

## Press Release

~ Use overseas mail orders more freely, get more value ~  
Announcement of a “Premier Members” service  
~providing various services such as point refund system and special rewards  
exclusively to members to make your shopping more enjoyable~

Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shokei Suda, TSE Mothers Code;3665) is pleased to announce that the social shopping site “BUYMA” is starting a “Premium Members” service for frequent users on November 13<sup>th</sup>. The service will include point rewards and other member-exclusive special services.

### ◆Outline of “Premium Members”

#### **What is “Premium Members”?**

It is a program exclusive to Members who use our shopping site frequently. We will offer bargains and special services according to the different “stages” (“Platinum” “Gold” and “Bronze”) of our Members.

#### **Special privileges for Premium Members**

##### ① Rewarding points

Different percentages are applied in rewarding points according to the Members' “stage” (a maximum of 1.5% of the shopping amount is rewarded as points) .

##### ② Points can be used to shop at BUYMA (1 point=1 yen)

Members may use their points to shop at the BUYMA site (1 point= 1 yen)

##### ③ Many Special privileges exclusive to Members

We are developing “exciting” and “bargain” services such as sending Birthday Coupons and information on VIP sales events

#### **Who becomes part of the “Premium Members”**

The “stages” for Premium Members are set according to the amount of shopping done on the BUYMA site in the last 6 months.  
(There is no cost to register to become a BUYMA member)

Stages	Conditions
<b>PLUTINUM</b>	Purchased more than 300,000 Yen in the last 6 months
<b>GOLD</b>	Purchased more than 150,000 to 300,000 Yen in the last 6 months
<b>BRONZE</b>	Purchased more than 70,000 to 150,000 Yen in the last 6 months

※Shopping amount is calculated as follows = (Unit price of product xnumber of products) +fee for compensation warranty (“Anshin Plus”) + settlement fee - points redeemed—amount discounted (by coupons)

■Please refer to the following for details on “Premium Members”

<http://www.buyma.com/contents/premium-members/>

**【 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



iPhone App is available in App Store. Search "BUYMA" <https://itunes.apple.com/jp/app/buyma/id824042539>

**【 Personal Shoppers- key people for our BUYMA site】**

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.

**【 BUYMA's 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 loss](#)



本物保証・不良交換・紛失補償で安心取引

**【 Company Profile】**

Enigmo Inc.

Established: February 10, 2004

Business: Planning, developing and operating internet business

CEO: Shokei Suda

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