

YesStyle and ABW Expand K-Beauty Footprint at Beautyworld Middle East 2025 in Dubai



YesStyle and ABW joined by 8 top-tier K-Beauty brands at Beautyworld Middle East 2025 in Dubai.

Hong Kong – 30th December 2025 – YesAsia Holdings Ltd. (HKEX: 02209) announced the highly successful debut of its subsidiaries, YesStyle and AsianBeautyWholesale (ABW), at Beautyworld Middle East 2025, held from 27-29 October 2025 at the Dubai World Trade Centre. The Group's strategic participation yielded significant business opportunities and established valuable connections across the Middle Eastern beauty markets, laying the foundation for ABW's strategic expansion across this high-growth region.

During the three-day exhibition, ABW's dedicated B2B team engaged with over 300 distributors and retail buyers from key markets including the UAE, Saudi Arabia, Qatar, Egypt, and Iraq. The overwhelming response demonstrated robust demand for authentic K-beauty products and ABW's comprehensive wholesale solutions tailored to regional market needs.

Howon Song, CEO of ABW, emphasized the strategic importance of this market entry: "Our participation represents a pivotal step in ABW's global B2B expansion. We conducted meaningful business meetings, establishing connections with major

regional distributors and gaining crucial market insights that will shape our regional strategy."

ABW featured 8 top-tier K-beauty brands including Abib, Beauty of Joseon, celimax, Dr Althea, Eqqualberry, haruharu wonder, TIRTIR, and unleashia – all selected for their strong market potential in the region.

This year, Beautyworld Middle East has attracted over 75,000 visitors, provided direct access to local preferences and consumer trends. This market intelligence forms a strategic foundation for introducing authentic K-beauty to regional consumers and capitalizing on the market's significant growth trajectory.

Initial post-event results already indicate strong commercial potential, with multiple distribution agreements currently in negotiation and growing interest from major regional retailers. The successful participation has positioned ABW as a key partner for K-beauty in these emerging markets.

Photos / Captions



With a curated portfolio of eight top-tier K-beauty brands, ABW has established itself as the premier gateway for Korean beauty in the Middle East.

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. (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.