

## Press Release

### BUYMA, the number one overseas shopping website operated by Enigma Inc. Special campaign to celebrate the number of members exceeding 5 million

<https://www.buyma.com/contents/m-campaign/?af=600>

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), had more than 5 million registered users as of February 28, 2018 (Wed.).

As a way of saying thanks to all our loyal BUYMA customers, we are running a special campaign for a limited period only.



#### ■ SPECIAL 1: ¥5 million worth of coupons to give away!

Customers who take part in this promotion and purchase a product on BUYMA will be entered into a draw to be one of 20 lucky members to win ¥100,000 worth of BUYMA points! Not only this, a further ¥3 million worth of points will be divided equally among all customers who enter! With something guaranteed for everyone, do not miss this chance to win BUYMA points!

#### ▼ How to enter

<STEP 1>

Log in to BUYMA via the entry button to complete the entry procedures. You will see an “Entry complete” screen once your entry has been successfully received.

<STEP 2>

Purchase a product on BUYMA during the period of the campaign, from February 28 (Wed.) to March 4 (Sun.), 2018!

<STEP 3>

Over the coming days, you will receive a mail stating that you have been awarded points! These points are valid until March 31, 2018 (Sat.).

Please use these points for your next purchase.

#### \* Note

- In the case of payments made through convenience stores or by bank transfer, points will only be awarded for transactions in which payment has been received by March 4, 2018 (Sun.).

- Points will be automatically credited to customers by March 9, 2018 (Fri.).

#### ■ SPECIAL 2 : Gift of ¥2,000 discount coupons for all members!

We are giving away great value coupons worth ¥2,000 for use on all products with a price of ¥20,000 or more. Don't miss this chance to make great savings on popular brand items you've always wanted!

#### ▼ Details of coupon

- Value of discount: ¥2,000

- Eligible products: All products with a price of ¥20,000 or more

- Validity period: Until March 4, 2018 (Sun.) (the final day of the promotion)

## ■ SPECIAL 3: Application user-only coupons!

We are giving away special coupons only to customers who have downloaded the BUYMA application.

### ▼ Details of coupon

- Value of discount: ¥1,000
- Eligible products: All products with a price of ¥5,000 or more
- Validity period: Until March 4, 2018 (Sun.) (the final day of the promotion)

### ▼ Download the BUYMA application here:

- iPhone version: <https://itunes.apple.com/jp/app/buyma/id824042539>
- Android version: <https://play.google.com/store/apps/details?id=com.buyma.buymaapp>

### [Company profile] <http://www.enigmo.co.jp/?af=601>

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] <http://www.buyma.com/?af=601>

BUYMA is a totally new kind of social shopping website that allows users to purchase a range of exciting products from more than 100,000 personal shoppers in 139 countries worldwide. With over 5 million registered members and more than 9,400 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.

\* 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>

### [STYLE HAUS] <https://stylehaus.jp/>

“Fashion media providing real time information on the latest global trends”

### [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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