



10th February, 2015

To whom it may concern

Company Name	Enigmo Inc.		
Representative	CEO	Shokei Suda	(TSE Mothers Code : 3665)
Contact	Director	Yoichi Kaneda	GM Corporate Operation
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Information on acquiring total shares of Rocket Venture Co., Ltd.

Enigmo Inc. resolved to acquire all the shares of Rocket Venture Co., Ltd. (hereafter, “Rocket Venture”, CEO; Makoto Tatsukawa) which will become Enigmo’s subsidiary as of 10th February, 2015.

1 . Reason for the acquisition

Rocket Venture achieved excellent track records in operating curation media such as “4mee!” (targeting females in their twenties) and “4yuuu!”(targeting housewives and mothers highly sensitive to fashion trends).

Enigmo intends to accelerate increasing the membership of BUYMA by creating close relationships between BUYMA and the two curation web sites to strengthen the reach to potential customers. Further, this acquisition will make it possible to access Asian markets. Rocket Venture has already started a Chinese web site, therefore, by combining BUYMA’s expertise on reliable E Commerce services and Rocket Venture’s know-how could heighten the possibility for a successful business expansion in the Asian market. Also, as Rocket Venture has a high growth potential as a media, by strengthening its revenue base through collaboration with Enigmo Inc., Rocket Venture’s media business is expected to generate profits in FY2017.

2 .Acquisition Method

Enigmo Inc. plans to acquire all of the outstanding shares (442 shares for 500,000, 030 Yen; 81.9% of total shares) on around February 13th as well as all the debentures issued by Rocket Venture.. Enigmo also intends to acquire all of the third party allotment shares (98 shares for 99,796,340 Yen; 18.1% of total shares)

As the company is a non-listed company, we have had a third party evaluate the share price.

3. Overview of Rocket Venture

①Name of the company	Rocket Venture Co., Ltd.	
②Head Office	10Fl. 2 nd Shintaisou Bld. 2-10-7 Dogenzaka, Shibuya-ku, Tokyo	
③Representative Director	Makoto Tatsukawa, CEO	
④Business Description	Operates curation services for female users	
⑤Capital Stock	32,849,000 Yen	
⑥Date of incorporation	13 th December, 2014	
⑦Major Shareholders (As of 2 nd February, 2015)	Makoto Tatsukawa	67.9%
	Others (1 Corporate, 3 Venture Capital)	32.1%
⑧Involvement between companies	Capital Involvement	none
	Personnel Involvement	none
	Transactions	none
	Relevant Situations	none

⑨Financial information of Rocket Venture	
Fiscal Year	FY 2014 ended December 2014
Net Assets	¥29,781,000
Total Assets	¥42,554,000
Net Assets per share	¥67,000
Sales	¥7,762,000
Operating Losses	(¥26,284,000)
Ordinary Losses	(¥27,951,000)
Net Losses	(¥27,916,000)
Net Losses per Share	(¥63,000)
Dividend per Share	—

※Round off less than 1 thousand Yen. Net Assets per share and Net Losses per share are calculated from outstanding shares as of the end of the previous FY(November 2014).

※Figures described above is based on the disclosure from the company.

※Disclosures are unaudited.

※As the company was established in December 2013, financials reflects immediate one year

3. Number of shares to acquire, price for acquisition and shareholdings after the acquisition

(1) Shareholding before the acquisition	— Shares
(2) Shares to be acquired	540Shares (Shareholding percentage after third-party allocation : 100%)
(3) Purchase Price	Acquisition of outstanding shares ¥500,000,030 Third-party allocation of shares ¥99,796,340 Advisory Fee ¥3,700,000 Total Cost ¥603,496,370
(4) Shareholding after the acquisition	540 Shares (Shareholding : 100%)

4. Counterpart of share purchase

(1) Name	Makoto Tatsukawa
(2) Address	Setagaya-ku, Tokyo
(3) Relationship with Enigmo Inc.	None

※Other shareholders (1 corporate and 3 venture capitals) do not have a particular relationship with Enigmo Inc.

5. Schedule

(1) Payment date of third-party allocation of shares	February 13 th , 2015 (planned)
(2) Closing date of acquisition contract	February 13 th , 2015 (planned)
(3) Closing date of share transfer	February 13 th , 2015 (planned)

※Shares will be transferred in several times after February 13th, 2015.

6. Future Forecast

Rocket Venture will be consolidated by this transaction. Enigmo Inc. will endeavor to generate revenue from Rocket Venture during FYE January 2016, and expects to raise profits from FYE January 2017 (ie. Fiscal year beginning February 2016). Enigmo is currently scrutinizing the situation and will disclose any necessary information that comes to our attention.

Forecast for FY2015 and results of FY2014

Unit; Million Yen

	Revenue	Operating Profit	Ordinary Profit	Net Profit
Forecast for 2015	2,379	1,000	1,000	616
Result of FY2014	1,823	852	855	523