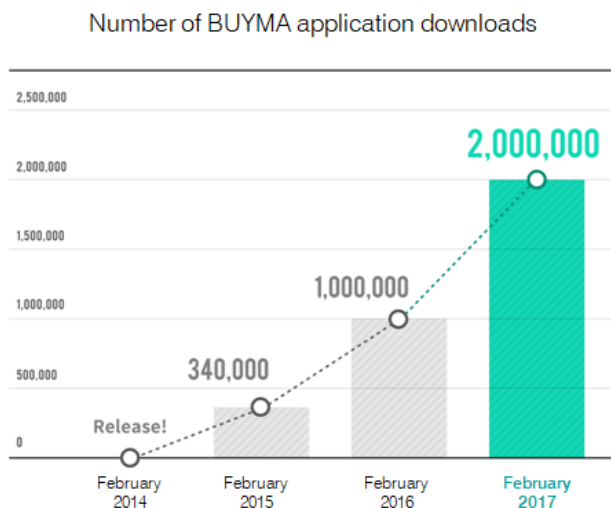


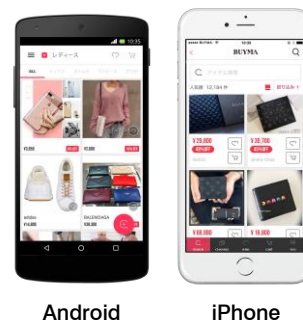
## Press Release

### BUYMA, the number one overseas shopping website operated by Enigmo Inc. Number of application downloads exceeds 2 million



This is to notify that BUYMA, the social shopping website operated by Enigmo Inc. (chief executive officer: Shokei Suda; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, Enigmo), achieved total download figures for its online shopping application in excess of 2 million on February 12, 2016 (Sun.).

BUYMA released its iPhone application in February 2014 and its Android application in December 2015, and has continued to make daily improvements to its services to provide even more customers with added enjoyment and convenience, such as by updating its search engine functions and the top page design.



In addition, the pace of downloads has since accelerated, due in part to two limited time sales run together with TVCM, one in August 2016 and the other in January 2017. As a result, by February 2016, the application had been downloaded 1 million times, which doubled in the space of a year to 2 million downloads in February 2017.

In the future, we will work to bring further innovations in our BUYMA application services, not only ensuring that customers can purchase items from overseas with the utmost ease and comfort but also providing fun content and events in addition to product information, such that users will want to access the application on a daily basis.

【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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