

## **ORBIS Enters Into a Strategic Partnership with Tmall Global, a Cross-border e-Commerce Platform, for ORBIS DEFENCERA, the Japan's first\*<sup>1</sup> FOSHU with Verified Functions for Skin**

ORBIS Inc. (Headquarters: Shinagawa-ku, Tokyo; President: Takuma Kobayashi), a POLA ORBIS Group company, entered into a strategic partnership with Tmall Global, a cross-border e-commerce platform operated by the Alibaba Group in China, for ORBIS DEFENCERA, Japan's first Food for Specified Health Uses (FOSHU) that offers verified functions that benefit the skin. Sales will begin through Tmall Global in February 2019.

Through Tmall Global's advertising media and Big Data, both companies together will be able to form and execute sales strategies for this product with the goal of sales of 1 billion yen in the first year.

Through this product, ORBIS will gain a larger presence of the ORBIS brand in the Chinese market, and look to accelerate the growth in ORBIS' Chinese business centered on skin care. \*<sup>1</sup> First sold in Japan (Pre-sales began from January 1st, 2019)

### **History of the Strategic Partnership**

The trend in cross-border e-commerce market from Japan to China has been expansion, increasing 25.2% year on year to 1,297.8 billion yen in 2017 (from Ministry of Economy, Trade, and Industry research). For Chinese consumers, it is quite common to purchase Japanese products via cross-border e-commerce platforms.

Tmall Global is China's largest cross-border e-commerce platform, and they maintain active partnerships with various international influential brands, providing support for further growth and development of the brands in the Chinese market, and realizing various integrated brand sales measures. Tmall Global also offers a unique, comprehensive system to support sales promotion through use of Alibaba Group's Big Data.

ORBIS considers the Chinese market to be an important market for global expansion. To expand the ORBIS brand's presence in China, ORBIS will enter the strategic sales partnership with Tmall Global for sales promotion through the cooperative platform and maximum utilization of the Big Data. ORBIS will thereby develop promotions for ORBIS DEFENCERA through various online and offline media outlets.

Tmall Global will also be able to project increased sales through the rights to sell ORBIS DEFENCERA, a product which is expected to draw strong attention from Chinese and other global consumers as the Japan's first FOSHU with verified functions for skin. Meeting the objectives of both companies has led to this partnership.

### **About ORBIS DEFENCERA**



ORBIS DEFENCERA is the only\*<sup>2</sup> Food for Specified Health Uses (FOSHU) sold in Japan that has received authorization from the Consumer Affairs Agency based on a national screening for its scientifically-proven effectiveness and safety for skin. This product creates an Inner Aqua Barrier\*<sup>3</sup> which helps protect the skin from moisture loss through glucosylceramide, which is extremely rare with only about 2 grams able to be extracted from one ton of brown rice, leading to clear, hydrated skin. ORBIS DEFENCERA is not just another type of conventional cosmetic care, and ORBIS hopes it will become an option as a new skin care item for those struggling with dry skin.

\*<sup>2</sup> As of January 1st, 2019 \*<sup>3</sup> To create skin that prevents moisture from escaping

**ORBIS DEFENCERA 45 g (1.5 g, 30 pouches) 30-day supply 3,200 yen (3,456 yen including tax)**

\*Listed price in Japan

Japan: Sales from January 1, 2019 Domestic Sales Channels: Mail-order, domestic ORBIS THE SHOP stores

China: Sales from February 2019 Other Global Developments: Taiwan, Singapore (sales date TBD)

### **About Tmall Global**

Tmall Global is a central business in the Alibaba Group's global strategy, established formally in February 2014. It is the only platform for import and sales of global products aimed at Chinese consumers – a Chinese domestic pioneer of cross-border import e-commerce for the trade zone model. In the past four years, Tmall Global market size has continued to lead the way in the Chinese cross-border retailer-import market, maintaining its position as number one in orders for the trade zone model and direct shipment model. Tmall Global will continue to rank high in the cross-border import e-commerce market as the largest and oldest platform in China, offering services to 100 million middle-class Chinese consumers in the future.

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