



To whom it may concern

July 9, 2026
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

【ByUR: Co-developed in Japan & Korea】

300 Cumulative Awards Achieved!

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, has won 300 Best Cosmetics awards*¹ in total. Pore Care Base Makeup & Skincare Items won many awards. So we announce it as shown in the attached appendix.

【ByUR: Co-developed in Japan & Korea】**300 Cumulative Awards Achieved!****Pore Care Base Makeup & Skincare Items won many awards!**

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【Introduction of Award-Winning Products for the First Half of 2026】 *Partially excerpted.

■ **Serum fit Full cover Glow Cushion V2**

• Biteki

The Best Cosmetics Awards for the First Half of 2026, Selected by Beauty Experts
Base Makeup Division, Cushion Foundation Category: 3rd Place

• VOCE

The Best Cosmetics Awards for the First Half of 2026
Cushion & Powder Foundation Category: 4th Place

• @cosme

Best Cosmetics Awards 2026

First Half New Best Cushion Foundation: 3rd Place

• Rakuten

Best Cosmetics Awards 2025 Hall of Fame Inductee



Five luminous layers deliver a flawless glow and ultimate coverage.

Stays fresh for 24 hours. *2

The Pinnacle of Glow: ByUR's Ultimate Luminous Cushion. *3

■ Serum fit No Sebum Pressed Powder 01 blue

• VOCE

The Best Cosmetics Awards for the First Half of 2026
Face Powder Division: 4th Place



Melts in seamlessly for an instant retouch. *4
Real-Life Beauty Filter. *4

■ Serum Fit Face to Body UV Protector 01 clear

• Biteki

The Best Korean Cosmetics Awards for the First Half of 2026, Selected by Beauty Experts
Base Makeup Division, Sunscreen Category: 1st Place

• MAQUIA

Affordable Cosmetics Grand Prix 2026 UV Care Category: 4th Place



A UV protector that shields skin from three types of light*5, pollen, dust, and oxidized sebum.

■ Glow Boost Multi V Lamella Mist

• Biteki

The Best Korean Cosmetics Awards for the First Half of 2026, Selected by Beauty Experts
Skincare Division, Face Mist Category: 1st Place



A serum infusion in just 0.8 seconds. *6

Vitamin*7 and fermented PDRN*8, instantly absorbed by your skin.

Lamellar Milk Vitamin*7 Mist.

■ Plump Honey Daily Aqua Serum Mask V1

• Biteki

2026 Affordable Best Cosmetics Awards Sheet Mask Category: 3rd Place



Plumps dry skin and slackened pores*9 with intense hydration and elasticity.

Fermented Honey*10 & Niacinamide*11

■ About ByUR

Co-developed between Japan and Korea, this "Pore Management*¹²" skincare line launched simultaneously in both countries in January 2022.

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

Winner of 300 Best Cosmetics Awards*¹ across Pore Care, Base Makeup & Skincare.

*¹ Brand & Series Total (Calculation period: January 1, 2022 – June 30, 2026)

*² Data obtained from external testing. Individual results may vary and are not guaranteed.

*³ Among our company's conventional cushion foundations.

*⁴ Due to makeup effects.

*⁵ UV, Blue Light & Near-Infrared Rays (Transmittance Tested)

*⁶ Sprays and hits the skin in just 0.8 seconds.

*⁷ Trisodium Ascorbyl Palmitate Phosphate, 3-O-Ethyl Ascorbic Acid, Ascorbic Acid, Retinyl Palmitate, Niacinamide, Tocopherol (All skin conditioning)

*⁸ Sodium DNA (Skin conditioning)

*⁹ Caused by dryness.

*¹⁰ Saccharomyces/Honey Ferment Filtrate (Skin conditioning)

*¹¹ Skin conditioning.

*¹² Refers to hydrating dry pores to minimize their appearance.

■ 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. We operate a diverse range of businesses, including Beauty Business featuring the brand 'ByUR,' Gaming Accessories Business featuring the brand 'Pixio,' and a Decarbonization Business, which includes the 'Parallel Plastics' project for recycling plastic waste.

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

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