

**YA-MAN renewed its own top sales record at Chinese Tmall's 'Singles' Day' in beauty device category. YA-MAN becomes the first 'brand of one hundred million yuan' for consecutive 2 years.**

15, November 2019

A beauty device manufacturer YA-MAN LTD. (CEO: Kimyo Yamazaki, The head quarter location: Koto-ku, Tokyo), recorded the 4 years consecutive top sales record and share on 'Singles' Day' in beauty device category<sup>\*1</sup> of Tmall.

Tmall is the biggest e-commerce site in China and 'Singles' Day' is known as the World's biggest internet shopping event. YA-MAN sold special limited sets such as 'Bloom Red: Answer box collaboration set' and 'Hello Kitty 45<sup>th</sup> year anniversary limited collaboration set' for establishing the record.

The total sales record of YA-MAN on 'Singles' Day' increased from last year and broke its own historical record in beauty device category established on 'Singles' Day' 2018. YA-MAN is the only brand which had sales record over one hundred million RMB for consecutive 2years.

An EC store 'YA-MAN flagship store (雅萌旗艦店)' on Tmall is also listed as the only brand in beauty device category which recorded sales over one hundred million RMB in one day as a single shop.

※1 A category of electrical beauty device category: including facial beauty device, beautifying rollers, body-care beauty devices, epilators and steamers



## Pictures of beauty device sets sold on ‘Singles’ Day’ 2019

(Left) ‘Bloom Red: Answer box collaboration set’

A collaboration work with DXY.cn, an online community for physicians.

The set consists of the most popular beauty device ‘Bloom Red’ and ‘Flawless Gel’ enriched with plenty of beauty ingredients.

(Right) ‘Hello Kitty 45th year anniversary limited collaboration set’

‘Photo PLUS PLUS M’ comes with limited ‘Hello Kitty’ design beauty device stand, carry case and a luggage tag.