

ASIA PACIFIC THE NEXT GROWTH PILLAR FOR GLOBAL BEAUTY BRANDS



WHY ENTER ASIA PACIFIC (APAC)?



SOURCE OF GDP GROWTH

In 2018, about **62% of the world's growth in GDP came from Asia**, with 33% coming from China alone. It is the biggest generator of absolute growth in the world.

NOW IS THE TIME TO ENTER ASIA, BUILD YOUR BRAND, AND CAPTURE MARKET SHARE AHEAD OF COMPETITION.

APAC IS THE FUTURE OF BEAUTY

APAC accounted for **51% of global beauty sales**, growing by more than 6% annually since 2014. Its growth is projected to outpace the rest of the world, fuelled by a fast-growing middle-class.



By 2030, Asia will represent two-thirds of the global middle-class population.

APAC MARKET CHALLENGES FOR BRAND ENTRY & GROWTH

Despite its immense potential, many brands still hesitate to enter APAC, deterred by market challenges.

- CHALLENGE 1 -



COMPLICATED & DIFFICULT TO "GET THE BUSINESS GOING"

Complex regulations, confusing tax and legal frameworks, with supply chain, finance and back-office idiosyncrasies, overlaid with local cultural nuances in each market.

- CHALLENGE 2 -



HIGHLY HETEROGENEOUS, NO "ONE-SIZE-FITS-ALL" SOLUTION

Fragmented online and offline channel networks, as well as diverse consumer tastes and preferences. Need to tailor marketing strategy yet maintain consistent branding to engage consumers in each country.

- CHALLENGE 3 -

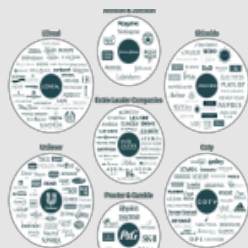


CHOOSING THE IDEAL PARTNER THAT ADDS VALUE

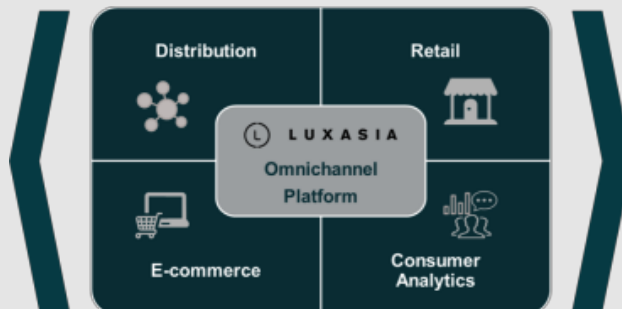
The ideal partner should reach deep and wide, yet do things fast and right, for the long haul, preferably with a strong track record.

LUXASIA- WHO ARE WE?

Since 1986, Luxasia has brought more than 140 brands to 15 markets in APAC, through our **omnichannel platform**, powered by more than 2,200 talents in local offices, with a potential reach to **3 billion APAC consumers**.



GLOBAL BEAUTY & LUXURY BRANDS



ASIA PACIFIC AFFLUENT CONSUMERS

HOW WE HELP BRANDS ENTER & GROW IN ASIA PACIFIC

▶ **WE THINK GLOBAL, LIVE LOCAL.**

▶ **WE ELIMINATE APAC SET-UP HASSLES FOR BRANDS.**

▶ With **33+ years'** experience in the business, Luxasia has the necessary licenses, and technical, legal know-how for efficient product registration. What takes others 12 months, we achieve in 2-4 months.



2,200+ TALENTS ACROSS 15 APAC COUNTRIES



250K+ SQ FT WAREHOUSE SPACE WITH 11 FULFILLMENT CENTRES



140+ BRANDS WITH 45K+ SKUS



2 CENTRES OF EXCELLENCE

▶ **DEEP AND WIDE IN APAC, WITH SPEED.**



250+ ONLINE BRAND STORES

on Lazada, Zalora, Shopee, TMall, Little Red Book, BeautyHaul Indo, Sociolla, BeautyML, JD.com, Herno, Nykaa, Purpille, Momo, ETMall etc.

100+ BOUTIQUES

Incl. own concepts:
*essentials
Beauty Scents
freyja*

▶ We have an integrated CRM platform and database with:

1MIL + UNIQUE MARKETABLE CUSTOMERS

1.5MIL + VALIDATED PREFERENCES

40K CONSUMERS ADDED PER MONTH

▶ **LOCAL TALENTS WHO UNDERSTAND LOCAL CONSUMERS.**

▶ 500+ brand management executives, 1200+ retail talents, and 50+ in-market e-commerce experts.

▶ Daily interactions with consumers, understanding local trends, tastes and preferences.

Sources:
OECD, Euromonitor, SCMP, Business Insider

10+ GROUP LEADERSHIP TEAM		10+ COUNTRY MANAGERS
1,200+ RETAIL ENGAGEMENT		500+ OMNICHANNEL MARKETING
50+ E-COMMERCE & DIGITAL		10+ CONSUMER CRM & DATA
5+ STRATEGY & DEVELOPMENT		240+ SUPPLY & LOGISTICS
30+ TALENT & EXCITEMENT		150+ FINANCE, IT & BACK OFFICE

TALENT RECRUITMENT, TRAINING AND DEVELOPMENT

ONE-STOP TALENT SOLUTION

- Search & Recruit
- Train
- Develop

PARTNERSHIP WITH BRAND ON CO-DEVELOPING PRODUCT RANGE

LUXASIA VALUE-ADD

- Feedback
- Co-develop
- New Products