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FREEPLUS comes to Thailand
Stepping up the global strategy in ASEAN

Tokyo, Japan – August 19, 2019

In September 2019, Kanebo Cosmetics will be introducing its global strategy brand FREEPLUS in Thailand.

The Thailand brand debut will prelude a wider launch throughout ASEAN and acceleration of the expansion in Asia building on the success story of FREEPLUS in Greater China.

■ **The global strategy for FREEPLUS**

The FREEPLUS brand was launched in 2001 after many years of research on the workings of sensitive skin by scientists at Kanebo Cosmetics. The brand's first exposure in overseas markets came in 2005, when FREEPLUS was introduced in China. In 2015, the facial cleanser FREEPLUS MILD SOAP became a hit seller in China as a product of choice for Chinese women concerned about sensitive skin. Today, MILD SOAP is the flagship product in the FREEPLUS brand.

Kanebo Cosmetics stepped up its global marketing strategy for FREEPLUS in 2017, selecting the Taiwanese actress-singer Hebe Tian as the image model for the brand throughout Greater China. A new brand message, "Thank you, sensitivity," was introduced to project a positive image for sensitive skin. The message resonated instantly with women concerned about sensitive skin, driving up sales in the region to

record levels. FREEPLUS has since become one of Kanebo Cosmetics' foremost global strategy brands, with overseas sales accounting for more than 80% of the brand's total sales.

In January 2019, Kanebo Cosmetics embarked on strengthening FREEPLUS brand in the Japan market, the brand's birthplace. The domestic marketing for FREEPLUS is focused on a "Love of Sensitivity" brand concept. The concept builds on FREEPLUS's success in China by echoing "sensitive skin and spirit," the message tested in the Chinese-speaking market. The selection of



the actress Mei Nagano as the image model for FREEPLUS is already driving steady growth in sales in the domestic market.

■ Launch of FREEPLUS in ASEAN

The FREEPLUS brand will launch in Thailand as the next step in the brand globalization, building on the brand's solid position in Greater China.

The brand will be available principally at Japanese-run drugstores, a rapidly expanding retail segment in Thailand with a large customer base of devotees to Japanese cosmetics. Exclusive FREEPLUS fixtures and counters will be installed in sales areas for sensitive skin (derma skincare). The products will also be available online.

Mei Nagano, the image model featured in the Japan market, will also appear in key visuals to promote the brand in Thailand. The promotion materials will place a positive slant on the “sensitive skin and spirit” concept, adding supportive messages both in stores and online. Large-scale product sampling campaigns and brand information promotion through influential channels and product test campaigns will be arranged to capture the business of new FREEPLUS customers by attracting them to stores and online shops.

The brand debut in Thailand will be followed by sales launch in Myanmar in October. After Myanmar, the brand territory will be gradually expanded throughout the whole of ASEAN as part of the company's ongoing strategy to accelerate business in Asia.



Image of the in-store sales counter

Items to be released in Thailand:

Moisture care line (facial cleanser, lotion, cream, etc.)

530 to 1,290 THB (19 SKU)

Release date in Thailand:

September 2019

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Press contacts: <https://www.kanebo.com/pressroom/contacts.html>

New Global Portfolio “G11”:

In May 2018 Kao Corporation drew up a “New Global Portfolio” as a pillar of the group’s strategy for growth in the field of cosmetics. Eleven strategic brands (G11) were selected from five cosmetics businesses (Kanebo Cosmetics, Sofina, Curel, Équipe and Molton Brown) to strengthen Kao’s presence in the global cosmetic market. By fusing firm evidence with a sensuous beauty that appeals to all five senses, Kao is further refining the individuality of these brands and accelerating their exposure in Japan, Asia, and Europe.

