

Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc. Launch of “SHUCCHO KAITORI” a new purchasing service that allows premium users to sell their unwanted items

BUYMA, the social shopping website operated by Enigma Inc. (chief executive officer: Shokei Suda; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, Enigma), launched “SHUCCHO KAITORI” on April 12 (Wed.). This new service, which is operated in collaboration with GINZAYA Co., Ltd., allows premium users living in eligible areas to sell their unwanted items.

ALL-IN PREMIUM



出張買取はじめました。

特別なお客様だからこそ提供できる特別なサービス
幅広いアイテムの買取をご自宅にしながら無料をご利用いただけます

SHUCCHO KAITORI is a new service in which we visit customers' homes, value items they wish to sell on the spot and buy them for instant cash. Compared with ALL-IN, our existing secondhand goods purchasing service, this new premium service covers a wider range of items for valuation and purchase, from fashion items and watches to furniture, electrical appliances, dishware and kitchenware, as well as precious metals, clothing and antiques. Not only this, but once an agreement has been made to sell items, users receive BUYMA points worth 5% of the total purchase price.

■ Features of BUYMA's SHUCCHO KAITORI

1) Valuation and purchasing are done from the comfort of your own home, leaving you free from the hassle of organizing things!

Under this service, a member of staff with a license to deal in secondhand goods will arrive at your home at the date and time agreed over the phone, and will then value and purchase your items, leaving you free from the hassle of having to organize things by yourself.

* This service is free.

2) A wide range of items are eligible for valuation!

From furniture, electrical appliances, fur items and clothing, to precious metals like gold and platinum and antiques. With a wide range of items eligible for valuation under this service, including dishware, kitchenware and unwanted gifts, please do not hesitate to get in touch.

3) In addition to payment in cash, you will also receive 5% in BUYMA points!

Not only will we pay you in cash for your items, but you will also receive BUYMA points worth 5% of the total purchase price.

【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.

Plus a range of other awards

(* 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>

[Awards]

■ December 2012

Received the 2012 Red Herring Top 100 Global

■ July 2015

Selected for Forbes Asia's 200 Best Under A Billion

■ June 2016

Won a silver medal for the promotional video "A Kind Drone" in the Design Category at Cannes Lions 2016

Plus a range of other awards

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