



AnyMind Group supports Korean skincare brand Dr.Reju-All's online and offline expansion into Japan

In addition to AnyMind Group providing its marketing and e-commerce capabilities, Sun Smile has also been appointed as the brand's exclusive offline distributor in Japan.

Singapore - September 25, 2026 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that it is supporting the expansion of Korean skincare brand Dr.Reju-All into Japan, covering marketing, e-commerce and offline commerce.

AnyMind Group will leverage its capabilities and expertise across digital marketing and e-commerce alongside Sun Smile's nationwide retail distribution network to support Dr.Reju-All's brand growth in Japan across both online and offline consumer touchpoints, spanning online discovery and engagement, in-store product experiences, purchase and repeat purchase.

Dr.Reju-All is a Korean skincare brand jointly developed by doctors and pharmacists. The brand is distributed primarily through pharmacy channels in South Korea. Its approach to brand and product development emphasizes expertise, evidence and consumer trust in its ingredients and formulations.

Dr.Reju-All has identified Japan as a strategically important market in its ambition to grow as a global skincare brand. Rather than focusing solely on short-term sales growth, the brand aims to work with AnyMind Group to build a long-term presence in Japan based on trust in its product quality and skincare expertise.

Alongside digital communication and online consumer engagement, Dr.Reju-All is looking to expand physical touchpoints where consumers can discover, experience and purchase its products. As part of this strategy, the brand selected Sun Smile as its offline distribution partner in Japan, leveraging the company's extensive experience and retail network in the Japanese beauty market.

Dr.Reju-All products will be available first at participating @cosme STORE locations nationwide from October 1, followed by participating Loft stores nationwide and Loft Netstore from October 10. From November 2, products will progressively roll out to variety stores and selected drugstores across Japan.

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and



creator monetization. AnyMind Group has over 2,300 staff across 24 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

As of June 2026, the company serves over 1,500 enterprises for marketing, 230+ enterprises for e-commerce, 1,600+ publishers and 1,100+ creators. More information is available on the company's [investor disclosure site](#).

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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