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MUMUKI Makes Global Debut on YesStyle, Reaching Customers Worldwide



The debut video of MUMUKI on YesStyle's global platform generated nearly 5 million views, showcasing the power of authentic storytelling and strategic brand partnership.

HONG KONG, 6 November 2026 – YesStyle, the leading global platform for Asian beauty and lifestyle products under YesAsia Holdings Ltd. (02209.HK), today announced the successful launch of Korean beauty brand MUMUKI on YesStyle, following its debut on the platform on 19 October 2026. The launch was amplified by a viral video featuring MUMUKI's founder, Im Ji-hyun, and Joshua Lau, founder and CEO of YesStyle, which has generated nearly 5 million views within a week of its release.

The launch reinforces the YesStyle's core mission: to connect genuine K-beauty brands with a global audience. More than just a platform, YesStyle serves as a strategic partner dedicated to nurturing growing brands, providing them with the resources, visibility, and support they need to scale internationally. By launching in emerging labels like MUMUKI, YesStyle is building sustainable, long-term partnerships that benefit both the brand and the global beauty community.

"We are thrilled to see the extraordinary response to MUMUKI's launch on YesStyle," said Joshua Lau, Founder and CEO of YesStyle. "This success is a powerful testament to the synergy between authentic brand storytelling and YesStyle's global reach. By partnering with visionary founders like Ji-hyun, we continue to champion the most innovative voices in Asian beauty and connect them with a passionate, worldwide audience. Our

commitment goes beyond a single launch—we are here to build lasting partnerships that help brands grow and thrive."

"Partnering with YesStyle has been an exciting milestone for MUMUKI," said Im Ji-hyun, Founder of MUMUKI. "YesStyle's strong connection with beauty enthusiasts around the world has helped us share the MUMUKI story with a broader audience and deepen engagement with customers who value innovative Korean beauty products. We are delighted by the response we have received and are excited to continue growing alongside YesStyle.

The viral success of the MUMUKI launch video, which has attracted **nearly 5 million views in its first week**, not only highlights the brand's growing global appeal but also demonstrates YesStyle's ability to connect emerging beauty brands with a worldwide audience. Through strategic partnerships, global distribution, and authentic storytelling, YesStyle continues to empower innovative Asian beauty brands to accelerate their international growth.

Watch the launch video and discover more about MUMUKI:

https://www.instagram.com/p/DeagkKATgeQ/

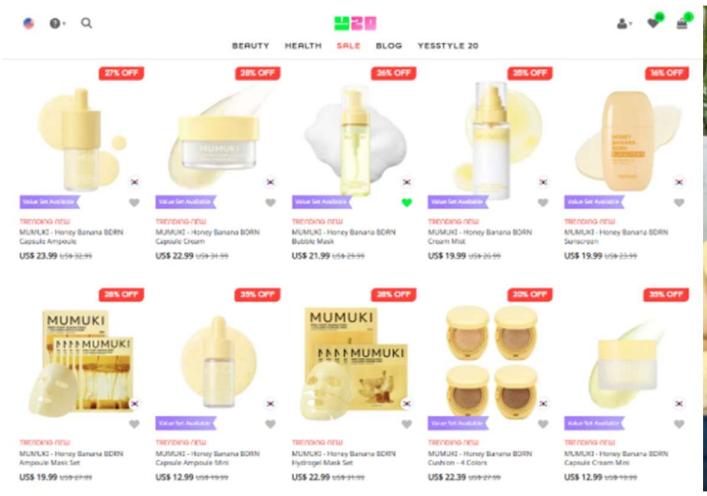
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Highlights:







MUMUKI is famous for its Honey Banana BDRN skincare line, which features a proprietary plant-based BDRN (banana-derived PDRN) alternative to salmon DNA.

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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.**

About MUMUKI

MUMUKI is a K-beauty skincare and makeup brand that combines familiar Korean natural ingredients with modern science to bring out your natural beauty. The name comes from the Korean word “mukmukhi,” which embodies staying true to yourself with quiet confidence. Its range includes hydrating ampoules, gel creams, and cushion foundations. YesStyle is an authorized retailer of MUMUKI.