

Yatsen Issues Inaugural ESG Report

GUANGZHOU, China, June 2, 2022 /PRNewswire/ -- Yatsen Holding Limited ("Yatsen" or the "Company") (NYSE: YSG), a leading Chinese beauty company, today announced that it has published its first Environmental, Social and Governance (ESG) report. The report underscores the Company's strategic ESG initiatives for its development as a long-term, sustainable and environmentally-friendly business, as well as reviews its ESG achievements for the 2021 fiscal year.

To view the report in full, please visit the ESG section on the Yatsen Investor Relations website. Alternatively, please click [here](#) for the English version and [here](#) for the Chinese version of the 2021 report.

About Yatsen Holding Limited

Yatsen Holding Limited (NYSE: YSG) is a leading player in China's beauty market with a mission to create an exciting new journey of beauty discovery for consumers in China and around the world. Founded in 2016, the Company has launched and acquired multiple color cosmetics and skincare brands including *Perfect Diary*, *Little Ondine*, *Abby's Choice*, *Galénic*, *DR.WU* (its mainland China business), *Eve Lom* and *Pink Bear*. The Company's flagship brand, *Perfect Diary*, is one of the top color cosmetics brands in China in terms of online retail sales value. Leveraging its digitally native direct-to-customer business model, the Company has built core capabilities which enable it to launch and scale multiple brands quickly while offering a wide selection of products to a growing variety of customers. The Company reaches and engages with customers directly both online and offline, with expansive presence across all major e-commerce, social and content platforms in China.

For more information, please visit <http://ir.yatsenglobal.com/>.

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