 200,000 visitors in 3 months. All overseas stores, including those in Thailand, have the same structure as domestic ones, with a selection of mainly Japanese cosmetic brands. Moving beyond the barriers of location and language, we provide a place for people outside Japan to experience “J-beauty”, Japanese beauty.

### 1. Store Overview

#### @cosme store Siam Center Branch

Opening: Thursday, February 28<sup>th</sup>, 2019

Location: M Floor, Siam Center, 979 Rama 1 Road, Pathumwan Bangkok 10330, Thailand

Access: Outside Exit 1 of BTS Siam Station

Business Hours: 10am to 10pm

Holidays: Open year round

Sales Floor Area: 245m<sup>2</sup>

#### 【Features of the store】

- ① Prime location in the central commercial district of the capital, Bangkok  
The store is located in the Siam area, which is the central commercial district of Thailand's capital, Bangkok. Besides shopping malls, offices, schools, and other facilities are also located in this area. Siam Center is the first shopping mall opened in Thailand, and has enduring popularity among both local residents and tourists.
- ② Store structure following the features of “@cosme store” in Japan  
The second store in Thailand is also based on the “Try and Discover Cosmetics of Your Destiny” theme, and follows the features of “@cosme store” in Japan, for example a wide range of products from affordable range to luxury products, an environment in which almost any product can be tried out freely, etc. Professional staffs that are educated at the equivalent level to our Japanese staffs are capable of giving personalized counseling service to every single customer, and suggesting the best products for the customer across brands.
- ③ Increase in brands carried to approximately 250  
In addition to the popular Japanese brands carried at the first store in Thailand, such as Keana Nadeshiko, CANMAKE, and excel, the new store carries new noteworthy brands such as BOTANIST, TSUBAKI, and FERNANDA. The number of brands carried increases to about 250, and approximately 90% of which are from Japan.

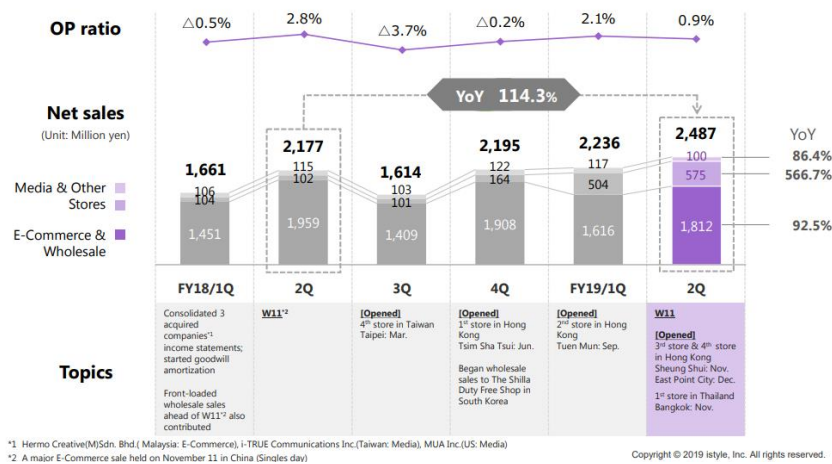
## 2. Future Developments

By around 2021, we plan to expand to approximately 5 stores in Thailand. Moreover, we plan to release a global app that can be used overseas, including Thailand. In the future, we would like to use @cosme's media, EC, and stores to create an environment in which cosmetics from not only Japan but also other countries, as well as information about cosmetics, can be obtained at anytime, anywhere. Please look forward to istyle Group's overseas expansion.

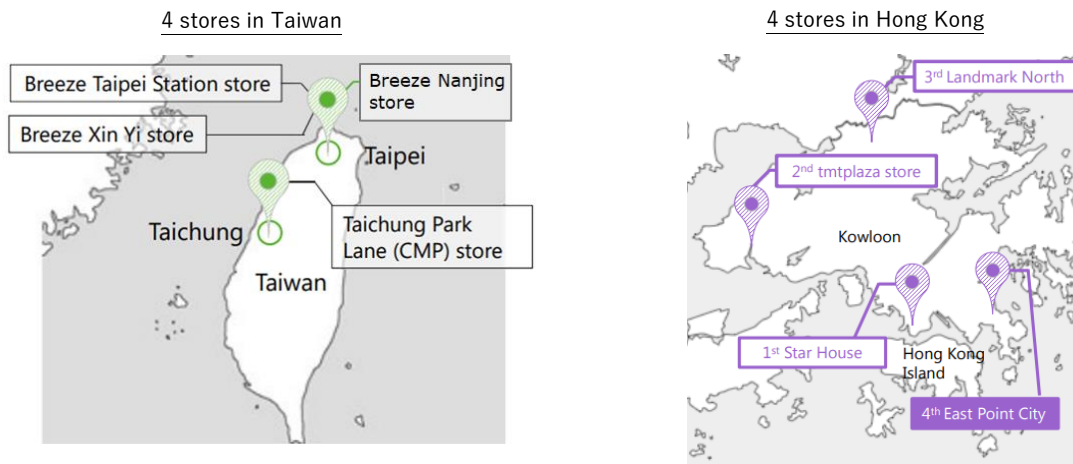
### Reference 1) istyle Group's Global Business Outlook

istyle Group has established global business as one of its key business pillars, and we aim to "build a common database of global cosmetics and beauty products, and spread and establish the '@cosme' brand" through overseas expansion. Including Thailand, we have currently expanded our business to eight countries and regions.

Our second quarter financial statements in financial year ending in June 2019, which were reported on February 8th, shows our global business sales at approximately 2.5 billion yen, an increase of 14% from the same period last year. Store sales accounted for 600 million yen, approximately a six fold increase from the same period last year. Our global business has expanded to account for approximately 30% of our entire group's sales, which were 8.5 billion yen.



### Reference 2) Overseas branches of @cosme store



**[Corporate Overview: istyle Inc.]** <http://www.istyle.co.jp/> First Section, Tokyo Stock Exchange; Ticker Symbol: 3660

- Location: Ark Mori Building 34th FL, 1-12-32 Akasaka, Minato City, Tokyo
- Foundation: July 27, 1999
- Capital: 3.556 billion yen
- Representative Officer: Tetsuro Yoshimatsu, President and CEO
- Business Scope: Plan and operation of the comprehensive beauty care portal, @cosme, and related ad services



**[Corporate Overview: istyle Retail (Thailand) Co., Limited]**

- Location : 304,308 L Building Phaya Thai Road, Khwaeng Thanon Phetchaburi, Ratchathewi, Bangkok, 10400, Thailand
- Foundation: April 28, 2018
- Representative Officer: Takashi Endo, President
- Business Scope: Management and operation of cosmetics stores

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