

Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc.

BUYMA is now an official partner for LINE's "Official Web App!"

~ Enabling a seamless service flow, from the initial attracting of customers through LINE accounts to the encouragement of repeat use ~



BUYMA, the social shopping website operated by Enigma Inc. (chief executive officer: Shokei Suda; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665), is now an official partner for "Official Web App." This service, which is newly provided by LINE Corporation (headquarters: Shibuya-ku, Tokyo; chief executive officer: Takeshi Idezawa), links the online services of companies that have adopted the service, enabling the behavior of users to be covered seamlessly on LINE applications, from the initial attracting of customers through LINE accounts to calls to action and the encouragement of repeat use.

* As of August 22, 2016, Official Web App has been released in part, with certain functions now available.

The proper launch is scheduled to take place this fall, which will include such functions as Profile+.

A range of benefits can be expected from this latest initiative, including an increase in the number of new members through LINE and ongoing access following registration, and a wider lineup of products resulting from stronger partnerships with personal shoppers.

■ Effects that can be expected from the introduction of Official Web App

1. The ability to distribute segments, such as coupons and sale information! = An improved response rate

Using such information as the date of birth, age, sex and purchase history of registered members, we will now be able to distribute segments to the recipients of messages and provide timely offers through LINE, such as limited coupons and sale information.

2. Stronger partnerships with personal shoppers = Wider lineup of products

We will be able to offer an extensive lineup of products rapidly and to any destination by providing personal shoppers around the world with top selling products and information about trending topics through LINE.

3. Logging in through LINE accounts = An improved active rate

Members who link their accounts to their LINE ID can use their LINE account to log in smoothly to BUYMA.

■ Campaign details

For a limited period, all members who link their BUYMA account to their LINE account will receive a coupon worth 500 yen.



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

Company name: Enigmo Inc.

Established: February 10, 2004

Content of business: Planning, development and operation of online businesses

Representative: Shokei Suda, chief executive officer

【BUYMA】 <https://www.buyma.us/?cp=500>

BUYMA is a totally new kind of social shopping website that allows users to purchase a range of exciting products from more than 82,000 personal shoppers in 130 countries worldwide. With over 3.5 million (* 1) registered members and more than 7,800 different brands available, including brands that are not otherwise available in Japan and items that have sold out in Japan, this service offers a wide range of products, from fashion brand items to cosmetics and interior goods.

(* 1) Number of members of the Japanese language service BUYMA.com. Does not include the English and Korean versions.

※Download the iPhone version of the application (free) here:

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

※Download the Android version of the application (free) here:

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

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