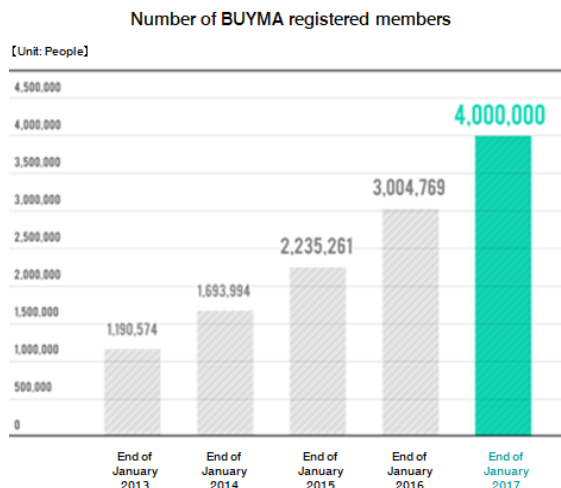


Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc. Number of registered members exceeds 4 million



This is to notify that BUYMA, the social shopping website operated by Enigma Inc. (chief executive officer: Shokei Suda; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, Enigma), has more than 4 million registered users as of February 16, 2017 (Thu.).

Ever since BUYMA achieved 3 million registered users in January 2016, we have been working to provide fun, convenient and secure services to even more customers. In addition to ongoing service updates such as improvements to the search and recommendation functions on our application, we have made improvements to personal shopper (seller) functions in order to provide an even more attractive product lineup.

We have also made further service improvements and expansions. BUYMA became an official partner for LINE ("Official Web App!") in August to enable a seamless service flow acquire the initial attracting of customers through LINE accounts, call to action and foster repeat engagement.

In terms of promotion, in addition to strengthening BUYMA's flow source by commencing the provision of fashion media STYLE HAUS, as well as TVCM measures linked to the application televised in August last year and from January this year, we have raised BUYMA's popularity through active PR drives on television shows and online news, increasing our opportunities for exposure. This has served to heighten awareness of our services and has in turn helped us reach 4 million users.

We will continue to work even harder to provide more and more customers with fun, convenient and secure services.

[Company profile] <http://www.enigma.co.jp/en/?af=600>

Company name: Enigma 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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