



To whom it may concern

February 7, 2025
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

**Best cosmetics 193 crowns! Korean cosmetics ByUR
Pore Care Base Makeup & Skincare Items won many awards!**

Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134: TSE Standard Market) announced that its cosmetics brand, ByUR, the series has won 193 Best Cosmetics awards in total. So we announce it as shown in the attached appendix.

Best cosmetics 193 crowns! Korean cosmetics ByUR

Pore Care Base Makeup & Skincare Items won many awards!

Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134:TSE Standard Market) announced that its cosmetics brand, ByUR, the series has won 193 Best Cosmetics awards* in total. Pore Care Base Makeup & Skincare Items won many awards in 2024 as well.

*193 Best Cosmetics awards (Awarded over a three-year period from January 1, 2022 to December 31, 2024)

Details: <https://byur.jp/shop/pages/bestcosmeticsaward>



■ Commented by Ayana Kameyama in charge of ByUR Marketing /PR

Since the launch of the brand in 2022, we have pursued sophisticated designs that are intuitively attractive by establishing a unique brand story and worldview called "Pore Management."

In addition, by focusing on carefully selected ingredients, original prescriptions, and superior sense of use, and by thoroughly pursuing the quality of our products, we have become a hot topic through SNS and word-of-mouth, and we have received the support of many customers. Going forward, we will continue to develop a wide variety of products with the aim of becoming a brand that is even more loved.

【Introduction of award-winning items in 2024】

■ **Serum Fit Shining Tone Up Cream V1 01 Pink Beige**

○ Best Korean Cosmetics for 2024 Chosen by beauticians
Makeup base Section No.1



Beauty serum component: Approx. 75%
Tone up Makeup Base of the birth of luxury

■ **Serum Fit Moist Face Powder 01 Clear**

○ Best Cosmetics for the second half of 2024 Chosen by beauticians
Makeup base Segment Powder Section No.1



Covering and caring for the pores
Moist face powders that won't dry out even when layered

■ **Serum Fit Loose Face Powder 02 Pearl**

○ Best Cosmetics for the first half of 2024 Chosen by beauticians
Affordable price Makeup Segment Affordable price Makeup base Section No.2



Coverage & care great keeping
Protective Face Powder for Pores

■ **Serum Fit Veil Day UV Essence 01 Sheer Pink**

○ Best Cosmetics for the first half of 2024 Chosen by beauticians
Makeup base Segment Sunscreen Section No.1



This item can be removed with soap!
UV essence of 82% skincare ingredients

■ **Serum Fit Balancing Tone UP Cream 01 Clear**

○ Best Korean Cosmetics for the first half of 2024 Chosen by beauticians
Makeup Base Segment Makeup Base Section No.1



Adheres well and feels as light as bare skin
SPF50+ · PA +++++ Makeup Base for tone-up-clear skin

■ **Glow Boost Malti V Fresh Mask**

- Best Cosmetics for 2024 Chosen by beauticians
Affordable price Mask Section No.1



Mix two serums just before using!
Overflowing with skin firmness and luster by fresh vitamin*1 masks

■ **Glow Boost Malti V Toner**

- Best Cosmetics for the second half of 2024 Chosen by beauticians
Skin care Segment Mid-price toner Section No.2



Permeation into the horny layer. High-moisturizing emulsion toner

■ Glow Boost Multi V Serum

○Biteki January 2024 issue

Best Cosmetics for the second half of 2024 Chosen by beauticians
Skin care Segment Mid-price serum Section No.4



Beauty serum that achieves everything, skin firmness, luster, and moisture

■ Glow Boost Multi V Cream

○Best Cosmetics for the second half of 2024 Chosen by beauticians
Skin care Segment Mid-price cream Section No.3



Fermented vitamin*1 cream that melts quickly and soaks the moment of touching the skin

*1 Vitamins: Retinol, niacinamide, and 3-O-ethyl ascorbic acid (all skin-adjusted ingredients)

*2 Pore Management: Giving dry pores moisturizing and making the pores less noticeable

■ About ByUR

Natural cosmetics, "Pore Management*2", born in Korea, launched simultaneously in January 2022 between Japan and Korea.

It is a brand that refines the beauty of the skin by engaging each individual to draw out the shining moment.

■ ByUR official media

- Official site : <https://byur.jp/>
- Instagram : <https://www.instagram.com/byurjapan/>
- X (formerly Twitter) : <https://x.com/ByURJapan>
- TikTok : <https://www.tiktok.com/@byurjapan>

■ 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.
Website : <https://hamee.co.jp/>

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