

Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc. Notification of payment cooperation with Rakuten Pay and d Keitai Payment Plus

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), started incorporating the following services on March 14, 2017: Rakuten Pay, an online payment service that uses the ID of Rakuten members provided by Rakuten, Inc. (headquarters: Chiyoda-ku, Tokyo; chairman and chief executive officer: Hiroshi Mikitani), and d Keitai Payment Plus®, a payment service provided by NTT DOCOMO, Inc. (headquarters: Chiyoda-ku, Tokyo; president and chief executive officer: Kazuhiro Yoshizawa)

[Overview of the services]

▼ Rakuten Pay

Website: <https://checkout.rakuten.co.jp/> Rakuten Pay is a service that allows registered Rakuten users to make simple online payments using their Rakuten membership ID on EC sites outside of the Rakuten Group.



Not only can users pay easily using the credit card details registered with their Rakuten ID, but they can also earn and use Rakuten Super Points at the time of payment.

▼ d Keitai Payment Plus

Website: http://ent.smt.docomo.ne.jp/keitai_payment/

d Keitai Payment Plus, a payment service provided by NTT DOCOMO, is a service in which users can earn and use d points when they make payments on eligible sites.



Anyone with a d account can use this service, even if they do not have a DOCOMO phone line.

Payments are made together with the user's monthly mobile phone bill, making online shopping easier, whether during one's free time or when out and about.

* d Keitai Payment Plus is a registered trademark of NTT DOCOMO, Inc.

We expect that the introduction of these services will provide customers with even more security, convenience and value for money, and will encourage users to continue using the BUYMA website.

[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>

Contact Information : Kaneda

TEL : 03-5775-4760 FAX : 03-5775-4824 E-mail : ir@enigmo.co.jp

