



To whom it may concern

May 2, 2024
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

**"Rakuten Best Cosme first half of 2024" Korean cosmetics ByUR
Ranked No.1 in makeup category! Ranked in other two categories**

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, ranked No.1 in the makeup category of Rakuten Best Cosme in the first half of 2024, and was also simultaneous winners of the new face award and ranked No.2 in the Korean cosmetics category. So we announce it as shown in the attached appendix.

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Rakuten Ichiba ByUR official website: <https://www.rakuten.ne.jp/gold/byurjapan/>

■ Outline of the award Rakuten Best Cosme first half of 2024



1. Rakuten Best Cosme first half of 2024 MakeUp No.1

[Award-winning products] ByUR Serumfit Full Cover Glow Cushion V1



2. Rakuten Best Cosme first half of 2024 Korean Cosmetics No.2

[Award-winning products] ByUR Serumfit Full Cover Glow Cushion V1

[Outline of Awarded Products]

Bright and transparent skin beauty.

Thinner and closer ties to strengthen "Pores Management*1".

Luminous glow cushion foundation



Light and high tightness that forgets to keep in mind, brilliant shine.

A cushion foundation filled with all the elements required for base make-up.

With one painting, the ability to provide reliable coverage remains unchanged, but it is thinner and lighter, and the sense of fitness also increases.

Beauty ingredients based on ByUR's method of "Pores Management*1" have also been further increased.

Keeping your skin clean and smooth throughout the day, you constantly care for your pores and your skin.

It always make your skin beautiful, moisturized, transparent and glossy, just like the dewy skin you dream.



ByUR Serumfit Full Cover Glow Cushion V1

SPF50+ · PA++++ 3 colors each 15g JPY3,960 (tax included)



3. Rakuten Best Cosme first half of 2024 New face award

[Award-winning products] Daily Aqua Serum Mask

[Outline of Awarded Products]

The pores and skin are fluffy in five minutes each day. It was born as the first skin care in ByUR, Aqua Serum Mask won the media's Best Cosme Award.

This item represents ByUR's "Pores Management*1" skin care.

The Daily Aqua Serum Mask, a large-capacity type, was made in response to requests for more convenient use of three types of sheet masks. The "Pores Management*1" step is added to the daily skincare, and it leads to the skin that you want to become more.





ByUR Plump Honey Daily Aqua Serum Mask 30 sheets JPY2,420 (tax included)



ByUR Soothing Green Daily Aquila Scam Mask 30 sheets JPY2,420 (tax included)



ByUR Vita Giving Daily Aquila Scam Mask 30 sheets JPY2,420 (tax included)

*1. Pores Management: giving dry pores moisturizing and making the pores less noticeable.

■ Outline of the brand

[About ByUR]

Natural cosmetics, "Pores Management*1", 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.

Received a total of 118 brand awards under the Best Cosme Award. (January 2022 to February 2024)

[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.](URL: <https://hamee.co.jp/>)

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.

End