

MEIYUME's touchless sampling tester sets new normal for beauty retail

Rapidly innovating to maintain a full sensory retail experience for shoppers in a contactless shopping environment post COVID-19 lockdown

Hong Kong, 11 June 2020 – Meiyume (a member of Fung Group), a one-stop shop partner providing product and retail solutions for the beauty industry, is prototyping a touchless sampling tester to create a safe and hygienic in-store environment for consumers and retail staff.

Meiyume's touchless sampling tester is motion-activated and can dispense any type of fragrance or liquid skincare product. The mechanism uses existing 'off-the-shelf' products so there is no need to design new tester packaging or change the current supply chain. Maintenance is not required as the testers are easily operated and powered by battery packs or AC power. The touchless tester display is easily adjustable depending on the size of different tester bottles, and Meiyume is also able to offer bespoke designs for specific brands. The touchless testers are expected to launch in stores in the next few months and will allow shoppers to continue the essential experience of physically and personally testing products in-store, an area facing tremendous disruption as consumers remain cautious about touching potentially contaminated surfaces outside their home.

With retail shops around the world beginning to reopen amidst the COVID-19 outbreak, Meiyume brands and retailers are looking to implement safety measures to maintain the health and wellbeing of their store associates and customers. Through rapid-prototyping to develop quick and innovative solutions for their customers, Meiyume is reinforcing its presence as a leader in beauty innovation.

"Retail stores are where customers engage with beauty products, and Meiyume's touchless fragrance and skincare testers allows them to continue to experience this in a safe and hygienic way," said Steve Dodd, Senior Vice President of Retail Solutions at Meiyume. "Our touchless testers are motion-activated, and can be retro-fitted on existing displays or added on store countertops."

Meiyume has also developed solutions such as adapting their in-store displays to provide an automated density guide so customers and sales associates maintain social-distancing guidelines to help flatten the curve, as well as customer tracking dashboards to better understand consumer behaviour as the COVID-19 pandemic continues to evolve.

"During the COVID-19 pandemic, Meiyume has been actively supporting our customers and our communities. We want to be proactive in offering innovative solutions for our customers, especially during these challenging times," said Gerard Raymond, President of Meiyume. "Our retail solutions team has been working hard to continuously develop new products and solutions that will re-imagine how consumers will interact with beauty products during the pandemic today, and in the future."

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About MEIYUME

Meiyume is a one-stop shop partner of product solutions for fragrance, skincare, and colour cosmetics, and digital retail solutions such as interactive POS displays with data capture and insights. Meiyume is one of three product vertical businesses (Beauty, Sweaters, Furniture) formerly part of Li & Fung, which were divested in April 2018 and today operate as LH Pegasus which is owned 45% by Hony Capital and 55% by the Fung Group.

About Fung Group

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. The Fung Group comprises over 40,000 people working in more than 40 economies worldwide.

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We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world's foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

Listed entities of the Group include Global Brands Group Holding Limited (SEHK: 00787) and Convenience Retail Asia Limited (SEHK: 00831). Privately-held entities include Li & Fung Limited, LH Pegasus, Branded Lifestyle Holdings Limited, Fung Kids (Holdings) Limited, Toys "R" Us (Asia) and Suhyang Networks.

For more information, please visit www.funggroup.com.

About Hony Capital

Hony Capital, founded in 2003 and sponsored by Legend Holdings, specializes in buyout investment and currently it has USD 10 billion under management. Hony Capital's investors come from China and the world's leading investment institutions, including national pension funds, sovereign wealth funds, university endowment funds, regional and industry pensions, insurance companies, family foundations, individual investors and other types. It has so far invested in over 100 companies in areas of pharmaceutical and healthcare, media and entertainment, consumer products, food and beverage, as well as machinery and equipment manufacturing. Hony Capital's portfolio companies include China Shijiazhuang Pharmaceutical Group (CSPC), Zoomlion, China International Marine Containers (CIMC), Suning, Chengtuo Holding, Jin Jiang International Hotels, ENN, PizzaExpress (UK), STX(US), WeWork (US), ofo, COFCO Capital, etc. The assets value of these companies totals about RMB 2.9 trillion with sales volume of RMB 860 billion, providing more than 450,000 jobs.

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