

ASIA BEAUTYTECH AWARDS 2026 Entry Rules

Article 1 (Purpose)

ASIA BEAUTYTECH AWARDS 2026(hereinafter referred to as “the Awards”), organized by istyle Inc. (hereinafter referred to as “the Company”), recognizes “products and services,” “technologies,” and “projects” in the beauty sector (including related fields such as fashion and healthcare) across Asian markets—including Japan, South Korea, Mainland China, Hong Kong, Taiwan, and other markets—as well as those expected to be utilized in the beauty sector in the future.

Article 2 (Terms and Conditions)

1. These Terms and Conditions apply to all relationships between the Company and applicants to the Awards.
2. The Company reserves the right to revise these Terms and Conditions, and the revised Terms and Conditions shall apply to applicants for the Awards. The Company shall provide advance notice of the effective date and content of the revised Terms and Conditions via the website established for the Awards (hereinafter referred to as “the Site”) or by email, etc.

Article 3 (Administration)

1. The Company shall establish ASIA BEAUTYTECH AWARDS 2026 Secretariat (hereinafter referred to as the “Secretariat”) and shall administer this Award through the Secretariat. The Company may outsource all or part of the Secretariat’ s operational duties (including acceptance of applications, communication with applicants, and assistance with judging) to an external contractor (hereinafter referred to as the “Contractor”). The Company shall exercise appropriate supervision over the Contractor.
2. The Secretariat shall have exclusive authority to establish and amend the application guidelines and other conditions pertaining to this Award (hereinafter referred to as “the Conditions of this Award”), and the Conditions of this Award as established or amended shall apply to all applicants for this Award. The effective date and details of the established or amended Conditions of this Award shall be announced in advance via this website, email, or other means.

Article 4 (Judging Committee)

The Secretariat shall establish ASIA BEAUTYTECH AWARDS 2026 Judging Committee (hereinafter referred to as the “Judging Committee”) and entrust it with the evaluation process for selecting the winners of this Award. The Judging Committee shall have the authority to select the winners of all awards under this Award.

Article 5 (Eligibility)

Eligible entries must fall under one of the following categories:

- (1) “Products and Services,” “Technologies,” or “projects” that were released (meaning the public disclosure of information or the commencement of sales or implementation; the same applies hereinafter) on or after January 1, 2026 (provided that whether or not they are still being sold or implemented at the time of application for this Award is irrelevant);
- (2) “Products and Services,” “Technologies,” or “projects” that were already released on or before December 31, 2025, and that were continuously sold or

implemented on or after January 1, 2026 (regardless of whether they are continuously sold or implemented at the time of application for this Award).

(3) “Products and Services,” “Technologies,” or “projects” that have not been made public as of the time of application for this Award, but that can be made public on the date of the announcement of the final judging results for this Award (hereinafter referred to as the “Award Announcement Date”).

Article 6 (Eligibility)

Any person wishing to apply for this Award may do so provided they meet the requirements specified in the separate Application Guidelines.

- Must be a corporation or a sole proprietor
- While the applicant’s head office location is not restricted, the applicant must be providing the eligible products or services in one of the following markets: Japan, South Korea, Mainland China, Hong Kong and Taiwan

However, individuals or entities falling under any of the following categories are not eligible to apply.

(1) Individuals affiliated with organized crime groups or members of other antisocial forces prohibited or regulated by law in the applicant’s country or region

(2) Professional agitators, terrorists, organized crime groups, or similar antisocial forces

(3) Any other person equivalent to those described in the preceding items

Article 7 (Application)

1. Applications for this Award must be submitted via the designated method specified in the Application Guidelines and shall be deemed submitted upon receipt by the Secretariat. It is recommended that the application form be completed in English. If the form is completed in Japanese, Korean, Chinese (Traditional Chinese, Simplified Chinese), the Secretariat will provide a machine-translated version, on which the Judging Committee will base its review.

2. The entry category will be determined based on the number of years since establishment, the presence or absence of a parent company or group companies, and annual sales volume. Specifically, applicants will be automatically assigned to the Startup Track if they satisfy both requirements ① and ②, or to the Enterprise Track if they satisfy either requirement ① or ②.

■Startup Track

① The applicant company must have been in operation for less than 10 years

② Must be an independent company with no parent company or group affiliates or, if a parent company or group companies exist, the group’s annual revenue must be less than 5 billion yen

■Enterprise Track:

① Companies established 10 years or more ago

② Companies with a parent company or group affiliates, where the group’s total revenue is 5 billion yen or more, even if established less than 10 years ago

3. The copyright to documents and other materials submitted for this award (regardless of

format, including paper, digital data, or other forms; hereinafter referred to as “Application Materials, etc.”) shall belong to the applicant, except where rights are vested in the designated format or in the company or a third party authorized by the company.

4. Ownership of the Application Materials, etc., shall be transferred to the Company upon their arrival at the Secretariat; as a general rule, the Application Materials, etc., will not be returned to the applicant.

5. Those selected as finalists are requested to deliver a presentation in English.

Article 8 (Cancellation of Applications and Awards)

The Secretariat may cancel an applicant’s entry or revoke an applicant’s award without prior notice if any of the following conditions apply. Furthermore, the Company, the Secretariat, and the Judging Committee shall bear no obligation whatsoever to compensate applicants for any damages or disadvantages incurred as a result of such cancellation.

(1) If the Secretariat determines that the content provided in the application materials for this Award (including drawings, etc., hereinafter referred to as “Application Details”) is false or is likely to be false

(2) If the Secretariat determines that the applicant falls under any of the items listed in Article 6, or is likely to fall under any of them

(3) If the Application Details or other application content includes material that infringes on the rights of a third party or is otherwise contrary to public order and morals

(4) In addition to the above, if the Selection Committee determines that the entrant, awardee, or the subject of the award is inappropriate

Article 9 (Representations and Warranties)

The applicant warrants that they possess the necessary licenses from third parties and other rights of use regarding the application details, and further warrants to the Company that the application details and other content of the application do not infringe upon the rights of any third party. In the event that any dispute arises with a third party, the applicant shall resolve the issue at their own responsibility and expense and shall not cause any inconvenience or damage to the Company.

Article 10 (License to Use)

1. With respect to Application Details, the Applicant thereby grants the Company the right (including the right to sublicense such rights to third parties, with or without compensation) for the Company or any party designated by the Company to use (including reproduction, publication, transmission, distribution, transfer, lending, translation, adaptation, etc.) such information, both within and outside Japan, without payment of any consideration and without any restrictions.

2. Applicants shall grant permission to the Company to summarize, excerpt, resize, or otherwise modify the submitted materials—including any illustrations or other graphics contained therein—for the purpose of publicizing this Award or for other purposes, and shall pledge not to exercise moral rights or to prevent the author from exercising such rights.

Article 11 (Judging Results)

Entrants shall not be permitted to file any objections to the judging results or other matters determined by the Award's Judging Committee, regardless of the reason.

Article 12 (Confidentiality of Judging Information)

If an entrant receives disclosure from the Company regarding interim announcements or other matters pertaining to the judging of this Award (hereinafter referred to as "Judging Information") prior to the date of the award announcement, the entrant shall keep such Judging Information strictly confidential until the results of this Award's judging are publicly announced and shall not disclose it to any third party by any means whatsoever.

Article 13 (Compensation for Damages)

The Company, the Secretariat, and the Judging Committee shall not be liable for any damages incurred by entrants or other third parties in connection with this Award due to the suspension, cancellation, or modification of this Award.

Article 14 (Personal Information)

The Company shall handle the personal information of applicants obtained through their submission of entries for this Award in accordance with the [Global Privacy Policy] and the [Special Provisions for Mainland China].

Article 15 (Prohibition on Assignment of Rights and Obligations)

Applicants shall not assign, pledge as collateral, or have a third party assume all or any part of the rights and obligations arising in connection with this Award.

Article 16 (Governing Law)

These Terms and Conditions shall be governed by and construed in accordance with the laws of Japan. This shall apply even if the applicant is located outside of Japan.

Article 17 (Jurisdiction)

In the event of any dispute arising out of or in connection with these Terms and Conditions, the Tokyo District Court or the Tokyo Summary Court shall have exclusive agreed jurisdiction as the court of first instance. Even if the Applicant is located outside Japan, the Applicant agrees that the Tokyo District Court or the Tokyo Summary Court shall have exclusive agreed jurisdiction as the court of first instance.

【Global Privacy Policy】

1. Data Controller and Contact Information

The controller of personal data for this Award is istyle Inc. Applicants may contact the company using the contact information below.

[Contact information]

Name: istyle Inc. ASIA BEAUTYTECH AWARDS 2026 Secretariat

Address: 1-12-32 Akasaka, Minato-ku, Tokyo

Email Address: i-abta2026@istyle.co.jp

[South Korea Local Representative]

Name: Glowdayz, Inc.

Address: 4F, 18 Teheran-ro 27-gil, Gangnam-gu, Seoul, Republic of Korea

Email Address: i-glowdayz-abta@istyle.co.jp

2. Purpose of Processing and Legal Basis

We process data for the “performance of a contract,” which includes accepting applications for this award, conducting evaluations, selecting winners, awarding prize money, managing events, and communicating with relevant parties. We may also process data for our legitimate interest in “the development of this award and the revitalization of the beauty tech industry.”

3. Types of Personal Data

Name, address, email address, phone number, affiliation information, and information regarding business activities and technology necessary for the judging of this Award.

4. Recipients of Personal Data

Our company, the Award Secretariat, the judging panel, and third-party contractors such as IT service providers that process data under our instructions.

5. Sources of Personal Data

Information provided directly by the applicant (e.g., via the application form).

6. Transfer to Third Countries and Protective Measures

We may transfer personal data received from applicants for the purpose of evaluation—specifically, the names of sole proprietors—to countries or regions outside Japan where the judges reside (including but not limited to the United States, South Korea, and Singapore). In such cases, we will implement appropriate safeguards necessary to protect personal data.

7. Retention Period or Criteria for Determining Retention

We will retain the data for the period necessary to achieve the objectives of this award and until any legal obligations (such as tax and accounting retention requirements) have been fulfilled.

8. Rights of Data Subjects

You have the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, and the right to object. You also have the right to withdraw your consent at any time and the right to lodge a complaint with the competent supervisory authority.

9. Requirements for Providing Data and Consequences of Non-Provision

The provision of personal data is a contractual requirement for applying to this award. If you do not provide this data, we will be unable to accept or review your application.

10. Existence of Automated Decision-Making

In the evaluation process for this Award, we will not engage in fully automated decision-making (including profiling) that would have a significant impact on the applicant's legal status.

【Special Provisions Regarding Mainland China】

1. These Special Provisions apply to applicants located or residing in Mainland China(excluding Hong Kong and Taiwan; hereinafter referred to as “China”). They explain our handling of personal information as defined by the PIPL (meaning various types of information recorded by electronic or other means that are related to an identified or identifiable natural person, excluding anonymized information; hereinafter referred to as “Chinese Personal Information”) and the rights that applicants may exercise.

2. Legal Basis for the Handling of Chinese Personal Information

When handling Chinese Personal Information, the Company shall do so in accordance with the principles of legality, legitimacy, necessity, and good faith, after obtaining the applicant's consent (Article 5 of the PIPL).

3. Transfer of Chinese Personal Information Outside of China

By applying for this Award, the applicant's Chinese Personal Information will be collected and managed directly by the Company, which is located in Japan. Furthermore, in order to achieve the purposes set forth in Article 14 of these Terms, the Company may provide the applicant's Chinese Personal Information—specifically, the name of sole proprietors—to judges and other recipients outside China located in Japan and other countries or regions (the United States, South Korea and Singapore).

Separate from consent to these Terms and Conditions, applicants shall be deemed to have consented to such provision and onward transfer outside of China by completing the separate consent procedure provided by our company (checking the checkbox). Our company will take necessary measures to ensure that the handling of Chinese personal information by such recipients outside of China meets the personal information protection standards stipulated in the PIPL (PIPL Article 38, Paragraph 3). Applicants may exercise their rights under the PIPL by contacting us through the contact information provided in Section 5 of these Special Provisions.

4. Applicant's Rights

We guarantee that applicants may exercise the following rights with respect to their own Chinese Personal Information, unless otherwise provided by laws or administrative regulations.

- Right to Know and Right to Decide: Applicants have the right to know and decide regarding the processing of their Chinese personal information, and have the right to restrict or refuse the processing of such Chinese personal information by others (Article 44 of the PIPL).

- Access and Copying: Applicants have the right to access and copy their Chinese personal information from us. If an applicant requests access to or a copy of their Chinese personal information, we will provide it without delay (Article 45, Paragraph 1 of the

PIPL).

- Transfer: If an applicant requests the transfer of their Chinese personal information to a personal information handler of their choice and the conditions set by the national network security authority are met, we will provide the means for such transfer (PIPL Article 45, Paragraph 3).

- Correction and Supplementation: If an applicant discovers that their Chinese personal information is inaccurate or incomplete, they have the right to request that we correct or supplement it. If an applicant requests the correction or supplementation of their Chinese personal information, we will verify the facts regarding such information and correct or supplement it without delay (PIPL Article 46).

- Deletion: Applicants have the right to request the deletion of their Chinese personal information in the following cases: (1) when the purpose of processing has been achieved, is unachievable, or is no longer necessary to achieve the purpose of processing; (2) when we cease providing the service or the retention period has expired; (3) when the applicant withdraws their consent; (4) when the Company handles Chinese personal information in violation of laws, administrative regulations, or contractual agreements, or (5) when any of the other grounds specified in laws or administrative regulations apply (Article 47, Paragraph 1 of the PIPL).

- Right to Request an Explanation of the Rules Governing the Handling of Personal Information: Applicants have the right to request that the Company interpret and explain its rules governing the handling of Chinese personal information (Article 48 of the PIPL).

- Withdrawal of Consent: Where the processing of Chinese personal information is based on the applicant's consent, the applicant has the right to withdraw such consent (Article 15, Paragraph 1 of the PIPL).

5. Contact Information for Personal Information Inquiries

[Designated Representative within the territory of China]

Name: istyle China Co., Limited.

Address: R018, 5th Floor, T2 Building, SOHO Tianshan Plaza, No. 1717 Tianshan Road, Changning District, Shanghai, People's Republic of China

Email Address: i-china-abta@istyle.co.jp