



To whom it may concern

June 25,2024
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

Mobile accessory brand, "iFace"

Cumulative shipments of Reflection series exceeded 7 million units!

Cumulative shipments of Look in Clear series exceeded 1 million units!

Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134:TSE Standard Market) announced that cumulative shipments of "Reflection" series, which combines the beauty and impact resistance of transparent glass, exceeded 7 million units, and cumulative shipments of "Look in Clear" series, which was made from all-clear materials, exceeded 1 million units, under the mobile accessory brand "iFace." (As of May 31, 2024). So we announce it as shown in the attached appendix.

Mobile accessory brand, "iFace"**Cumulative shipments of Reflection series exceeded 7 million units!****Cumulative shipments of Look in Clear series exceeded 1 million units!****Growth against the backdrop of the clear case boom, such as the activities of supporting their fave and Purikura-photo among the Z generation!**

The mobile accessory brand "iFace" (management: Hamee Corp. Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134:TSE Prime Market) that supports your unique qualities announced that cumulative shipments of "Reflection" series, which combines the beauty and impact resistance of transparent glass, exceeded 7 million units, and that cumulative shipments of "Look in Clear" series, which was made from all-clear materials, exceeded 1 million units, under the mobile accessory brand iFace. (As of May 31, 2024.)

"Reflection" series, which combines a colored edge around a smartphone case with reinforced glass, made its debut in 2019. "Look in Clear" series, which is a transparent smartphone case that includes edge around a smartphone case, made its debut in 2021.

Mainly for the Z generation, the number of shipments increased significantly, driven by the clear case boom that began around the end of 2018 to 2019.



■ **The number of shipments is growing against the backdrop of the clear case boom, which has many way of changes and arranges mainly among the Z generation!**

From the end of 2018 to 2019, the clear-case boom started against the backdrop of the clear case boom, which has many way of changes and arranges as people like mainly among the Z generation of high school students and university students.

Later, during COVID-19 pandemic, it became popular to create phone case as a hobby that people can enjoy at home, by putting in a good Purikura-photo with friends or sweetheart, putting in a photo or sticker of favorite artist, or putting in a sticker or store card of favorite brand.

Now, the arrangements for smartphone cases have taken root, such as communicating with each other by showing the arranged smartphone cases.

Because of these clear-case booms, shipments of "Reflection" series and "Look in Clear" series increased significantly.

The number of units shipped in "Reflection" series exceeded 7 million in total for about five and a half years after its launch. The number of units shipped in "Look in Clear" series exceeded 1 million in total for about three years.

■ About “Reflection” series

"Reflection" series are "Reflection" which combines transparent beauty and impact resistance, "Reflection Neo" which a futuristic and cool design, "Reflection Frost" which makes fingerprints less noticeable and "Reflection Magnetic" which compatibles Magsafe.

The "Reflection" clear case, which combines the beauty and impact resistance of transparent glasses, was born in February 2019. The impact resistance that clears the U.S. Forces Standards Compliance (MIL-STD-810) and the S-line that is distinctive in iFace case are well-fitted and easy to hold with women's smaller hands.

In September 2023, "Neo," neon colored edge around the smartphone case design was debuted.

The pop neon color with a sense of nostalgia makes it both sporty and cute. It is a popular product among women in their late teens and early twenties.

※Some products use polycarbonate on the back.



※Major Products

smartphone cases (MagSafe compatible), AirPods cases, AirTag cases, tablet cases, smartphone rings, bracelet straps, etc.

○Cumulative total number of Reflection series-shipped units

2019	2020	2021	2022	2023	2024(As of May)
0.65million	2.02million	3.57million	5.04million	6.50million	7.07million

○Consideration

Since its launch in February 2019, the number of units shipped has grown every year against the backdrop of the clear case boom mainly among the Z generation.

In 2020, the year after its launch, shipments more than doubled from the previous year, reaching a cumulative total of 2 million units.

At the height of the clear case boom, shipments increased every year, with 3.57 million units in 2021, 5.04 million units in 2022, and 6.5 million units in 2023. As of May 2024, approximately five and a half years after its launch, cumulative shipments have exceeded 7 million units and further expansion is expected in the future.

The details of shipments shows that 99.1% were smartphone cases, including MagSafe compatibility, making up the majority of shipments.

Purchasers are mainly women in the Z generation, which has a high trend sensitivity, so it is thought that shipments of cleared smartphone cases increased along with the clear case boom.

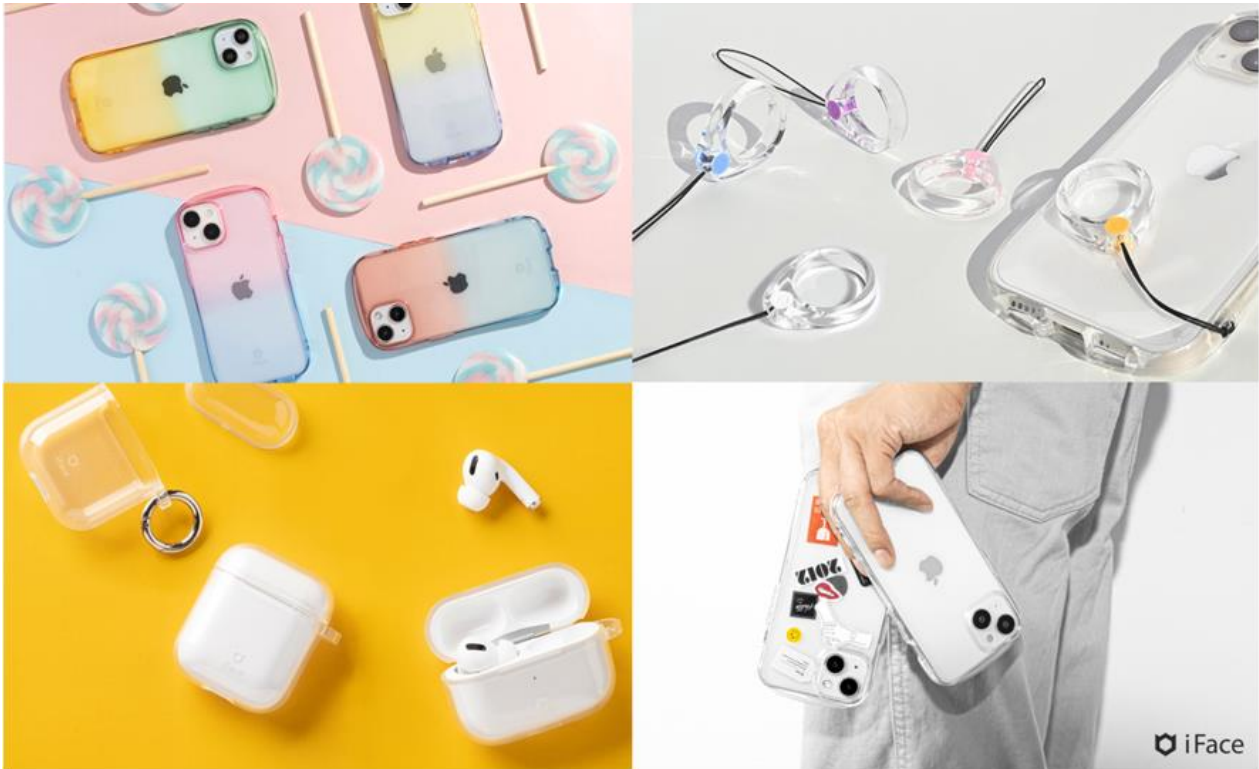
■ About “Look in Clear” series

“Look in Clear” series are “Look in Clear” with all clearer, “Look in Clear Lolly” which has cute gradation and “Look in Clear Hybrid Magnetic” which compatibles Magsafe.

“Look in Clear Case” was born in the 2021 in-house survey, triggered by the fact that the All-Clear Case was ranked No.1 in the question of [Items that you want to use in iFace].

It is made entirely clear, and the edges are also clear, so it has become a popular product as a smartphone case that enjoys smartphone colors more than ever before.

Subsequently, in March 2022, “Look in Clear Lolly” which has a beautiful gradation color, made its debut. Pop-type graded colors such as candy with clear materials, mainly women in their late teens and early twenties.



※Major Products

Smartphone cases (MagSafe compatible), AirPods cases, ring straps, etc.

○Cumulative total number of Look in Clear series-shipped units

2019	2020	2021	2022	2023	2024(As of May)
—	—	0.04million	0.40million	0.83million	1.00million

○Consideration

Look in Clear was launched in August 2021, during the clear case boom.

The cumulative number of shipments in 2021 was 0.04 million units, but in 2022 it reached 0.36 million units, and in 2023 it reached 0.83 million units, with the number of shipments increasing significantly every year.

As of May 2024, just under three years after its launch, cumulative shipments have exceeded 1 million units.

The clear case boom has settled down and has become a standard, and we expect it to expand further in the future.

The details of shipments shows that 95.4% were for smartphone cases, including MagSafe compatibility, and the majority of shipments were as high as Reflection series.

In addition, AirPods case is approximately 4%, and it was found that clear products other than smartphone cases are also popular, mainly among the Z generation, against the backdrop of the clear case boom.

■ About iFace(<https://jp.iface.com/>)



iFace is a mobile accessory brand tailored to individual customers under the brand concept of "By Your Side."

Features a wealth of color variations, with its high impact resistance and excellent design, we have developed a wide range of products, including smartphone case, ring holder, strap, and AirPods case.

Worldwide cumulative sales are 29 million units.

In addition to the official online store, we are selling at approximately 4,000 stores nationwide, including variety shops and electronics retailers.

■ iFace Japanese official SNS account

X(formerly Twitter) (@iface_jp) : https://twitter.com/iface_jp

Instagram (@iface_jp) : https://www.instagram.com/iface_jp/

Facebook (@iface.jp) : <https://www.facebook.com/iface.jp/>

LINE@ (@iface_jp) : https://page.line.me/iface_jp

YouTube (iFace Japanese Official Channel) : https://www.youtube.com/c/iFace_jp

■ Official online store

iFace's official online store : <https://jp.iface.com/>

Hamee's official online store : <https://www.strapya.com/>

Hamee's Rakuten Ichiba : <https://www.rakuten.ne.jp/gold/keitai/>

Hamee's Amazon : <https://www.amazon.co.jp/stores/node/3033349051>

Sell at other Hamee management EC stores.

■ Related media

Hameefun : <https://hameefun.jp/>

■ Outline of Hamee Corp.

Company : Hamee Corp. (TSE Standard Market, Securities Code: 3134)

Incorporation : May, 1998

Representative : Ikuhiro Mizushima President and CEO

Address : Square O2, 2-12-10, Sakae-cho, Odawara City, Kanagawa Prefecture

Business : Smartphone accessories development/manufacturing business, EC development in the U.S., China and Korea. Provide gaming accessories to handle gaming monitor brand Pixio. Develop cosmetics under ByUR brand

and develop Hamic business to support children's crime prevention and security through exclusive smartphones.

URL : <https://hamee.co.jp/>

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