

To members of the press

istyle

"@cosme J BEAUTY PARK" opened in the Shilla Duty Free Jeju Downtown Store in Korea on May 11

The second store in Korea produced by istyle group

Tokyo- istyle Inc. (Head office: Minato Ward, Tokyo; President and CEO: Tetsuro Yoshimatsu; TSE Securities Code: 3660) and its consolidated subsidiary istyle trading Inc. (Head office: Minato Ward, Tokyo; President: Yoshihisa Kaneko) have produced the Japanese cosmetics zone "@cosme J BEAUTY PARK" in the Jeju Downtown Store of the Shilla Duty Free, one of the world's leading travel retailers, and it opened on May 11, 2019.

▼Images of The Shilla Duty Free Jeju Downtown Store and "@cosme J BEAUTY PARK"



In recent years, leveraging our operational expertise with the integrated cosmetics and beauty media "@cosme" and the selected cosmetics retailer chain "@cosme store," istyle group has been actively pursuing development overseas. In June 2018, in partnership with Hotel Shilla Co., Ltd. (Head office: Seoul, Korea; Representative director: Boo-jin Lee), which is an affiliate of the Samsung Group, we produced the first Japanese cosmetics zone "@cosme J BEAUTY PARK" at the flagship store of the Shilla Duty Free- Seoul Downtown Store, and made inroads into Korea. Backed by the increasing popularity of Japanese brand cosmetics in foreign countries like Korea and China, and the steady growth of "@cosme J BEAUTY PARK" in the Seoul Downtown Store, the same kind of cosmetics zone will be opened in the Shilla Duty Free Jeju Downtown Store located in Jeju Island, which has been described as the Hawaii of Korea and is a popular tourist resort destination.

"@cosme J BEAUTY PARK" in the Shilla Duty Free Jeju Downtown Store carries more than 50 brands of cosmetics and utilizes. Together with @cosme store's know-how to create an environment with POP displays and ranking corners featuring reviews from @cosme, the cosmetics zone aims to provide Korean customers and tourists from outside Korea with a shopping experience where they can encounter Japanese brand cosmetics. In the future, we are also considering producing the cosmetics zones in other stores of the Shilla Duty Free.

istyle group will actively proceed with global development while aiming to further expand the recognition of the "@cosme" brand in order to realize our mission: "Becoming the global leader in Beauty x IT" in the future.

■ About "@cosme J BEAUTY PARK" in the Shilla Duty Free Jeju Downtown Store

Opening: May 11, 2019

Location: Jeju Store, 69 Noyeon-ro, Jeju-si, Jeju-do
(About 10-minute drive from Jeju Airport)

Business Hours: 09:30 to 19:00 open all year round

Examples of Brands carried: Keana Nadeshiko, Curel, CLUB cosmetics,
AVANCE, HOUSE OF ROSE, and more

Number of SKUs handled: 576

Sales Floor Area: 64 m²



Reference 1) About Hotel Shilla Co., Ltd

An affiliate of Samsung Group, Korea's largest conglomerate. Responsible for duty free shops, hotels and leisure businesses. Sales in fiscal 2018 were 4.714 trillion won (approximately 483 billion yen), of which about 90% was from the duty free business.

Reference 2) About The Shilla Duty Free

A travel retailer operated by Hotel Shilla. It is one of the world's largest travel retailers in the cosmetics category, and is the only company that operates cosmetics duty free stores at all three large Asian hub airports of Incheon International Airport in Korea, Changi International Airport in Singapore, and Hong Kong International Airport. Including the airport stores, there are currently five stores in Korea and five stores outside of Korea. Sales in fiscal 2018 increased by 25% over the previous year to 4.142 trillion won (approximately 385 billion yen).

Reference 3) About istyle group's global strategy

istyle group regards its global operations as one of the main pillars of its business, and aims to expand overseas in order to raise international recognition of the "@cosme" brand as well as to establish a universal cosmetics and beauty products database. We envision a future in which users around the world can access "@cosme" with one user ID anytime, anywhere, in any preferred language, and make use of beauty services provided through localized physical stores and e-commerce avenues. Currently, including Korea, istyle group has businesses in eight different countries and regions around the world.

【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 trading Inc.】 <https://is-trading.istyle.co.jp/>

- Location: Ark Mori Building 34th FL, 1-12-32 Akasaka, Minato City, Tokyo
- Foundation: December 17, 2014
- Representative Officer: Yoshihisa Kaneko, President
- Business Scope: Cosmetics wholesale, retail, import/export, and corresponding agency services

◆Contact◆ Corporate Communication Department, istyle Inc. Phone: 03-5575-1286 Fax: 03-5575-1261 Email: istyle-press@istyle.co.jp