

PRESS RELEASE: *Immediate*

BECBM PARTNERS WITH SONY MALAYSIA FOR THE BEAUTY VLOG-OFF CONTEST

Elevate Your Beauty Vlogging with the Sony ZV-1 Series

KUALA LUMPUR, 22 AUGUST 2023 – The beauty vlogging community is abuzz with excitement for the highly anticipated Beauty Vlog-Off Contest! Set to take place on 28 September 2023 at the prestigious beautyexpo & Cosmobeauté Malaysia (BECBM) 2023, the Beauty Vlog-Off Contest marks a significant milestone. It is the first-ever partnership between beautyexpo & Cosmobeauté Malaysia and Sony Malaysia, a renowned leader in the electronics and technology industry. beautyexpo & Cosmobeauté Malaysia is honoured to collaborate with Sony Malaysia for this landmark event.

This exciting vlogging competition promises to be an electrifying event, bringing together talented beauty vloggers from across the region to showcase their creativity and win exciting prizes worth RM28,000 in cash and kind! For an exceptional vlogging experience, finalists will have the privilege of using the Sony ZV-1 series, designed to elevate content creation to new heights. Packed with impressive features tailored for content creators, the ZV-1 series includes eye autofocus for capturing sharp, captivating shots, built-in stabilization for steady footage, automated video settings for seamless recording, and skin-softening capabilities for that flawless look. With the Sony ZV-1 series, finalists can express their creative vision effortlessly while ensuring their vlogs are of the highest quality.

"Sony Malaysia is thrilled to support the Beauty Vlog-Off Contest and empower aspiring content creators," said Kazutoyo Araki, Managing Director of Sony Malaysia. "The Sony ZV-1 series is designed to enhance your vlogging experience, capturing every detail with precision and clarity. We are excited to witness the exceptional content that participants will create using our technology."

Get ready for an amazing experience at the Beauty Vlog-Off Contest! Imagine being one of the select few to receive an exclusive invitation to attend the largest and longest-running beauty trade shows in the industry. The Beauty Vlog-Off Contest finalists will be granted exclusive access to beautyexpo & Cosmobeauté Malaysia (BECBM) 2023. This is an incredible opportunity to gain valuable insights into the world of beauty, refine your vlogging skills, and learn about the latest techniques and products.

Informa Markets, a renowned organiser of international trade exhibitions and events, further fortifies the Beauty Vlog-Off Contest's credibility and reach. Their expertise in curating exceptional events ensures that participants and attendees alike will experience a seamless and memorable occasion.

"Collaborating with Sony Malaysia for the Beauty Vlog-Off Contest aligns perfectly with our mission to foster connections while enhancing participants' experience to new heights," added Gerard Leeuwenburgh, Country General Manager of Informa Markets Malaysia. "We believe that the Beauty Vlog-Off Contest will become a game-changer in the beauty industry. This competition offers vloggers a unique platform to showcase their skills and gain substantial recognition within the

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industry."

The crowned Beauty Vlog-off Champion walks away with a Sony Vlog camera ZV-1F and RM5,000 Cash Prize. They also win beauty products (RM5,000), a HealthLand Cash Voucher (up to RM1,500), and a Certificate of Recognition for their exceptional talent and contribution to the beauty vlogging community.

We would like to express our sincere gratitude to our beauty product sponsors, whose invaluable contribution has magnificently elevated the allure of the prizes. A special thank you to our Platinum Sponsor, Quarz Global Sdn Bhd, Gold Sponsor SOPHIA, and Silver Sponsors SKINORIGIN and Beauty High Point Sdn Bhd. Their generosity and dedication to excellence have taken the Beauty Vlog-Off Contest to new levels, providing an unforgettable experience for all participants and attendees.

With the Beauty Vlog-Off Contest fast approaching, BECBM invites all aspiring beauty vloggers to be part of this incredible event. To participate, interested vloggers can register on the official website www.beautyexpo.com.my/beauty-vlog-off-contest/, where they can find detailed guidelines and submission instructions.

Don't miss this opportunity to showcase your talent, connect with like-minded individuals and grab the chance to win spectacular prizes worth up to RM28,000 in cash and kind! Join the Beauty Vlog-Off Contest now and step into the spotlight!

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NOTES TO EDITORS:

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East coast and USA, South America and Caribbean Islands regions.

beautyexpo & Cosmobeauté Malaysia is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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ABOUT SONY MALAYSIA

Sony (Malaysia) Sdn. Bhd. began operations in Malaysia on 31 October 1973. The company specializes in marketing, sales and services for a wide range of consumer electronics products as well as broadcast & professional products and solutions. There are in total of 2 Sony Stores and 35 Sony Centre outlets nationwide, which offering consumers the latest Sony products and services.

ABOUT SONY CORPORATION

Sony Corporation is a wholly owned subsidiary of Sony Group Corporation and is responsible for the Entertainment, Technology & Services (ET&S) business. With the vision to “continue to deliver *Kando* and *Anshin*(*) to people and society across the world through the pursuit of technology and new challenges,” Sony Corporation supports the Sony Group with technology to create the entertainment of the future together with creators.

For more information, visit: <http://www.sony.net/>

* Both Japanese words, *Kando* means emotion and *Anshin* has various meanings such as peace of mind, reassurance, reliability and trust.

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