

## **YesAsia Holdings Limited Announces the Appointment of Howon Song as Chief Executive Officer of ABW**

Hong Kong, 1 February 2025 – YesAsia Holdings Limited (02209.HK), the premier e-commerce beauty platform for Asian brand partners seeking global outreach, announces the appointment of Howon Song as the new Chief Executive Officer of its B2B subsidiary AsianBeautyWholesale (ABW), effective 2 January 2025. Bringing a wealth of experience as the former founder of the globally recognized Korean cosmetics brand Unleashia, Mr. Song played a pivotal role in not only developing the brand from its inception but also fostering a robust B2B network with over 150 countries worldwide.

With his expertise in K-Beauty industry and global B2B strategy, Mr. Song will lead the company's expansion into the international wholesale market. By establishing dedicated teams in Korea and Hong Kong, he will address the soaring global B2B needs of K-beauty product and optimize logistical operations. Additionally, Mr. Song will focus on enhancing brand appeal and forging new partnerships for ABW. His supervision will extend to the Group's B2B marketing strategies on a global scale, ensuring a comprehensive and effective approach to market development and expansion.

YesAsia Holdings Ltd. is actively pursuing opportunities for global expansion to elevate Asian beauty products on the global platform. The appointment of Howon Song as ABW's new CEO highlights the company's dedication to expansion and enhances its strategic positioning.

**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.