

enigma

Supplementary Financial Information

First Quarter of FYE Jan. 2024

1Q Results Summary

Global fashion EC market continues to face challenging conditions due to currency impact and inflation

In conjunction with the use of social networking and influencer marketing as well as the implementation of live commerce, we implemented measures to evolve the customer experience, including an AACD official member affiliation,

launching Yamato anonymous delivery, and introducing TRUSTDOCK

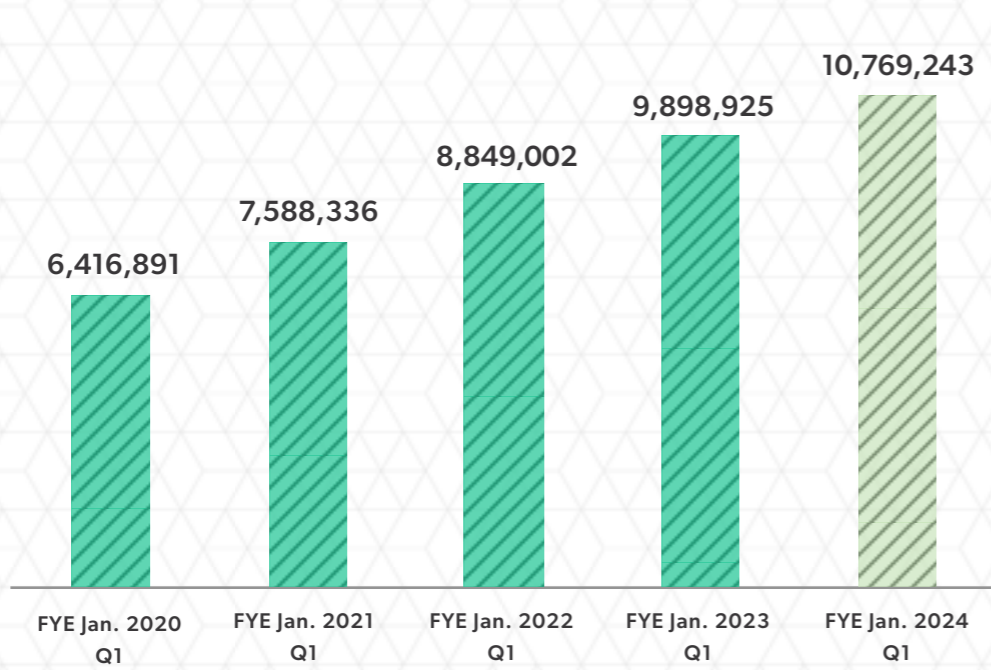
Plan to continue to invest in the enhancements of BUYMA services

	FYE 2024/1 Q1	FYE 2023/1 Q1	YoY
GMV* Includes fees for settlement of payment	14,285million	15,170million	94%
Net sales	1,591million	1,671million	95%
Gross profit	1,229million	1,338million	92%
SGA	998million	794million	126%
Advertising expenses	390million	299million	130%
Personnel expenses	439million	350million	125%
Operating income	230million	544million	42%
Ordinary income	229million	545million	42%
Net profit	151million	381million	40%

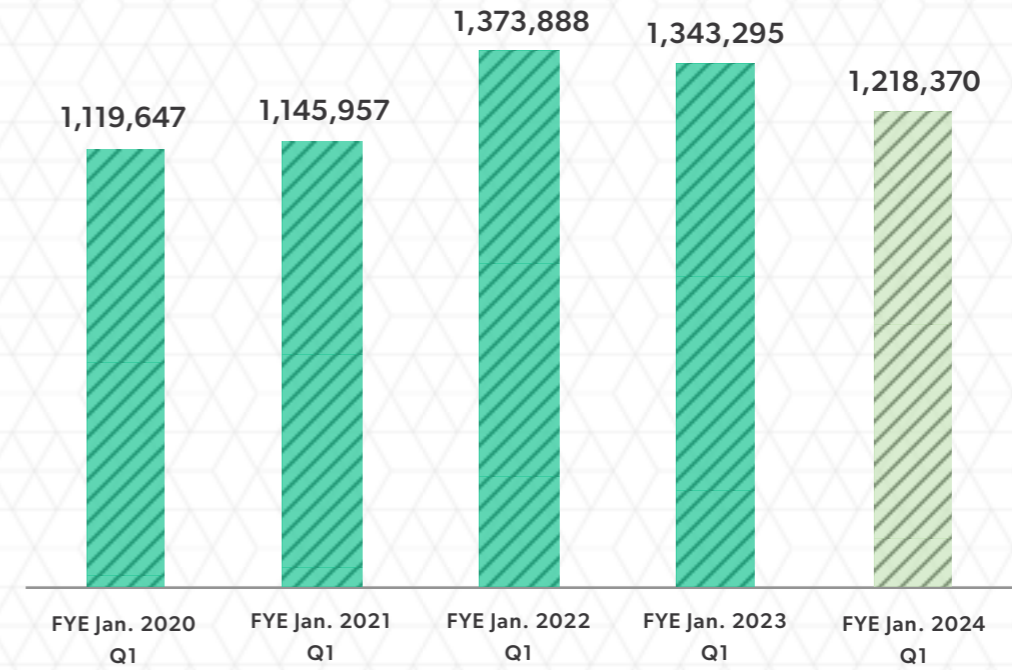
(Unit: JPY)

Major KPI

Number of BUYMA members (Unit: person)



Number of active BUYMA members (Unit: person)



BUYMA GMV (Unit: million yen)



BUYMA number of transactions handled (Unit: no. of transactions)



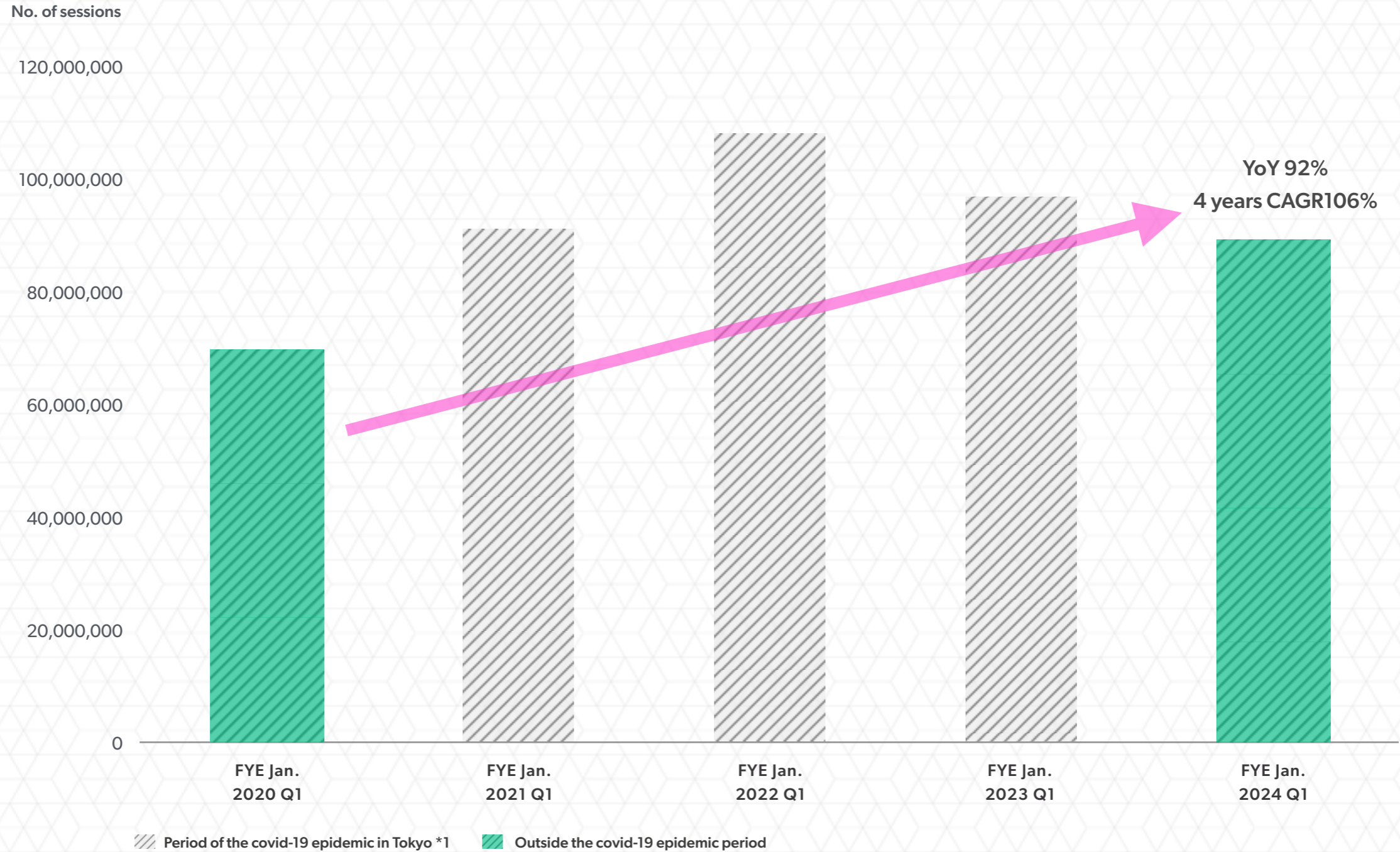
(Notes)

GMV: Includes fees for settlement of payment, etc.

Active members: Number of members who have made one purchase or more within the past year

Number of Sessions

While the number of sessions during the pandemic grew thanks to the stay-at-home demand, the number of sessions in FYE Jan. 2024 Q1 declined due to customers returning to real stores



(Notes)
*Describes numbers related to BUYMA in Japan
*1: Referred to "Office of the Governor for Policy Planning's initiatives on COVID-19" of Office of the Governor for Policy Planning

Held an event in April 2023

Reached new customers while leveraging influencer marketing



**Collaborated with corporate personal shoppers.
Personal shopper with wide selection and price
advantage introduced not only from Studio but
also from SNS
Influencer announcements were also made to
reach new users**

LIVE SHOPPING as a new SNS marketing campaign

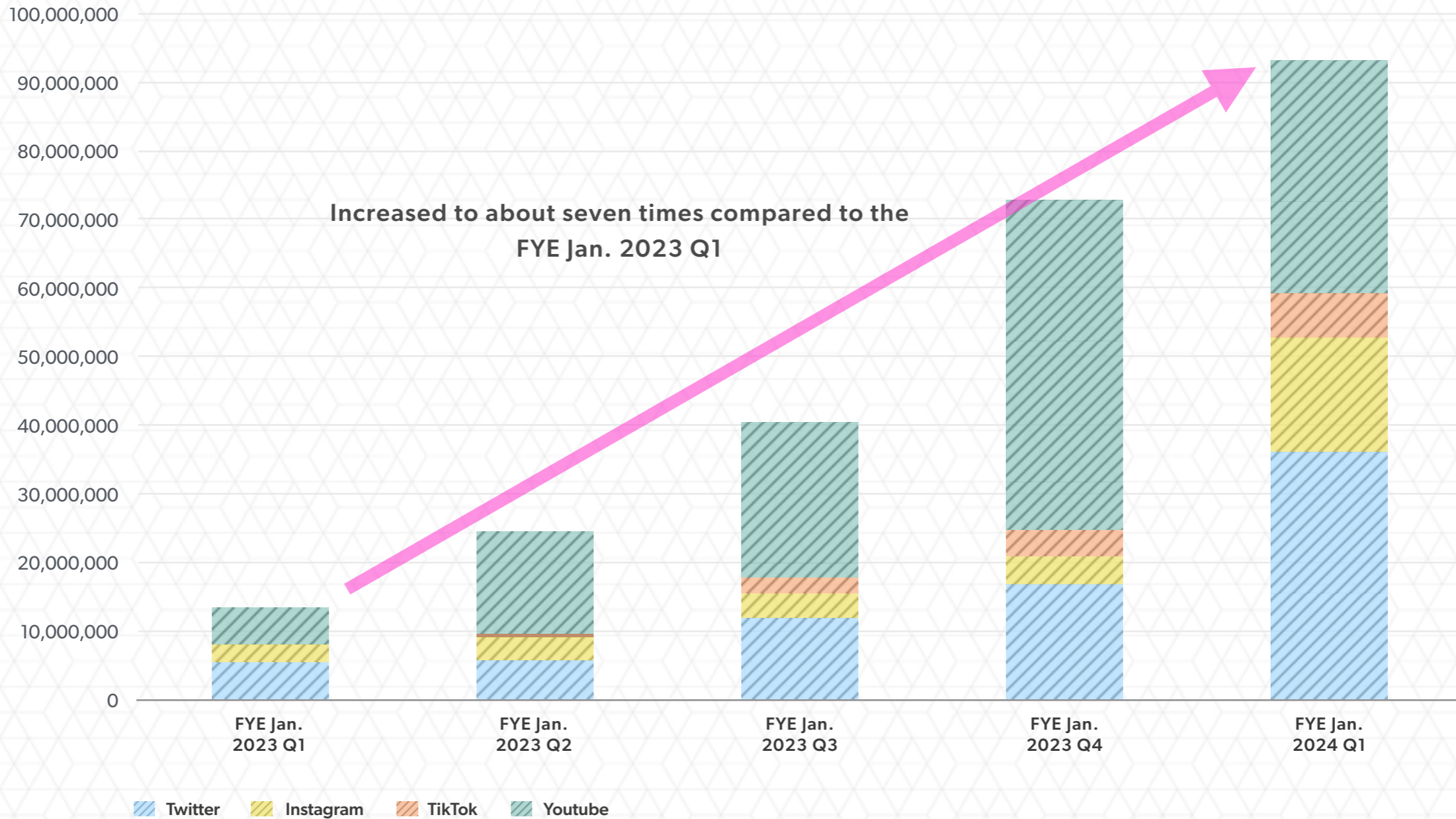


BUYMA's first LIVE SHOPPING held on March 30, 2023

Selected foreign brands from France, Spain, South Korea, Taiwan, and other countries that have not been on sale in Japan yet

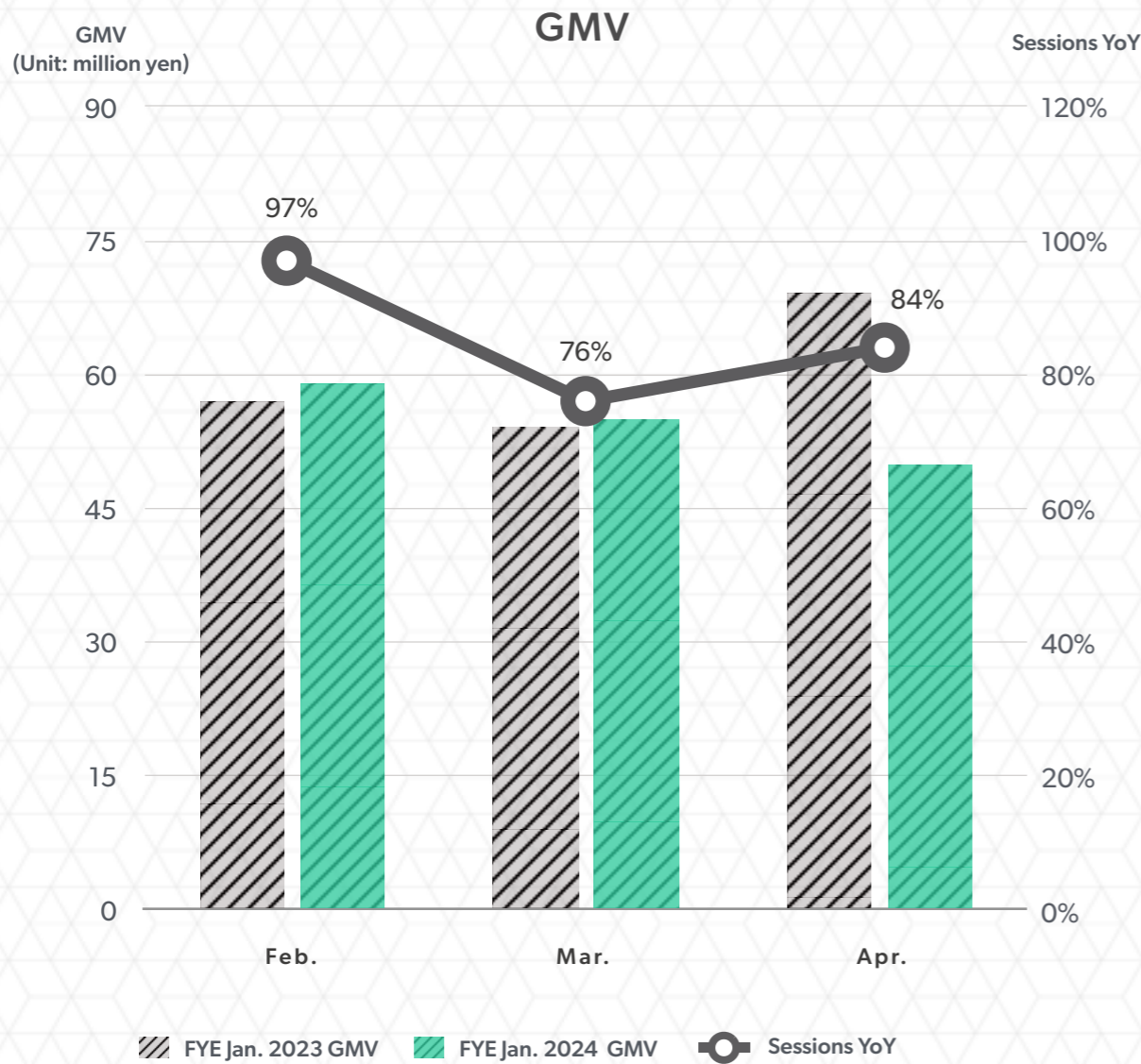
Rapid growth in Twitter and Instagram impressions, thanks to tie-ups with influencers

Number of impression by major SNSs



Impressions growth was sluggish and ad operation efficiency declined in Q1 due to a logic change in the Google advertising system

GMV in Q1 was 92% YoY because of time required for tuning ad serving strategy



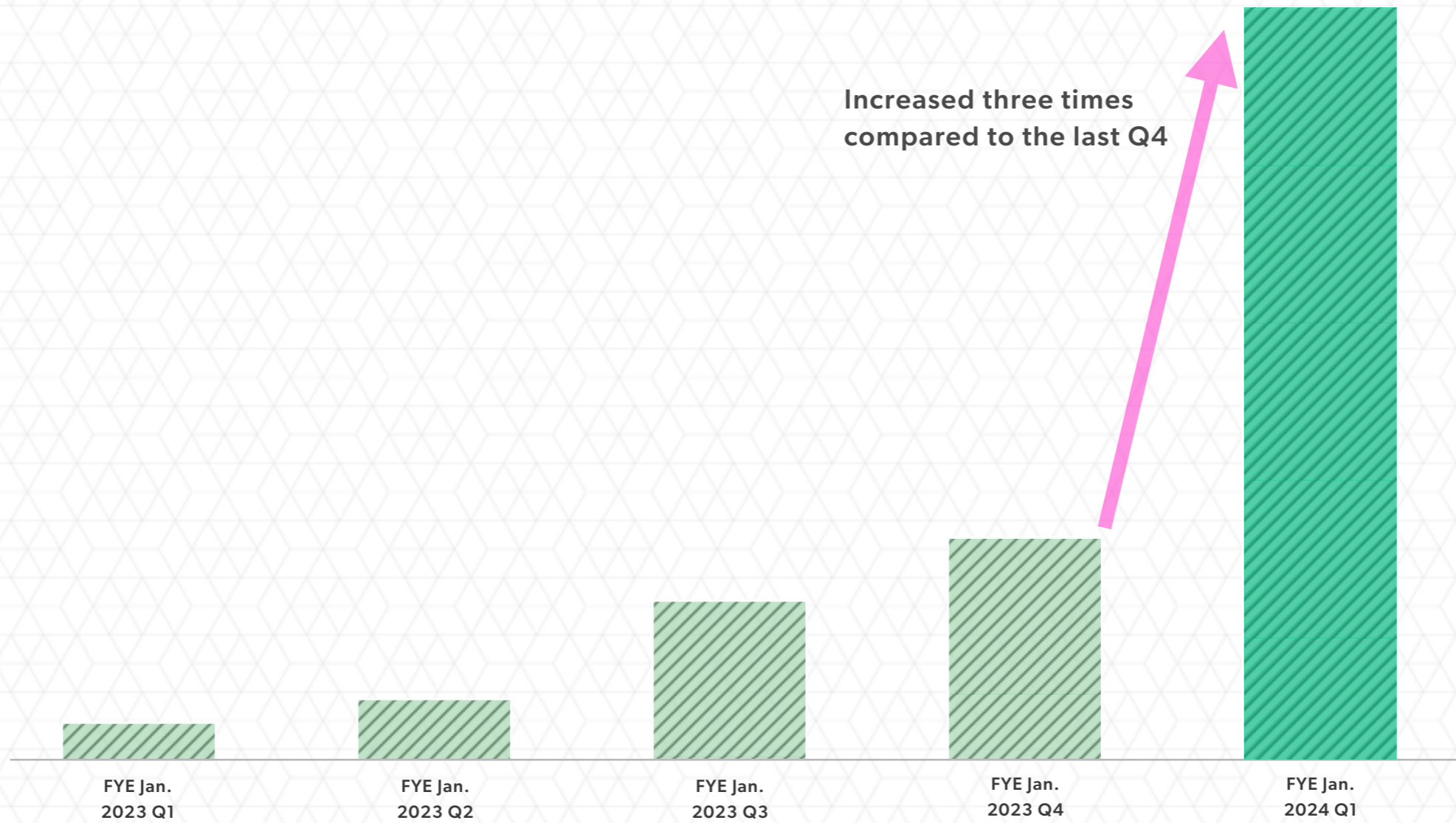
Decrease in GMV

- In February and March, GMV exceeded 100% YoY thanks to the expansion of PS Elite, but due to changes in the Google ad logic, more GLOBAL BUYMA branding ads were displayed than shopping ads, resulting in a decrease in the number of sessions.
- GMV declined in April as it took until early April to determine the cause of the decline in sessions.
- The number of sessions has recovered since mid-April because of a change in ad serving strategy.

Travel booking amount rises significantly

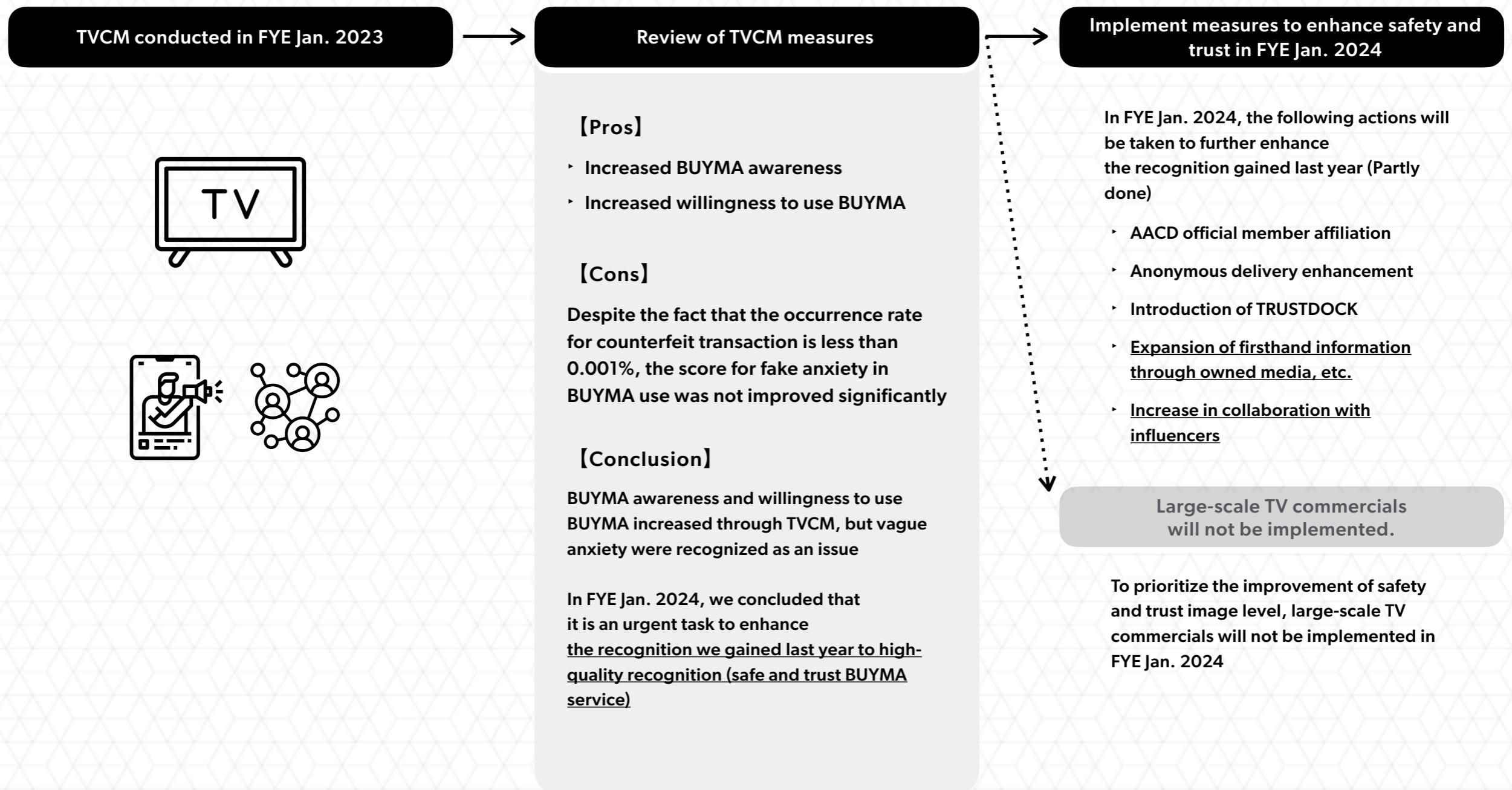
Travel demand has returned and further progress is expected

BUYMA TRAVEL booking amount



Measures of BUYMA Business

While succeeding in gaining recognition through the TV commercials conducted last year, we determined that the top priority is to dispel "vague anxiety" that is disconnected from the actual situation
Visualize safety and trust by collaborating with external organizations in FYE Jan. 2024



As an evolution of the customer experience, AACD official member affiliation, Yamato anonymous delivery, and introduction of TRUSTDOCK started

Joining
the Association
Against Counterfeit
Product Distribution
(AACD)
as an official member



Domestic BUYMA became the first official member of the Association Against Counterfeit Product Distribution, Japan (AACD) as a platform provider.

- ➔ BUYMA used to be a supporting member of the AACD, but it has become the first official member of AACD on April 24, 2023 due to recognition of our past achievements. By becoming an official member, we can work closely with AACD to strengthen measures to prevent the distribution of counterfeit and fraudulent products that can lead our services to safer and more trustable for our customers

YAMATO Anonymous
Delivery
(BUYMA YAMATO)



Yamato Transport Co., Ltd. and BUYMA collaborate to provide anonymous cross-border EC delivery service.

- ➔ Although we have been providing anonymous delivery service for domestic shipments, we have launched the international anonymous delivery from the U.S. and Canada to Japan since April 10, 2023 in order to make the service more secure, safe and comfortable. "BUYMA YAMATO" will be expanded to various countries and regions including South Korea in the future

Introduction of
TRUSTDOCK

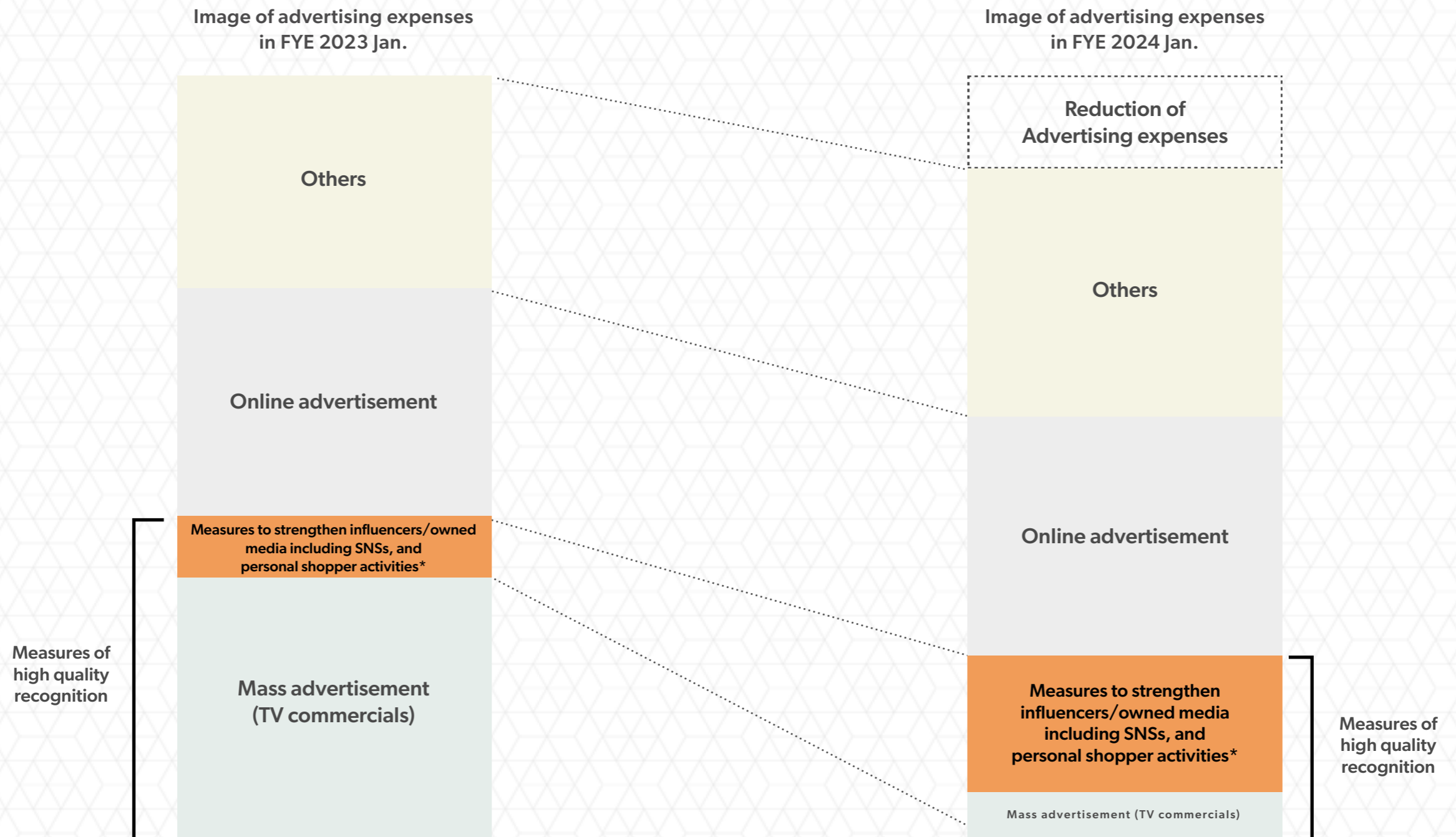


Introduced TRUSTDOCK to strengthen the identification of sellers and started to assign the "Identity Verified" mark to sellers.

- ➔ To replace the existing seller identification verification process with a more speedy and secure online identification verification process, which has been operational since May 2023

Capital investment for acquiring quality recognition

In FYE Jan. 2024, we plan to invest capital in measures to strengthen personal shopper activities, utilization of influencers, and owned media including SNSs, in order to enhance the recognition gained through TV commercials in the previous fiscal year to high-quality recognition



(Note)

*Personal shopper activities: BUYMA Studio events and related advertising, as well as measures to provide information on hot-selling products to personal shoppers (see p. 6)

As a function that can take advantage of BUYMA's worldwide network of sellers,
"Search from Around the World" service has begun since June 2023
Covers a wide range of products from maniacs to products out of stock in Japan

Approximately 200 thousands
personal shoppers in 177 countries*
will search for your requested items



Request for "Search from around the world"

Mr. A, a resident of Tokyo

▸ Search for "Lip of ●● seen on Instagram"
from around the world!

Responses from personal shoppers
from around the world

Mr.D, personal shopper living in the U.S.

▸ Lip of ●● can be sold for 30,000 yen!

Mr.E, personal shopper living in the UK

▸ Lip of ●● can be sold for 25,000 yen!

News from BUYMA

"BUYMA SELECTION" channel has been open since June 1, 2023 🔥



BUYMA SELECTION

Special price for one item only

Good deal 😄



<https://www.buyma.com/contents/buyma-selection/>

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