

## **YesStyle Honored with "Outstanding Partner Award – Cross-Border Market Expansion" at Hongkong Post e-Commerce & Logistics Synergy Forum 2026**



**Ms. Priscilla Chu, Vice President of Operations at YesStyle, was invited to receive the award at the "Hongkong Post e-Commerce & Logistics Synergy Forum 2026".**

**HONG KONG, 14 September 2026** – YesStyle, a global online beauty retailer under YesAsia Holdings Ltd. (02209.HK), has been honoured with the "Outstanding Partner Award – Cross-Border Market Expansion" from Hongkong Post.

Ms. Priscilla Chu, Vice President of Operations at YesStyle, accepted the award on behalf of the company at the "Hongkong Post e-Commerce & Logistics Synergy Forum 2026," held on Friday, 21 August 2026 at the Hongkong Post Building in Kowloon Bay, Hong Kong. The award recognises YesStyle's achievements in cross-border market expansion, and the enduring partnership between YesStyle and Hongkong Post. In an increasingly dynamic and competitive landscape, this recognition stands

as a powerful endorsement of YesStyle's operational excellence and its role as a trusted bridge connecting Asian brands with consumers worldwide.

"We are deeply honoured to receive this recognition from Hongkong Post," said Ms. Priscilla Chu. "This award reflects the dedication of our teams and the strength of our partnership with Hongkong Post. Today, our warehouses ship to over 200 countries, serving millions of customers, while our AMR robotics system has achieved 99.99% accuracy in e-commerce fulfillment. As YesStyle continues to expand its global footprint, efficient and reliable cross-border logistics remain central to our mission of delivering the best of Asian beauty to customers worldwide. We look forward to deepening this collaboration in the years ahead."

Under Ms. Chu's leadership, YesStyle has continued to strengthen its logistics capabilities, leveraging strategic partnerships and innovative solutions to enhance delivery speed and expand market coverage. The recognition underscores the company's commitment to operational excellence and its growing role as a leader in cross-border e-commerce.

The forum brought together key players from the e-commerce and logistics ecosystem for an afternoon of knowledge sharing and networking, featuring a keynote address by Dr. Mark Lee, Research Director of the Asia Pacific Institute for Strategy (APIFS), and rapid-fire sessions on delivery solutions, postal efficiencies, and SME global expansion. Attendees also had the opportunity to connect with key ecosystem players during a dedicated business matching session.

By leveraging strategic partnerships and innovative logistics solutions, YesStyle continues to deliver exceptional value to customers and brand partners alike.



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### **About YesAsia Holdings Ltd**

YesAsia Holdings aim to serve as the premier e-commerce platform connecting top Asian brands with audiences around the world. Drawing on more than 25 years of expertise, the company capitalizes on market potential and cutting-edge tools such as AI and smart robotics. It collaborates with over 400 Asian beauty brands, building lasting confidence and positive relationships. Guided by a people-first philosophy, YesAsia places high importance on openness and trust with all stakeholders. Through its subsidiaries – including the consumer-facing YesStyle platform and the leading B2B wholesalers ABW – YesAsia remains focused on sustaining industry leadership and meeting the expectations of brand partners and customers globally.

### **About YesStyle**

YesStyle, a global B2C online retailer under YesAsia Holdings Ltd. (02209.HK), is the go-to destination for the largest selection of authentic Asian beauty, fashion, and lifestyle products. As an authorized retailer of 400+ premium K-beauty brands, YesStyle aims to help everyone find their 'yes!' through innovative beauty inspired by Asia, friendly guidance and smart prices since 2006.