

Executive Overview – APAC Luxury Beauty Popup Sales

Total Popup Events

421

20% of Global (2,086)

Total Revenue

\$72.2M

18% of Global (\$392.6M)

Average Revenue per Day

\$3,477

vs \$4,019 (Global)

Average Revenue per Event

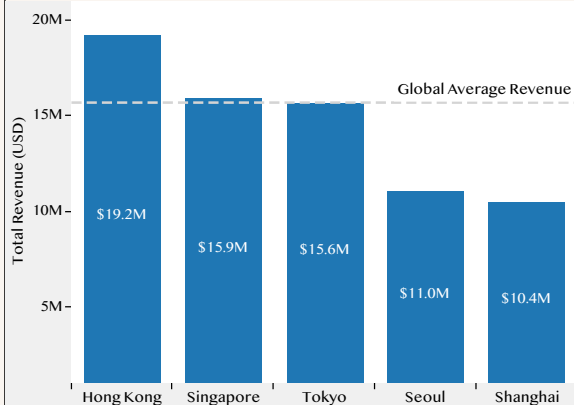
\$171.5K

vs \$188.2K (Global)

Select Quarter

All

Total Revenue by City



- **Hong Kong contributes 27% of APAC market**; Singapore and Tokyo align near global average at ~22% each — Seoul (15%) and Shanghai (14%) lag behind.

- **Highest ROI popup locations across APAC** are Art/Design Districts (\$7k/day) and Department Store Atriums (\$6.0k/day).

- **APAC performance** trails behind global average in revenue per day (\$5.6k vs \$7k), and revenue per event (\$171k vs \$188k).

Average Daily Revenue – APAC Drilldown

City	Art/Design District	Department Store Atrium	High-Street	Luxury Mall	Airport Duty-Free
Singapore	\$6,076	\$4,845	\$3,058	\$2,902	\$3,005
Tokyo	\$4,997	\$7,229	\$2,942	\$2,864	\$2,106
Seoul	\$4,043	\$2,766	\$5,341	\$3,187	\$1,933
Hong Kong	\$3,557	\$3,428	\$3,410	\$2,597	\$3,947
Shanghai	\$4,560	\$3,785	\$3,945	\$2,433	\$2,541

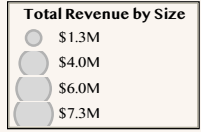
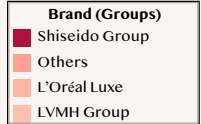
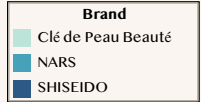
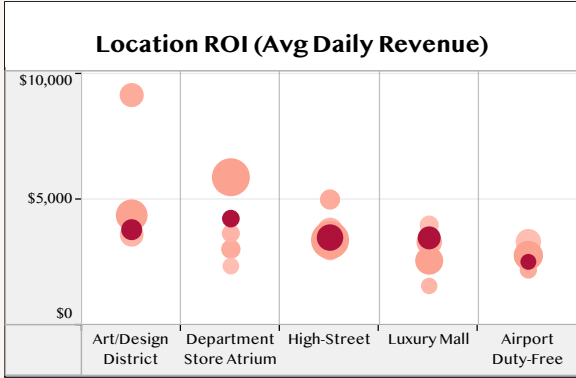
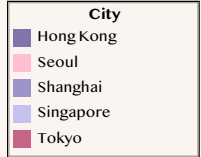
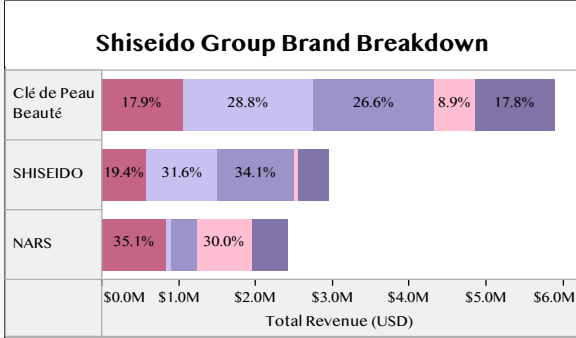
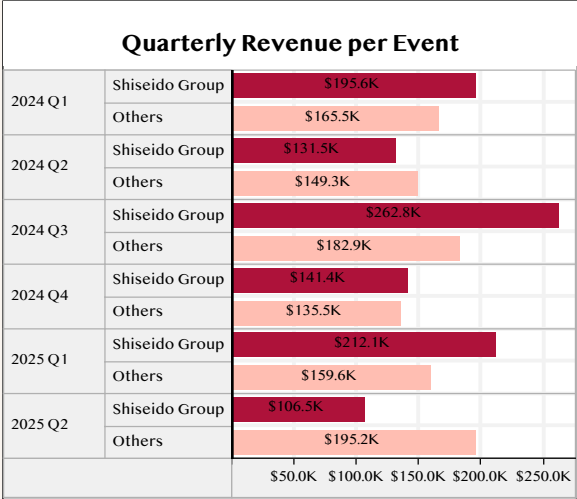
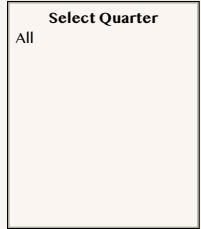
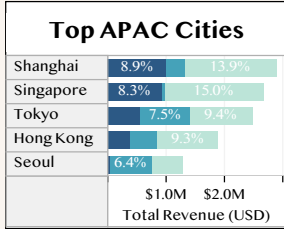
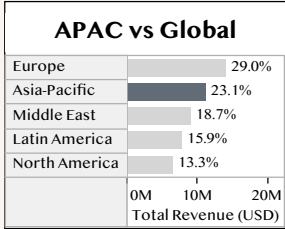
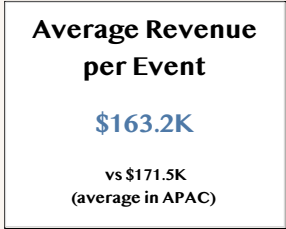
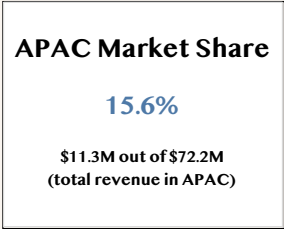
Select Market

- ☒ All Cities (APAC)
☐ Hong Kong
☐ Seoul
☐ Shanghai
☐ Singapore
☐ Tokyo

Average Revenue per Day



Shiseido Group – APAC Brand Drilldown



- Clé de Peau Beauté delivers nearly 2x Shiseido and 3x NARS revenue.
- Shanghai leads Shiseido APAC, but Hong Kong remains underutilized despite being APAC's top city for competitors.
- Revenue per event peaks in Q1 and Q3 '24 (CdPB-driven); Q2 consistently underperforms.