

AsianBeautyWholesale (ABW) Hosts 200+ Brands at K-Beauty Global Expansion Seminar



ABW brought together 200+ K-beauty brands, industry leaders, and investors at a Global Expansion Seminar in Seoul.

Hong Kong, 30th December, 2025 – AsianBeautyWholesale (ABW), the B2B subsidiary of YesAsia Holdings Ltd. (02209.HK), successfully hosted the “K-Beauty Entering Global Market with YesStyle & ABW” seminar on September 1, 2025, at Seoul’s Andaz Hotel. Leveraging over 20 years of e-commerce expertise as a leading Asian beauty products distributor, ABW gathered 209 beauty brands and industry leaders for an afternoon of strategic discussions and networking focused on unlocking global growth opportunities in the K-beauty sector.

Howon Song, CEO of ABW, opened the seminar with insights into leveraging the company’s B2B and B2C platforms for efficient international market entry. Representatives from leading K-beauty brands, including Anua, Dr. Melaxin, and VT Cosmetics —shared expertise on international consumer trends, while the Amorepacific Investment Team addressed investment pathways for emerging brands.

The seminar was followed by a dedicated one-on-one export consulting session, where 89 brands participated in personalized 20-minute meetings with ABW’s market experts.

“We are deeply encouraged by the beauty community’s enthusiastic response,” said Howon Song, CEO of ABW. “The strong turnout underscores the industry’s trust in our ability to help brands succeed globally — enabled by our extensive product selection, competitive freight rates, and low minimum order requirements. We look forward to further supporting the global growth of K-beauty through continued initiatives.”

ABW and YesStyle currently distribute over 400 K-beauty brands worldwide, offering integrated B2B and B2C solutions. With a clear strategy to expand its global footprint and optimize service monetization, the Group is well-positioned to capture increasing demand for Asian beauty products and deliver sustained value to shareholders.

About YesAsia Holdings Ltd

YesAsia Holdings aspires to be the go-to-e-commerce gateway for leading Asian brand partners seeking to reach global audiences. With over 25 years of experience, the company leverages market opportunities and advanced technologies like smart robotics and AI. It partners with over 400 Asian beauty brands, fostering strong trust and goodwill. Committed to a people-centric approach, YesAsia prioritizes stakeholder trust and communication. Together with our subsidiaries, sister platform YesStyle and premier B2B cosmetics wholesaler ABW, YesAsia is dedicated to maintaining market leadership and fulfilling the needs of brand partners and customers worldwide.

About AsianBeautyWholesale

AsianBeautyWholesale (ABW), a premier B2B cosmetics wholesaler, stands as a beacon of excellence in Asian beauty products. As a subsidiary of YesAsia Holdings Ltd. (Stock Code: 2209) and backed by over two decades of e-commerce expertise, ABW leads the industry with a diverse portfolio of over 400 esteemed brands such as Anua, Skin1004, Medicube, TIRTIR, and Unleashia. Setting itself apart from conventional wholesale practices, ABW introduces a modest minimum purchase requirement, freeing businesses of all sizes from constraints on quantities and financial burdens.