

## Press Release

### Enigma Inc. starts to cultivate a new type of users through curation media - Acquired "Rocket Venture Co., Ltd.", the operator of "4 meee!" and "4 yuuu!", a curation media operator with 2 million monthly female Unique Users-



Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shohei Suda, TSE Mothers; 3665) is pleased to announce that the company resolved to acquire Rocket Venture Co., Ltd. (Chief Executive Officer; Makoto Tatsukawa, hereafter; "Rocket Venture") on 10th February, 2015 by acquiring 100% of outstanding shares as well as the new shares allocated to a third party.

Curation service is a new information tool that can be sent out anytime, anywhere, and is starting to be widely recognized and used, especially among females in their twenties and thirties who are the main users of tablet devices.

Enigma Inc., with this newly acquired subsidiary, intends to increase collaboration among BUYMA, 4meee!, and 4yuuu!. By integrating curation services and E commerce, Enigma will be able to provide a new shopping experience for our users by not only sending real-time information on cutting edge fashion trends but also providing them with what really suits their individual tastes.

Enigma also intends to accelerate business development in the Asian (in particular the Chinese) market by utilizing the know-how of Rocket Venture who has already started services in Chinese, and the wide range of products and the trust that BUYMA has earned to date .

#### ◆About Rocket Venture

Rocket Venture Co., Ltd. is a company who provides curation services for women with the aim to "make girls/women all over the world prettier".

The web site "4meee!" launched in June 2014 recorded 2 Million monthly unique users, a total PV of 30 Million and is growing rapidly. While many curation sites for women are starting up, 4meee! Is gathering much attention by its 250 curators who are famous "amateur" reader models, female college students, and charismatic bloggers. Also, "4yuuu!", a curation web site for housewives and mothers launched in December 2014, acquired 1.5 Million PV only after 1 month, showing their expertise in the curation media.

Rocket Venture intends to acquire 100 Million PV from these two web sites for this fiscal year, and started the Chinese "4meee!" web site, aiming to penetrate the Chinese market where Japanese fashion is popular.

#### ■4meee!

##### Curation Media for young women

Everybody can be charismatic! Providing the latest trend in 4 columns of pictures and copies leads females to enjoy shopping by meeting new fashion ideas and items.

URL : <http://4meee.com/>



#### ■4yuuu!

##### Curation Media for homemakers and mothers

Not only for myself! "4yuuu!" is a fashion media for females who live for those they love. The 4 columns are for you and for those you love; it is a media for females who enjoy fashion and cosmetics for themselves in spite of their busy days of housekeeping and child care.

URL : <http://4yuuu.com/>



#### 【Profile of Rocket Venture】

Company Name : Rocket Venture Co., Ltd.  
Head Office : 10Fl. 2<sup>nd</sup> Shintaisou Bld. 2-10-7 Dogenzaka, Shibuya-ku, Tokyo  
Representative Director : Makoto Tatsukawa  
Established : December, 2013  
Business : Operates curation services for female users

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**【 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 114 countries. Membership has exceeded 2.1 million, and more than 5,800 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



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

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

Personal Shoppers are specialists who support 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.

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**【 Company Profile】**

Enigmo Inc.

Established: February 10, 2004

Business: Planning, developing and operating internet business

CEO: Shokei Suda

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