

YesStyle and ABW Debut at Cosmoprof Worldwide Bologna 2025, Joined with 15 Premier K-beauty Brand Partners



YesStyle and ABW debut at Cosmoprof Worldwide Bologna 2025, marking a milestone in the platform's global presence and engagement.

Hong Kong, 30 April 2025 – YesAsia Holdings Ltd. (02209.HK) announced the debut of its subsidiaries, YesStyle and AsianBeautyWholesale (ABW), at Cosmoprof Worldwide Bologna 2025. This momentous occasion marked their first appearance on this global stage, during the event held from March 20-22, 2025, at BolognaFiere in Bologna, Italy.

For over 50 years, Cosmoprof Worldwide Bologna has been a leading global beauty event, drawing over 300,000 professionals, distributors, and industry leaders yearly. Through active participation, ABW aims to broaden its B2B customer base and introduce a diverse array of K-beauty brands to the global market.

With two dynamic booths at Cosmoprof, ABW quickly became one of the event's most captivating hubs. Thoughtfully designed to immerse participants in the enchanting world of K-Beauty, the circular overhead banner prominently featured the Group's logos alongside the South Korean flag, emphasizing ABW's commitment to exclusively offering authentic K-Beauty products. The collective vibrancy of the mini booths, each curated with special brand offerings, created an inviting atmosphere that warmly welcomed visitors.

Over the 3-day event, ABW engaged with more than 800 buyers from diverse regions including Europe, the US, LATAM, and the Middle East. Visitors explored a curated selection of 15 leading K-Beauty brands, including Abib, APLB, AXIS-Y, COSRX, Dr. Althea, haruharu wonder, ISNTREE, K-SECRET, Medicube, mixsoon, Round Lab, SKIN1004, Tirtir, UNLEASHIA and VT COSMETICS. These brands were thoughtfully invited for their innovation, quality, and alignment with global beauty trends. ABW provided a platform for these beauty trend-setters to promote their newly launched products on a global stage by presenting

breakthrough product launches and innovative solutions. From hydrating essences to cutting-edge makeup, the diverse product lineup enchanting attendees and underscoring K-Beauty's global allure.

"Our participation in Cosmoprof marked a vital move in our expansion strategy, aligning seamlessly with our goal to venture into new markets and position ABW as a globally trusted brand," stated Howon Song, CEO of ABW. "This experience not only facilitated connections with our valued business partners across the globe, combining virtual successes with personal interactions, but also gained invaluable insights into diverse markets and consumer preferences. These interactions have profoundly shaped our future business strategies, inspiring us to navigate new directions with confidence."

The event underscores ABW's dedication to introducing Asian beauty products to global markets by forging strong partnerships with top beauty retailers. Through targeted business meetings, ABW established new collaborations and reinforced existing ones. Initial feedback from Cosmoprof participants has been encouraging, with clients expressing keen interest in ABW's services and pledging ongoing support for ABW's B2B offerings. This showcases ABW's expanding influence and diverse product range, solidifying its position in the market.

Photos / Captions



YesStyle and ABW joined by 15 top-tier K-Beauty brands to Cosmoprof Worldwide Bologna 2025.

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. (02209.HK) 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.