

## Press Release

### BUYMA, the number one overseas shopping website operated by Enigma Inc. Notification of market change to listing on the Tokyo Stock Exchange First Section

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

On April 18, 2019 (Thu.), Enigma Inc. (name of representative: Shokei Suda, representative director and chief executive officer; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, “Enigma”), was promoted to the First Section of the Tokyo Stock Exchange from Tokyo Stock Exchange Mothers with the authorization of Tokyo Stock Exchange, Inc.



▼ Shokei Suda, representative director and chief executive officer

Today, Enigma Inc. was promoted to the First Section of the Tokyo Stock Exchange from Tokyo Stock Exchange Mothers. I wish to thank everything for their support over the years, without which this would never have been possible.

I launched BUYMA in February 2005. I started BUYMA with the aim of providing a marketplace in which it is possible to buy all kinds of products from around the world, under the concept that anyone can become a buyer. However, things got off to a slow start. It might be hard to imagine now, but in those days we listed things like dried shellfish and mackerel.

Online comments were equally scathing, with people telling us to leave it to the professionals and that the BUYMA venture was doomed to failure. In fact, in the first 3 months of opening, we failed to sell anything with the exception of things that friends etc. bought out of pity. The business made about 30,000 yen in turnover a month, and BUYMA was compared unfavorably to an old fashioned sweet shop.

The first real sale we made was a bottle of Abercrombie & Fitch perfume. The buyer was someone in their 40s in Shinjuku. This was BUYMA's first every purchaser. From then on, I steered the company toward specializing in fashion items, and 5 years later, despite being nearly 20 million yen in the red every month, we at last flourished into a service with a positive balance over the entire fiscal year. Despite nearly depleting the capital we had raised of just under a billion yen, we pulled through and in 2012, 7 years after the launch of BUYMA, achieved listing in TSE Mothers.

7 years on from our listing, we now have more than 6 million members and an overall trading volume of 45.5 billion yen, with a network of personal shoppers (buyers) incorporating around 120,000 people in 152 countries. Some of our top ranking personal shoppers have achieved sales exceeding 100 million yen a year. Through BUYMA, we can take pride in having created a form of working which has generated 45 billion yen from scratch, centering mainly on Japanese women living overseas.

BUYMA, which was once told to leave it to the professionals, has evolved into a company which continues to garner widespread praise. In the words of the company president of a major specialist retailer, “BUYMA'S lineup of products from around the globe is seasonal and based on reality, and is in many ways far superior to the selection provided by so-called professional buyers.”

Enigma Inc.'s corporate philosophy is to create new trends which change the world. We have brought in the concept of “buy” and added to it nuances of “change.”

We can take pride in the fact that BUYMA, which allows people to buy fashion items from around the world whenever they like, has succeeded in “changing” the world of fashion, if only a little.

BUYMA TRAVEL, an independent website which opened during this term, is a new kind of service which enables people to buy experiences which only local personal shoppers around the world can provide. We aim to provide the kind of services which help people purchase global travel and change the world of travel.

In addition, the English language website BUYMA.US has begun to grow, especially in the America region, and we are working to achieve our founding ideal of becoming a global venture with global resonance from Japan.

As a company listed in the First Section of the Tokyo Stock Exchange, we will continue striving to improve our services for our customers based on the corporate philosophy of creating new trends which change the world, for which I kindly ask for your ongoing support. Thank you.

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### ▼ Special limited coupon,

As a token of gratitude to all our loyal customers, we are giving away a special coupon for use with purchases made on BUYMA. This coupon is only valid for a limited period, so do not miss this chance to grab a bargain!

#### ○ Overview of coupon

- Coupon code: BNZETSHK
- Period: April 18 (Thu.) – 21 (Sun.), 2019, until the end of day
- Discount amount: 1,000 yen off
- Eligibility: Total purchases of 5,000 yen or more
- \* Limited to one single-use coupon per person.

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#### [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 12,500 personal shoppers in 152 countries worldwide. With over 6.1 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

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