

December 4, 2019

To: All media-related parties



**@cosme Beauty Day : A One-Day Cosmetics Festival
Gross Merchandise Volume Grows to Nearly 500 Million Yen, Surpassing Previous Year**

istyle Inc. (Headquarters: Minato City, Tokyo; President & CEO: Tetsuro Yoshimatsu; Securities Code: 3660) has announced that the second annual one-day cosmetics event "@cosme Beauty Day" has achieved a gross merchandise volume of nearly 500 million yen, eclipsing the figure of the previous year's event.*

istyle will continue to promote @cosme Beauty Day as a way to not only stimulate the cosmetics e-commerce market, which has relatively low penetration in Japan, but also to transform December 3 into an opportunity for consumers to enjoy their shopping experience.

*Preliminary valuation, including both online and physical retail sales, with 2018 gross merchandise value approximately 400 million yen.

[istyle Inc. Corporate Info] <http://www.istyle.co.jp/> | TSE First Section; Company Code: 3660

Address: Ark Mori Building 34th FL, 1-12-32 Akasaka, Minato City, Tokyo

Established: July 27, 1999

Capital: ¥3,647 million

Representative: President and CEO, Tetsuro Yoshimatsu

Activities: Operation/planning of the beauty portal site "@cosme" and related advertising /marketing services.



Inquiries: istyle Inc. Corporate Communications Dept. TEL : 03-5575-1286 FAX : 03-5575-1261 Email: istyle-press@istyle.co.jp