

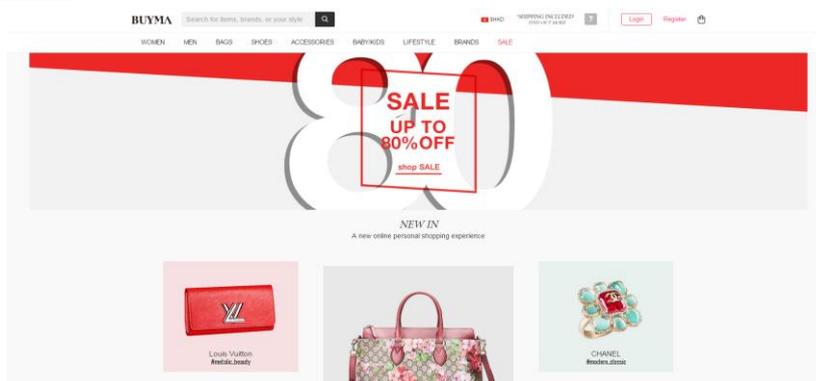
Press Release

Japan's No.1 "overseas" mail-order website with a network of 80,000 Personal Shoppers from 128 countries around the world

「BUYMA」 from Japan, to *the world*.

Style looks better when it's personal.

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 the grand opening of the **English version of BUYMA** <https://www.buyma.us/> on July 4th, for users all around the world.



◆ Overview

BUYMA is Japan's No.1 "overseas" mail-order website which has succeeded to change the perception that "overseas brand items are expensive", with a network of 80,000 Personal Shoppers from 128 countries around the world. Membership in Japan has exceeded 3.2 million, and the number of brands on the website are over 7,600. Ranging from luxury designer to contemporary everyday items; there are a wide variety of fashion trend items from around the world, cosmetics, and home décor. To date, the service was only available for Japan, but we have now expanded our services to people overseas as well!

Three reasons why people choose BUYMA

1) With a vast lineup of over 1 million items, we deliver your "I want this!" items all over the world

We have over 1 million items from over 7,600 brands; the 80,000 Japanese Personal Shoppers residing all around the world will buy on behalf of you, those brand items that are difficult to get hold of in your respective countries as well as limited local items and other popular items which are hard to obtain. The Personal Shoppers go to buy the items once the order is placed, so all of the items are new. Also if you have a request on what type of item you want, Personal Shoppers will meet your request.

2) You can experience VIP bargains, all year round!

You will certainly know that luxury brand items are less expensive when you buy at the country of origin. At BUYMA, all the items are sold at the "local price" at which the Personal Shoppers purchase the items, so the standard price for an Italian brand is what you would pay for it if you buy the item in Italy. Also, since many Personal Shoppers are capable "buyers" with strong ties with the brand stores, they are able to purchase items at a deep discount, effectively at VIP prices. As BUYMA conducts discount sales for different locations all year round in a timely manner, members can enjoy VIP discounts from all around the world.

3) Bilingual Japanese Personal Shoppers provide you with thorough hospitable services

Problems characteristic of online shopping are issues such as being unable to check the size and/or color etc. Personal shoppers respond to and provide answers to inquiries and concerns "just for you"- such hospitable experience is only available from BUYMA. There are many experienced Personal Shoppers who have been living overseas for a long time, so some can speak not only English but also other languages such as Italian, German, Korean and Chinese among others, to respond to members' requests.

We are currently conducting a SUMMER SALE event with discounts up to 80%. <https://www.buyma.us/contents/sale/>

The brands' regular models as well as all of the latest items from the Spring-Summer 2016 season are also offered at affordable prices.

What's next for BUYMA

BUYMA is proud to announce that in mid-July 2016, it will introduce to its site a BUYMA-exclusive collection of one of Japan's internationally renowned fashion designers. Not only a regular annual participant of Paris Collection, but also an official emblem sponsor for the 2000 Sydney Olympics— this world-wide respected Japanese designer will open their own online shop on BUYMA.

【Company Profile】 <http://www.enigmo.co.jp/en/?af=600>

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

【BUYMA】 <http://www.buyma.us/?cp=500>

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 80,000 Personal Shoppers (exhibitors) that reside in 124 countries. Membership has exceeded 3.2 million, and more than 7,600 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.

【BUYMA's "Personal Shoppers"】

Personal Shoppers are Japanese "shopping specialists" who are key in supporting our overseas mail order shopping site BUYMA's 3.2 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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