

Press Release

BUYMA, the number one overseas shopping website

Over 110,000 personal shoppers living in 143 countries around the world provide “unique local experiences” to global travelers

Launch of BUYMA TRAVEL service on July 31, 2018 (Tue.)

– Entry into the travel market through a C2C model, representing much more than simply selling commodities through e-commerce –

<https://www.buyma.com/travel/?af=600>

BUYMA, the social shopping website operated by Enigma Inc. (name of representative: Shohei Suda, representative director and chief executive officer; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, “Enigma”), launched BUYMA TRAVEL on July 31, 2018 (Tue.). This new service provides experienced-based services to overseas travelers.



BUYMA TRAVEL is a new kind of service facilitating the kinds of “unique experiences that only local people can provide,” connecting global travelers and over 110,000 personal shoppers living in 143 countries around the world. Personal shoppers can make the most of their interests and knowledge to list a range of services for global travelers, including making reservations, local guide services, and the creation of sightseeing plans. Through this service, tourists travelling to overseas countries can gain a variety of unique experiences, from visiting stores and restaurants not listed in guidebooks to tailor-made tours, with personal shoppers providing support in Japanese.

The introduction of this service will enable us to provide users with new kinds of values distinctive to BUYMA in the sense of allowing people to buy “experiences” from around the world. In essence, this means that Japanese personal shoppers with a proven track record on BUYMA in the travel market become service providers rather than merely selling commodities through an e-commerce platform.

<Features of this service>

Utilizing our global network of personal shoppers and know-how built up in the course of running BUYMA, we aim to provide customers with C2C experience-based travel services.

1. System of approval for personal shoppers who are qualified to offer services: Only personal shoppers who reside overseas and have undergone an ID check can offer services. Service listings, too, are screened in advance by the BUYMA TRAVEL office before being listed online.
2. A wealth of local information from around the world:
The website is packed with a wealth of local information that only personal shoppers living in those areas know about, such as spots for taking the perfect Instagram shots or information on local cuisine.
3. The capability to use the BUYMA platform to make purchases and sell products:
The more than 5.24 million existing BUYMA members can use BUYMA TRAVEL services without having to register anew. You can also use information on transactions, coupons, points etc. for all BUYMA services.

[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>

[BUYMA TRAVEL] <https://www.buyma.com/travel/?af=600>

BUYMA TRAVEL is a new kind of service facilitating the kinds of “unique experiences that only local people can provide,” connecting global travelers and personal shoppers living around the world.

[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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