

Press Release

BUYMA's Membership Exceed 2 million



Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shokei Suda, TSE Mothers Code;3665) is pleased to announce that membership of BUYMA has exceeded 2 million as of 25th August, 2014. To celebrate the achievement of this milestone and to show our appreciation to the members of BUYMA, we will hold a special campaign. The details of the campaign will be announced on the following web site:

http://www.enigma.co.jp/wp-content/uploads/2014/08/press_20140825.pdf

◆Our path to this milestone

After membership reached 1.5 million in September 2013, BUYMA continued to improve its services such as releasing iPhone Apps., expanding the compensation program (ie. authenticity guarantee service, initial failure compensation service) as well as fully renewing the website so that the users could feel more safe and enjoy the services. Further, we strengthened the promotion of BUYMA, contributing to increased coverage by the media, such as TV programs or Web news, which introduced popular items in BUYMA. This increased exposure raised awareness of BUYMA which led to our membership exceeding 2 million.

◀Major Activities▶

Nov.2013	Added the "BUYER POST" information distribution tool for BUYERs
Nov.2013	Revised compensation program
Feb.2014	Released iPhone Apps. version of "BUYMA"
Mar.2014	Launched <i>BUYMA</i> × <i>Sony Select</i> collaboration campaign
July 2014	Renewed BUYMA website

We will expand and enrich our services to further fulfill our customers' needs and make BUYMA a more enjoyable and reliable place to shop.

【 BUYMA】 <http://www.buyma.com/>

BUYMA is a brand- new type of social shopping website where members can purchase attractive items from all over the world through the approximately 60 thousand Personal Shoppers (exhibitor) that reside in 111 countries. Membership has exceeded 2 million, and more than 5,300 brands are exhibited. The site introduces a wide range of fashion items that are either not or not yet introduced in Japan as well as those that are sold out in Japan. It also exhibits items such as cosmetics and other home décor.

 iPhone App is available in App Store. Search "BUYMA"

【 Personal Shopper 】

Personal Shopper is the specialist who supports the members to enjoy shopping by coordinating and introducing items that suit the members' tastes. In BUYMA, the hospitality provided by Personal Shoppers all over the world increases the value of the shopping website.

【 Compensation Program 】 <http://www.buyma.com/contents/safety/>

BUYMA provides various compensation programs which enables the customers to enjoy safe shopping .



Safe and secure transactions supported through authenticity guarantee, defective items exchange and compensation for losses

【 Company Profile】

Enigmo Inc.

Established: February 10, 2004

Business: Planning, developing and operating internet business

CEO: Shohei Suda

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