

Press Release

BUYMA, the number one overseas shopping website Notification of settlement tie-up with Amazon Pay

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"), has introduced Amazon Pay as a new settlement method for its services on October 17, 2018 (Wed.).



The introduction of Amazon Pay as a settlement method on BUYMA means that customers can pay for their purchases using the credit card and delivery information registered to their Amazon account without having to enter new settlement details.

This means that customers can now complete their purchases quicker and more smoothly without the added hassle of having to enter their credit card details or address.

We anticipate that the introduction of this service will provide BUYMA customers with an even more comfortable shopping experience, and that it will encourage them to keep using the site into the future.

[Overview of service]

URL : <https://pay.amazon.com/jp/>

Amazon Pay is a service which allows people to make payments on websites other than Amazon.co.jp using the address information and credit card details that they have registered to their Amazon.co.jp account. By using Amazon Pay, customers can make purchases easily and with peace of mind without the need to reenter these details on sites which accept Amazon Pay (sites other than Amazon.co.jp). There is no additional fee for using Amazon Pay.

* Amazon, Amazon.co.jp, Amazon Pay and their respective logos are the trademarks of Amazon.com, Inc. or its related companies.

[Company profile] <http://www.enigma.co.jp/?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] <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>

[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