

Press Release

BUYMA, the number one overseas shopping website

Launch of Sokuwari, a new trade-in service providing instant discounts to BUYMA users in collaboration with RECLO, a luxury brand reselling platform

Purchase history on BUYMA as a book of discount coupons!?

Promoting consumption among users by maximizing purchasing services

<https://www.buyma.com/all-in/sokuwari/?af=600>

BUYMA, the social shopping website operated by Enigma Inc. (name of representative: Shokei Suda, representative director and chief executive officer; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, “Enigma”), launched Sokuwari on July 25, 2018, the result of a joint venture with RECLO, a luxury brand reselling platform operated by Active SONAR INC. (headquarters: Minato-ku, Tokyo; name of representative: Koji Aoki, president and chief executive officer). Sokuwari is a new trade-in service providing on the spot discounts to BUYMA users.



BUYMA's new Sokuwari service allows members to use their own purchase history like a booklet of coupons. BUYMA users can automatically calculate trade-in prices for items based on data for products they have purchased on BUYMA in the past, and can use the trade-in value of their items to receive an instant discount when they purchase items for that amount.

It is hoped that the introduction of this service will provide an incentive for users to make new purchases on BUYMA etc., and that the increasing usage of BUYMA's purchasing service ALL-IN will make the collection of sellable items more efficient through the promotion of its use at RECLO.

<Overview of service>

BUYMA users can use Sokuwari to purchase new products on BUYMA. When using Sokuwari, items for which a trade-in application has been made are sent to RECLO via payment on delivery and the purchase is concluded. RECLO then sends a kit containing everything the user needs to send their items, taking away the hassle of preparing items to send. When sending items, in addition to the items for which they made a trade-in application, users can also include other items that they wish to sell.



Select an item to trade in from your BUYMA purchase history



Purchase an item at a discount price



Send in your item for trade-in at a later date

▼About RECLO <https://recllo.jp/>

RECLO is a sales platform for luxury brand items that enables people who wish to sell and buy brand items to “share” their closets. All users have to do is consign their unwanted brand items to RECLO. RECLO then takes care of everything else, from the inspection and valuation of items by its team of specialist appraisers to the listing of items for sale, confirmation of payment following sale agreement and delivery to the buyer. In addition, it provides a high-quality resale experience through safe and secure consignment and purchasing services in which all items come with a full guarantee of authenticity. What is more, as it possesses a system facilitating concurrent selling in around 200 countries, including Asia, Europe and America, and a range of other regions, users can resell their items globally at the appropriate price.

▼About Active SONAR

- Name of company: Active SONAR INC. <http://active-sonar.co.jp/>
- Address: Shiba Matsura Building 2F, 1-9-3 Shiba, Minato-ku, Tokyo
- Established: November 2012
- Representative: Koji Aoki, president and chief executive officer
- Content of business: Administration of luxury brand reselling platform RECLO, recycling business for companies

* RECLO and the RECLO logo are the registered trademarks of Active SONAR INC.

* All other trademarks are the registered trademarks of their respective owners.

[Company profile] <http://www.enigmo.co.jp/?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] <http://www.buyma.com/?af=600>

BUYMA is a totally new kind of social shopping website that allows users to purchase a range of exciting products from more than 110,000 personal shoppers in 143 countries worldwide. With over 5.24 million registered members and more than 10,000 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>

[ALL-IN] <https://www.buyma.com/all-in/?af=600>

ALL-IN is a consigned sales and purchasing service in which users simply hand over their items at their doorstep without the need for packing or filling out a slip.

[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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