



December 17, 2013

ENIGMO has launched “BUYMA Korea”, the Korean version of “BUYMA”, on 17th December.

Following the launch of “AVENUE K”, “BUYMA Korea” has launched its service which enables buyers residing overseas to distribute brand-named items from all over the world to Korean consumers.

BUYMA

■Back ground of BUYMA Korea

Following the launch of AVENUEK.com, the American version of BUYMA.com which was first offered in the United States in July 2013, BUYMAKorea.com launched its service on December 17, 2013.

Since Korean fashion preferences are similar to those of Japanese, Enigma believes that their expertise in business development, and existing product line-up of BUYMA, will be effectively utilized by BUYMA Korea.

Utilizing their expertise, the operator of BUYMA Korea, Enigma Korea (concluded a capital and business alliance with Enigma in June 2013) is aiming to reach the profitability breakeven point by the end of next fiscal year and to achieve trading volume of 10 billion yen by the end of fiscal year 2016.

■Characteristics of BUYMA Korea

Safe and reliable market

By enhancing the buyer selection and compensation system, and applying know-how cultivated in the past, BUYMA Korea will provide the platform where users are ensured a safe and reliable transaction experience.

Hot selling items

Over 12,000 items have already been uploaded on to BUYMAKorea.com. Sharing the information on the hot selling items in Japan, local staff of BUYMA Korea will increase the goods selection of items suited for Korean consumer’s needs.

Korean Buyer

The opportunity to provide Koreans who reside overseas new products while expanding trendy fashion items throughout the world, we believe the company is uniquely positioned to offer consumers a unique online experience all from the comfort of home.

■Next step for globalization of BUYMA

Enigmo will accelerate the product sharing among BUYMA, AVENUE K and BUYMA Korea to enhance the efficiency. This will contribute to increase on revenues of each website.

Furthermore, our intentions are to expand the business area from the current area (Japan, Korea, US, Australia, Canada, UK), to the other countries. Enigmo is considering providing a platform to deliver a whole new shopping experience, so that anyone worldwide, can purchase the unique products offered on BUYMA.com

BUYMA Korea: <http://www.buymakorea.com>

The screenshot displays the BUYMA website interface. At the top, there are navigation links for 'Category', 'Brand', and 'Ranking', along with utility links for '회원가입', '주문/배송', '고객센터', and '로그인'. The main header features the BUYMA logo with the tagline 'Buying is Believing' and a search bar. Below the header is a horizontal menu with categories: WOMEN, MEN, BABY/KIDS, BEAUTY, HOME, LUXURY, BRAND, and CATEGORY. A large promotional banner for 'COMPLETE SHOES COLLECTION' is featured, with a list of brands on the right: MONCLER, Desigual, Louis Vuitton, CHROME HEARTS, LOEWE, Coach, MisMiu, Michael Kors, and PRADA. Below the banner are two smaller promotional banners for 'CHROME HEARTS 400점 이상 입고' and 'Acne SHOP NOW'. The 'Best Items' section is a grid of product cards, each showing an image, brand name, product name, and price with a discount indicator. The items include: a Moncler Moncler Mokacine down jacket, Sergio Rossi leather platform boots, a MaxMara MaxMara Studio ELAM long coat, a House of Harlow 1960 sneaker, a Coach 1989 Legacy Leather Duffel bag, a 11 Phillip Lim leather skirt, an Acne Wham Mohair Sweater Dress, and a Current Elliott Betty Trousers.