



YesAsia Holdings Limited

喆麗控股有限公司

Stock code: 02209.HK

2025 Interim Results

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AGENDA

- 1 Executive Summary
- 2 2025 Interim Highlights
- 3 Financial Performance
- 4 Industry Potential & Business Strategies
- 5 Appendix



Executive Summary



Another Record High Interim Results

- Revenue **(+49.3%)**
1H2025: US\$243.93 million
1H2024: US\$163.35 million
- Net profit **(+26.7%)**
1H2025: US\$14.08 million
1H2024: US\$11.11 million
- Revenue generated from B2B business **(+110.9%)**
1H2025: US\$77.94 million
1H2024: US\$36.95 million

Market diversification borne fruit

- Non-core markets grew **80.8%** and contributed **58.4%** of total revenue
- Latin America and Middle East demonstrated strong growth of **181.0%** and **85.6%** respectively
- Europe and Associated Countries grew **47.7%**
- Launched Polish language YesStyle website

Rapid expansion for B2B business

- Successfully established distribution to retail channels with **21** leading retailers in **17** countries/ regions
- Engaged with **800+** B2B buyers worldwide through Cosmoprof Worldwide Bologna 2025
- Set up B2B office in Korea with **15-member** sales team

Enhanced global logistics network

- Deployed the second Autonomous Mobile Robotics (AMR) warehouse in **May 2025** with **240** AMRs
- Opened new warehouse of **147,000** sq. ft. in Korea in **April 2025** in addition to warehouses worldwide, including the US, the UK, Germany and Hong Kong
- Reduced freight charges as % of revenue further down to **19.2%**

2025 Interim Highlights



ANOTHER RECORD HIGH INTERIM RESULTS

Revenue

+49.3%

US\$243.93million

Net Profit

+26.7%

US\$14.08 million

B2B Sales

+110.9%

US\$77.94 million

B2C Platform Sales

+31.7%

US\$164.86 million

Europe and Associated Countries

+47.7%

US\$93.95 million

Revenue Generated by Influencer Program

+31.6%

US\$44.64 million

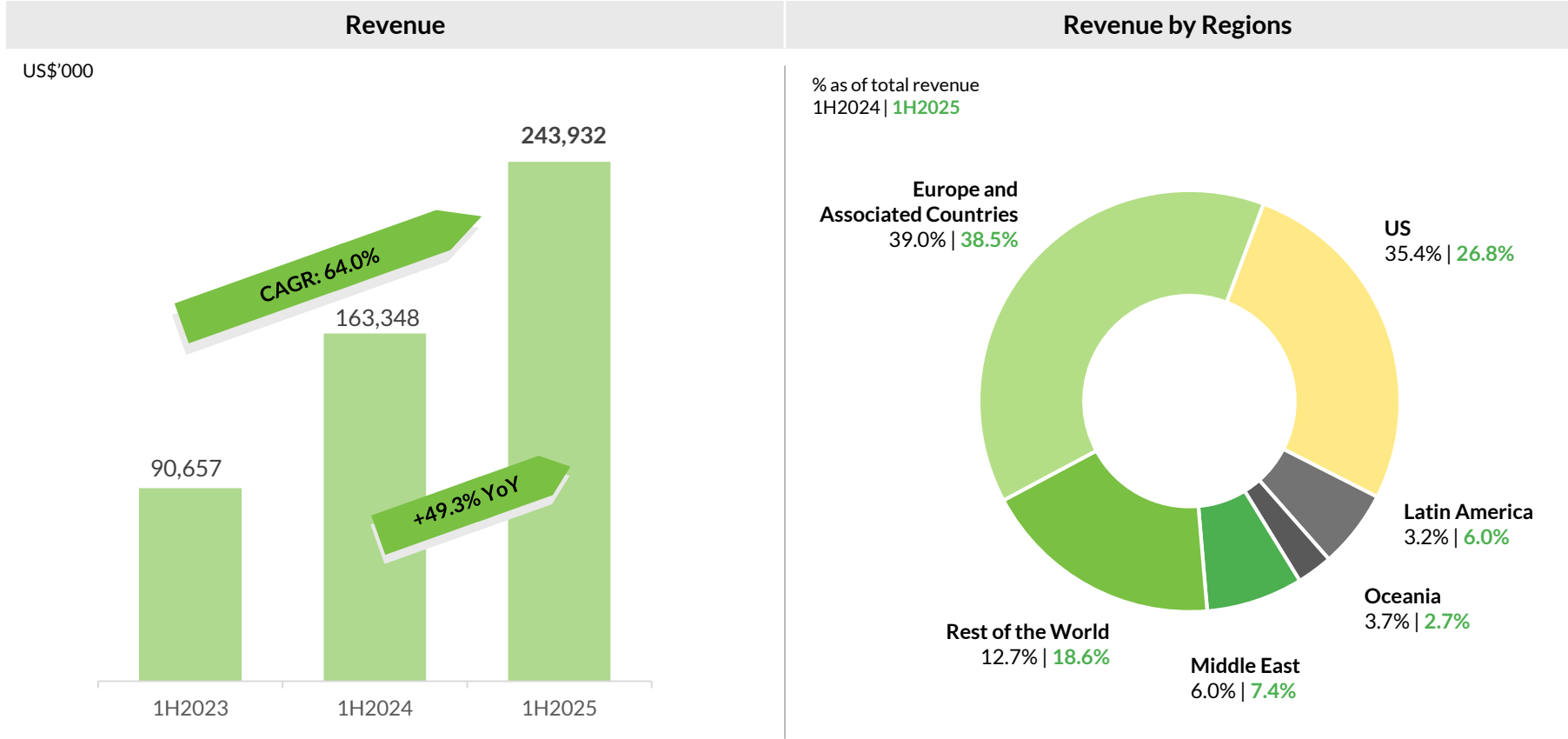
Financial Performance



PROFIT AND LOSS HIGHLIGHTS

US\$'000	1H 2024	1H2025	Change
Revenue	163,348	243,932	+49.3%
Gross profit	50,192	73,262	+46.0%
Gross profit margin	30.7%	30.0%	-0.7pp
Profit for the period	11,107	14,075	+26.7%
Net profit margin	6.8%	5.8%	-1.0pp
US Cent			
Basic earnings per share	2.80	3.43	+22.5%
Diluted earnings per share	2.78	3.36	+20.9%

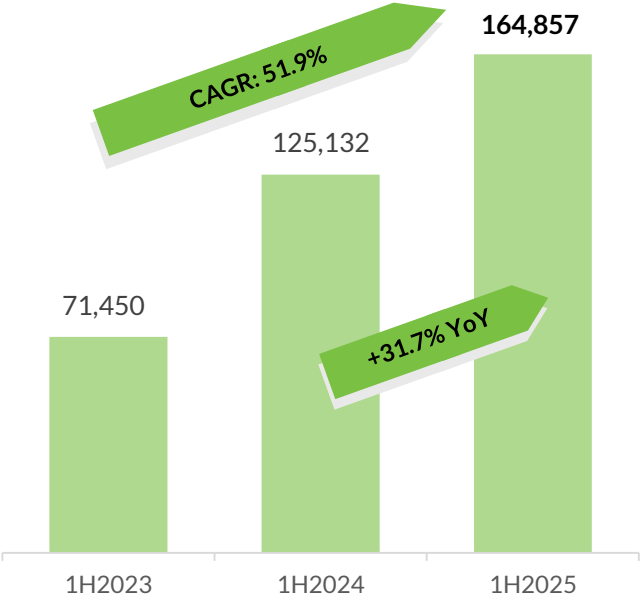
REVENUE ANALYSIS: CONSOLIDATED



REVENUE ANALYSIS: *YESSTYLE* AND OTHER PLATFORMS

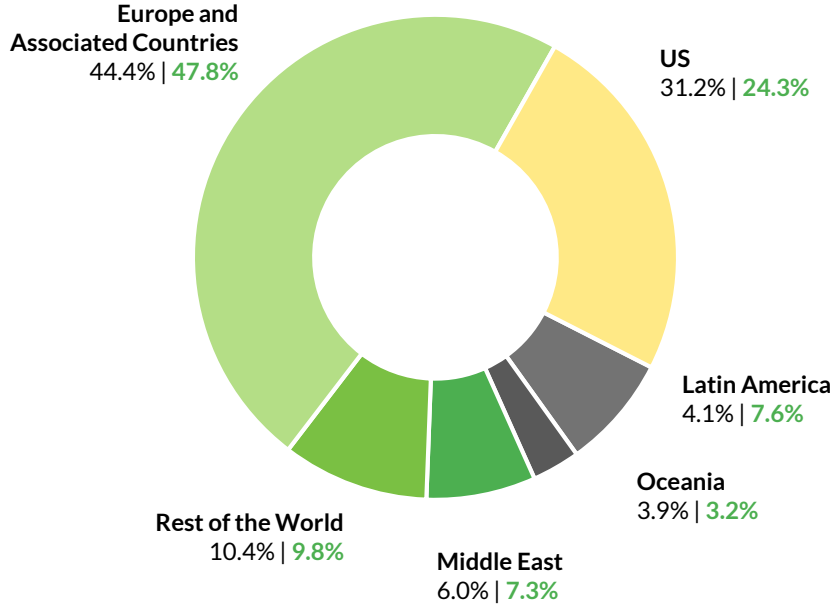
Contributing 67.6% of Total Revenue

US\$'000



Revenue by Regions

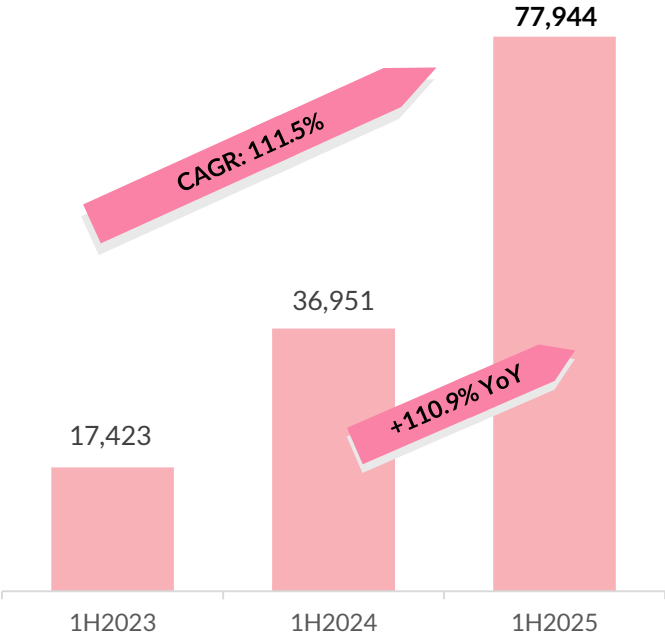
% as of total revenue
1H2024 | 1H2025



REVENUE ANALYSIS: *AsianBeautyWholesale*

Contributing 32.0% of Total Revenue

US\$'000

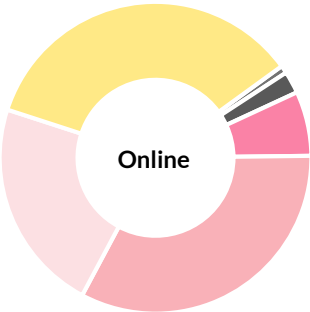


Revenue by Regions

% as of total revenue
1H2024 | 1H2025

US
49.6% | 35.0%

Europe and Associated
Countries
21.3% | 22.2%



Latin America
0.1% | 0.8%

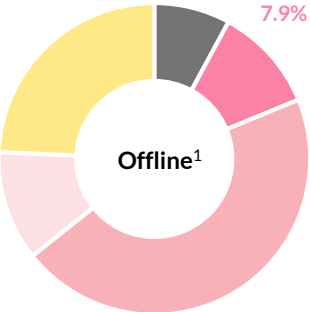
Oceania
3.1% | 2.3%

Middle East
6.1% | 6.7%

Rest of the World
19.8% | 33.0%

US
24.3%

Europe and Associated
Countries
11.4%



Latin America
7.9%

Middle East
10.9%

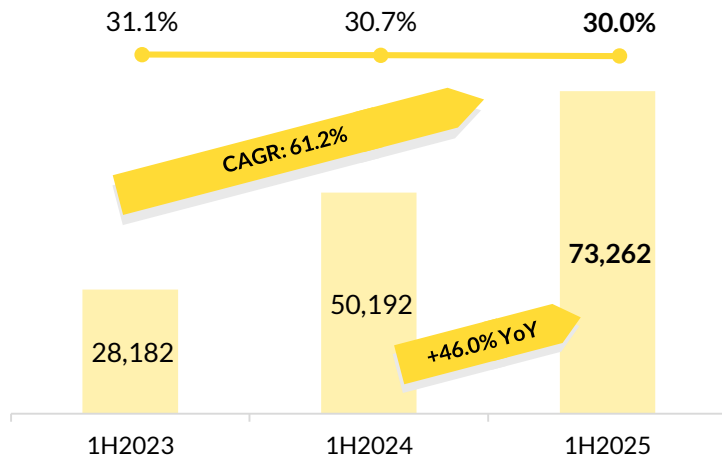
Rest of the World
45.5%

1. ABW Offline established during 1H2025, comparatives for 1H2024 are not available.

PROFITS ANALYSIS

Gross Profit and Gross Profit Margin

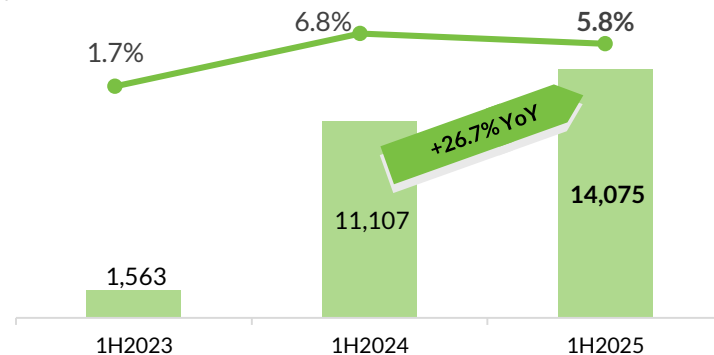
US\$'000



US\$'000	1H2023	1H2024	1H2025
YesStyle and other platforms	23,058	43,190	58,405
AsianBeautyWholesale	4,525	6,590	14,472
Others	599	412	385

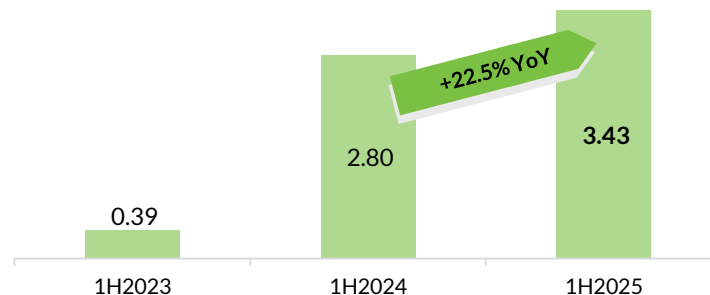
Net Profit and Net Profit Margin

US\$'000



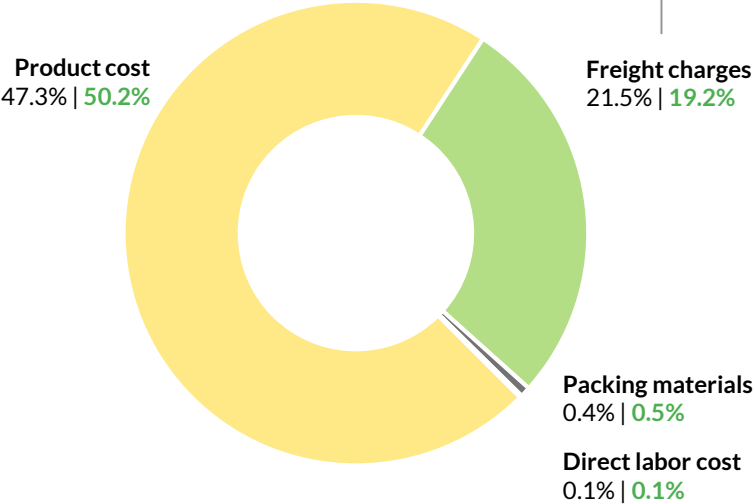
Basic Earnings per Share (EPS)

US Cents

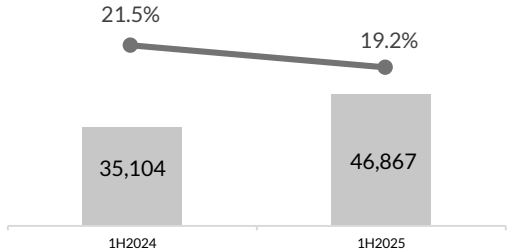


Cost of Sales as a Percentage of Revenue

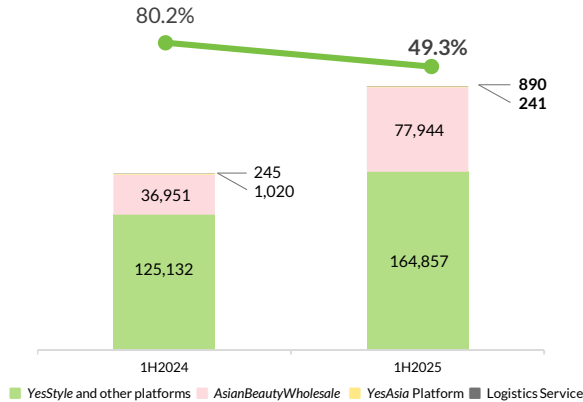
% as of total revenue
1H2024 | 1H2025



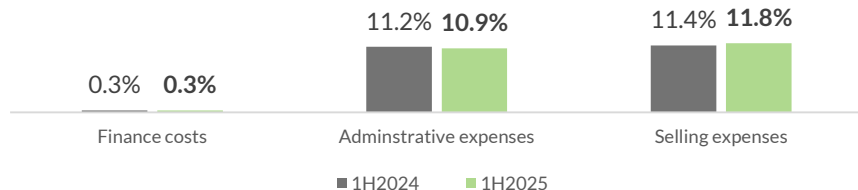
Freight Charges - Trend and Percentage of Revenue (US\$'000)



Revenue Trend by Business Unit and Growth Rate (US\$'000)



Expenses as a Percentage of Revenue



Selling expenses increased by 54.0% YoY to US\$28.70 million, due to the increase in:

- marketing and promotion fees due to increase in beauty products-focused promotion;
- outsourced warehouse labor charges
- payment gateway charges which was in line with the revenue growth;
- customs duties mainly due to increase in sales
- warehouse wages.

Administrative expenses increased by 45.8% YoY to US\$26.59 million, due to the increases in:

- staff costs as the number of administrative employees increased, accrual of bonuses, share option expenses
- depreciation of right-of-use assets due to the newly leased Mapletree Smart Robotics Warehouse
- net exchange losses due to more payments settled by the Group's payment gateway as a result of revenue increase during the Reporting Period
- rates and management fee, mainly due to the newly leased Mapletree Smart Robotics Warehouse
- other administrative expenses which was mainly driven by (i) the elevated stock transportation costs between Hong Kong warehouses; (ii) additional interoffice travel expenses resulting from the establishment of new overseas offices; (iii) fees associated with outsourced payroll services; and (iv) the increase in insurances for the renovation of Mapletree Smart Robotics Warehouse during the Reporting Period
- operating lease charges due to increase in short term lease during the Reporting Period

Selling Expenses

% as of total revenue
1H2024 | 1H2025

Marketing and promotion fees
5.0% | 5.5%

Outsourced fulfilment fee - | 0.1%

Web content translation fee
- | 0.1%

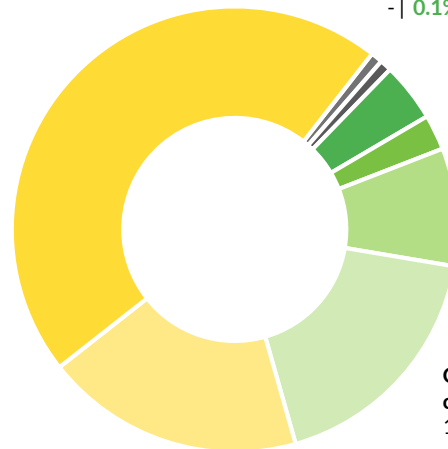
Custom duties
0.3% | 0.5%

IT networking fee
0.4% | 0.3%

Warehouse wages
1.4% | 1.0%

Outsourced warehouse labor
charges
1.8% | 2.1%

Payment gateway charges
2.5% | 2.2%



CASH CONVERSION CYCLE ANALYSIS

	1H2024	1H2025
Inventory Turnover Days ¹	57	66
Payables Turnover Days ²	11	13
Receivables Turnover Days ³	4	8
Gearing Ratio ⁴	0.0%	26.2%
Return on Assets	12.7%	8.9%
Return on Equity	25.3%	21.2%

Despite increase in inventory level and revenue, **inventories are kept in good quality and optimal quantity:**

- Write down of inventories remained low: 0.1% of revenue
- Return rate for YesStyle and other platforms: 0.3% of revenue

1. Inventory turnover days = Average inventories / Cost of sales * 181 days
2. Payables turnover days = Average trade payables / Cost of sales * 181 days
3. Receivables turnover days = Average trade receivables / Revenue * 181 days
4. Gearing ratio = Total bank borrowings / Total equity

FINANCIAL POSITION

US\$'000	As at 31 December 2024	As at 30 June 2025
	(Audited)	(Unaudited)
Current Assets		
Inventories	55,097	69,491
Trade and other receivables	9,971	17,991
Prepayments and deposits	5,969	6,443
Bank and cash balances ¹	15,529	15,248
Current Liabilities		
Trade and other payables and accruals	22,665	32,074
Total Assets	120,569	157,642
Total Equity	52,990	66,377

1. As at 30 June 2025, bank and cash balances plus unutilized bank facilities was US\$28.5 million.

Industry Potential & Business Strategies



GLOBAL MOMENTUM OF K-BEAUTY

The K-beauty sector is projected to grow from US\$12.54 billion in 2023 to **US\$25.98 billion by 2032**, at a **CAGR of 8.4%**.



Korea as the world's
second-largest
cosmetics exporter

overtook the US and now
trails only France



K-Beauty products
overseas shipment

US\$3.61 billion



Increasing Popularity in non-English
speaking European countries
and the Middle East

112% growth in Poland
120% growth in UAE

NON-CORE EUROPEAN MARKET CONTINUES TO OUTPERFORM

The Group's B2C and B2B channels are reaching millions of customers across 50+ countries and regions.

Core English-speaking Markets

41.6% of total revenue

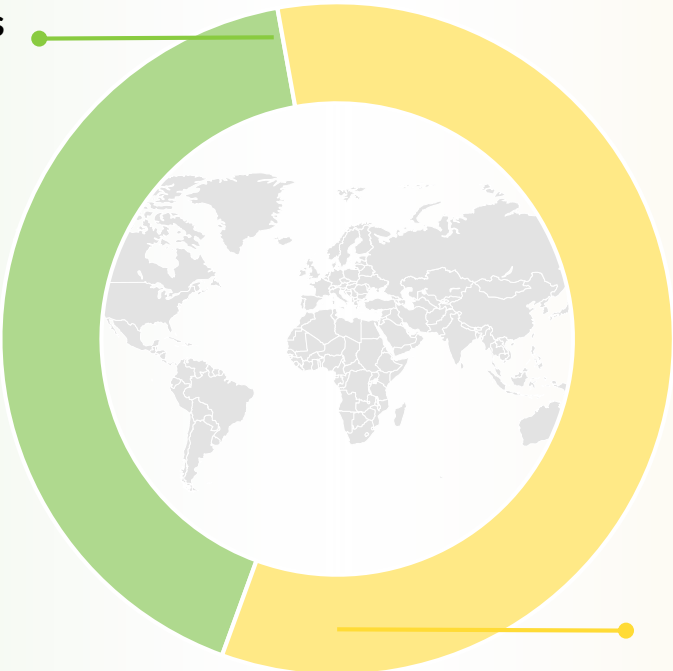


Sales revenue

+20.0%

(1H2024: +51.1%)

- **The US**, contributing **26.8%** of the Group's total revenue, reported a stable growth of **12.9%**



Non-core Markets

58.4% of total revenue

Sales revenue

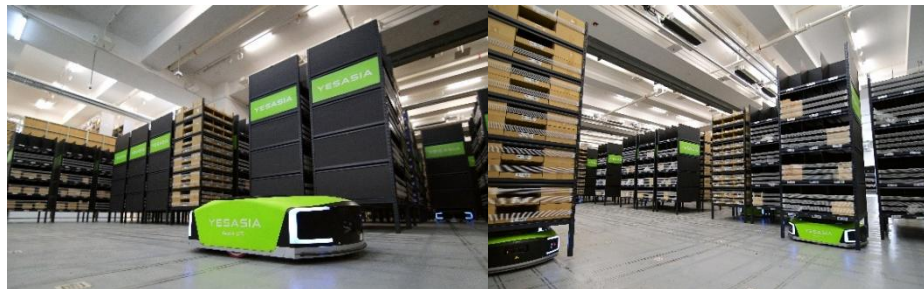
+80.8%

(1H2024: +227.3%)

- **Europe and Associated Countries** made up **38.5%** of the Group's total revenue, remained as the fastest-growing market, with **47.7%** growth
- **Latin America and the Middle East** showed strong growth, with revenues up by **181.0%** and **85.6%**, respectively

The deployment of the AMR system successfully achieved and demonstrated **1.5 times increase in number of shipments**.¹

First AMR warehouse: operational success since 2022



Second AMR warehouse launched: scaling new heights in 2025



Geek+ Globally-leading smart logistics partner



- **161 AMRs** for approx. **137,525 sq. ft. GFA** warehouse
- **99% fulfilment accuracy rate**



- **30% overall efficiency enhancement**
- **> US\$6.59M** annual cost saving

240 AMRs for
approx. **147,468 sq. ft.** GFA warehouse

Commenced operations in

May 2025

marks **the largest deployment of AMR technology**
in Hong Kong's e-commerce sector

1. Compared with pre-AMR period of year 2022

The global logistics network shortens delivery times, reduces transportation costs, and enhances YesStyle's scalability to meet rising customer demand.

New Warehouse in South Korea

- 147,000 sq. ft.
- Commenced operations in **April 2025**
- To support the rapid growth in the **B2B segment**



Warehouse in California, United States



- Direct shipment for products for **70 brands from South Korea to US**
- Short delivery time in **1-7 calendar days** (UPS Ground)
- Provide **eFulfillment** service for US customers

Warehouses in Europe

Sheffield, United Kingdom



Hahn, Germany, European Union

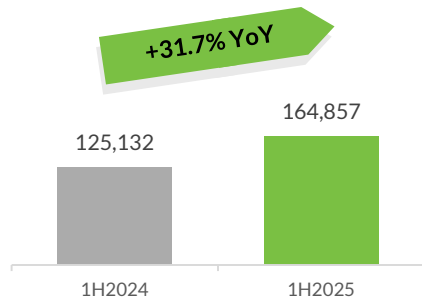


- **Speedy delivery service** (1-3 days in UK, 1-7 days in EU) at a competitive price
- Responsible for inventory management, order pick and pack, labelling, unboxing
- The first ocean shipment was completed by the end of September 2024

B2C PLATFORM YESSTYLE® SUSTAINS UPWARD TREND

Key Performance

Revenue
(US\$'000)



The US market remained stable with continued growth of 12.9%

Approx. **1.73 million**
Customers¹ +33.7% YoY

US\$65.0
Average order size² held steady

Seamless Access for Global Consumer Base

- The launch of the **Polish-language website** expands its multilingual support to **9 languages**, including Arabic, Chinese, Dutch, English, French, German, Italian, and Spanish

Continued to be the **most visited platform** for Asian beauty products in major overseas markets³



US, Canada, Australia, UK, France, Germany, Italy, Netherlands, Spain, Belgium, Poland, Greece, Mexico, Chile, Peru, UAE, and Saudi Arabia

One of the top-ranking US beauty and cosmetic platforms
The only site in this ranking dedicated to Asian beauty products⁴

 SEMRUSH

#6

Among 200M domains

 SimilarWeb

#8

Among 100M websites

1. A person is considered as a customer of our YesStyle Platforms during a reporting period if the invoice of his/her/its order has been issued within the reporting period.
2. The average order size is equal to the total order amount divided by the number of orders (excluding cancelled orders). Total order amount represents the amount paid by our customers for the value of products purchased, and before indirect tax payment, effects on foreign exchange, post-sale order refund and adjustments, and other accounting adjustments.
3. Global Online Retailing Industry Independent Market Research by Frost & Sullivan in 2024. Traffic includes both Web and App traffic.
4. As of January 2025

B2C PLATFORM YESSTYLE® SUSTAINS UPWARD TREND



YesStyle Mobile App

Approx. **US\$82,430**

Revenue generated +36.5% YoY

18.8+ million

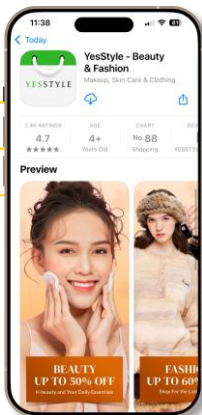
Downloads since launch in May 2014

Number of YesStyle Mobile App downloads ('000)

1H2024	1H2025	Change
2,264	2,538	+12.1%

1.9 million

Notification subscribers
as of 30 June 2025



Seasonal Campaigns to Engage Global Beauty Enthusiasts

- 9 seasonal campaigns have been planned for 2025

January New Year Campaign	February Valentine's Day Campaign	March Spring Break Campaign	April MEGA SALE	May Hydration & Sunscreens Campaign	June Summer Campaign
July MEGA SALE	August Back to school Campaign	September Ready for Autumn Campaign	October Halloween Campaign	November MEGA SALE	December Year End Campaign

Each Seasonal Campaign features 20 brands with key products at 50% off, plus an extra 25% discount



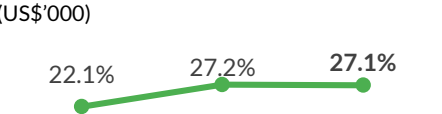
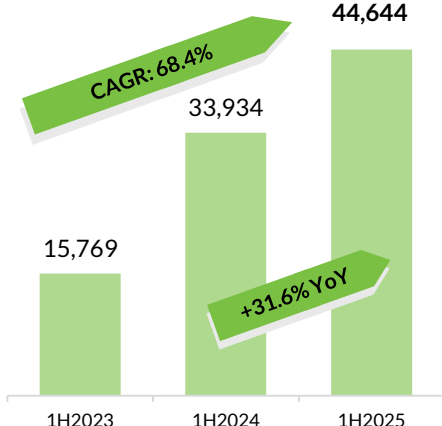
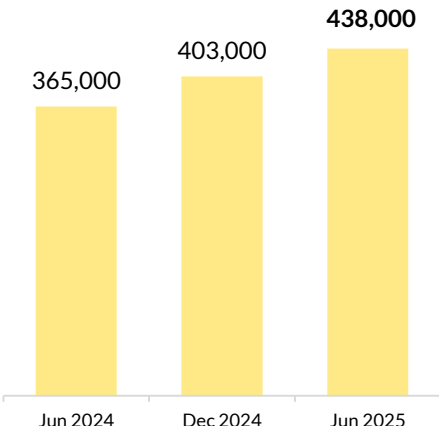


+260%

Expected monthly deals sales quantity uplift¹



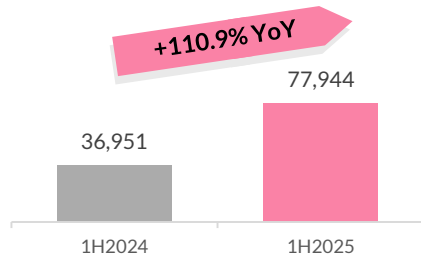
1. According to the performance recorded in FY2024

Worldwide influencers can join the **YesStyle Influencer Program** and earn commissions on successful sales.
The Program helps **save promotion costs** and **drive sales performance**.

Key Performance		Latest Movement																								
Revenue generated by influencers: trend and percentage of YesStyle Platforms revenue	Total number of the unique influencers																									
<p>(US\$'000)</p>  <table><tr><th>Period</th><th>Percentage</th></tr><tr><td>1H2023</td><td>22.1%</td></tr><tr><td>1H2024</td><td>27.2%</td></tr><tr><td>1H2025</td><td>27.1%</td></tr></table> <p>CAGR: 68.4%</p>  <table><tr><th>Period</th><th>Number of Influencers</th></tr><tr><td>1H2023</td><td>15,769</td></tr><tr><td>1H2024</td><td>33,934</td></tr><tr><td>1H2025</td><td>44,644</td></tr></table> <p>+31.6% YoY</p>	Period	Percentage	1H2023	22.1%	1H2024	27.2%	1H2025	27.1%	Period	Number of Influencers	1H2023	15,769	1H2024	33,934	1H2025	44,644	 <table><tr><th>Period</th><th>Number of Influencers</th></tr><tr><td>Jun 2024</td><td>365,000</td></tr><tr><td>Dec 2024</td><td>403,000</td></tr><tr><td>Jun 2025</td><td>438,000</td></tr></table>	Period	Number of Influencers	Jun 2024	365,000	Dec 2024	403,000	Jun 2025	438,000	 <p>Expanded talent pool</p> <ul style="list-style-type: none">Strengthened the marketing teams in the Hong Kong and Berlin offices  <p>YesStyle TikTok influencers increased</p> <ul style="list-style-type: none">Approx. 132,000 influencers at the end of June 2025A growth of 51.7% compared to the end of June 2024
Period	Percentage																									
1H2023	22.1%																									
1H2024	27.2%																									
1H2025	27.1%																									
Period	Number of Influencers																									
1H2023	15,769																									
1H2024	33,934																									
1H2025	44,644																									
Period	Number of Influencers																									
Jun 2024	365,000																									
Dec 2024	403,000																									
Jun 2025	438,000																									

Key Performance

Revenue
For ABW Online Platform + Offline Channels
(US\$'000)



For ABW Online Platform

Number of customers¹

+5.1% YoY

Number of orders

+16.2% YoY

Order size²

+31.1% YoY

Key Leadership and Expansion Initiatives

Strategic team and infrastructure

- Mr. Howon SONG, with 11+ years of global B2B experience, becomes ABW's **new CEO** in January 2025
- Hong Kong corporate team + **New Korea office** with a 15-member sales team
- 147,000 sq. ft. **Korean warehouse** operational since April 2025

Cosmoprof Worldwide Bologna: the world's largest beauty fair³

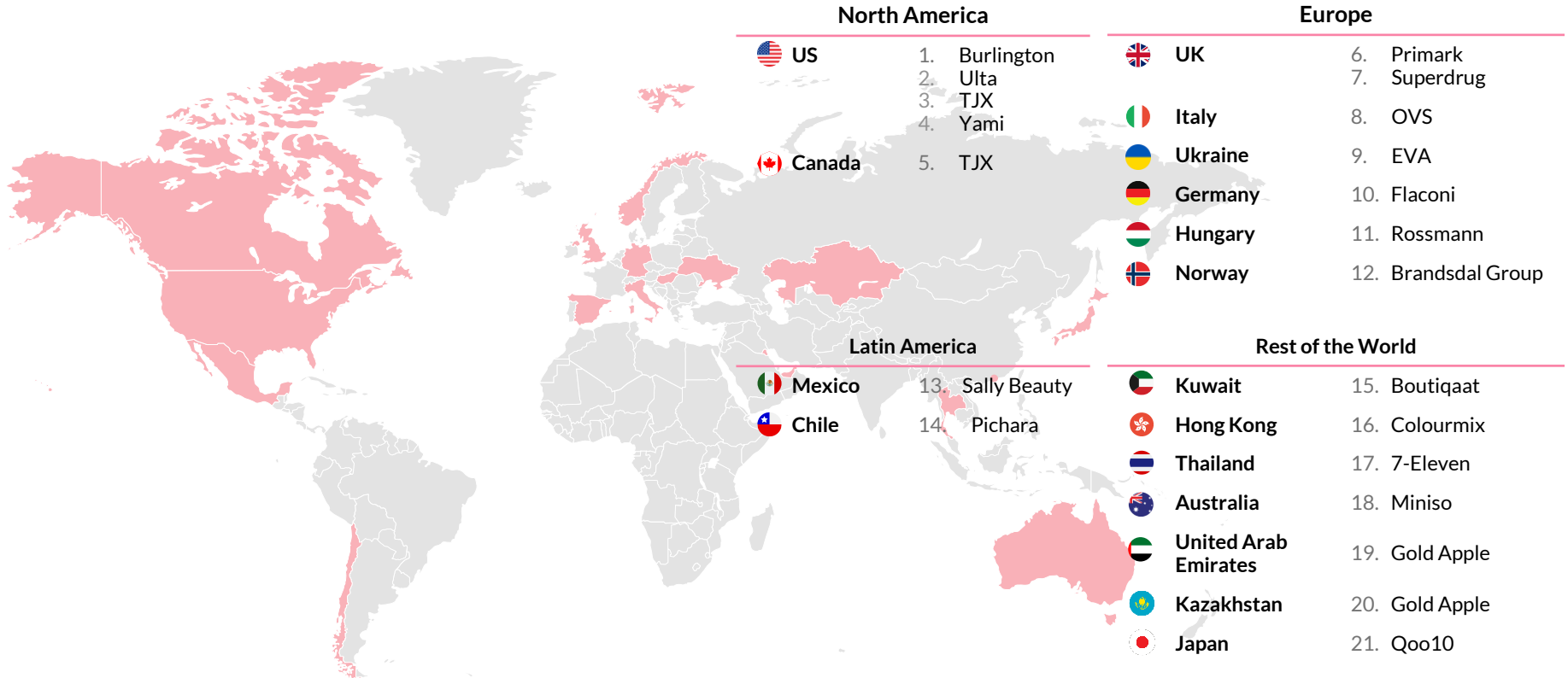
- Engaged with **800+ B2B buyers** worldwide, including Europe, the US, Latin America, and the Middle East
- Brought **15 top-tier K-Beauty brands** to this prestigious global event



1. A person is considered as a customer of our AsianBeautyWholesale Online during a reporting period if the invoice of such order has been issued within the reporting period.
2. The average order size is equal to the total order amount divided by the number of orders (excluding cancelled orders). Total order amount represents the amount paid by our customers for the value of products purchased, and before indirect tax payment, effects on foreign exchange, post-sale order refund and adjustments, and other accounting adjustments.
3. A prestigious global annual event in the beauty industry with over 50 years of history, drawing over 300,000 professionals.

B2B PLATFORM **abw** CONTINUES RAPID EXPANSION

ABW has formalized new channels with **21 leading retailers across 17 markets**, so as to strengthen the visibility of K-beauty brands in offline spaces.



Appendix



ELEVATING K-BEAUTY BRANDS FOR SHARED GROWTH



The authorized distributor of 460+ K-Beauty brands for global B2C and B2B channels,
serving as the go-to e-commerce gateway for leading Asian brand partners seeking to reach audience worldwide.

Anua APLB A X I S - Y BEAUTY OF JOSEON Biodance celimax CLIO COSRX dasique Dr. Althea ETUDE

haruharu wonder® I'm from Isytree medicube® MISSHA mixsoon numbu2:n

Purito rom&nd ROUNDLAB SKIN1004 SOME BY MI TIRTIR VT COSMETICS

 LG Household & Health Care

belif b.clinicx by od-td CARE+ ZONE CNP Laboratory
code glogol Dr. Groot freshian EUTHYMOL Glint
강남 glow HIMALAYA PINKSALT ISA KNOX LACVERT O HUI
PASSION BEYOND Sooryehan su:m37 DOMINAS THE FACE SHOP
THE WHOO TPSY UGLY LOVELY VDIVOV VDL
VELMENT VONIN

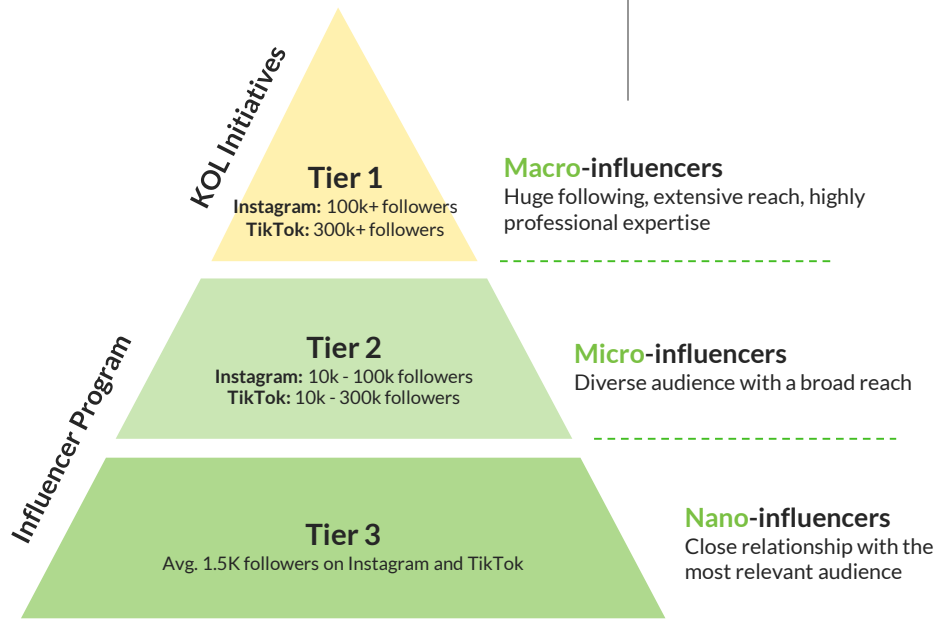
AMOREPACIFIC

AESTURA B.READY espoir ETUDE
MAMONDE primera veware VITALBEAUTIE

OLIVE YOUNG

BOH BIO HEAL BRING GREEN CARE+PLUS colorgram
filliwilli ideal FOR MEN ROUND ROUND WAKEMAKE

YesStyle Influencer Program



Tier 1 (KOL Initiative)

- **1,520 KOLs** across **31 countries** worldwide
- Collectively reach **380 million** subscribers on YouTube
- **598 million** followers in total on TikTok and Instagram
- Achieved **8,100 video** mentions YesStyle in 2024



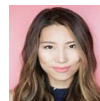
Jessica Vu
2.2M
Followers
US | English



Roselucyy
3.1M
Followers
FR | French



Lupitips
421K
Followers
ARG | Spanish



Chris Han
2.8M
Followers
US | English



Lubella
149K
Followers
DE | German



Makeup Mabell
5.2M
Followers
Mex | Spanish



Thuy Le
1.8M
Followers
UK | English



Rosalba Andolfi
3.8M
Followers
IT | Italian



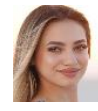
Shahad SSL
5.2M
Followers
UAE | Arabic



Millie Mae
328K
Followers
UK | English

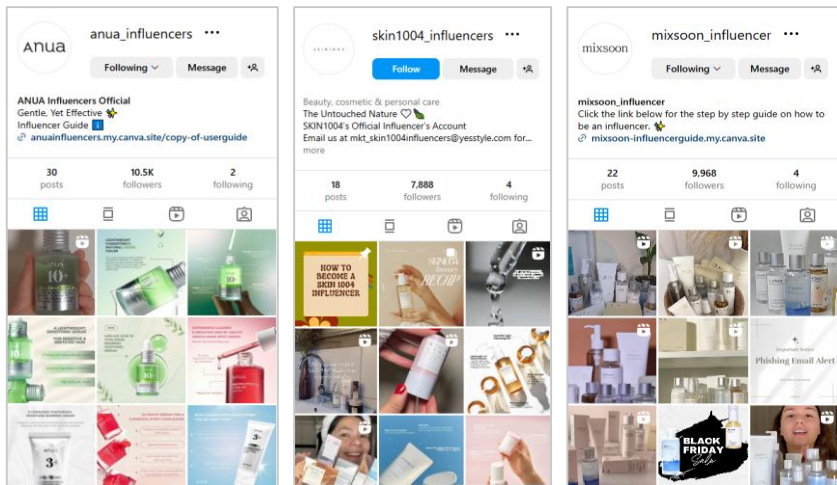


Lizzy P
1M Followers
ES | Spanish



Lana Mohd
4.9M
Followers
UAE | Arabic

Brand Influencer Account Management



- Provides **comprehensive influencer account management services**, including the strategic oversight of brand Instagram and TikTok accounts
- Our expertise encompasses content creation, influencer recruitment for product seeding campaigns, identification of potential influencers, and ongoing influencer engagement to ensure optimal brand alignment and audience reach
- **20 brands** joined the program, expanding our collaborative reach and impact

Influencer Product Seeding Program

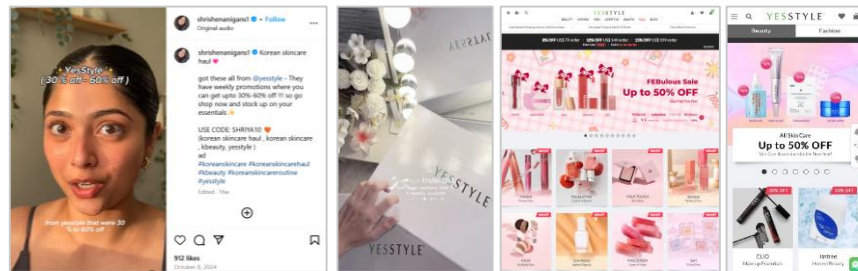
The Program aims to

- Enables brands to leverage global influencer marketing
- Eliminate manual work and shipping costs associated with product seeding

Key achievements (February 2024 – January 2025)

- **45 brands** joined the program
- **106 product seeding campaigns** were accomplished
- **40,000+ influencers** have signed up

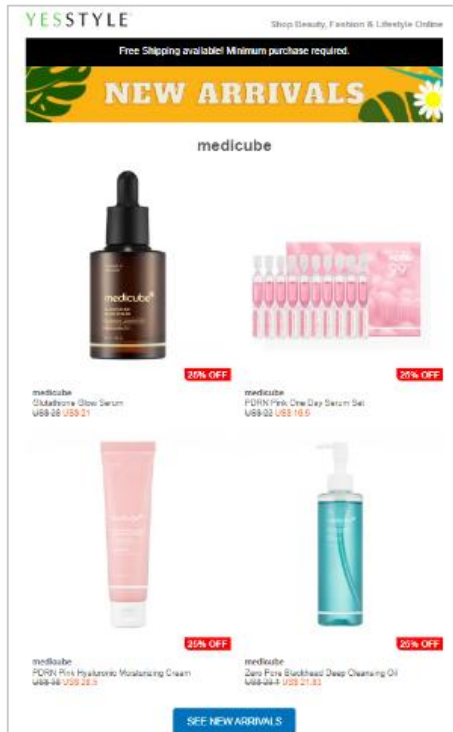
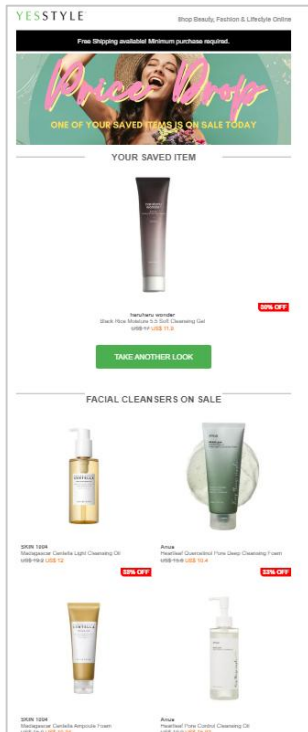
YesStyle Key Product Program



- Exposure on YesStyle Social Media Channel
- Products seeding to KOL or Influencers
- Product image on YesStyle home page banner

AI-POWERED CUSTOMER JOURNEY

The CRM system enhances sales performance by collecting and analyzing customer data, leveraging AI for real-time segmentation to deliver **tailored experiences** with high-quality Asian beauty products.



<Behavior>

Added brands to "My Favorite Brands" list or saved products in wish lists



<Trigger>

Brands launched new products or initiated sales promotions



<Action>

Auto EDM highlighting new products of the brands or including cross-sell recommendations

CONSOLIDATED STATEMENT OF PROFIT OR LOSS

(US\$'000)	1H2023	1H2024	1H2025
	(Unaudited)	(Unaudited)	(Unaudited)
REVENUE	90,657	163,348	243,932
Cost of sales	(62,475)	(113,156)	(170,670)
Gross profit	28,182	50,192	73,262
Other income and other gains and losses	50	711	359
Selling expenses	(11,146)	(18,642)	(28,703)
Administrative expenses	(14,563)	(18,234)	(26,585)
Reversal of impairment losses for trade receivables	1	-	(25)
Profit from operations	2,524	14,027	18,308
Finance costs	(642)	(504)	(826)
Profit before tax	1,882	13,523	17,482
Income tax expenses	(319)	(2,416)	(3,407)
Profit for the period	1,563	11,107	14,075
Attributable to:			
Equity shareholders of the Company	1,563	11,110	14,123
Non-controlling interest	-	(3)	(48)
	1,563	11,107	14,075

CONSOLIDATED STATEMENT OF PROFIT OR LOSS

(US cents per share)	1H2023	1H2024	1H2025
	(Unaudited)	(Unaudited)	(Unaudited)
Earnings per share			
Basic	0.39	2.80	3.43
Diluted	0.39	2.78	3.36

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

(US\$'000)	As at 31 December 2024	As at 30 June 2025
	(Audited)	(Unaudited)
Non-current assets		
Property, plant and equipment	3,143	10,831
Right-of-use assets	21,669	21,284
Financial assets at fair value through profit or loss ("FVTPL")	1,397	4,489
Prepayments and deposits	4,857	2,984
Total non-current assets	31,066	39,800
Current assets		
Inventories	55,097	69,491
Trade and other receivables	9,971	23,093
Prepayments and deposits	5,969	6,443
Current tax assets	6	-
Pledged bank fixed deposits	2,931	3,567
Bank and cash balances	15,529	15,248
Total current assets	89,503	117,842

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

(US\$'000)	As at 31 December 2024	As at 30 June 2025
	(Audited)	(Unaudited)
Current liabilities		
Trade and other payables and accruals	22,665	32,074
Contract liabilities	16,262	10,958
Provisions	392	481
Lease liabilities	8,146	9,002
Bank borrowings	—	17,416
Current tax liabilities	3,517	5,709
Total current liabilities	50,982	75,640
Net current assets	38,521	42,202
Total assets less current liabilities	69,587	82,002
Non-current liabilities		
Provisions	1,939	2,261
Lease liabilities	14,658	13,364
Total non-current liabilities	16,597	15,625
Net assets	52,990	66,377

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

(US\$'000)	As at 31 December 2024	As at 30 June 2025
	(Audited)	(Unaudited)
Capital and reserves		
Share capital	24,182	24,911
Reserves	28,882	41,528
Equity attributable to owners of the Company	53,004	66,439
Non-controlling interest	(14)	(62)
Total equity	52,990	66,377

SHAREHOLDING STRUCTURE



Number of issued shares: 412,411,905 shares
(As of 22 August 2025)

Mr. Lau Kwok Chu ¹	Ms. Chu Lai King ²	PCCW e-Ventures Limited	Mr. Lui Pak Shing, Michael	Stonepath Group, Inc.	Other Public Shareholders
30.21%	6.99%	9.63%	7.60%	6.30%	39.27%

- 1. Mr. Lau Kowk Chu (劉國柱), Founder, Executive Director and Chief Executive Officer
- 2. Ms. Chu Lai King (朱麗琼), Founder, Executive Director, Chair of the Board and Vice President of Operations
- 3. Based on disclosure of interests filings publicly available

VISIONARY LEADERSHIP TEAM



LAU Kwok Chu, Joshua (劉國柱)
Founder, CEO and
Executive Director

- Oversees strategic development, overall operations, management and major decision-making of the Group
- Has over 20 years of experience in E-commerce business and digital marketing
- Co-founded the Group with Ms. Chu in December 1997
- Graduated from Stanford University



CHU Lai King, Priscilla (朱麗琮)
Founder, Chair of the Board and
VP of Operations

- Oversees the daily operations and administration of the Group, including logistics operations and customer service operations
- Has over 20 years of experience in E-commerce business
- Co-founded the Group with Mr. Lau in 1997



CHU Kin Hang (朱健恒)
Executive Director and
VP of Content

- Joined the Group in May 1998, serving as Design Manager until March 2003
- Re-designated as Design and Production Director from April 2003 to March 2015.
- Has been serving as Vice President of Content since April 2015



NG Sai Cheong, Curtis (伍世昌)
Chief Financial Officer and
Company Secretary

- Responsible for strategic development, financial operations and secretarial aspects of the Group
- Joined the Group in December 2018, was previously the CFO and company secretary of another Hong Kong listed company

VISIONARY LEADERSHIP TEAM



WAN Siu Chung (溫兆聰)
VP of Information Technology

- Joined the Group in June 2000 as programmer until August 2001
- Held multiple positions in the Group, including System Analyst, Application Manager, Development Manager, Information Technology Operation Support Director and Director of Information Technology from September 2001 until March 2018



KIM In Sook
VP of Business Development and GM of South Korean Office

- Joined the Group in August 2001
- Before serving in her current position, Ms. Kim held multiple positions within the Group including Korean Product Manager, Senior Product Manager, Product Director and Deputy General Manager of the South Korean Office from April 2002 to April 2018



Erik HOHMANN
VP of Marketing

- Joined the Group in April 2018, serving as Marketing Director until December 2019
- Served at several global E-commerce and digital marketing agencies in Hong Kong between 2016 and 2018
- Prior to moving to Hong Kong, Mr. Hohmann worked in London from 2011 to September 2015, and in Germany from 1995 to 2011



FUNG Man Yee (馮敏儀)
VP of Consumer Business and Co-Head of the YesStyle business unit

- Joined the Group in October 2020
- Prior to joining the Group, Ms. Fung held multiple senior management roles in corporations including K11 Concepts Ltd., Lane Crawford Joyce Group, ImagineX Management Co. Ltd. and Walton Brown (HK) Ltd
- Held various investment banking roles at Goldman Sachs (Asia) L.L.C. and Credit Suisse in Hong Kong, London and New York between 1997 and 2006

VISIONARY LEADERSHIP TEAM



TSANG Sau Lin (曾秀蓮)
VP of Human Resources and Administration

- Joined the Group in October 2019, serving as Director until April 2024
- Has been serving as Vice President of Human Resources & Administration since April 2024
- Prior to joining the Group, Ms. Tsang served in senior human resource management roles in sizeable companies including Galaxy Entertainment Group, adidas Group And Targus Group International.



LAM Wai Kong, Arthur (林偉江)
VP of Strategy and Planning

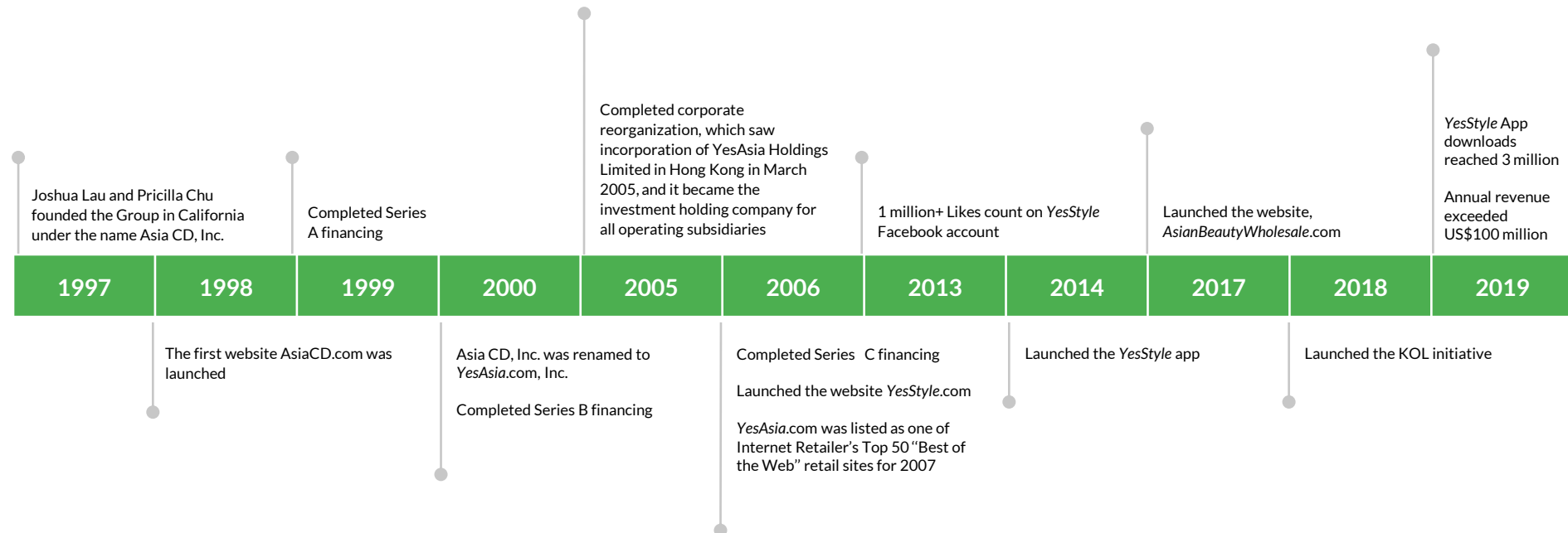
- Joined the Group in 2025
- Prior to joining the Group, Mr. Lam was previously with UPS from 2001 to 2022 across multiple markets including Canada, U.S., Mainland China and United Kingdom. He has worked in various roles in marketing and strategy with local, regional and global scopes



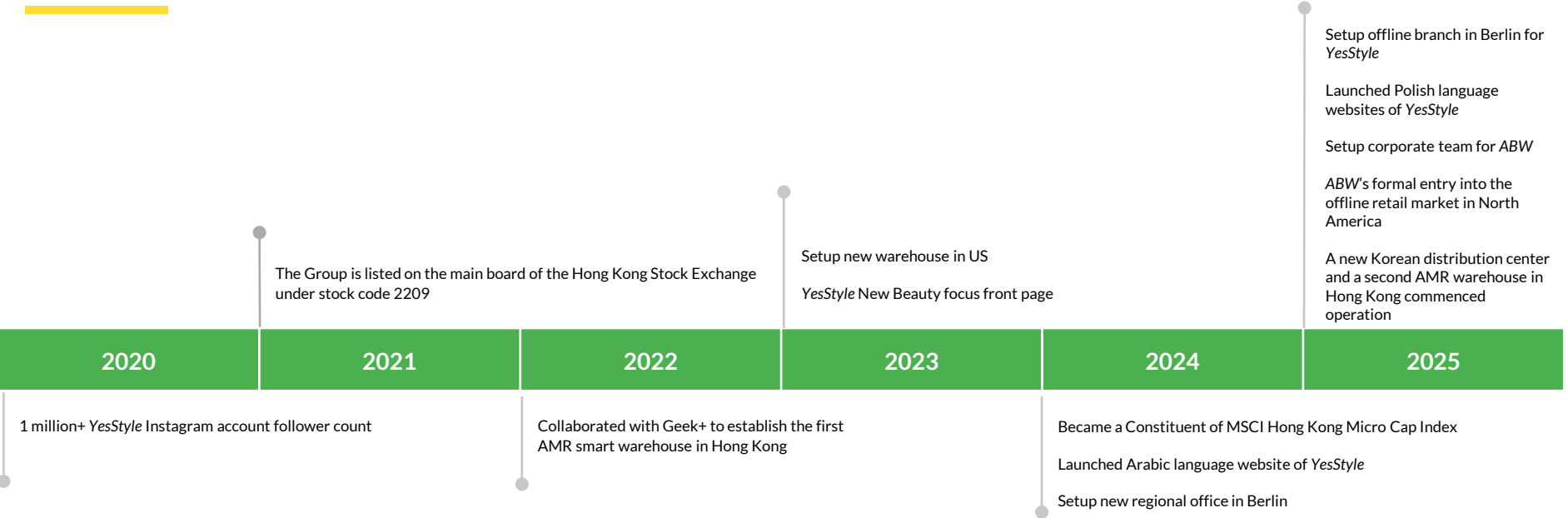
SONG Howon
CEO of AsianBeautyWholesale

- Joined the Group in 2025
- Possesses significant experience in K-beauty industry and successful track record in the e-commerce sector, having previously founded the Korean cosmetics brand Unleashia, which boasts over 300 distributors globally

CORPORATE MILESTONES



CORPORATE MILESTONES



Q&A





THANK YOU

CONTACT US

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Website: <https://www.yesasiaholdings.com>

YesAsia Holdings Limited

喆麗控股有限公司

Stock code: 02209.HK