

Press Release

Launch of the English version of “BUYMA” (overseas mail order website)

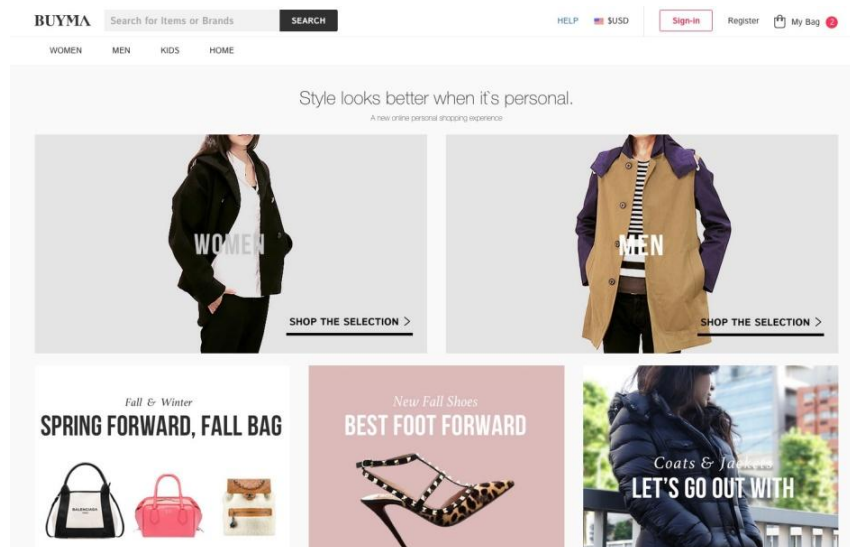
— providing a unique, “hospitable EC experience” to users all around the world —

Launch of our Global expansion!

By utilizing our network of 70,000 Japanese Personal Shoppers in 123 countries around the world, we are starting the commercial distribution of Japanese items around the world

Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shokei Suda, TSE Mothers; 3665) which operates the social shopping site “BUYMA”, is pleased to announce that it has released the English version of BUYMA <https://www.buyma.us/> for users all around the world.

Up until now, the movement of the items were only in one way; that is, from 123 countries in the world to Japan (N : 1). From now on, items can be bought from any country in the world (N : N). In this huge global fashion market*¹ 10 times the size of that of Japan, Japanese Personal Shoppers**² which have provided services on BUYMA in the past will become the sellers, and provide a “hospitable EC experience”- a new value, unique to BUYMA.



◇ 3 Features of BUYMA (English version)

1) Provide a personalized “hospitable service” by Japanese Personal Shoppers fluent in English

The 70,000 Personal Shoppers residing around the world will provide a personalized shopping experience to fulfill the needs of users all around the world. As many Personal Shoppers can communicate in English, they will be able to respond not only to users' requests on different sizes and colors, but also other individual detailed needs as well.

2) Able to purchase items from around the world at their local price, safely and securely

The marked price includes shipping costs (which also includes the cost to track your purchased items). Also, as all payment transactions are made through BUYMA, you can safely enjoy shopping on the BUYMA English site as well.

3) Offer items from all over Japan to shoppers all over the world

In the English version of the BUYMA site, in addition to items currently displayed on the BUYMA (Japanese) site, we will also offer items from Japan. By doing so, users from all over the world will be able to buy Japanese items in their respective locations.

We will continue to make promotions and expand product lineup as well as develop new functions from our office in Japan. With our ALL JAPAN Strategy^{※3}, we will continue our challenge with our currently active Personal Shoppers towards making BUYMA an EC site appreciated by many users around the world.

※1 : Source : Survey on the performance of the Fashion Industry and Analysis of the spill-over effect and transmission channels related to trend setting of “Cool Japan” (Ministry of Economy, Trade and Industry)

※2: Personal Shoppers

Personal Shoppers are key to the 2.5 million + members for our overseas mail order shopping site “BUYMA”, and are specialists who support the members’ shopping. They catch the latest trends through their own fashion sense and coordinate and introduce items that suit the members’ tastes, and provide a hospitable service so that the members can have an even more enjoyable shopping experience. 76% of the Personal Shoppers can communicate in English, and their increased role is expected with the launch of the English website.

※3: ALL JAPAN strategy

This is Enigmo’s strategy to pursue global expansion and success in the global market in a way previously unseen by other companies pursuing global expansion; that is to operate the site from Japan, by a team in Japan, who are experts in BUYMA, with Personal Shoppers who can communicate in English.

【Company Profile】 <http://www.enigmo.co.jp/>

Enigmo Inc.
Established: February 10, 2004
Business: Planning, developing and operating internet business
CEO: Shokei Suda

【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 more than 70,000 Personal Shoppers (exhibitors) that reside in 123 countries. Membership has exceeded 2.5 million, and more than 6,700 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.

★New TV commercial “You can buy the world” aired nationwide from June 20★

CM campaign : <http://www.buyma.com/contents/tvcm/>

【BUYMA measures for safe shopping】 <http://www.buyma.com/contents/safety/>

BUYMA has a well-developed warranty service so that customers can enjoy a safe shopping experience.



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

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