

NEWS RELEASE

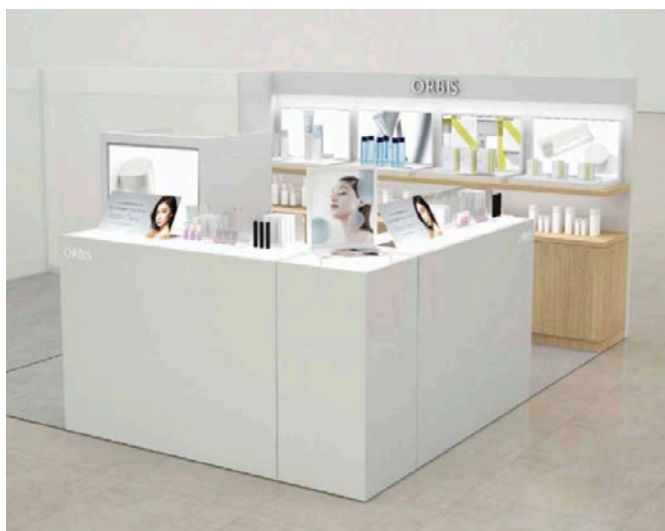
ORBIS Opens Duty-Free Shop in South Korea on December 13

Accelerate the Progress of the Brand Awareness in Asian Market

ORBIS Inc. (Corporate headquarters: Shinagawa-ku, Tokyo; President: Takuma Kobayashi), a company in the POLA ORBIS Group, will sell its products at Shilla Seoul and Shinsegae Myungdong, duty-free shops in South Korea, starting on December 13, 2019. In order to enhance business in China, a growth driver of overseas business, it aims to enhance awareness of the brand among the Asian markets, including China, by opening duty-free shops in South Korea, which is visited by many tourists from China. Shops will be opened in Asia in the future.



Shilla Seoul



Shinsegae Myungdong

About the shops and products

Will open on December 13, 2019.

Shilla Seoul

Shinsegae Myungdong

Expected to open in March 2020.

Lotte Main

* Products will be available on the official EC website “Lotte duty free online,” starting from December 13, 2019

About the main products handled

ORBIS U, ORBIS DEFENCERA, WRINKLE WHITE ESSENCE, UV care products and body care products

About ORBIS

ORBIS is a beauty brand that “believes in the original power of the skin and helping wake it up.” Since 2018, it has been developing business with the mission of continuing to provide scientific evidence-based comfort with the brand message of “Beautify Comfort.” In 2018, it launched ORBIS U, which is a symbolic series of skincare products, and in 2019, it launched ORBIS DEFENCERA, the only Food for Specified Health Uses in Japan* that has been confirmed to have a function for the skin. ORBIS will continue to embody its beliefs with an unconventional approach.

*Launched products (as of November 30, 2019)

Inquiries should be addressed to: POLA ORBIS HOLDINGS INC., Corporate Communications Div.
E-mail: webmaster@po-holdings.co.jp