



To whom it may concern

January 14, 2026
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

**Best cosmetics 264 crowns! "Korean cosmetics ByUR"
Pore Care Base Makeup & Skincare Items won
many best cosmetics 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 264 Best Cosmetics awards in pore care base makeup & skincare items. So, we announce it as shown in the attached appendix.

January 14, 2026

Hamee Corp.

Best cosmetics 264 crowns! "Korean cosmetics ByUR"**Pore Care Base Makeup & Skincare Items won
many best cosmetics awards!**

※Brand series total

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 264 Best Cosmetics awards* in total. Pore Care Base Makeup & Skincare Items won many best cosmetics awards.

*264 Best Cosmetics awards (Period from January 1, 2022, to December 31, 2025)

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

【Introduction of award-winning items in 2025】※Excerpts

■ Serumfit Skinny Glow Liquid Foundation

○ Best Korean Cosmetics for 2025 Chosen by Biteki beauticians

Base Makeup Segment Liquid Foundation Section No.1



24H*1 Moisture Lock & Perfect Glow

Seamless Blend for a Smooth, Radiant Glow

■ Serumfit Moist Face Powder 02 Pearl

○ Best Cosmetics for the second half of 2025 Chosen by Biteki beauticians

Base Makeup Segment Face Powder Section No.1



Pore Cover & Care

Hydrating Glow Edition: Moisture-rich powder that never dries out, even when layered

■ Serumfit Silky Nude Cushion

○ Best Cosmetics for the first half of 2025 Chosen by Biteki beauticians
Cushion Foundation Section No.5



Subtle Glow & Dimensionality*²

Enhances your natural bone structure*²

Silky Nude Cushion

■ Serumfit Balancing Tone UP Cream 02 Clear Blue

○ Best Korean Cosmetics for the first half of 2025 Chosen by Biteki beauticians
Sunscreen Section No.1



Perfect Adhesion with a Second Skin Feel

Oil-Control & Tone-Up*² Base

■ Glow Boost Multi V Daily Mask

○ Best Cosmetics for 2025 Chosen by Biteki beauticians
Skincare & Lifestyle Segment Sheet Mask Section No.1



5-Minute Daily Special Care
For Bouncy, Firm, and Radiant Skin

■ Clean Reset Milky Cleansing Water

○ Best Cosmetics for the second half of 2025 Chosen by Biteki beauticians
Skincare & Lifestyle Segment Cleansing Section No.1



Mild Peel Cleansing Water for Pore Care

■ Clean Reset Skin Toning Bubble Mask

○ Best Cosmetics for the second half of 2025 Chosen by Biteki beauticians
Affordable Segment Affordable Mask Section No.1



For Crystal-Clear, Dewy, and Bouncy Skin
Weekly Pore-Purifying Bubble Mask

■ About ByUR

Natural cosmetics, "Pore Management*³", 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.

Awarded 264 Best Cosmetics Titles* for Pore Care, Base Makeup & Skincare.

*1 Data verified by an external organization. (Individual results may vary.)

*2 Based on makeup effects

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

■ 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. Expanding decarbonization businesses, such as "ParallelPlastics," a service dedicated to recycling waste plastics.

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

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