COMPANY PROFILE

Trusted distribution partner for Global brands in Vietnam

RETAIL · BRAND PRINCIPALS · E-COMMERCE

Poseicom connects Global brands with Vietnamese consumers

We connects trusted Global brands with Vietnamese consumers through a modern, transparent distribution network built around everyday needs.

2019

Established
31 October

HANOI

Head office and
operating base

OMNICHANNEL

Modern trade, specialty retail and e-commerce

PRIMARY CATEGORIES

Beauty · Personal care · Household · Kitchenware

VISION, MISSION, CORE VALUES

VISION

To become Vietnam’s leading and most trusted distributor in beauty and consumer goods, connecting high-quality global products with Vietnamese consumers.

MISSION

We source and develop authentic, high-quality products from Japan and around the world, bringing them closer to Vietnamese consumers through nationwide omnichannel distribution. We create sustainable growth for brands and lasting value for consumers and partners.

CORE VALUES

P — Pioneering
O — Ownership
S — Standards
E — Ecosystem
I — Integrity
C — Customer Centricity
O — One Team
M — Moving Forward

Capability Positioning

Poseicom understands both Japanese product standards and Vietnamese retail execution.

Consumer insight

Consumer preferences, prices, distribution channels, and shopping habits.

Retail execution

Bring Japanese products to Vietnam and manage distribution through suitable offline and online channels.

Partner alignment

Japanese products: quality, functionality, safety, and attention to detail.

Omnichannel Partner Ecosystem

RETAIL

RETAIL NETWORK

Hypermarkets · Supermarkets · Mini mart · Japanese-goods · Health & Beauty · Mother & baby · CVS

BRANDS

BRAND PORTFOLIO

Beauty · Personal care · Household · Kitchenware

E - COMMERCE

ONLINE STORES

Shopee Mall · TikTok Shop Mall

One ecosystem connects brands, physical retail and digital commerce.

WHOLESALER

ARATA CORPORATION

ARATA Corporation is one of Japan’s largest wholesale trading companies specializing in cosmetics, daily goods and household products. Through its nationwide distribution network, ARATA connects manufacturers with retailers and delivers essential products to consumers across Japan and international markets.



COMPANY INFORMATION

Company name: ARATA CORPORATION

Head office: East 21 Tower, 6-3-2 Toyo, Koto-ku, Tokyo 135-0016, Japan

Established: April 1, 2002

Representative: Kochiya Seiichi, Representative Director and President

Core business: Wholesale distribution of cosmetics, daily goods, household goods and pet supplies

EMPLOYEES & SALES **3,008 employees (March 2026) · Sales revenue: ¥1,004.7 billion (March 2026)**

KAI CORPORATION

KAI Corporation is a leading Japanese manufacturer of knives, kitchenware and beauty-care products, with more than a century of history and a major factory in Đông Anh, Hanoi since 2005.



COMPANY INFORMATION

Manufacturer: KAI Corporation

Head office: 3-9-5 Iwamoto-cho, Chiyoda-ku, Tokyo 101-8586, Japan

Established: 1908

Representative: Hiroaki Endo

Core business: Knives, beauty care and kitchenware

Brand: KAI

EMPLOYEES & SALES **2,740 employees (April 2023) · Sales revenue: ¥53.5 billion (March 2023)**

KUMANO YUSHI CO., LTD.

Kumano Yushi Co., Ltd. is a Japanese manufacturer specializing in cosmetics, personal-care products and quasi-drugs. The company manages product planning, research, manufacturing, sales and export operations, offering both original brands and OEM manufacturing services.

COMPANY INFORMATION

Manufacturer: Kumano Yushi Co., Ltd.

Head office: 35 Kumano, Seto, Aichi Prefecture, Japan

Established: February 12, 1952

Representative Director: Koshi Mizuno

Core business: Planning, manufacturing, sales and export of cosmetics, personal-care products and quasi-drugs

Brands: KUMANO COSME, Hatomugi and other personal-care brands



EMPLOYEES & CAPITAL **370 employees ・Registered capital: ¥30 million**

KOSÉ HOLDINGS CORPORATION

KOSÉ Holdings Corporation is a leading Japanese beauty group founded in 1946. The Group combines advanced cosmetic research with sensuous product design, offering distinctive products across high-prestige, prestige and everyday beauty categories in Japan and international markets.



COMPANY INFORMATION

Manufacturer: KOSÉ Holdings Corporation

Head office: 3-6-2 Nihonbashi, Chuo-ku, Tokyo 103-8251, Japan

Established: 1946

Representative: Koichi Shibusawa, President & Group COO

Core business: Manufacturing and marketing of cosmetics

Brands: DECORTÉ, SEKKISEI, ESPRIQUE, ONE BY KOSÉ and other Group brands

EMPLOYEES & SALES **13,135 employees (December 2025) · Sales revenue: ¥330.193 billion (FY2025)**

CEZANNE COSMETICS CO., LTD.

CEZANNE is a Japanese cosmetics brand established in 1964 to make high-quality beauty products accessible at affordable prices. Guided by its promise, “Always reliable, always beautiful,” the brand creates simple and dependable products for everyday use.

CEZANNE
セザンヌ化粧品



COMPANY INFORMATION

Manufacturer: CEZANNE COSMETICS Co., Ltd.

Head office: 4-2-6 Kojimachi, Chiyoda-ku, Tokyo, Japan

Established: 1964

Group: IDA Group

Core business: Cosmetics planning and marketing

Product categories: Face makeup, eye makeup, lip products, skincare, hair & nails, and beauty tools

EMPLOYEES & SALES **652 employees (2025) · Sales revenue: ¥237.6 billion (FY2025)**

Retail Network

A complementary network spanning supermarkets, Japanese-goods and specialist retail.

251
POINTS OF SALE

10
RETAIL PARTNERS

2026 NETWORK FOOTPRINT

OMNICHANNEL REACH

SUPERMARKETS

83 LOCATIONS

- FUJIMART FRESH EVERYDAY — 24 locations
- TOMIBUN GROUP — 6 locations
- BRGMART HƯƠNG VỊ CUỘC SỐNG — 41 locations
- tomita mart — 7 locations
- VIET Y MART — 5 locations

JAPANESE & LIFESTYLE RETAIL

162 LOCATIONS

- SAKUKO — 42 locations
- Hachi Hachi HÀNG NHẬT CHO TỔ ẤM YÊU THƯƠNG — 6 locations
- KONNI.39 — 114 locations

SPECIALIST RETAIL

06 LOCATIONS

- SOC&BROTHERS — 1 location
- CHANH COSMETIC BOX — 5 locations

RETAIL PARTNERS

FujiMart

A Japanese-style supermarket model combining Vietnamese cuisine with Japan’s service culture

MORDEN SUPERMARKET

Launched in Hanoi in 2018, FujiMart offers a modern supermarket experience with Vietnamese, Japanese, and international products, built around quality service and everyday convenience

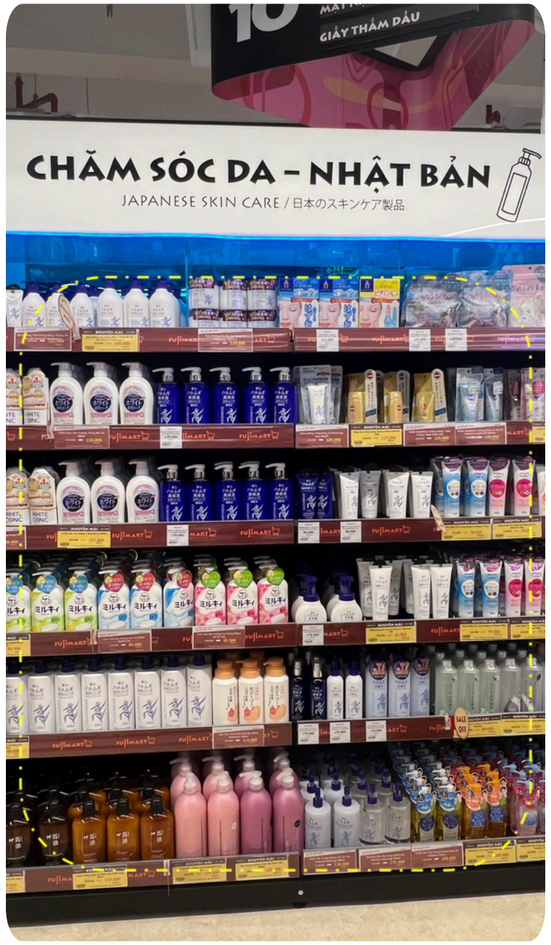
- 1,061 m² first-store format
- 24+ locations in Hanoi
- BRG Group × Sumitomo Corporation joint-venture platform

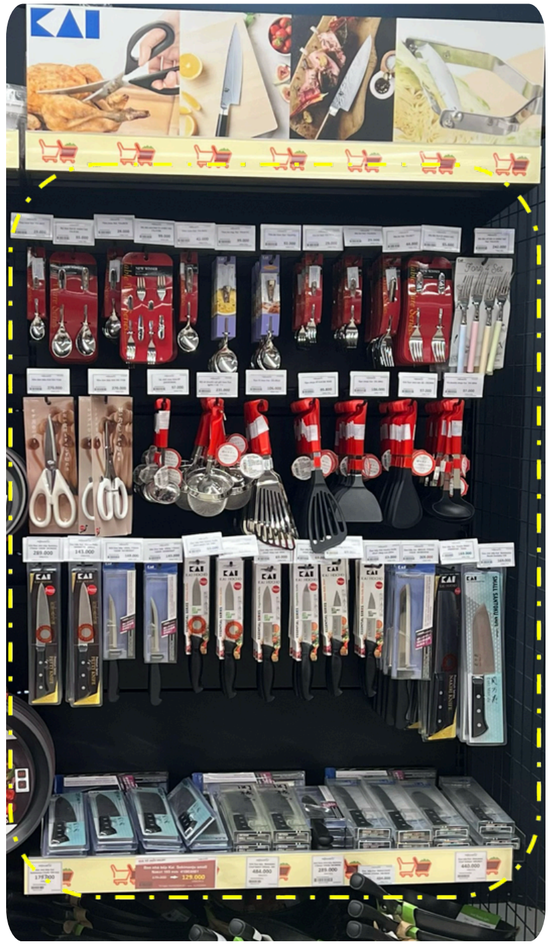


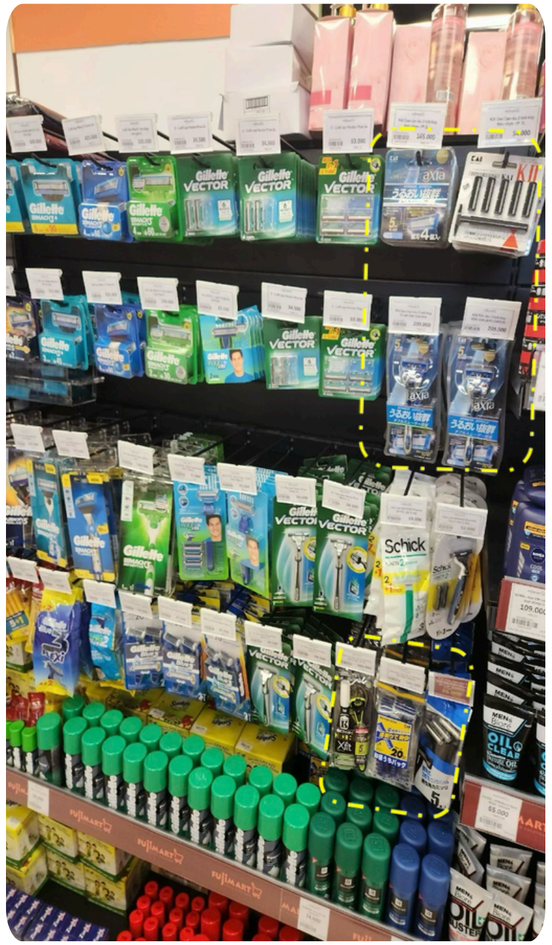
POSEICOM’S ROLE

Modern supermarket access and scalable retail expansion with Japanese-service positioning

Poseicom’s in-store presence at FujiMart









Poseicom products are displayed across different categories at FujiMart stores

Poseicom’s in-store presence at FujiMart







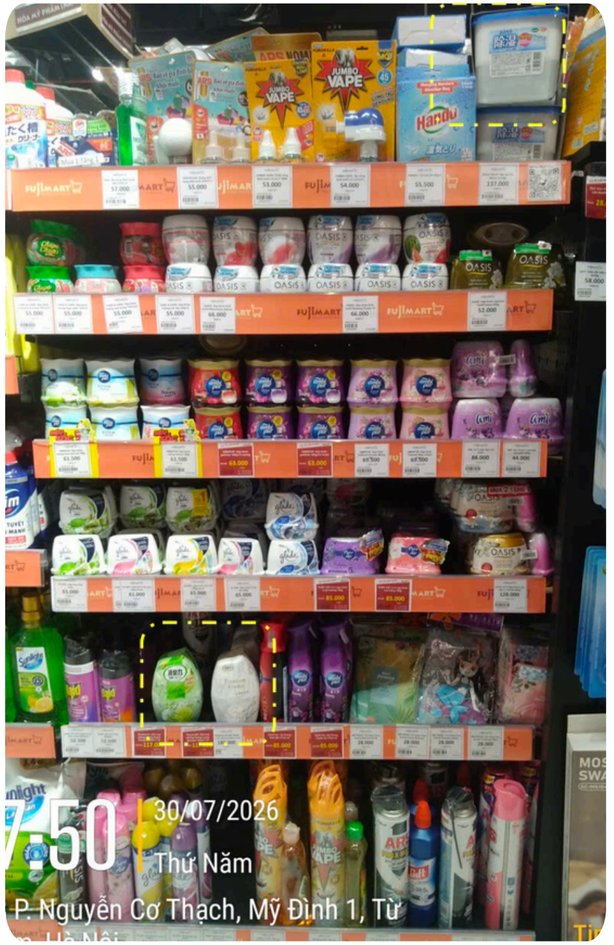


Poseicom products are displayed across different categories at FujiMart stores

Poseicom’s in-store presence at FujiMart







Poseicom products are displayed across different categories at FujiMart stores

RETAIL PARTNERS

Sakuko Vietnam

A nationwide Japanese-goods retail pioneer connecting Vietnamese consumers with authentic Japanese products

JAPANESE GOODS

Launched on 5 September 2011 as Sakura Japanese Store, Sakuko developed a nationwide specialty network focused on authentic Japanese consumer products.

- More than 40 stores nationwide
- More than 10 years of operation
- Strong positioning in genuine, high-quality Japanese products and services



POSEICOM'S ROLE

Nationwide Japanese-specialty retail access and trusted product distribution

Poseicom Products at Sakuko









Clear shelf displays make Poseicom products easy to find at Sakuko stores

Poseicom Products at Sakuko









Clear shelf displays make Poseicom products easy to find at Sakuko stores

RETAIL PARTNERS

Soc&Brothers

A mother-and-baby retail specialist built around trusted care for families

MOTHER & BABY

Soc&Brothers focuses on providing quality products, services, and value for mothers, babies, and families, with a strong commitment to attentive care.

- Established in 2007
- Specialized in mother-and-baby consumption
- Strong fit for family-oriented, safety-led product categories

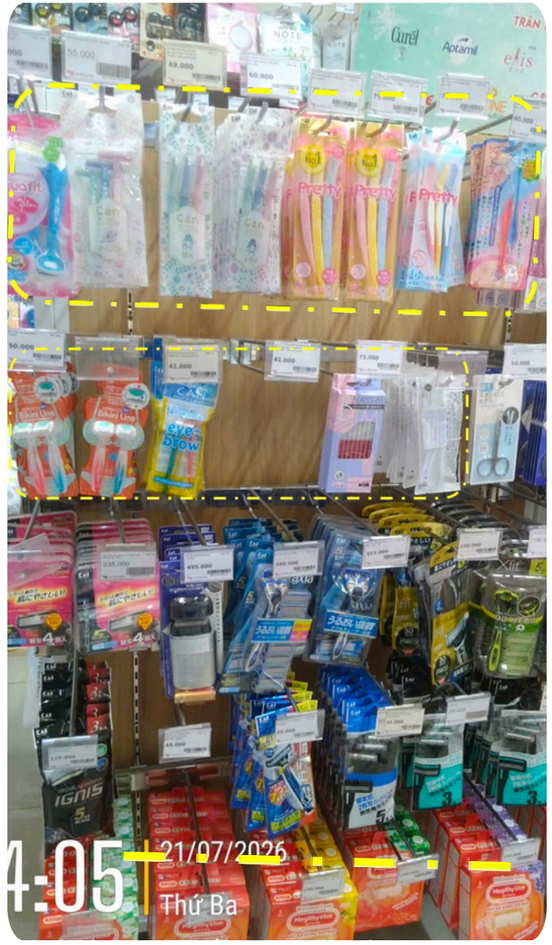


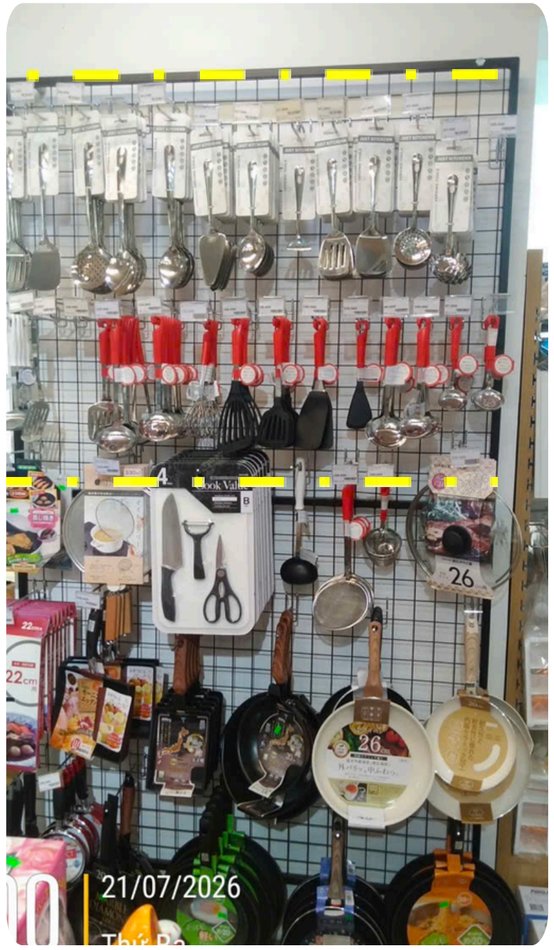
POSEICOM'S ROLE **Selective family-channel access and trusted product positioning**

Poseicom Products at Soc&Brothers





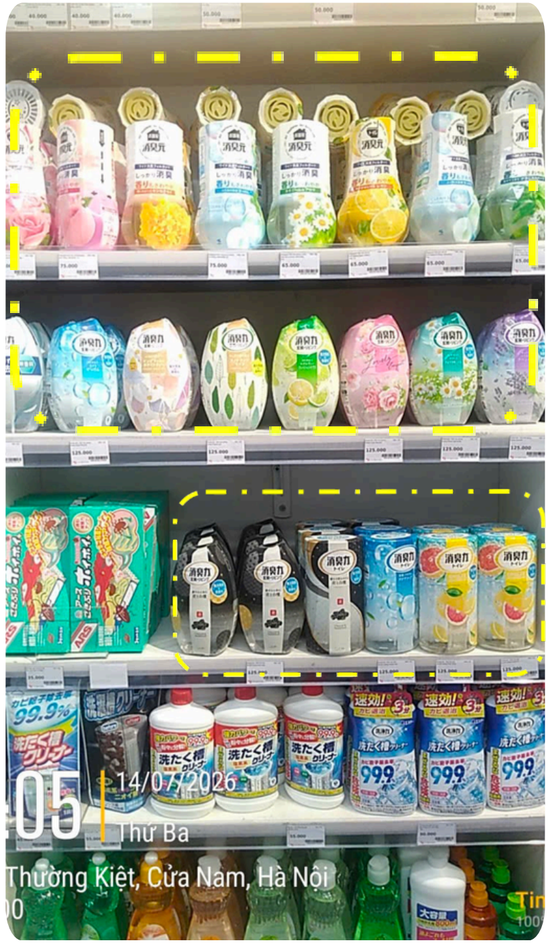




A wide range of Poseicom products is displayed in the home-care and kitchen sections at Soc&Brothers.

Poseicom Products at Soc&Brothers









A wide range of Poseicom products is displayed in the home-care and kitchen sections at Soc&Brothers.

RETAIL PARTNERS

Tomibun

A Japanese supermarket chain in Hanoi, bringing Japanese products and culture closer to Vietnamese consumers

SUPERMARKET & DRUGSTORE

Since 2019, Tomibun has developed a Japanese supermarket chain in Hanoi, with a mission to become a safe, convenient, and trusted shopping destination for customers.

- 05 locations in Hanoi
- Essential foods, beverages, cosmetics and health-related products
- Flagship presence includes the IPH / Xuân Thủy area

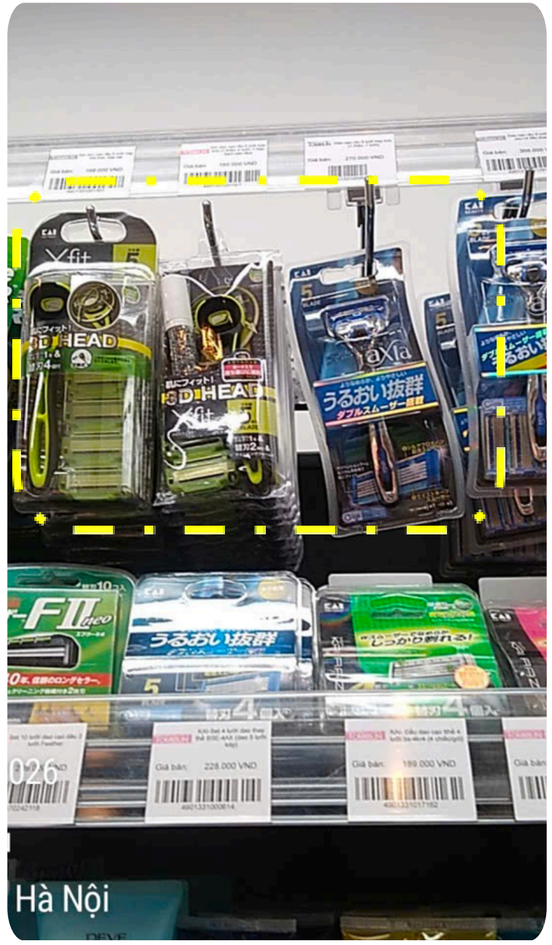


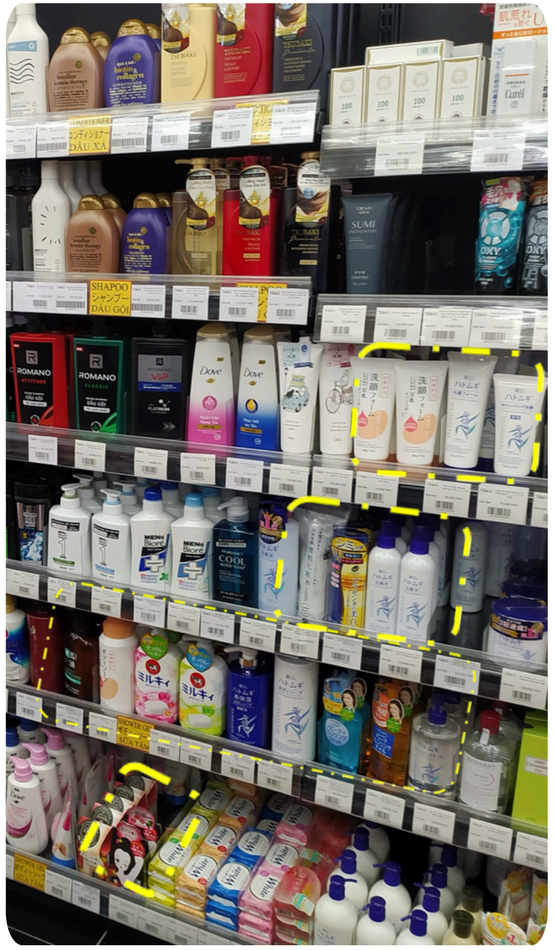
POSEICOM'S ROLE **Japanese supermarket access and everyday consumer-product distribution**

Poseicom Products at Tomibun









Tomita Mart

A premium neighborhood supermarket network with strong Japanese-product relevance.

PREMIUM SUPERMARKET

Operating since 2018, Tomita Mart is positioned around product quality, trusted service, clean food and safe cosmetics for urban households.

- 08 stores in Hanoi
- High-fit channel for imported FMCG and personal care
- Suitable for premium displays and category storytelling



POSEICOM'S ROLE — **Shelf management, assortment expansion, visibility programs and sell-out support**

Việt Ý

A diversified regional operator with retail reach in key tourism and urban markets

REGIONAL NETWORK

Việt Ý is a diversified business with more than 30 years of experience across import-export, retail, hospitality, construction materials, real estate, and supermarket operations.

- 05 main supermarket facilities
- Presence across Hà Nội, Phú Quốc and Nha Trang
- Consumer touchpoints beyond major retail chains



POSEICOM'S ROLE — **Regional distribution and tourism-market reach**

Poseicom Products at Việt Ý









Hachi Hachi

A Japanese-goods retail pioneer in Hồ Chí Minh City, operating since 2007

JAPANESE GOODS

Hachi Hachi is one of the early retailers that helped popularize Japanese goods in Vietnam, offering a wide range of products for daily living and home care.

- 800+ Japanese brands
- 06 HCMC facilities
- Presence in Phú Nhuận, District 7, District 1, District 3, Gò Vấp, and District 9



POSEICOM'S FOCUS **Southern-market access and cross-category Japanese-goods retail**

Chanh Cosmetic Box

A genuine-cosmetics retail chain serving beauty consumers in Central Vietnam

BEAUTY SPECIALIST

Chanh Cosmetic Box is a trusted destination for authentic cosmetics, offering a wide range of beauty products from both major and emerging brands around the world.

- 1000+ of cosmetics products
- 06 branches
- Presence in Nghệ An and Hà Tĩnh



POSEICOM'S FOCUS **Central Vietnam beauty-retail access and authentic cosmetics distribution**

Development Direction

Expanding from distribution capability to brand-building capability.

- Increase coverage across suitable MT and GT channels.
- Build clearer product stories for each category.
- Strengthen in-store presence through display, activation, and consumer education.
- Develop a Vietnamese cosmetics brand with trusted quality standards and credible brand image.



KEY PRIORITIES **Expand distribution, strengthen in-store visibility and build trusted brands for Vietnam.**

From product discovery to trusted purchase

Poseicom operates official Mall storefronts across leading e-commerce platforms, helping Vietnamese consumers discover, understand, and purchase authentic products with confidence.

OFFICIAL CHANNELS

Two integrated Mall storefronts

SHOPEE MALL

A search-led shopping channel for product discovery, trusted reviews, promotional campaigns, and repeat purchase.

TIKTOK SHOP

A content-led commerce channel for livestream selling, creator collaboration, product education, and fast conversion.

ONE INTEGRATED OPERATION

Assortment · Product content · Campaigns · Customer care · Fulfillment · Performance feedback

E-COMMERCE

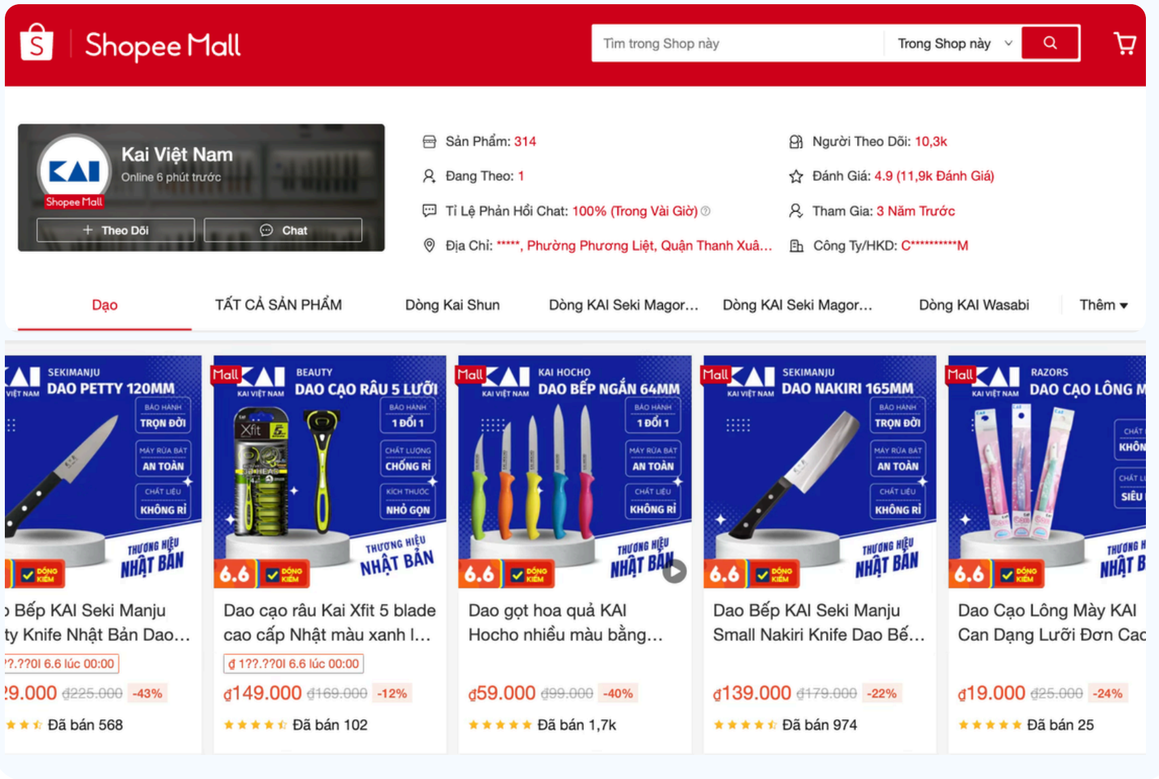
Shopee Mall

KAI Việt Nam

SHOPEE MALL

Poseicom launched its Shopee Mall store in 2023 to distribute authentic KAI products in Vietnam.

- Product Assortment: Over 300 authentic KAI products across kitchenware, cutting tools, razors and beauty care.
- Customer Trust: Official Mall status, strong customer ratings and verified product reviews.
- 4.9/5 rating and more than 11,900 followers.



Authentic KAI products · Operated and distributed by Poseicom

E-COMMERCE

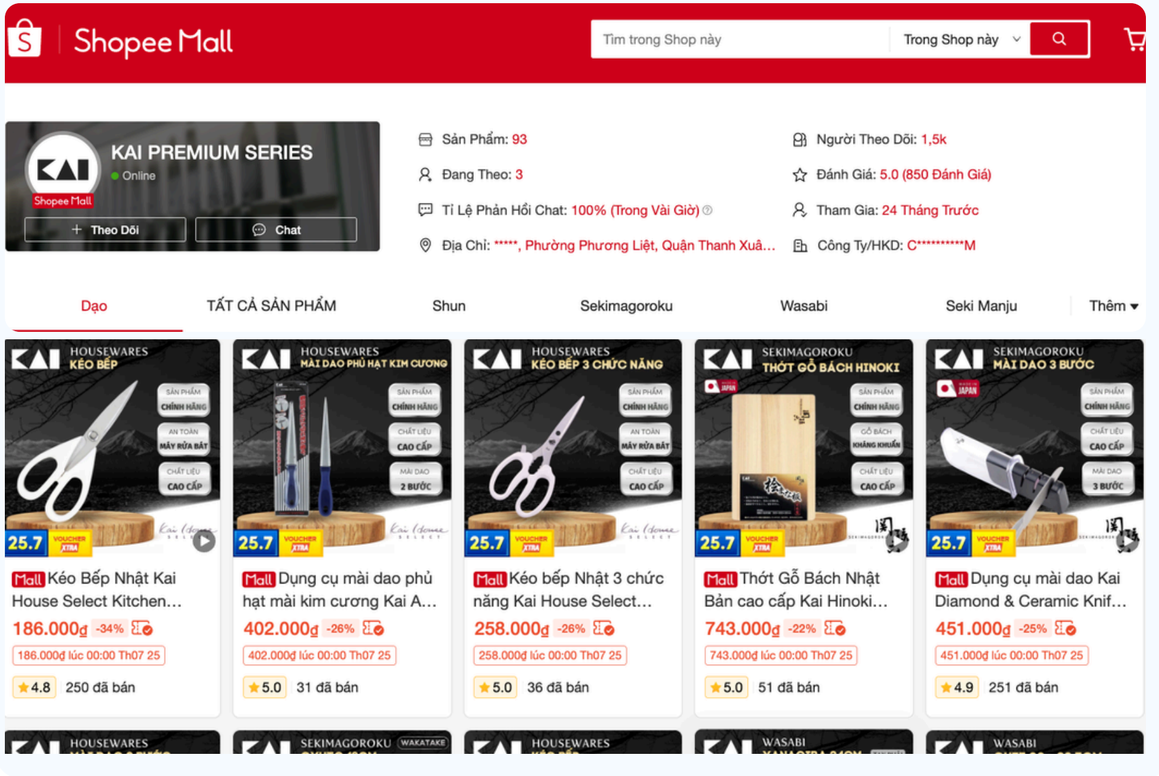
Shopee Mall

KAI PREMIUM SERIES

SHOPEE MALL

KAI Premium Series is Poseicom’s specialized Shopee Mall store for high-quality Japanese kitchen knives.

- Premium Selection: KAI Wasabi, Wakatake, Sekimagoroku and Shun collections
- Customer Trust: 5.0/5 rating and more than 1,500 followers.
- Premium positioning



Japanese craftsmanship · Premium selection · Managed by Poseicom

E-COMMERCE

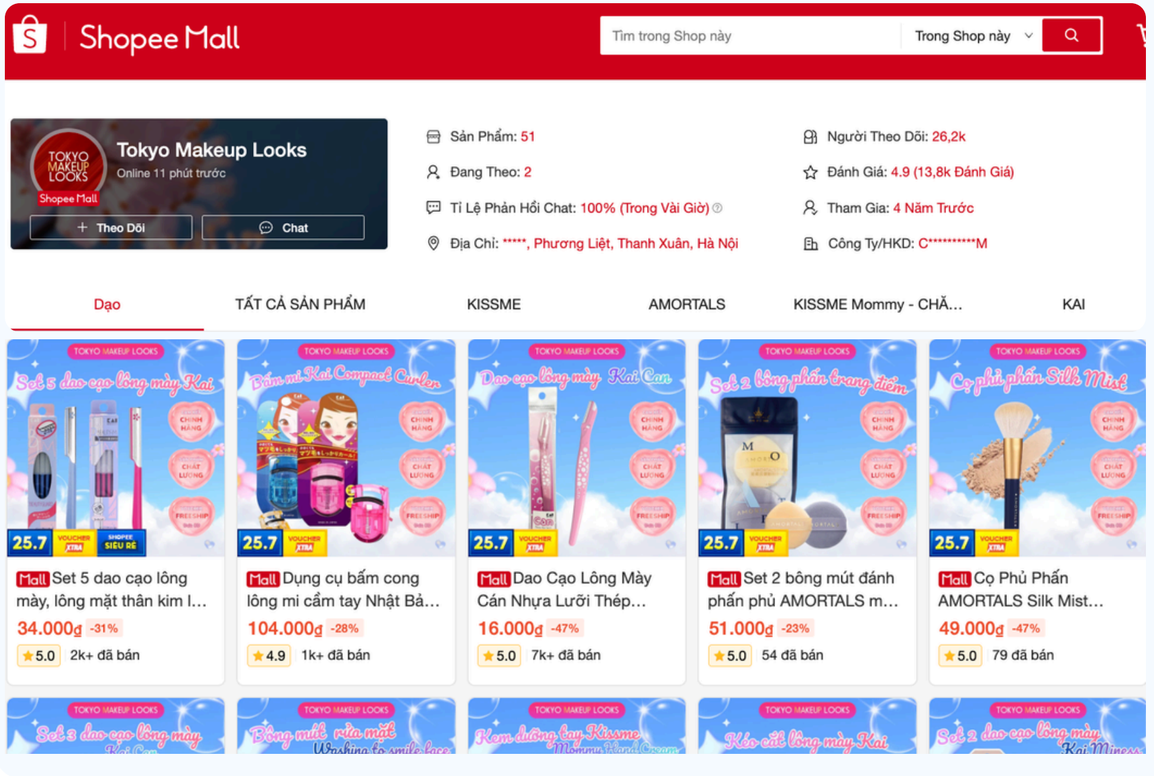
Shopee Mall

Tokyo Makeup Looks

SHOPEE MALL

Tokyo Makeup Looks is one of Poseicom’s Shopee Mall channels, specializing in authentic Japanese beauty products.

- Product Range: Mascara, eyeliner, eyebrow makeup, makeup remover and sunscreen.
- Customer Trust: 31,900+ followers and a 4.9/5 rating.
- More than 26,200 followers.



Authentic Japanese beauty · Operated by Poseicom

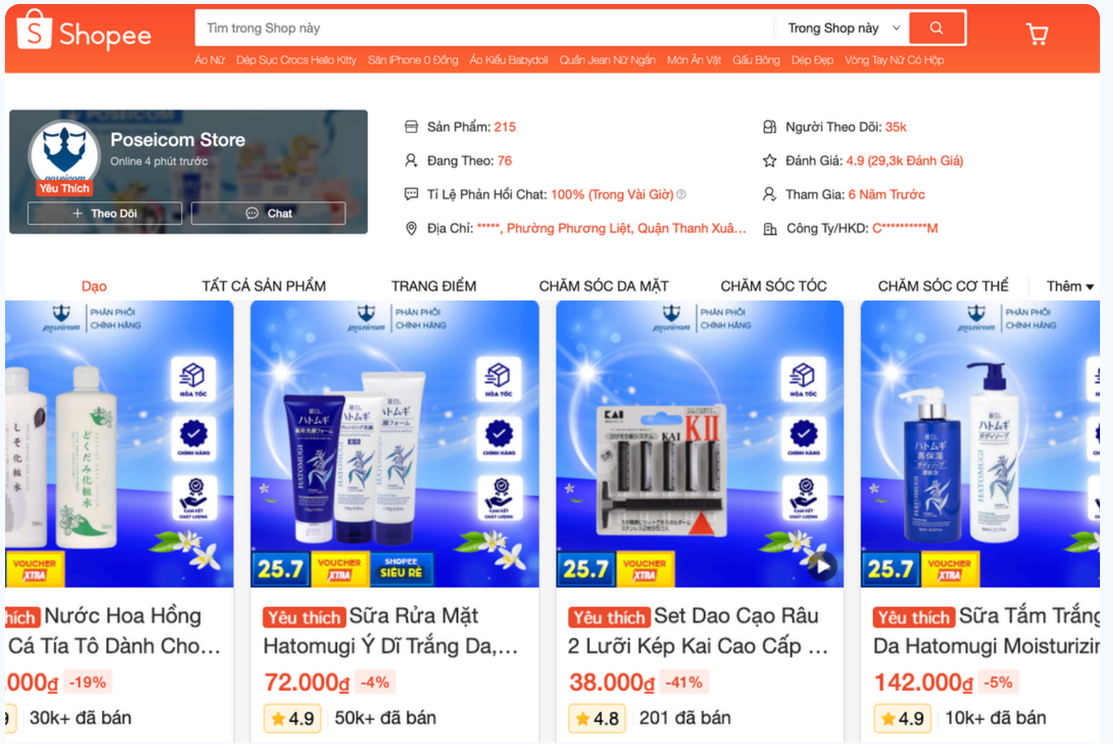
Shopee

Poseicom Store

SHOPEE

Launched in 2020, Poseicom Official Store is Poseicom’s multi-brand Shopee channel for authentic Japanese products.

- Wide Selection: More than 200 products across beauty, personal care and kitchenware.
- Customer Trust: More than 35,000 followers and a 4.9/5 rating.
- Featured Brands: KAI, HATOMUGI, COW, KOSÉ, PELICAN, and WHITE CONC.



Bringing trusted Japanese brands closer to Vietnamese consumers

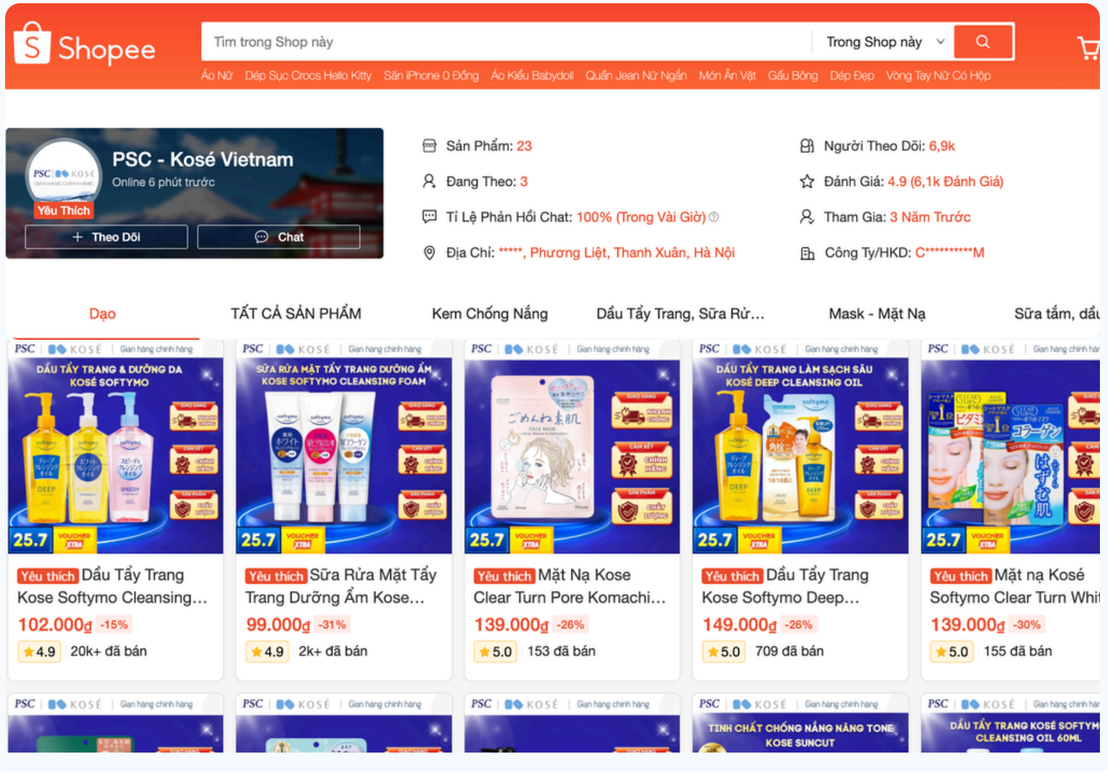
Shopee

PSC - Kosé Vietnam

SHOPEE

Operated by Poseicom, the KOSÉ Vietnam Shopee Mall store offers trusted Japanese skincare for everyday beauty routines.

- Key Categories: Cleansing, facial masks, sun protection and body care.
- Customer Reach: 6,900+ followers with a 4.9/5 rating.
- The best-selling Softymo Cleansing Oil has recorded over 20,000 purchases.



Japanese skincare expertise · Trusted online shopping · Managed by Poseicom

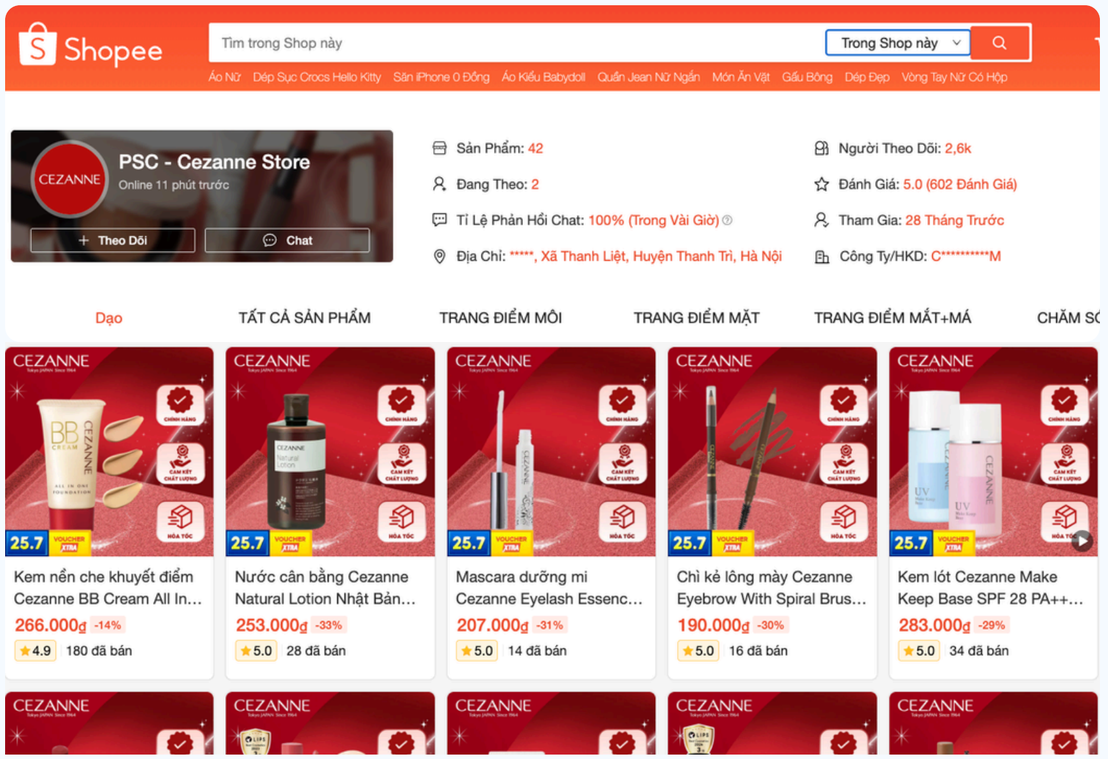
Shopee

PSC – CEZANNE Store

SHOPEE

Brings CEZANNE’s Japanese makeup to everyday beauty consumers in Vietnam.

- Beauty Selection: Lip color, eye makeup, eyebrow products and skincare.
- Customer Response: 5.0/5 rating and more than 2,600 followers.
- Everyday Beauty: Makeup for a natural, polished look at accessible prices.



Authentic CEZANNE products · Operated by Poseicom

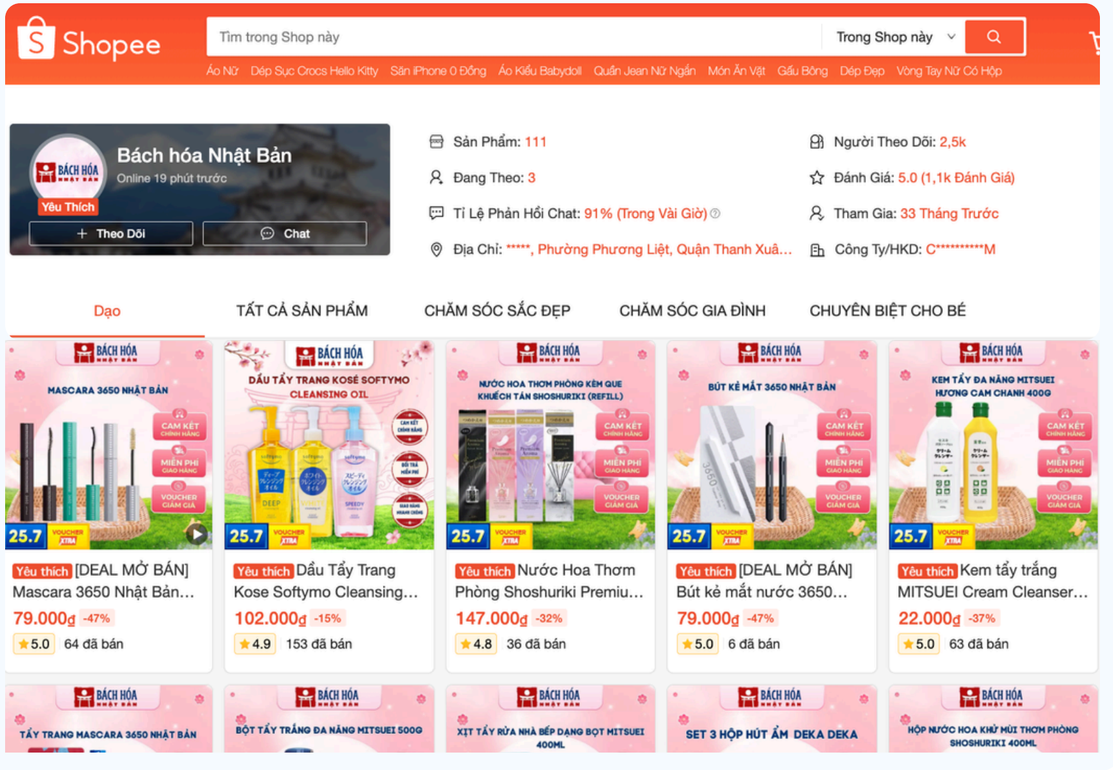
Shopee

Bách hoá Nhật Bản

SHOPEE

Operated by Poseicom, Bách hóa Nhật Bản offers authentic Japanese household and personal-care essentials for everyday living.

- Key Categories: Household cleaning, laundry care, deodorizing, moisture control and personal care.
- Customer Reach: 6,900+ followers with a 4.9/5 rating.
- Featured Brands: KOSÉ, Hatomugi, Shoshuriki, MITSUEI, Deka Deka and other Japanese brands.



Authentic Japanese essentials · Trusted online shopping · Managed by Poseicom

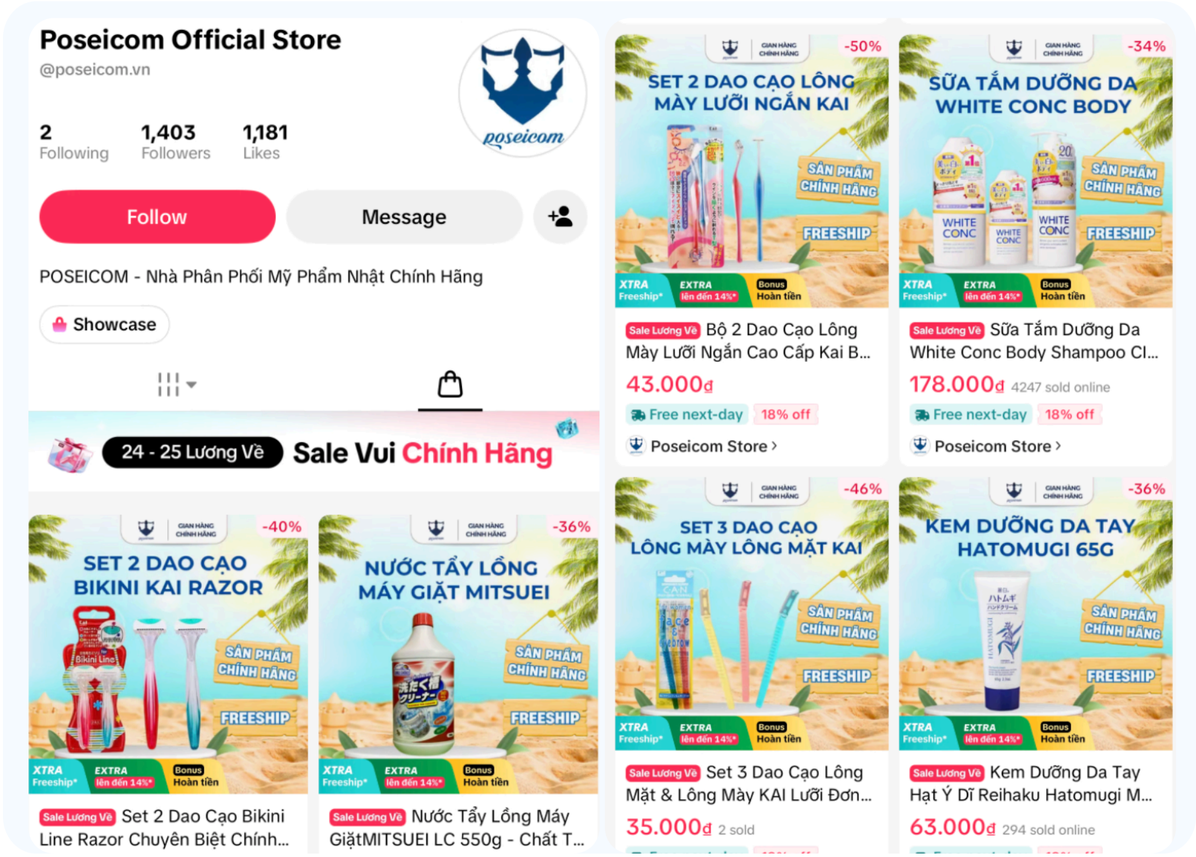
TikTok Shop Mall

POSEICOM OFFICIAL STORE

TIKTOK SHOP MALL

Poseicom Official Store was launched on TikTok Shop in April 2024, combining product content, livestreams and direct online shopping.

- Launch Date: April 2024
- Product Portfolio: Japanese beauty, personal-care and kitchen products
- 1,400+ followers · 1,100+ likes



Authentic Japanese products · Operated and distributed by Poseicom

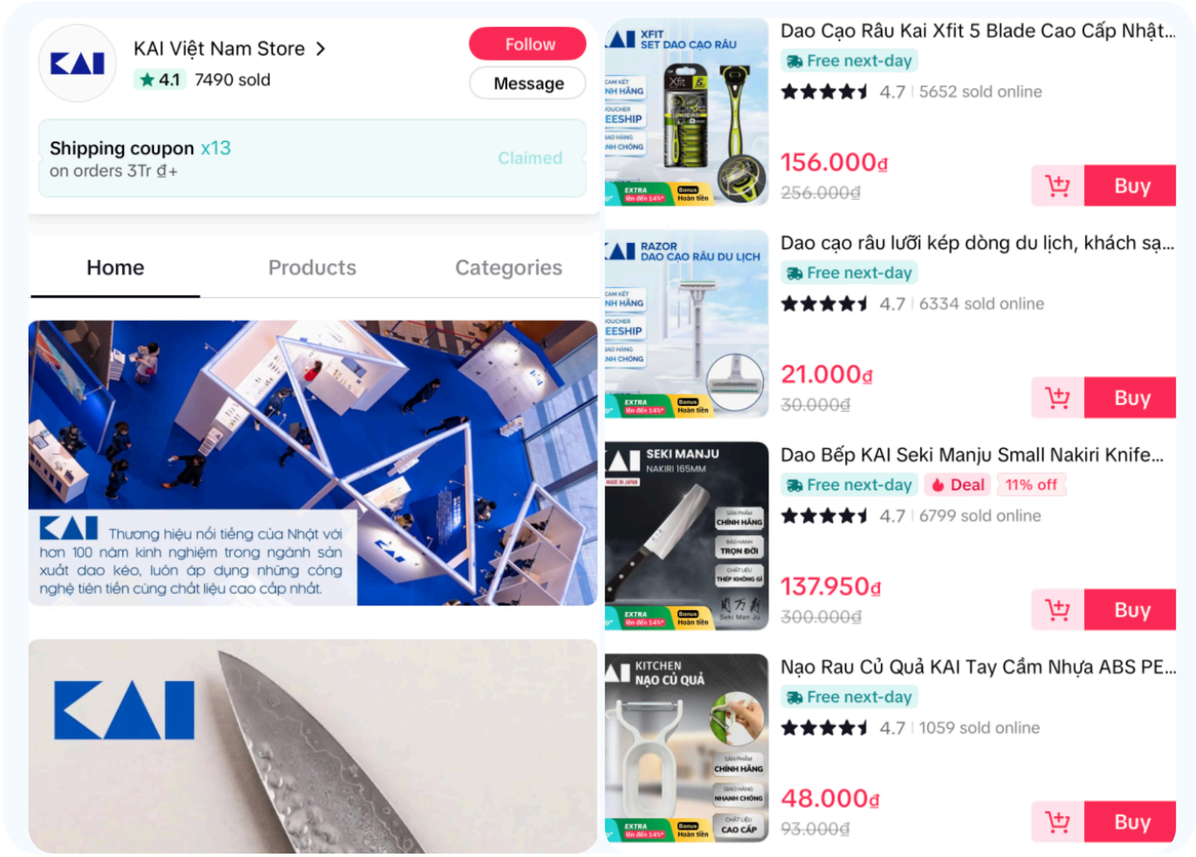
TikTok Shop Mall

KAI Việt Nam Store

TIKTOK SHOP MALL

KAI Vietnam Store is Poseicom’s dedicated TikTok channel for product demonstrations, practical guidance and direct online shopping.

- Launch Date: April 2024
- Dedicated channel for KAI products
- Japanese grooming and beauty-tool focused TikTok presence



Authentic KAI products · Operated and distributed by Poseicom

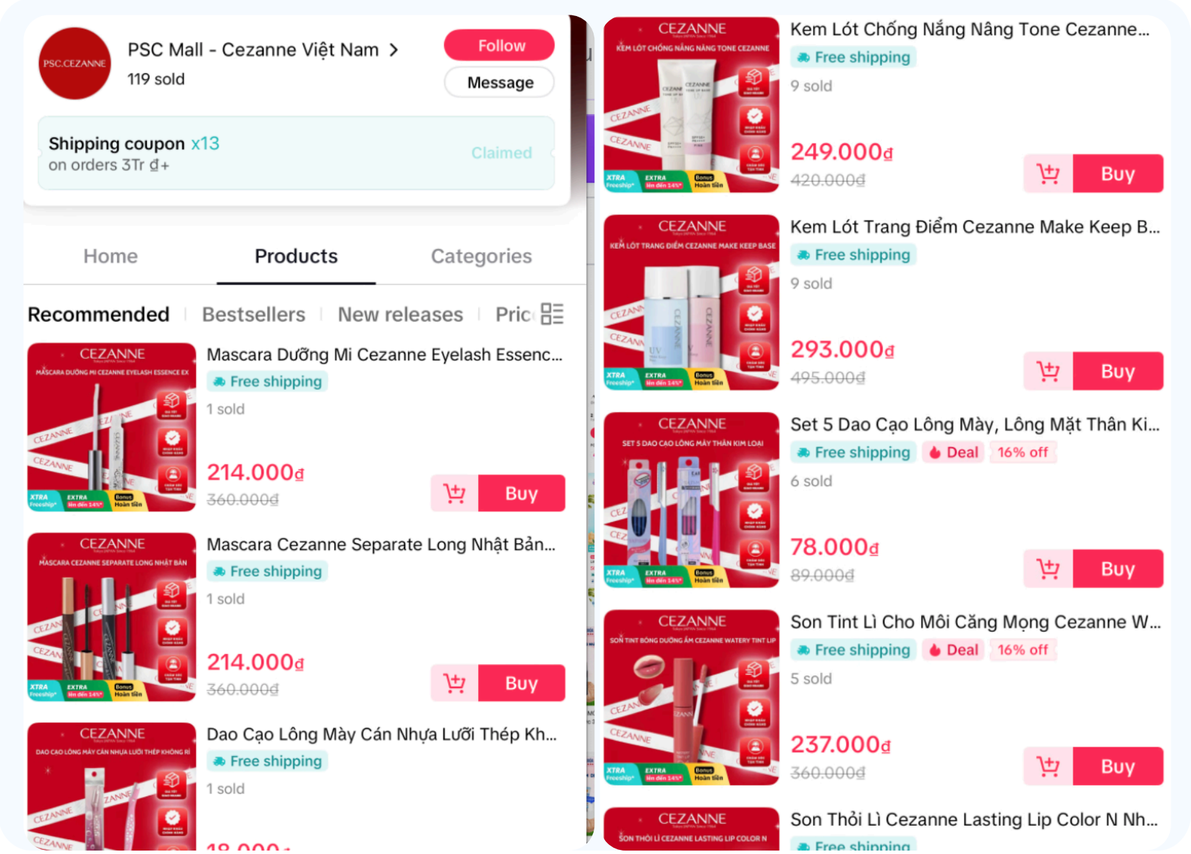
TikTok Shop Mall

PSC Mall - Cezanne Việt Nam

TIKTOK SHOP MALL

CEZANNE Vietnam is a dedicated TikTok commerce channel for CEZANNE, supporting Japanese cosmetics discovery through beauty content

- Brand Focus: Japanese makeup for face, eyes and lips.
- Social Commerce: Product videos, livestreams and TikTok Shop campaigns.
- Japanese makeup-focused TikTok presence



Authentic CEZANNE cosmetics · Operated and distributed by Poseicom

Poseicom turns partner access into consistent shopper execution

01

LISTING

Assortment proposal, pricing and commercial terms

02

VISIBILITY

Shelf placement, displays and point-of-sale materials

03

ACTIVATION

Sampling, PG, promotions and launch events

04

REPLENISHMENT

Sell-out monitoring, inventory and account follow-up

The result: better launch discipline, stronger shelf presence and more reliable replenishment.

Let’s build the market together

Poseicom combines partner relationships, omnichannel reach and local execution to support sustainable brand growth in Vietnam.

POSEICOM CO., LTD

R10.5, Eden Rose · Thanh Liệt, Hà Nội, Việt Nam

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