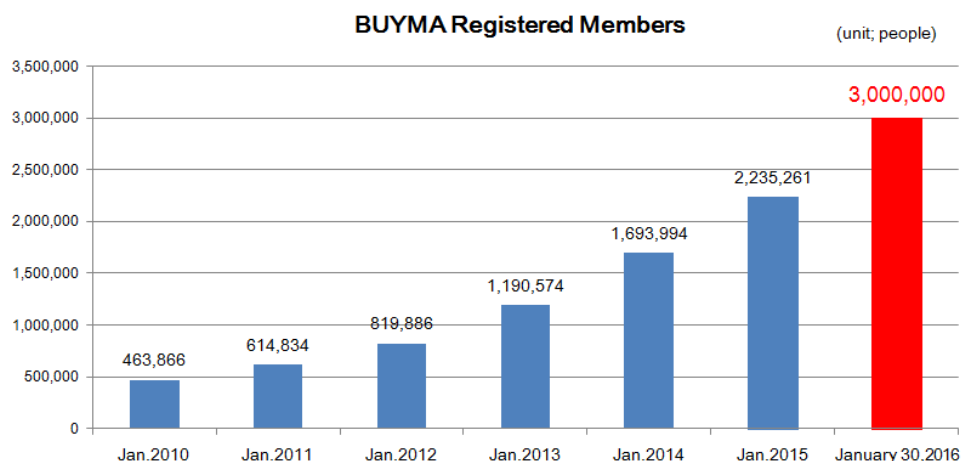


## Press Release

### 【‘BUYMA’, the No.1 overseas mail-order website operated by Enigma】 Membership registration exceeds 3 million!

<http://www.buyma.com/>(Japanese Version) <https://www.buyma.us/>(English Version)

Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shokei Suda, TSE Mothers; 3665, “Enigma”) which operates the social shopping site “BUYMA”, is pleased to announce that BUYMA’s member registration exceeded 3 million on January 30, 2016.



## ◆ Overview

BUYMA’s registered membership exceeded 2 million in August 2014; since then, BUYMA has continued to improve and expand its services such as starting “Premium Members”, rewarding (pay-back) points and providing special benefits exclusive to frequent-using members, introducing a ‘return-item warranty system’ as part of expanding the compensation service “*Anshin hoshō* (safe warranty)”, and launching the English version of BUYMA in October 2015, so that many more customers can enjoy shopping conveniently in a safe and secure environment.

On the promotion front, measures to increase traffic to BUYMA have been strengthened with the launch of the fashion media ‘STYLE HAUS’. Also, initiatives such as airing TV commercials “You can buy the world through BUYMA” implemented twice since last June have caught the attention of TV programs and popular items of BUYMA have also been taken up by online news sources. With such increased exposure, recognition to the service has increased, and resulted in registered membership exceeding 3 million.

Nov-14	Start to provide BUYMA ‘Premium Members service’
	Start to provide BUYMA ‘Return-items warranty system’
Feb-15	Rocket Venture Inc. (operator of “4meee!” “4yuuu!”, the curation media for young females) becomes a subsidiary
	Start to provide Fashion media ‘STYLE HAUS’
Jun-15	First round of nation-wide on-air of new TV commercial, “You can buy the world at BUYMA” (5 versions in total)
Oct-15	Launched service for the BUYMA English version
Nov-15	Start to provide ‘ALL-IN’, service for purchase and consignment sale for second-hand goods
	Second round of nation-wide on-air of new TV commercial, “You can buy the world at BUYMA” (4 versions in total)
Dec-15	Start to provide BUYMA app (Android version)

BUYMA will continue to enrich its services so that many more customers can engage in shopping in an even more enjoyable, convenient and safe environment.

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

Enigmo Inc.

Established: February 10, 2004

Business: Planning, developing and operating internet business

CEO: Shokei Suda

**【BUYMA】** <http://www.buyma.com/?af=601>(Japanese Version) <https://www.buyma.us/> (English Version)

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 124 countries. Membership has exceeded 3 million, and more than 6,900 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 for Fall/Winter season “You can buy the world” series aired on the web★

<https://www.youtube.com/user/BUYMACM>

Download app (free)

※iPhone version <https://itunes.apple.com/jp/app/buyma/id824042539>

※Android version <https://play.google.com/store/apps/details?id=com.buyma.buymaapp>

**【BUYMA’s “Personal Shoppers”】**

Personal Shoppers are “shopping specialists” who are key in supporting our overseas mail order shopping site BUYMA’s 3 million+ members. 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.

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