



AnyMind Group becomes exclusive distributor in the Philippines for Korean skincare brand TIA'M

TIA'M will tap on AnyMind's platforms for e-commerce, inventory and logistics, customer engagement and influencer marketing, alongside in-market consulting and operations teams

Singapore - August 22, 2024 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that [TIA'M](#), a South Korea-based skincare brand, has selected AnyMind Group as its exclusive distributor in the Philippines.

TIA'M will tap on AnyMind Group's suite of e-commerce and marketing offerings, including [AnyX](#) for e-commerce management, [AnyLogi](#) for inventory and logistics management, [AnyChat](#) for conversational commerce and customer engagement, and [AnyTag](#) for influencer marketing, alongside in-market consultants and operations teams for cross-border expansion and importation.

TIA'M is a South Korea-based beauty and skincare brand dedicated to providing comprehensive vitamin care through its vitamin-infused skincare line, addressing a variety of concerns such as wrinkles, uneven skin tone, and hydration. TIA'M utilizes natural raw materials and conducts rigorous testing to ensure its products are free from harmful ingredients, enabling it to effectively meet diverse customer skincare needs. Its products are currently distributed internationally across North and South America, Asia, Europe, Africa and Oceania.

Wonyoung Ryu, CEO of Fireworks Co., Ltd., the driving force behind the TIA'M brand, expressed his optimism about their latest partnership: "We are delighted to collaborate with AnyMind Group, a company with significant strengths in Brand Commerce and Partner Growth, as we venture into the highly promising beauty market in the Philippines. TIA'M continues to possess untapped potential in the domestic and overseas K-Beauty industry, with our niche in skincare products containing vitamin ingredients, and we have doubled our business every year. We sincerely appreciate AnyMind Group for recognizing our strengths, and we are committed to providing our utmost support to establish TIA'M as a competitive brand in the beauty market in the Philippines.

Ted Kim, Country Manager, Korea, AnyMind Group, said: "Our BPaaS model enables us to create incremental and agile value for TIA'M across their business process, through the data-driven optimization of e-commerce, international distribution, marketing and more, ultimately creating a more borderless world for enterprises and consumers. The Philippines represents an unprecedented opportunity for TIA'M to tap on a growing domestic demand for quality skincare products, and we will continue to open up new avenues for TIA'M to grow."

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,600 staff across 23 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.