To whom it may concern

October 28, 2026
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

Notice of iFace 15th Anniversary: Over 40 Million Units Sold Worldwide.

15th Anniversary Special Website Launched on October 23.

Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code: 3134, TSE Standard Market) announces that iFace, a mobile lifestyle brand operated by the company, has celebrated the 15th anniversary of its launch in 2011 and has surpassed 40 million units in cumulative sales worldwide.

To commemorate this milestone, the "iFace 15th Anniversary" special website was launched on the official iFace Japan website at 12:00 PM on Friday, October 23, 2026. So, we announce it as shown in the attached appendix.

Press releases

October 28, 2026
Hamee Corp.

Notice of iFace 15th Anniversary: Over 40 Million Units Sold Worldwide.
15th Anniversary Special Website Launched on October 23.
Chosen again with every new phone: 15 years of iFace. Find out why on the special anniversary website.

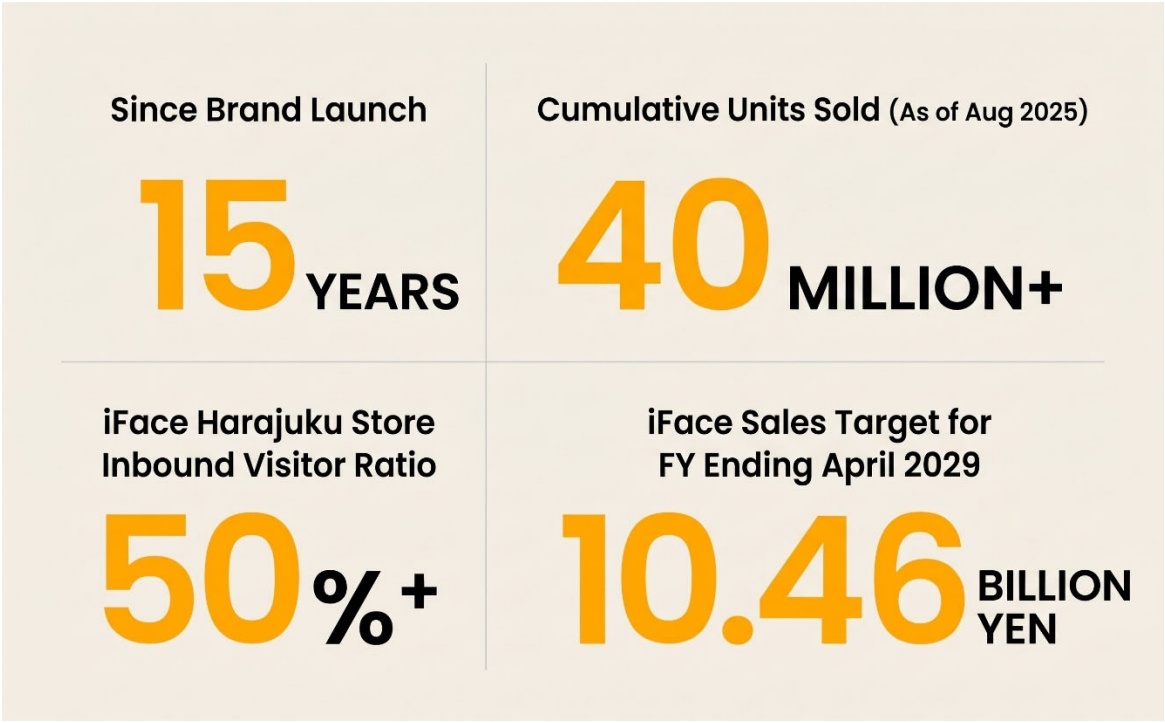
Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code: 3134, TSE Standard Market) announces that iFace, a mobile lifestyle brand operated by the company, has celebrated the 15th anniversary of its launch in 2011 and has surpassed 40 million units in cumulative sales worldwide.

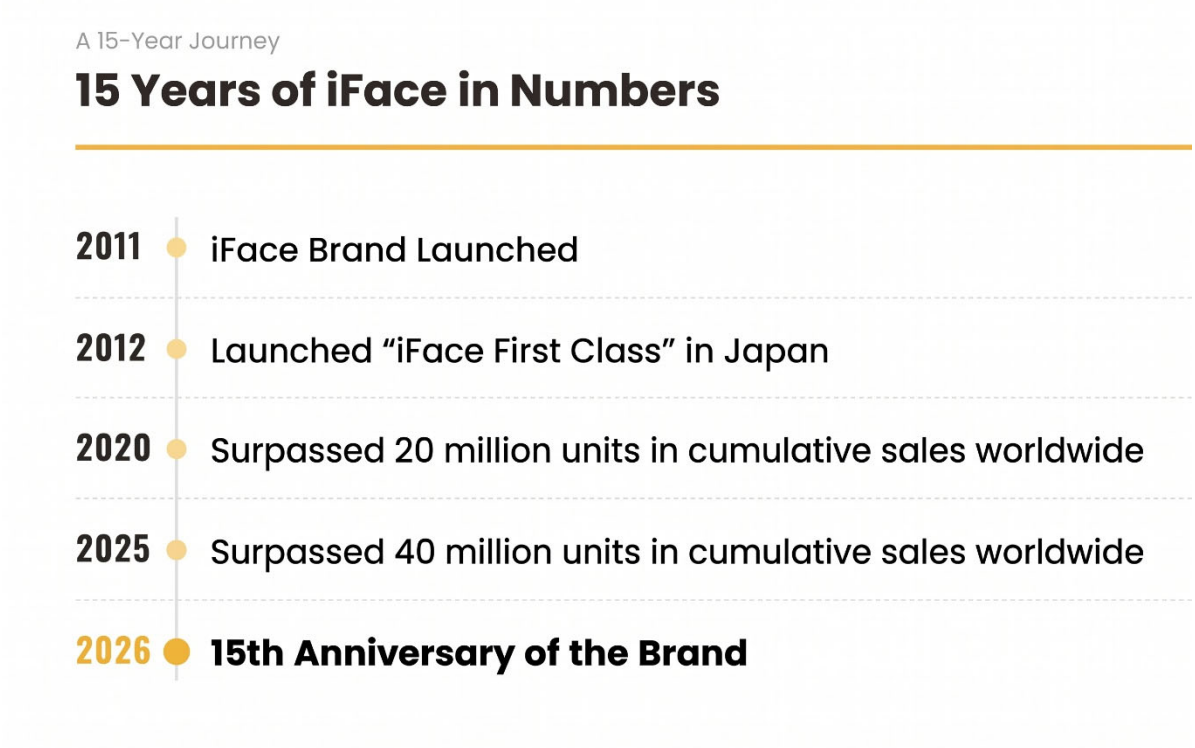
To commemorate this milestone, the "iFace 15th Anniversary" special website was launched on the official iFace Japan website at 12:00 PM on Friday, October 23, 2026. The special site features a brand history tracing past models and an interview with the brand director. We are also running commemorative campaigns, including a free anniversary sticker for every purchaser.

A smartphone case is a product people choose anew every time they change phones. Why, over the past 15 years, has iFace been the one people keep reaching for each time they make that choice again? We uncover the reasons behind this through key figures and the words of the iFace brand director.



■ 15 Years of iFace in Numbers





■3 Reasons Why iFace Continues to Be Chosen

The "Curved Line" Born from Functionality

The “curved line,” the signature of iFace, is a shape born of functionality rather than decoration. At a time when people were increasingly holding their phones horizontally for videos and gaming, our pursuit of a secure grip led us to the "S" curve. A dual-material structure of polycarbonate and TPU protects your smartphone from drops and impacts.

Two Pillars: "Trust" and "Freshness"

There are the standard “Daily Line,” continually refined for grip and impact resistance, and the “Unique Line,” which generates buzz with limited-edition designs. By balancing peace of mind with novelty, these two pillars have led customers to say with every new phone, "I went with iFace again."

From Protection to Self-Expression

Choose your favorite hue from a rich palette of colors and make it uniquely yours with straps and grips. Over the past 15 years, smartphone cases have expanded their role from protective tools to items of self-expression.

■**iFace Brand Director Interview (Excerpts)**

Speaker: Masafumi Takahashi, iFace Brand Director, Hamee Corp.



Q. How do you feel right now, having reached the 15th anniversary?

I feel gratitude, along with a slight sense of tension. A smartphone case is a product that customers choose "from scratch" every time they change their phones. These 15 years are the culmination of all the times customers have chosen iFace again each time they made that choice anew. More than the 40 million units sold, hearing someone say, "I went with iFace again," is what we take the greatest pride in.

Q. Over the past 15 years, how have smartphone cases changed?

The very meaning of a smartphone case has shifted from a "protective tool" to an "item of self-expression." The signature curved line of iFace is a shape of pure function born from pursuing impact resistance and ergonomic grip, but today it has become an icon instantly recognizable as iFace. Peace of mind through protection, and a design you truly want to carry—function and design are never an either-or choice. I believe these past 15 years are when people truly began to see it that way.

Q. What is your message looking forward to the next 15 years?
Until now, iFace has protected smartphones from drops and impacts through our cases. But what we truly protected, I believe, was what lies within—the everyday moments of everyone who uses our products. Moving forward, we will protect both your phone and you — not only from impacts, but in many other ways. While we have set a business revenue target of 10.46 billion yen for the fiscal year ending April 2029, that number is ultimately just an outcome. Even if smartphones change their shape and mobile lifestyles continue to evolve, "By Your Side"—this promise will never change. For the next 15 years, too, iFace will continue to be by your side, every day.

Read the full interview—exploring the origin story, two-pillar strategy, and future outlook—now featured on the official iFace Japan website.
Article URL: https://jp.iface.com/blogs/news/column-10066

Masafumi Takahashi — Profile
Joined Hamee in 2010. After serving as a manager in the Product Development Department, he assumed his current position. He spearheads the overall brand building for iFace, overseeing everything from brand strategy and product planning to customer touchpoints across retail stores, EC, and social media.

■**15th Anniversary Campaign Details**



To thank you for your continued support, we are running two anniversary campaigns.

All purchasers will receive an "iFace 15th Anniversary Special Sticker."

- Period: Friday, October 23, 2026, 12:00 PM – Wednesday, November 18, 2026, 5:00 PM (JST)
- Eligibility: All purchasers on the iFace Japan Official Website and at iFace Harajuku Store (Limited quantities; available while supplies last)
- On the back of the sticker is a 10% OFF coupon valid for future purchases (Validity period: December 1, 2026 – November 30, 2027)

30 lucky winners will be selected by lottery to receive a JPY15,000 coupon.

- Period: Friday, October 23, 2026, 12:00 PM – Friday, October 30, 2026, 5:00 PM (JST)
- How to Enter:

  Official iFace X account : Follow and repost the campaign post

  * Boost your chances of winning by quote reposting with your message to iFace and the hashtag #iFace15周年

  Official iFace Instagram: Follow and like the campaign post

  * Boost your chances of winning by commenting with a message to iFace
- Coupon Validity Period: December 1, 2026 – November 30, 2027

Full details and terms and conditions will be provided on the special website. The site will remain open until September 30, 2027, with anniversary-related updates and announcements released continuously throughout the period.

Even as smartphones evolve and times change, iFace has always protected more than just devices. Here’s to the next 15 years, right by your side. By Your Side.

- iFace 15th Anniversary Special Website: https://jp.iface.com/pages/iface-15th-anniv

■About iFace

Guided by the philosophy of "By Your Side," iFace is a mobile lifestyle brand dedicated to staying close to each individual's true self. Combining dependable, shock-resistant quality with designs that blend effortlessly into daily life, iFace offers a diverse lineup of mobile accessories centered around smartphone cases. With over 40 million units sold worldwide, iFace brings moments of small joy to everyday life.

■iFace Japan Official Website
https://jp.iface.com/

■iFace Official Retail Store: iFace Harajuku Store
Opening Hours: 11:30 AM – 8:00 PM
Closed: None (Open year-round)
Address: JMF Building Jingumae 03, 4-25-29 Jingumae, Shibuya-ku, Tokyo
https://jp.iface.com/pages/ifaceharajuku

■iFace Japan Official SNS Accounts
X (formerly Twitter) (@iface_jp) : https://x.com/iface_jp
Instagram(@iface_jp) :https://www.instagram.com/iface_jp/
Facebook(@iface.jp) :https://www.facebook.com/iface.jp/
Official LINE Account(@iface_jp) :https://page.line.me/iface_jp
YouTube (iFace Japan Official Channel) :https://www.youtube.com/c/iFace_jp

■Online Stores
iFace Japan Official Website :https://jp.iface.com
Hamee Official Online Store :https://www.strapya.com/
Hamee Rakuten Store :https://www.rakuten.ne.jp/gold/keitai/
Hamee Amazon Store :https://www.amazon.co.jp/stores/node/3033349051
Available at other online stores operated by Hamee

■**Outline of Hamee Corp.**
Company : Hamee Corp. (TSE Standard Market, Securities Code: 3134)
Established : 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 "ParallelPlastics" for upcycling plastic waste.
Website	: https://hamee.co.jp

End