

## Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc.  
Receive double the points on your purchase amount!

### Special campaign to celebrate the number of BUYMA members exceeding 6 million

<https://www.buyma.com/contents/m-campaign/?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"), exceeded 6 million registered members in January 2019. In order to express our gratitude to all our loyal customers for their ongoing support, we will be holding a special campaign for a limited period of 4 days.

お買い物が無料になる、だけじゃない

毎日 100名様

# 倍バイマ

キャンペーン

2/4 [月] 2/5 [火]  
2/6 [水] 2/7 [木]

お買い物金額が2倍のポイントで返ってくる4日間

#### ▼ Gift 1: Receive double the points on your purchase

プレゼント1

BUYMAのお買い物が実質無料!

毎日100名 お買い物金額が  
2倍のポイントで返ってくる!

4万円の  
バッグを購入

7の場で当たる!  
見事  
当選!!

8万円分の  
ポイントが  
返ってくる!

Every day, 100 people will receive double the points on their purchase amount on BUYMA. To take part in this offer, all you have to do shop on BUYMA during the campaign period. No special entry is required. Also, there are no restrictions on how many times you can try and win points for the duration of the campaign.

**▼ Gift 2: All customers guaranteed to win! Receive points equivalent to 1% of your purchase amount**



Furthermore, for the duration of the campaign, all customers (\*1) will receive points equivalent to 1% of their purchase amount BUYMA. Do not miss this chance to take advantage of this special offer!

\*1: Excluding prizewinners for gift 1.

**▼ Overview of campaign**

**[Campaign period]**

February 4, 2019 (Mon.) – 7 (Thu.), until the end of the day

**[Campaign eligibility]**

All customers who make a purchase on BUYMA for the duration of the period

**[Period when points awarded and validity period]**

Scheduled to be awarded at the end of February 2019

Valid until March 31, 2019

**▼ Terms and conditions**

**This offer applies only to orders that have been successfully completed (in the case of payment by bank transfer, only when full payment has been received).**

**\* Transactions for which transfers of payment cannot be confirmed or in cases where cancellations have been made for reasons attributable to the purchaser do not qualify for this offer.**

- Points are scheduled to be awarded at the end of February 2019.
- Points will be valid until March 31, 2019
- Please check your points balance to find out how many points you have been awarded.
- Points will be awarded to a maximum amount equivalent to 100,000 yen per transaction.
- The value of awarded points will be calculated as price of products × number of products.
- \* This offer does not include fees such as the registration fee for Anshin Plus or usage fees for settlement systems, etc.
- Premium member customers will be awarded the campaign portion of points in addition to the regular portion of points.
- \* Please note that the validity period for these special campaign points differs to that of regular points.
- There are no restrictions on how many times you can try and win points for the duration of the campaign.
- You will be informed of results of the points lottery on the order completion screen and in the subsequent confirmation of order email.
- No special entry is required.
- You will not be eligible for these points if you cancel your membership before the points are awarded.
- This campaign is subject to change or termination without prior notice.

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**[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 120,000 personal shoppers in 150 countries worldwide. With over 6 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>

### **[What are personal shoppers on BUYMA?]**

They are specialists in providing support to those shopping on BUYMA, an overseas shopping website with more than 4 million members.

We provide services filled with hospitality for an even more enjoyable shopping experience, using our own sensibilities and intuition to obtain information on the latest trends and introduce forms of styling and items which match the individual tastes of customers.

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

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

**[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

**[A safe and secure shopping experience at BUYMA]** <http://www.buyma.com/contents/safety/?af=600>

At BUYMA, we provide a comprehensive package of compensation services to allow customers to enjoy a safe and secure shopping experience.

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