



News Release

March 31, 2017  
beauty experience Inc.

## Launching Our Business Partnership with DKSH

beauty experience Inc. (Headquarters: Setagaya-ku, Tokyo; President: Toshihiro Fukui) has entered into a business partnership with DKSH, the leading Market Expansion Services provider with a focus on Asia (Headquarters: Zurich, Switzerland; President & CEO: Dr. Joerg Wolle). Starting this month, we will successively demonstrate a major move into the Hong Kong and South Korean markets, leveraging DKSH's capillary distribution network and marketing and sales capabilities.

Of the products in our current lineup, we will focus on our Honeycé and BENÉ Premium Bluria brands, which have attracted strong consumer interest in the Hong Kong and South Korean markets. Furthermore, we will engage in focused promotion for their brand equity building and long-term growth.

As our main sales channel, we will team up with the largest local drugstore chains to secure access to expandable distribution infrastructure. Bringing the time of sales in these markets closer to Japan's, we will offer the very latest trend of Japanese haircare products to a wide range of consumers.

Our new business partnership with DKSH is an opportunity for us to strengthen our presence in the Asian market—with its high preference for products marked "Made in Japan"—as we move forward. Making the most of this partnership, we will promote our aggressive expansion into overseas markets.

### 【Outline of DKSH】

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 780 business locations in 36 countries – 750 of them in Asia – and 30,320 specialized staff, DKSH generated net sales of CHF 10.5 billion in 2016. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

### 【Outline of beauty experience Inc.】

Founded in 1975 with the management philosophy of "Hair: Make It More Beautiful, Make It More Healthy," beauty experience started out by producing professional-use haircare products for hairdressers in the hair-salon trade. We expanded into products for the general consumer in the late 1980s. On our 40th anniversary in 2015, we welcomed Kashiwa Sato as our Creative Director and changed our company's name from MoltoBene to beauty experience. We are continually developing a range of unique products having their own worldview, such as THROW, Loretta, Honeycé, and Bluria.

For inquiries, please contact:

Overseas Business Division, beauty experience Inc.

TEL: +81-3-6757-4087 FAX: +81-3-5491-7090 E-mail: [global@b-experience.com](mailto:global@b-experience.com)