

PRESS RELEASE

For immediate Release

ETUDE IS BACK IN INDONESIA

Jakarta, 15 November 2021 – Etude, a Korean beauty brand presented by Amorepacific, a leading beauty company in Korea in partnership with PT Mitra Adiperkasa Tbk (MAP), a leading lifestyle retailer in Indonesia, officially brings back the Etude brand to Indonesia. Etude products will be available in Boots Indonesia outlets and online at mapclub.com. Etude comes with a complete collection of makeup and skincare to satisfy the customers when shopping. Previously, MAP has launched Innisfree, Laneige and Sulwhasoo which are also beauty brands from Amorepacific.

Ratih Darmawan Gianda, *VP Investor Relations, Corporate Communication & Sustainability for MAP Group*, said, "We are delighted and proud to add the Etude beauty brand to our brand line-up. To celebrate this, we also provide exciting offers that all customers can enjoy."

Etude, the No.1 K-Beauty makeup brand in Korea and Asia, comes with a wide selection of product collection colours, the quality you can challenge, adorable packaging design, and affordable prices.

Lee Chang-Kyoo, President of ETUDE Corporation, said, "We are proud to announce that ETUDE is re-launching in Indonesia. You will be able to meet all the Trendy & Playful ETUDE and its products on various channels in Indonesia soon."

At Etude Indonesia, customers can access nearly 120 skincare and makeup products more easily through the Boots store's dynamic and interactive beauty corner feature. There is a Makeup Wall, where customers can try and create all the desired makeup products themselves. Mask Bar, a paradise for mask lovers, especially sheet masks, where customers can easily choose the different types and functions of sheet masks according to skin needs.

Meet the best sellers and brief information regarding the product:

Etude Dear Darling Water Tint

Juicy-splashing Fruity Water Lip Tint that available in bright and vivid cherry, strawberry and orange colours, rich vitamin and Berry Fruit Complex will keep your lips ultra-hydrated and the quickly-absorbing water texture will keep the colour much longer, without any sticky feeling.

Etude Look At My Eyes Eyeshadow

Richly pigmented, velvety soft that available in neutral to trendy colours. It is long-lasting vivid colour expression with soft and creamy texture.

Etude Drawing Eye Brow

A triangular brow pencil that applies smoothly and evenly! Has combination of high-adhesion plate powder, wax, and oil that provides a long-lasting eyebrow.

Etude Therapy Air Masks

The daily low-irritant mask made a breathable 0.2mm air sheet effectively delivers 7-free essence to your skin! Extra thin that your skin is seen through, highly Purified Water with 6-Step Filtration System, nature-derived Fragrance to bright your day! Essential oil instead of synthetic perfume and it is suitable for Sensitive Skin. Available in 3 types of essence for different skin conditions: Water type - absorbed into the skin lightly and freshy, Ampoule type - absorbed into the skin smoothly while recharging the skin with moisture, and Emulsion type- absorbed into the skin mildly while delivering nourishment.

Etude will be available in Boots Pondok Indah Mall 3 – Level 2 store and online at mapclub.com **from November 15, 2021**, by following government-determined safety, hygiene, and health standards and mall management. In celebration of its opening, there are many limited promotions that customers can exclusively enjoy, such as unique sets at special prices, gifts with purchase, and much more.

About Amorepacific Indonesia

Since 1945, Amorepacific has had one clear mission: to present a unique perception of beauty – the so-called 'Beauty of Asia' – to the world. As Korea's leading beauty company, Amorepacific draws knowledge and policies from a deep understanding of nature and people to harmonize inner and outer beauty. With a portfolio of more than 20 cosmetics, personal care, and healthcare brands, Amorepacific is committed to meeting global consumers' lifestyle desires and needs worldwide: Asia, North America, Europe, Oceania, and the Middle East. Amorepacific research centers located worldwide are dedicated to sustainable and integrated R&D to blend the best of Asian natural ingredients with biotechnological sophistication. With world-class products, Amorepacific is recognized for innovative ways that change global beauty trends.

About PT Mitra Adiperkasa Tbk

MAP has a portfolio of more than 150 world-class brands from department stores, sports, fashion, kids, food & beverage to lifestyle. As of September 2021, MAP operates more than 2,300 retail outlets in 78 cities in Indonesia. The main retail concepts managed include; Department Stores: Sogo, Seibu, The Food Hall; Fashion & Beauty: Zara, Marks & Spencer, Kipling, Nautica, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; Active (Sports & Leisure): Sports Station, Planet Sports Asia, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks; Kids: Kidz Station, Smiggle, Lego; Digital: Digimap, Digiplus; Food & Beverage: Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Subway, Burger King, and Domino's Pizza; Others: Alun Alun Indonesia. For more information about MAP please visit www.map.co.id.

Website : www.etude.com

Facebook : [etudeindonesia_official](https://www.facebook.com/etudeindonesia_official)

Instagram : [@etudeindonesia_official](https://www.instagram.com/etudeindonesia_official)

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