

May 12, 2026  
Cool Japan Fund Inc.

## **Cool Japan Fund Invests in KONVY PTE. LTD., a Thailand-Based Omnichannel Distributor and Retailer of Healthcare & Beauty Products, to Expand Overseas Demand for Japanese-Brand Products**

Cool Japan Fund Inc. (CJF) has invested 15 million USD in KONVY PTE. LTD. (KONVY). KONVY is a Thailand-based omnichannel distributor and retailer of healthcare and beauty products. This investment is based on a decision made by CJF in the previous fiscal year.

The Thai healthcare and beauty market is expected to grow further, driven by economic growth and an expanding middle class. In this market, online sales through e-commerce are expanding, and social media-based digital marketing and promotions significantly affect sales. In this context, for Japanese-brand products to win over overseas demand and compete with Korean and local brand products, it is essential to have a business partner with knowledge of the local market.

KONVY is an omnichannel distributor and retailer specializing in healthcare and beauty sector, with online sales channels via its own e-commerce site and major e-commerce platforms, as well as offline sales channels through its own physical stores and the physical stores of major retail chains. It also supports social commerce by promoting and selling products through social media videos and live streams and helps localize global brand products, making it a good business partner for Japanese brands.

Through this investment, CJF aims to contribute to the further expansion of overseas demand for Japanese-brand products in the healthcare and beauty sector, through the use of the company's local sales multi-channels, digital marketing, promotion, and localization capabilities in overseas markets.

KONVY was established by two founders, including Mr. Huang, in 2011.

Though based in Thailand, KONVY also operates in the Philippines and Malaysia, handling a wide range of global and local healthcare and beauty products, mainly in skincare, makeup, fragrances, and beauty accessories.

KONVY currently offers a lineup of over 20,000 products from more than 1,000 brands, including Japanese brands, and is recognized as a leading e-commerce player in Thailand's healthcare and beauty sector. In addition to its own channels, KONVY is diversifying customer touchpoints by

utilizing online sales channels via major e-commerce platforms such as Shopee and Lazada, offline sales channels through its own physical stores (16 in Thailand and 1 in the Philippines) and physical stores of major chains such as Watsons, as well as social commerce via TikTok Shop and other platforms.

KONVY is interested in expanding sales of Japanese-brand products, having reaffirmed demand for Japanese healthcare and beauty products through cooperation with Japanese companies under a JETRO-sponsored project (the Japan Mall Project, 2022–2023) that promoted sales of Japanese brand products. Moving forward, it is expected that overseas demand for Japanese-brand products will expand further through the use of the company's local sales multi-channels, digital marketing, promotional, and localization capabilities in overseas markets.

**About KONVY PTE. LTD.**

Founded : 2011  
Address : 2 Shenton Way #08-02, SGX Centre I, Singapore  
Group CEO : QingGui Huang  
Details of business: Omnichannel Distribution and Sales Business  
for Healthcare & Beauty Products  
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