

YesAsia Holdings Limited and Canadian Beauty Chain, Kiokii and... Inc., Announce Strategic Partnership for North America Market Expansion



Interior concept of Kiokii and...Inc. at CF Chinook Centre, Canada

Hong Kong, 28 March 2025 – AsianBeautyWholesale (ABW), a leading B2B beautywholesaler and subsidiary of YesAsia Holdings Ltd. (Stock Code: 2209), has officially forged a strategic alliance with Kiokii and... Inc., a leading retailer of high-quality Asian beauty products in Canada, particularly in the K-beauty sector. This partnership is designed to foster mutually beneficial strategies aimed at enhancing the visibility of Asian brands in the North American market, providing customers with access to top-tier Asian beauty products to meet the soaring demand.

Kiokii and... Inc., the strategic partner, stands as a renowned Asian beauty chain store in Canada, specializing in sourcing skincare and K-beauty products from Asian countries. Having successfully established 12 branches in Canada over the past two years, the company aims to elevate this count to 25 by the end of 2025.

Sharing a unified vision for business growth in North America to capitalize on this momentum, this multifaceted alliance will leverage their combined global and local expertise in beauty products. By blending their proficiency in both online and offline platforms, the alliance aims to jointly inspire and establish themselves as the premier go-to destination for Asian beauty in North America.

As an ally, ABW is not only positioned to offer support in marketing strategies but will also play a pivotal role in expansion through the utilization of big data to introduce trending new products. ABW excels in curating a diverse product range, ensuring timely product supply and maintaining secure supply chains support. Additionally, the company prioritizes top-tier logistics to meet the growing demand from Kiokii and... Inc.

In 2025, Kiokii and... Inc. are set to launch their first flagship store in the third quarter at American Dream, the second-largest mall in the U.S., spanning approximately 5,000 square feet. ABW will supply the store with the latest Asian products of the season, including popular beauty items from renowned brands like SKIN1004, Medicube, TIRTIR, COSRX, Round Lab, VT COSMETICS and mixsoon. This strategic move represents a significant milestone in the partnership, fortifying the bond between the entities and heralding the expansion of the alliance's business footprint as they make their official entry into the offline retail market in the U.S.

" We are delighted with this partnership with Kiokii and... Inc. This collaboration aims to amplify our presence in North America and enhance our specialization. By accelerating the growth of our B2B wholesale division, our vision is to deliver Asian beauty products through strategic partnerships with leading beauty chains worldwide," said Joshua K. Lau, Founder and CEO of YesAsia Holdings Ltd.

Echo Peng, Founder and CEO of Kiokii and...Inc., said," We are pleased to announce our expansion into USA, beyond our current presence in Canada. This strategic decision reflects our commitment to elevating our brand and ambition to expand into North American market. Continuing to grow our business by expanding our store footprint, allows us to partner with ABW to provide customers with a wide range of product choices. "

Both Joshua K. Lau and Echo Peng share a common vision for expansion, striving to introduce K-beauty into North American and U.S. markets while supporting K-beauty brands in broadening their product reach in the U.S.

Photos / Captions



Shop front of Kiokii and...Inc. at CF Chinook Centre, Canada

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.

About Kiokii and...Inc

Kiokii is dedicated to being the premier one-stop destination for trendy Asian products, bridging the gap between Asia's latest innovations and North American consumers. Our vision is to showcase the unparalleled advantages of Asian beauty and personal care products, offering customers convenient access to high-quality, clean, and authentic brands. By curating the best of Asia, we empower customers with transformative products that highlight the creativity and innovation synonymous with Asian trends. At Kiokii, we aim to revolutionize the industry with exceptional customer service, seamless shopping experiences, and a commitment to making the latest trends accessible and enjoyable for all.