

Manufacturing for one: Meiyume develops new manufacturing system for bespoke products

Meiyume's supply chain has been quickly adapting to support brands to meet the demand for more personalized products.

Hong Kong, 26 July 2021 – Meiyume, a one-stop-shop partner of product and retail solutions for the beauty industry, has developed a complete manufacturing system for mixing and filling liquid personal care products to meet the increasing demand for personalization from indie start-ups to global brands. The system delivers small batches of made-to-order formulations that can be tailored based on the preferred active ingredients, fragrance and colour.

With its innovative technology, long runs of liquid beauty products such as shampoo and shower gel can be replaced with shorter production runs with varying degrees of customization. Customers can access Meiyume's existing library of 60 ready-to-go formulas and packaging with turnaround times of 5-7 days from order placement to delivery once set up. For customers interested in co-developing a turnkey 'MOQ of 1' concept, they can select their preferred active ingredients, fragrance, and colour, unlocking hundreds and thousands of possible formulations which can be paired with Meiyume's ready-to-go packaging solutions.

"The one-size-fits-all approach has given way to the ultra-personalization model in beauty. With our new offering, we can add in different elements that resonate with your brand identity, and packaging finishes to give your products a bespoke touch. What you get is an end product that is perceived as more sophisticated and valuable, creating greater customer stickiness," said Chin Wooi Cheang, Executive Director of Global Manufacturing Operations at Meiyume.

As an organization that strives to empower beauty for the future, Meiyume continues to upgrade all their global manufacturing sites to offer flexible options for highly personalized production, utilizing technology to help customers fulfill their needs.

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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.

For more information, please visit www.meiyume.com

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 27,000 people working in more than 40 economies worldwide.

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.

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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, Chengtou 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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