



To whom it may concern

April 8, 2025

Hamee Corp.

(Securities Code: 3134)

President and CEO: Ikuhiro Mizushima

Notice of ByUR starts being sold at FamilyMart

**ByUR's most popular pore care sheet mask started appearance on
April 15 at FamilyMart nationwide!**

Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134: TSE Standard Market) announces that its cosmetics brand, ByUR, will begin sales of "Aqua serum mask" at approximately 10,000 FamilyMart nationwide, excluding some stores, from April 15, 2025 (Tuesday.) So we announce it as shown in the attached appendix.

Notice of ByUR starts being sold at FamilyMart

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Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134: TSE Standard Market) announces that its cosmetics brand, ByUR, will begin sales of "Aqua serum mask" at approximately 10,000 FamilyMart nationwide, excluding some stores, from April 15, 2025 (Tuesday.)



ByUR Official Website: <https://byur.jp/shop>

■ "Aqua serum mask", an item representing ByUR

"Aqua serum mask", which provides the same pore management* as one bottle of serum, is a best-selling item by ByUR, which has won many of the best cosmetics.

A lineup of three types that can be chosen according to the pores and skin concerns.

Once you use it, you will become addicted to it because of its comfort, and the secret of its popularity is the jiggly vegan semi-gel sheets.

Whether you're curious about ByUR but haven't tried it yet, or you want to repeat your favorite item. It is also an item that can be easily tried for travel or sudden overnight stays. Try finding the "Aqua serum mask" at your FamilyMart nearby.

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



■ **High Moisture-retaining Care × Fluffy Moisture Skin**

ByUR Plump Honey Aqua Serum Mask



ByUR Plump Honey Aqua Serum Mask
JPY390(tax included)

■ **Vitamin Charge × Clear and moist skin**

ByUR Vita Giving Aqua Serum Mask



ByUR Vita Giving Aqua Serum Mask
JPY390(tax included)

■ **Corneum care** × **Smooth skin**

ByUR Soothing Green Aqua Serum Mask



ByUR Soothing Green Aqua Serum Mask
JPY390(tax included)

■ **Sale Stores**

- Date of launch :

Launched from Tuesday, April 15 at FamilyMart nationwide.

*Some stores may not handle this product.

*The launch date may differ depending on the store.

- Expanded Items:

ByUR Plump Honey Aqua Serum Mask in 1 sheet

ByUR Vita Giving Aqua Serum Mask in 1 sheet

ByUR Soothing Green Aqua Serum Mask in 1 sheet

*Green products will be handled only at some stores.

■ About ByUR

Natural cosmetics, "Pore Management", 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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