

Supplementary Financial Information

of FYE Jan. 2025

Enigmo Inc. (March 17, 2025)

Highlights of FYE Jan. 2025

Sales and profits significantly exceeded the consolidated performance forecast, and the forecast was revised upward. Although the record depreciation of the yen that continued in the first half of the year has come to a hold, the yen has not started trending toward continuous appreciation and the external environment remains uncertain. However, owing in part to the effects of various marketing measures in response to changes in consumption trends, the BUYMA business has shown a recovery since the second quarter on a quarter-on-quarter comparison, and in the fourth quarter, it recovered to the same level as the same quarter of the previous year, showing a sign of bottoming out.

Consolidated subsidiary BUYMA TRAVEL's profit and loss are now being incorporated in the consolidated accounting. While using non-consolidated profits to absorb the investment costs in the process for generating new sources of profit, including amortization of goodwill, our company is steadily implementing a growth strategy that will lead to expansion of profits as the Enigmo Group in the fiscal year ending January 2027.

Overview of business performance

BUYMA (JP) GMV : **52.91 billion yen** (down 92.9% QoQ)

GMV by quarter : (1Q) **12.35 billion yen** (down 87.5% QoQ)

(2Q) **11.58 billion yen** (down 88.3% QoQ)

(3Q) **11.36 billion yen** (down 94.0% QoQ)

(4Q) **17.61 billion yen** (down 99.8% QoQ)

Highlights of FYE Jan. 2025

Overview of business performance

Consolidated net sales : **5.92 billion yen**

(Non-consolidated net sales) : **5.64 billion yen** (91.0% QoQ)

Despite the ongoing challenging business environment, BUYMA (JP)'s GMV has continued to recover since the second quarter on a year-on-year comparison, and in the fourth quarter, it recovered to the same level as the same level of the previous year thanks to the contribution of various measures in response to changes in consumption trends.

Consolidated selling and administration costs : **3.78 billion yen**

(Non-consolidated selling and administration costs) : **3.45 billion yen** (89.4% QoQ)

Consolidated operating income : **730 million yen**

(Non-consolidated operating income) : **890 million yen** (89.7% QoQ)

We have deployed effective measures for existing businesses while ensuring profitability through business operations with an emphasis on the non-consolidated advertising expenses of 1.08 billion yen (77.3% QoQ) and cost efficiency, and absorbed the investment costs in new businesses, including amortization of goodwill due to grouping.

Highlights of FYE Jan. 2025

BUYMA Topics

▸ **Strengthening of safety and security measures**

Strengthening of appraisal service system and expansion of brands to be appraised
The appraisal capacity expanded to 137.1% QoQ based on actual results.

▸ **Release of BUYMA BEDIT**

On-Trend, Off-Price. High-fashion items can be offered at special prices at any time.

▸ **Full-scale release of “BUYMA VINTAGE”**

GMV has steadily increased
Outerwear purchase project newly launched

▸ **Improved effect of sales measures**

The effect of consumption stimulation has improved through establishment of recognition of original sale “BUYMA BIG DEAL DAYS” and strengthened operation of large-scale seasonal sales such as “BLACK FRIDAY SALE.”

▸ **Started collaboration with Buyee and Tmall**

In place of BUYMA GLOBAL, we have strengthened the capture of overseas demand in each area through collaboration with other websites.

Highlights of FYE Jan. 2025

BUYMA TRAVEL Topics

▸ **Business grouping and operational integration**

BUYMA TRAVEL business was integrated into BUYAM TRAVEL Co., Ltd. through absorption-type split to streamline operations and enhance growth and profitability of platform business while increasing profitability of existing activity business.

▸ **Platform**

Booking amount continued high growth

Bookings for the full-year consolidated accounting period amounted to 184 million yen, up 55% QoQ and continuing to grow

▸ **Activity**

In order to further expand the activity business, BUYMA TRAVEL Co., Ltd. has made Formal Trans, LLC, which provides chauffeur and limousine services, into a subsidiary company

Highlights of FYE Jan. 2025

Corporate action

▸ **Grouping as a consolidated group**

From the third quarter, our company begins incorporating the profit and loss of its consolidated subsidiary BUYMA TRAVEL

▸ **Return to shareholders**

Payment of ordinary dividend (10 yen/share)

Introduction of shareholder special benefit plan

(to be started for shareholders listed or recorded in our company's shareholder registry as of July 31, 2025)

Overview of business performance (consolidated)

In spite of a continuously challenging external environment, BUYMA (JP) has showcased acceleration of recovery, with business performance exceeding the initial forecast and leading to an upward revision.

(Unit: million yen)

	FYE January 2025 results	Consolidated business performance forecast for Q1 of FYE January 2025	Difference	Achievement rate
Net Sales	5,928 million yen	5,708 million yen	221 million yen	103.9%
Gross margin	5,095 million yen			
Selling and administration costs	3,785 million yen			
Advertising costs	1,108 million yen			
Labor costs	1,795 million yen			
Operating income	739 million yen	538 million yen	201 million yen	137.4%
Ordinary income	693 million yen	535 million yen	158 million yen	129.7%
Interim net profit attributable to owners of the parent	433 million yen	334 million yen	99 million yen	129.8%

*The consolidated profit and loss statement includes the profit and loss of BUYMA TRAVEL Co., Ltd. (former MEGURU Co., Ltd.) from July 2024 to December 2024.

Overview of business performance (non-consolidated)

	FYE January 2025 results	FYE January 2024 results	YoY
BUYMA (JP) GMV	52.914 billion yen	56.983 billion yen	92.9%
Net Sales	5.645 billion yen	6.203 billion yen	91.0%
Gross margin	4.349 billion yen	4.862 billion yen	89.5%
Selling and administration costs	3.452 billion yen	3.862 billion yen	89.4%
Advertising costs	1.085 billion yen	1.403 billion yen	77.3%
Labor costs	1.639 billion yen	1.795 billion yen	91.3%
Operating income	0.896 billion yen	0.999 billion yen	89.7%
Ordinary income	0.891 billion yen	1.019 billion yen	87.4%
Profit	0.605 billion yen	0.838 billion yen	72.2%

Sales by business and investments in the first half of FYE Jan. 2025

Promote moderate business investment to generate new sources of profit, while securing stable profits from existing businesses.

(Unit: million yen)

FYE January 2025	Total for all businesses	BUYMA (JP)	Composition ratio	Investment business (GLOBAL, TRAVEL, other new businesses, etc.) (*)	Composition ratio
GMV	53,426	52,914	99%	512	1%
Net Sales	5,928	5,591	94%	337	6%
Gross margin	4,524	4,311	95%	213	5%
Selling and administration costs	3,785	3,284	87%	501	13%
Operating income	739	1,027	139%	▲288	-39%

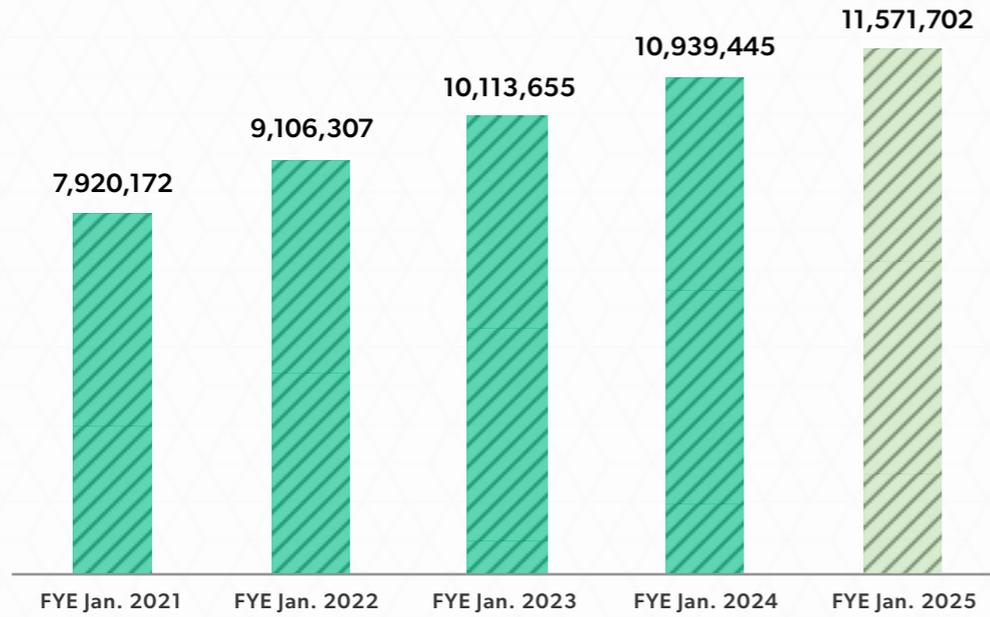
*GMV only includes the combined volume of distribution in the platform business, and does not include the contracted amount of the activity business.

**The profit and loss figures include the profit and loss of BUYMA TRAVEL Co., Ltd. (former MEGURU Co., Ltd.) from July 2024 to December 2024.

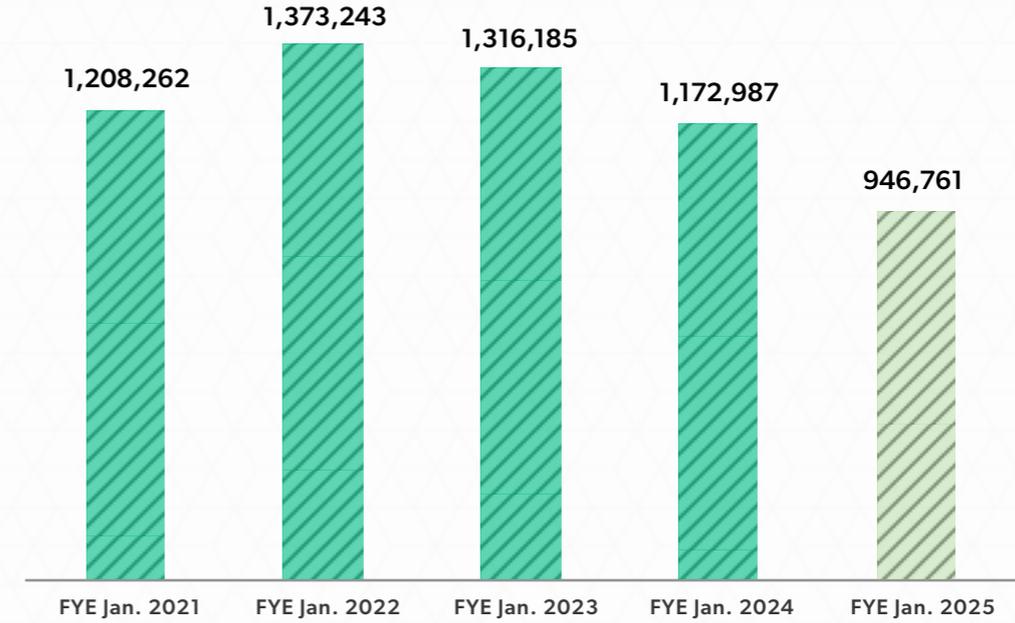
Overview of BUYMA Business

Transitions in major KPI for BUYMA (JP) of FYE Jan. 2025

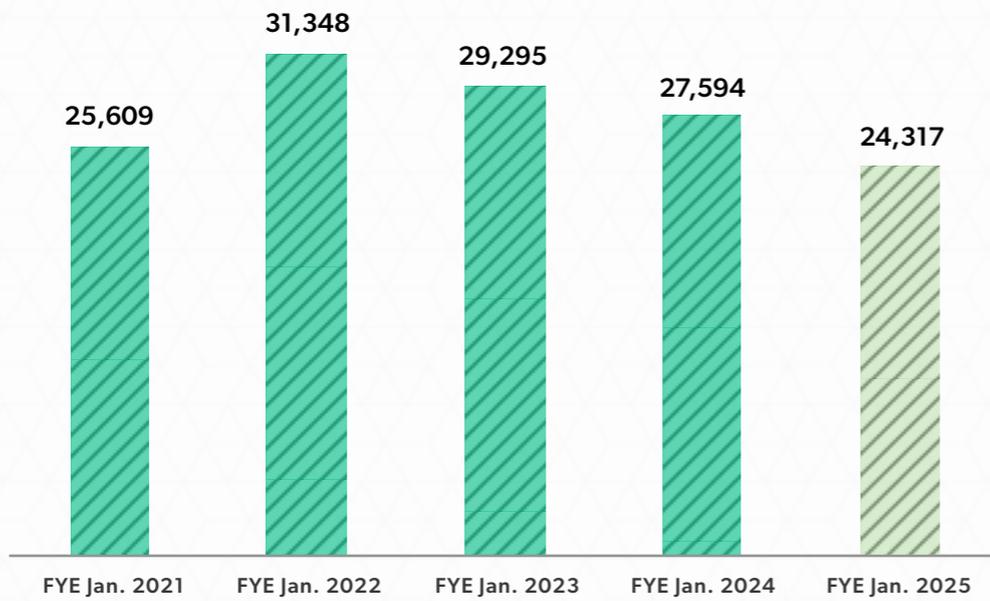
Number of BUYMA members (Unit: person)



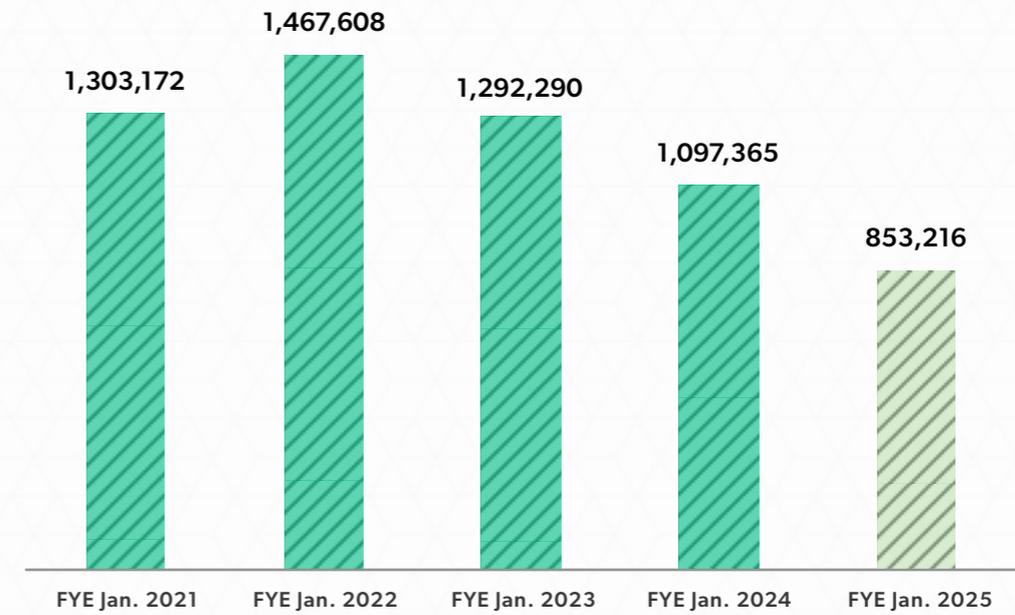
Number of active BUYMA members (Unit: person)



BUYMA GMV (Unit: million yen)



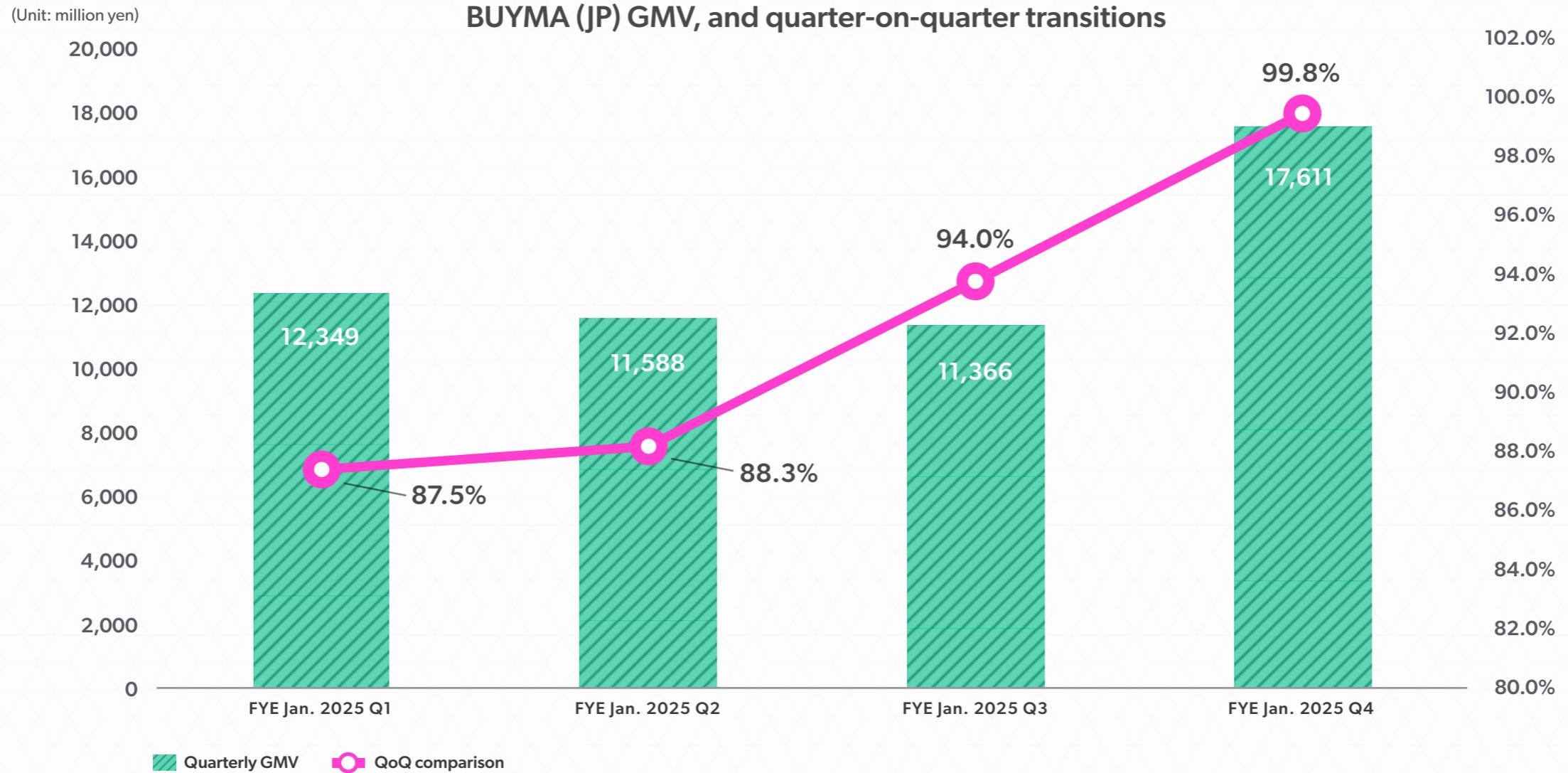
BUYMA number of transactions handled (Unit: no. of transactions)



*GMV: Amount of account settlements including such things as payment for goods and fees for settlement of payment in contracted transactions

*Number of active members: Members with a purchase history within the past year

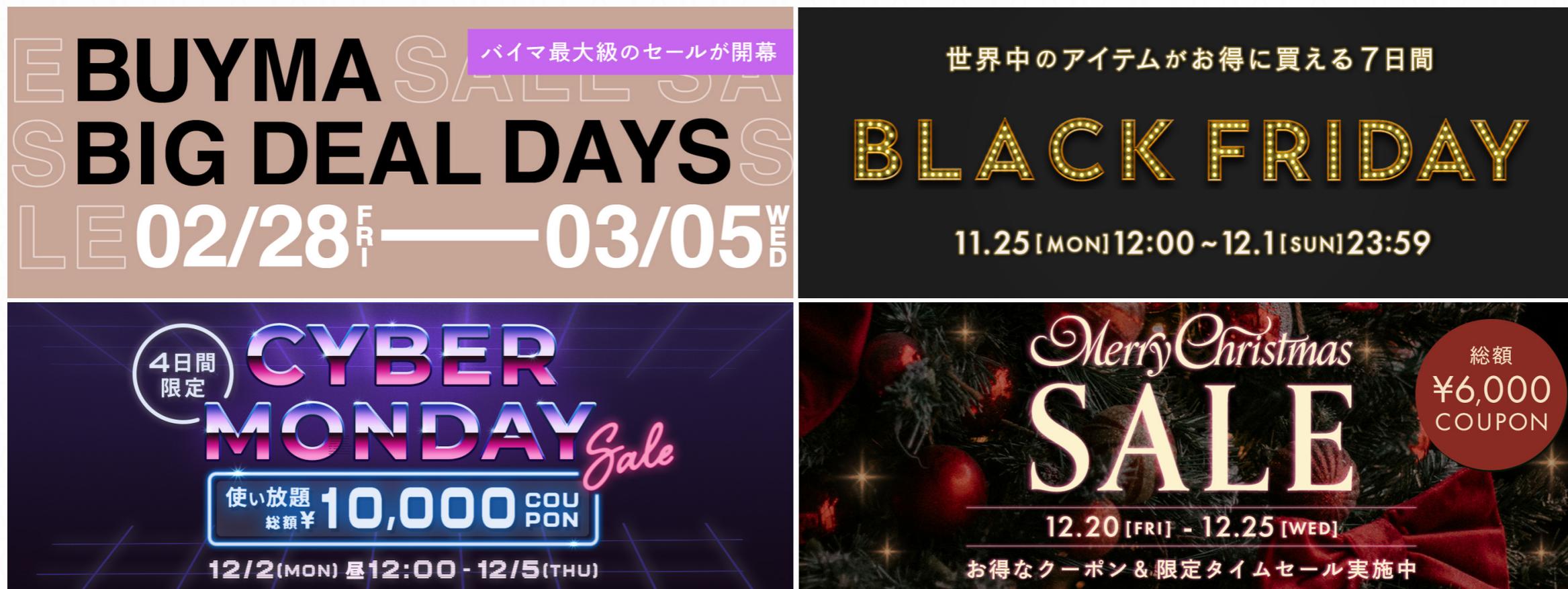
In spite of a continuously challenging external environment, BUYMA (JP) has showcased acceleration of recovery



*GMV: Amount of account settlements including such things as payment for goods and fees for settlement of payment in contracted transactions

Improved effect of sales measures

Established recognition of BUYMA's largest original sale "BUYMA BIG DEAL DAYS" and strengthened operation of various large-scale sales such as "BLACK FRIDAY SALE" has improved the effect of promoting continuous purchase.

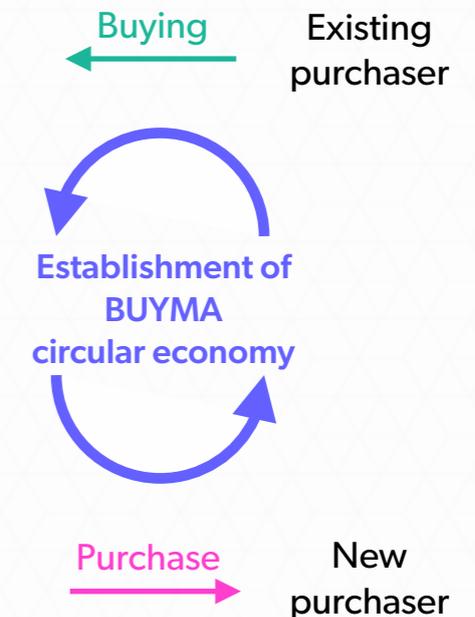
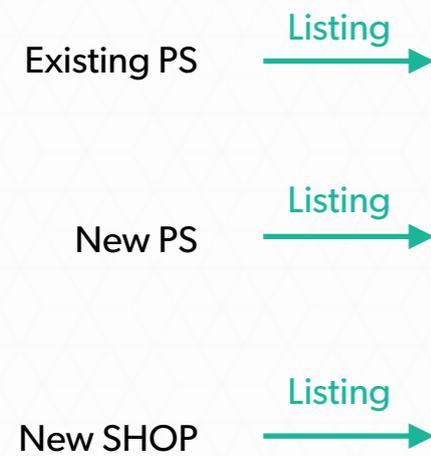


Contents of three-part sale

1. SPECIAL SALE ITEMS
 - Sale-only loss leaders
2. COUPON
 - Coupon gift available for a limited time only
3. STOCK CLEARANCE SALE
 - First come, first served. "One Item Only, Stock Clearance Sale"

BUYMA VINTAGE

“BUYMA VINTAGE,” a luxury vintage market that gathers pre-owned brand goods from around the world, has steadily expanded its GMV since its launch, and Utilizing BUYMA's resources to create a unique and attractive lineup aiming to expand the categories to be handled.



Objectives

- ▶ Eliminate customer attrition caused by soaring product prices
- ▶ Capture diversified demand, such as sustainable fashion
- ▶ Promote activities of existing personal shoppers (sellers)
- ▶ Expand the circular economy within the company's own service through buying by users

Features

- ▶ Only vetted sellers can list their items (BUYMA-authorized corporations list items)
- ▶ Pre-owned items can be purchased from countries all over the world
- ▶ Free authenticity appraisals available
- ▶ Inspections and consultations by sellers

With the increase in the number of participating shops, the range of products with a cutting-edge has expanded to include long-tail type products, contributing to the acquisition of new customers that focus on trendy brand and items



Objectives

- ▶ Eliminate customer attrition caused by soaring product prices
- ▶ Expand long-tail type items that are difficult for existing sellers to handle

Features

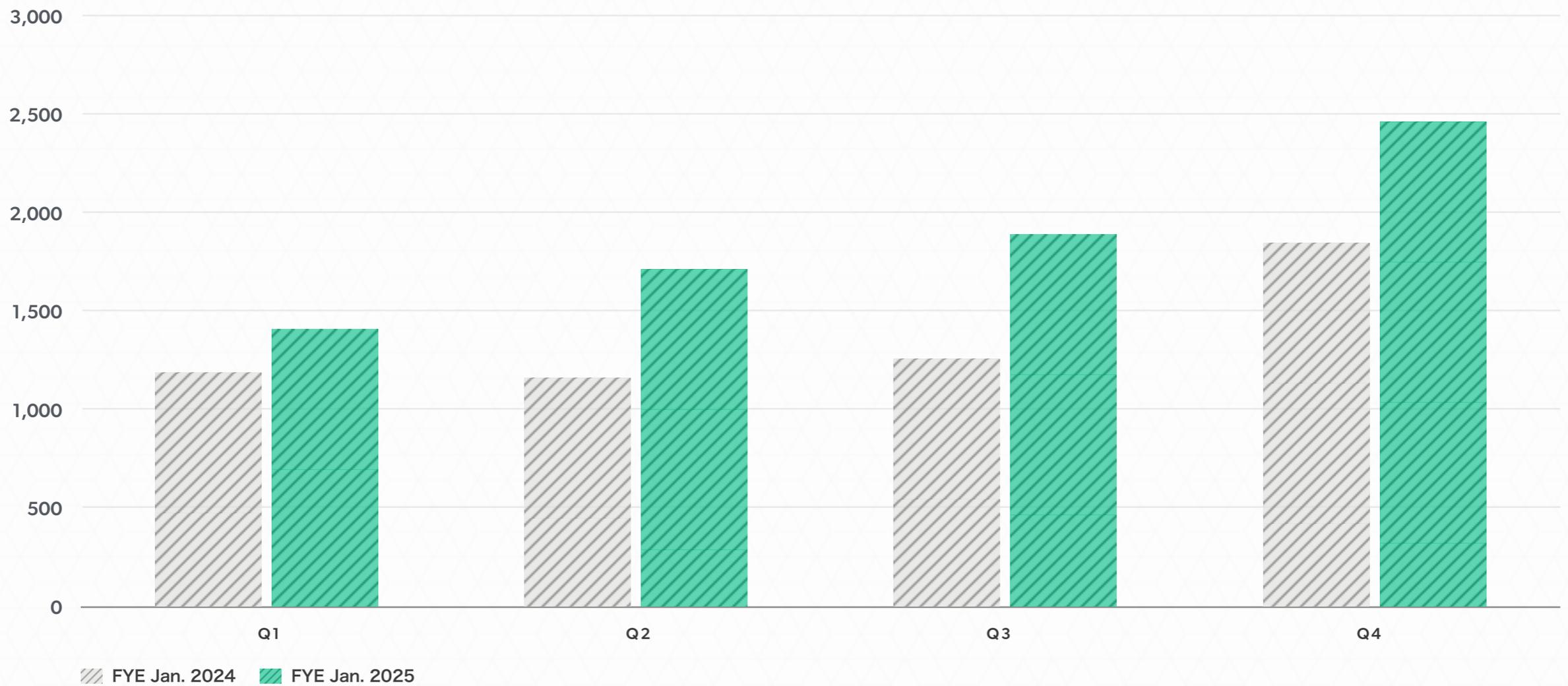
- ▶ Only reliable overseas official partners selected by BUYMA can list their items
- ▶ No additional payment of customs duties
- ▶ No need to check stock
- ▶ Delivery within 7 days even from overseas

Strengthening of safety and security

Further improved appraisal functions by expanding the number of brands to be appraised and strengthening the monitoring of listings.

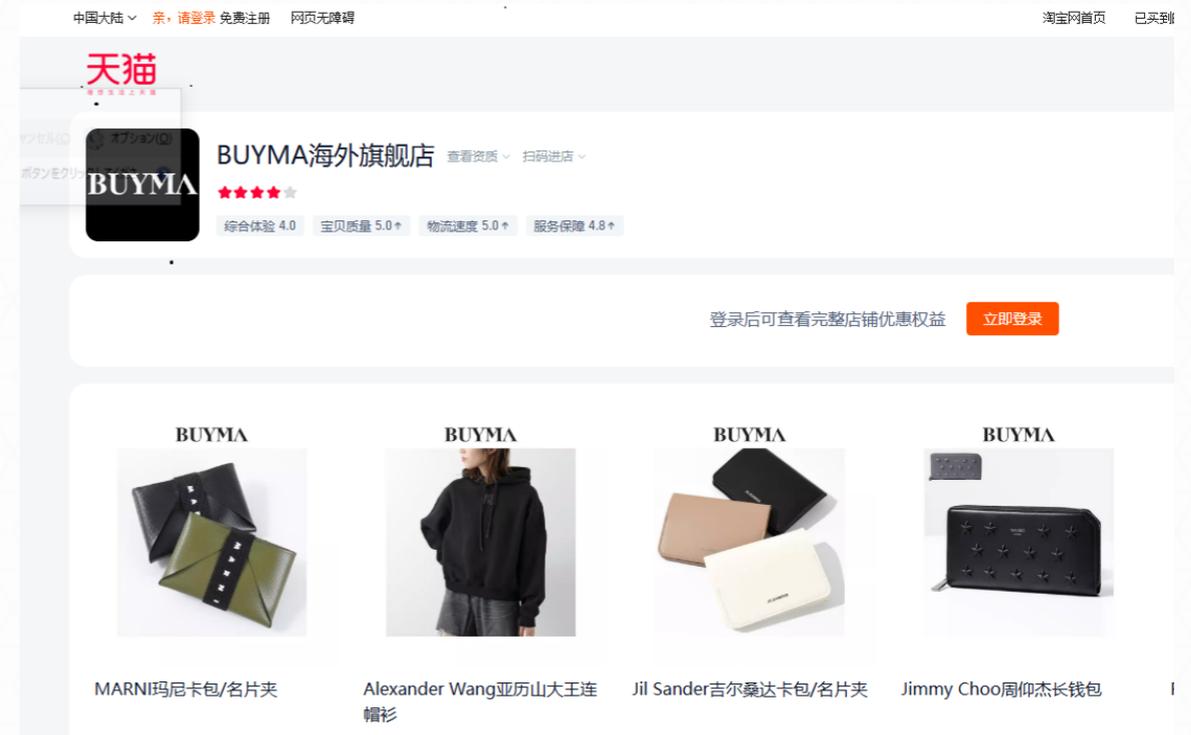
The sales share of personal shoppers with appraisal results has increased to over 83% and we have created an environment where customers can purchase with confidence.

Appraisal results



Overseas expansion: BUYMA x International cross-border e-commerce mall

BUYMA x Buyee Connect, which enables comprehensive sales including those in the Asian market, and BUYMA x Tmall collaboration for the Chinese market have started, enabling sales to approximately 120 overseas countries and regions.



Objectives

- Capture overseas demand in place of BUYMA GLOBAL
- Respond to the growing demand for Japanese products in a weak yen environment

Features

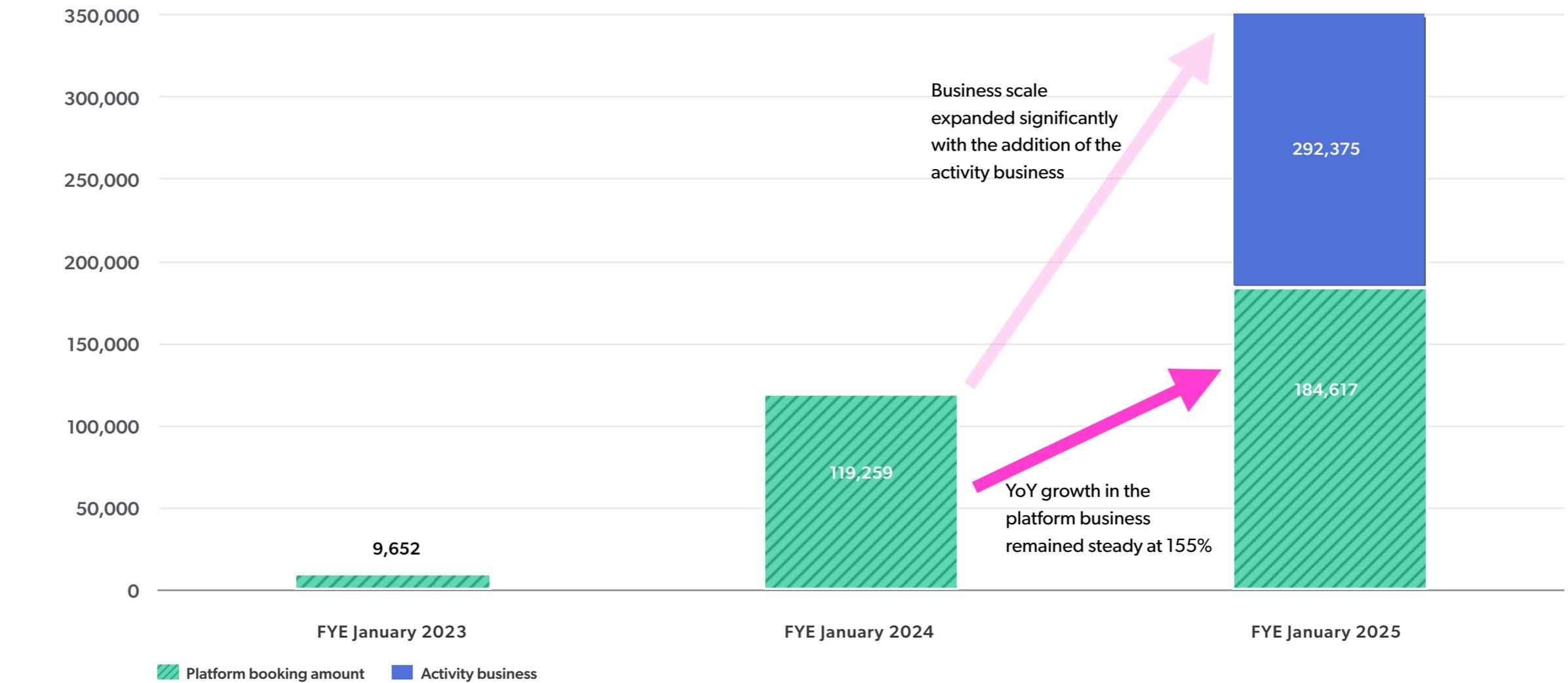
- Transactions through Buyee Connect and Tmall enable shopping in approximately 120 countries and regions around the world without language or payment concerns

BUYMA TRAVEL

Booking amount in the platform business continued to grow, increasing 155% QoQ.
 Business scale expanded significantly with the addition of the activity business from Q3 as a result of consolidation.

BUYMA TRAVEL business scale transition

(Unit: thousand yen)



*The amount of overseas activity contracts is equivalent to the amount in yen converted at the average exchange rate during the period (150.61 yen/USD).

New business

Grand opening on November 12, 2024

Acquired more registrants than we expected

Currently strengthening our promotion while acquiring companies to be included on the list



Mission-based selection type job change platform service

Aiming to be a platform where human resources flow freely and creatively.

HOUSE REVO, Inc. (former Non Brokers, Inc.), which is involved in the real estate business, is further strengthening its corporate foundation through rebranding and strategic investments, and is building a foundation for growth in the next fiscal year and beyond.

Vision



Revolutionize house selling and buying.

Mission

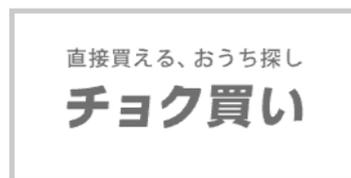
Pursue the ultimate customer experience to relieve the stress of buying and selling real estate.



Company name change



Service name change



Service name change



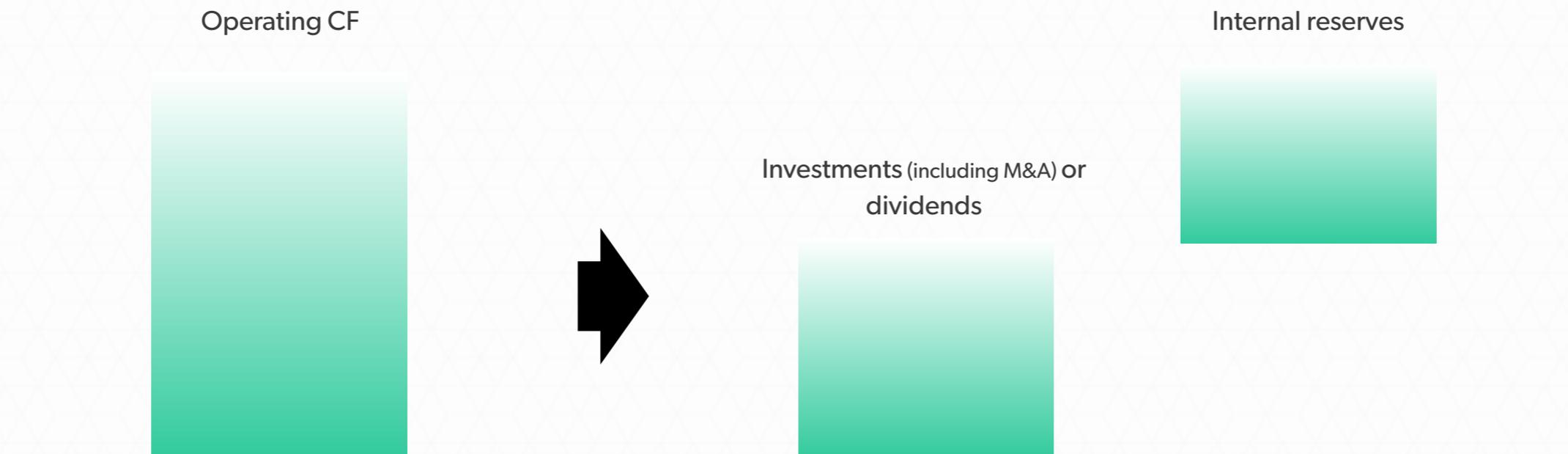
1. **Promotion of rebranding**
In order to renew the corporate image and improve the corporate recognition and reliability, the company name and service names are scheduled to be changed.
2. **Aggressive investment in SEO measures**
In order to achieve continuous reduction in marketing costs, aggressively invest in the creation of articles for our owned media (real estate sale bible).
3. **Sophistication of advertising strategy**
Develop effective advertising campaigns using Enigmo's know-how to promote improvement in brand values and acquisition of new customers.
4. **Deepening of customer experience**
Pursue the "ultimate customer experience" and provide a new service called "Free Consultation Anytime and Forever" to reduce the burden on both sellers and buyers.

We plan to pay a regular dividend of 10 yen per share
Dividends paid for six consecutive fiscal years

[Future dividend policy]

In order to be in a continual state of growth, we have made investments in growth our top priority (this includes not only M&A and capital tie-ups but also investments in human resources and strategic marketing investments that lead to growth in turnover).

In regard to the dividend for the next term onward, while in some cases there may be no dividend payout depending on investments in growth and the present demand for funds, we will adopt a policy of striking a balance with internal reserves while giving comprehensive consideration to such factors as transitions in our performance, financial circumstances, and future business & investment plans.



Shareholder returns - Introduction of shareholder special benefit plan

With the aim of returning profits to shareholders and promoting understanding of our group's business, we will introduce a shareholder special benefit plan for shareholders as of the end of July 2025.

We will introduce a shareholder special benefit plan with the aim of enhancing the attractiveness of our company's shares as an investment target to increase the number of shareholders who hold our company's shares over the medium-to-long term, and gaining an understanding of a larger number of people about our company and our group's business.

[Start date of the shareholder special benefit plan]

The plan will be started for shareholders listed or recorded in our company's shareholder registry as of July 31, 2025.

[Details of the shareholder special benefit plan]

(1) Eligible shareholders

Shareholders listed or recorded in our company's shareholder registry as of July 31, 2025, and holding 200 or more shares.

From the next time onwards, shareholders listed or recorded in the shareholder registry as of July 31 each year, and as a requirement for continuous shareholding, who have listed or recorded in the shareholder registry as those holding 200 or more shares for two consecutive periods (at the end of January and July) under the same shareholder number will be eligible for the plan.

*The requirement for continuous shareholding does not apply to the first shareholder special benefit plan with a record date of July 31, 2025.

(2) Special benefit details

Depending on the number of shares held on the record date, eligible shareholders will receive a "Shareholder Special Benefit Coupon" that can be used at "BUYMA" or "BUYMA TRAVEL."

- 200 shares or more but less than 500 shares: 2,000 yen worth of coupon
- 500 shares or more but less than 1,000 shares: 5,000 yen worth of coupon
- 1,000 shares or more: 10,000 yen worth of coupon

Policy for FYE January 2026

Evolve from responding to changes in the external environment to getting back on the growth path
Aim for “YoY increase of over 100% for BUYMA GMV” and “establishment of new sources of profit”

**YoY increase
of over 100%
for BUYMA GMV**

**Establishment of
new sources of
profit**

In order to achieve YoY increase of over 100% for BUYMA GMV,

it is necessary to solve the issue of the decrease in the number of active members.

Identify customers' needs that have significantly changed with the changing environment, and create customers.

Challenges

- Decrease in the number of active members due to a decrease in the number of attractive products caused by soaring listing prices

Background

- Price increases by brand companies due to inflation
- Rising listing prices due to the depreciation of the yen
- Rising shipping costs
- Increased competition among fashion e-commerce sites

Results

- Decrease in frequency of use, especially among light users
- It is difficult to increase the motivation of young people to purchase brand-name products, causing a slump in the acquisition of new members

Measures

- Provide ease of purchase through "vintage", where you can buy used products, and "BEDIT", where you can buy off-price products
- Promote cooperation with personal shoppers that have procurement capabilities, to promote listings of products at competitive prices
- Monitor prices of major brands, and provide personal shoppers with price information that has a high probability of leading to sales
- Strengthen low-priced products to attract casual users

By deploying AI agents for each function of problem-solving measures, we aim to dramatically improve productivity and progress toward more profitable businesses.

Improve product competitiveness

- Expand categories and assortment
- Improve price appeal

Improve productivity

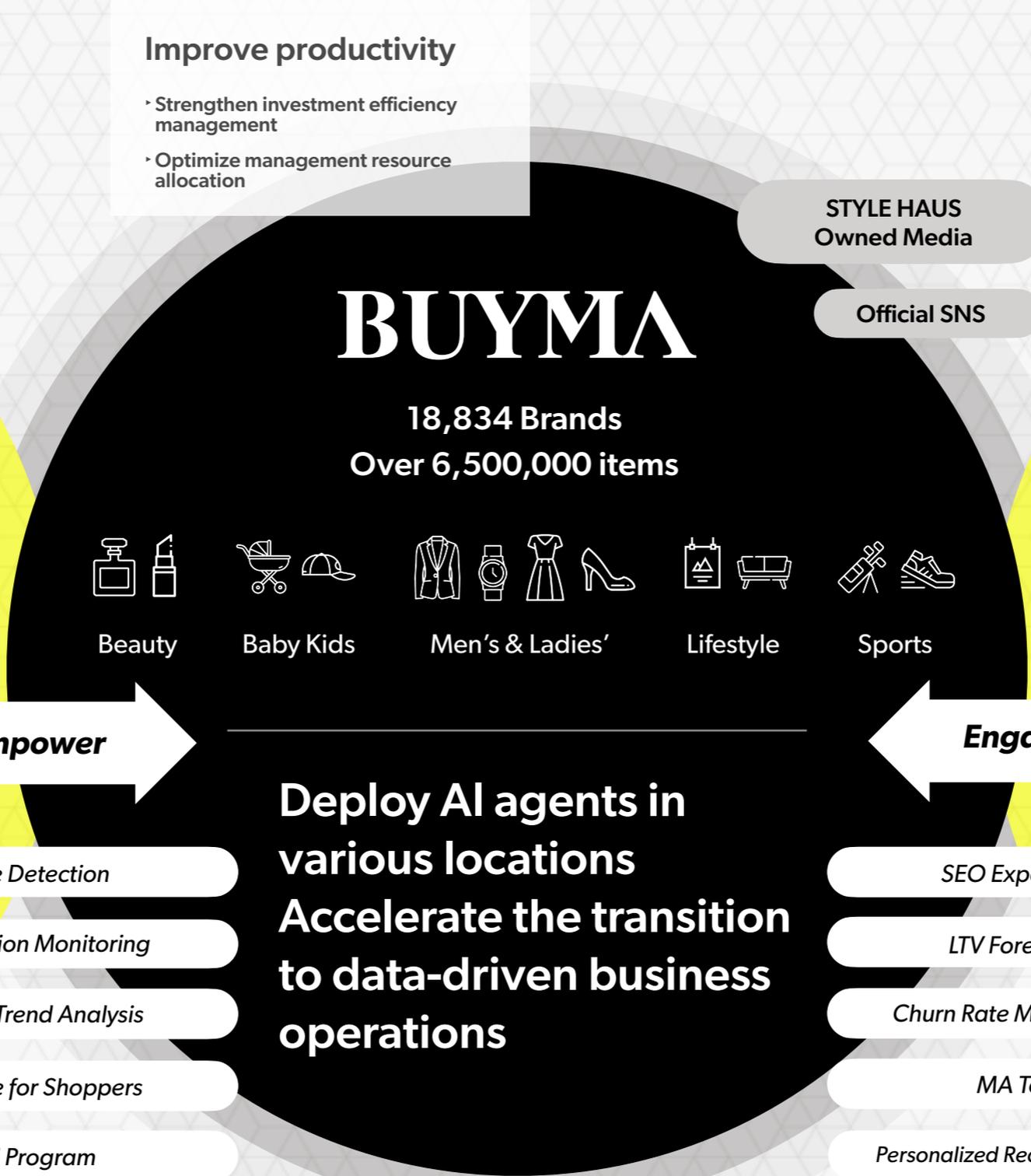
- Strengthen investment efficiency management
- Optimize management resource allocation

Improvement of service quality

Provide safety, peace of mind, and a sense of being special

Increase brand recognition

Enhance operation of social media



STYLE HAUS
Owned Media

Official SNS

- Fake Detection
- Transaction Monitoring
- Fashion Trend Analysis
- Software for Shoppers
- API Program

- SEO Expertise
- LTV Forecast
- Churn Rate Management
- MA Tool
- Personalized Recommendation

232,949
In 182 Countries
PERSONAL SHOPPERS

Registered
11,521,489
CUSTOMERS

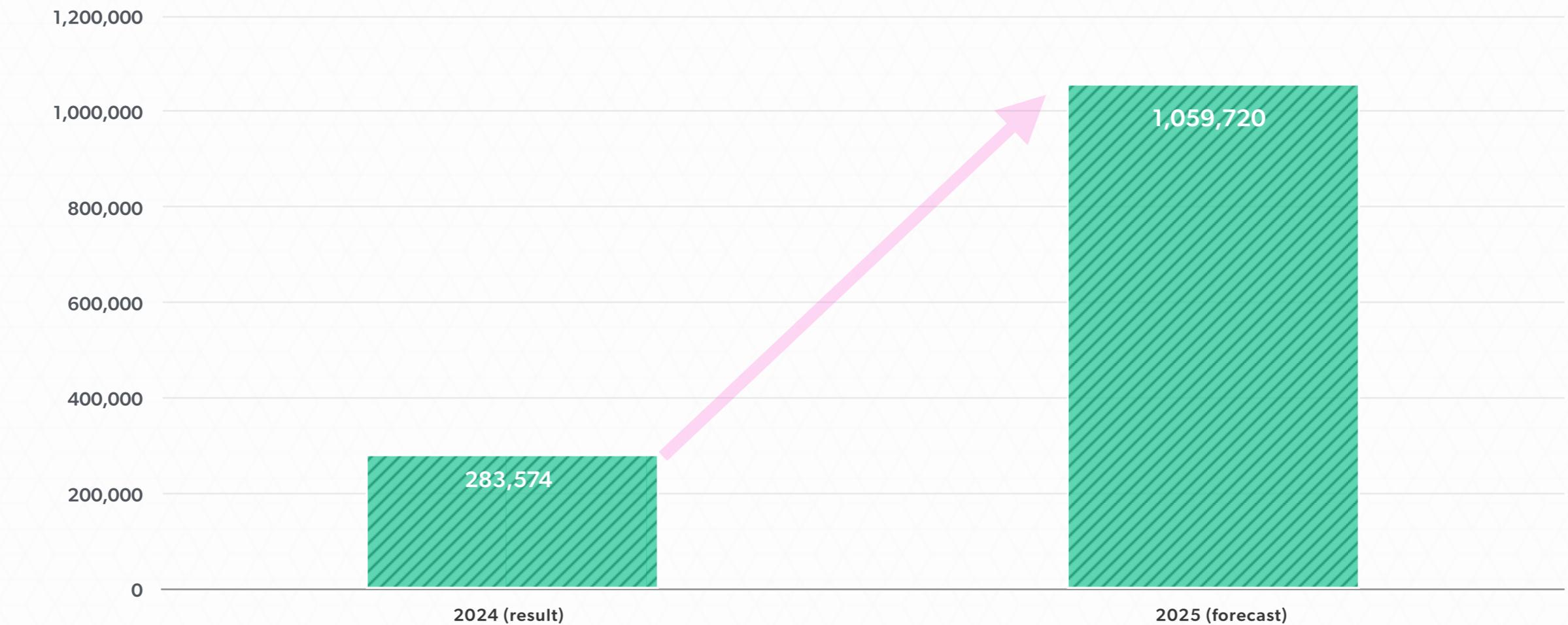
New business – BUYMA TRAVEL

Consolidated subsidiary BUYMA TRAVEL Co., Ltd. has made Formal Trans, LLC, which provides chauffeur and limousine services, into a subsidiary company.

From the second quarter of FYE January 2026, its profit and loss will be incorporated, and the scale of the business will be increased to 1 billion yen.

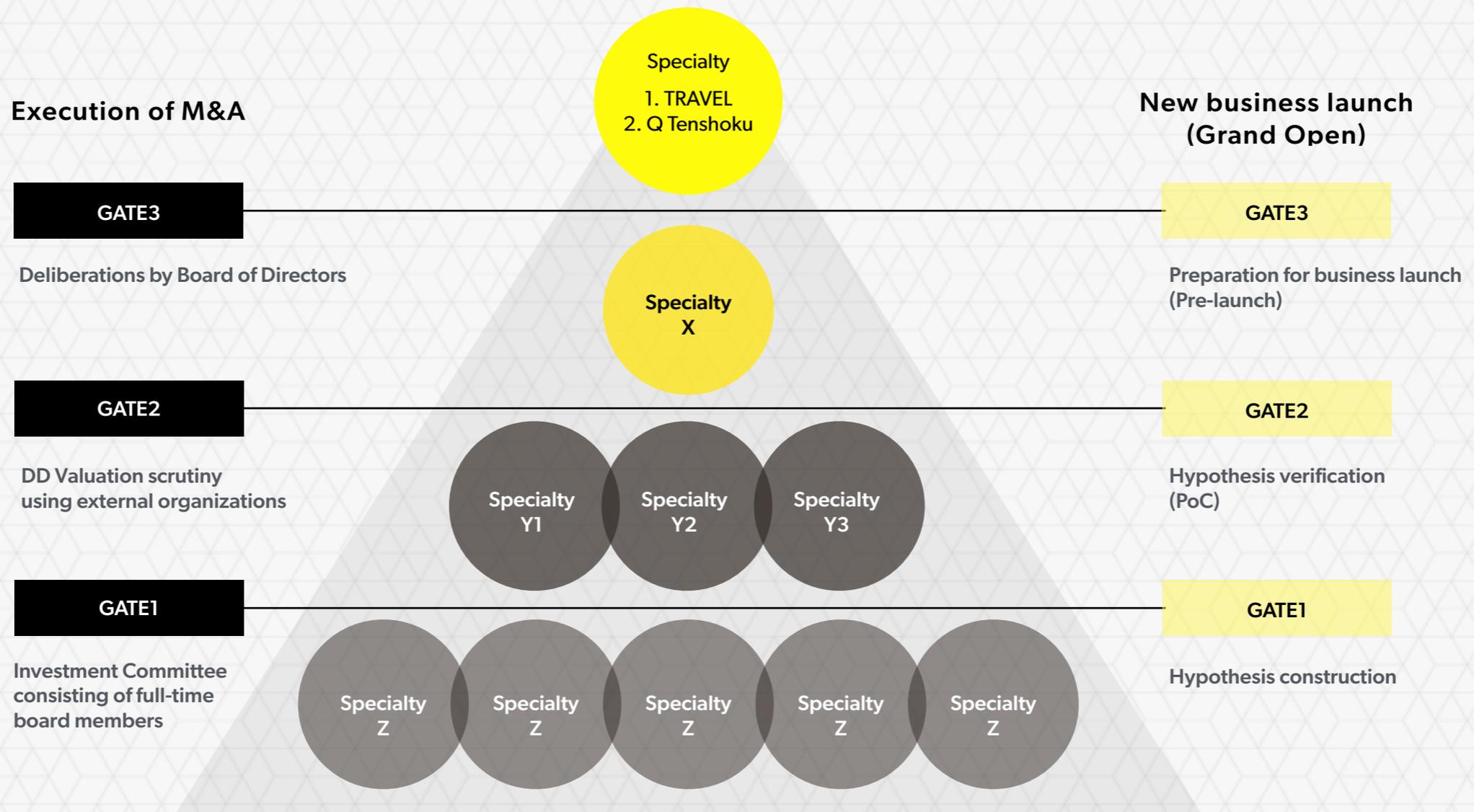
BUYMA TRAVEL sales trends

(Unit: thousand yen)



We will continuously create the next new domain "X," which will be a candidate for new profits, following "BUYMA TRAVEL," "Q Tenshoku," and "HOUSE REVO (former Non Brokers).

- New profit gate management process -



Expand revenue base while managing the impact on PL through a dual M&A strategy tailored to objectives and target areas.

Core Business Domain

- Objective: To increase sales and profits of existing businesses
- Domains: Mainly e-commerce and peripheral businesses
- Timing of consolidation: Same timing as investment
- Financial: Revenues are increasing and the businesses are already profitable
- Main synergies: Utilization of BUYMA's customer base of over 11 million

New Business Domain

- Objective: To acquire new sources of profit
- Domain: Platform business
- Timing of consolidation: To gradually make the company a subsidiary once a certain level of profit is achieved (manage the impact of PL by utilizing non-voting shares)
- Financial: Emphasize future potential and allow for losses
- Main synergies: Provide platform operation know-how (system development, digital marketing, etc.)

Consolidated performance forecast for FYE Jan. 2026

While steadily increasing sales and profits in existing businesses, we will invest in productivity improvements and the development of new revenue streams for the next generation.

	Consolidated performance forecast for FYE Jan. 2026	Enigmo performance forecast	YoY
Net Sales	6,719 million yen	5,928 million yen	113%
Gross margin	5,288 million yen	4,524 million yen	117%
Selling and administration costs	4,708 million yen	3,763 million yen	125%
Operating income *	536 million yen	739 million yen	72%
Ordinary income *	536 million yen	693 million yen	77%
Interim net profit attributable to owners of the parent *	322 million yen	433 million yen	74%

* Consolidated operating income takes into account amortization of goodwill.

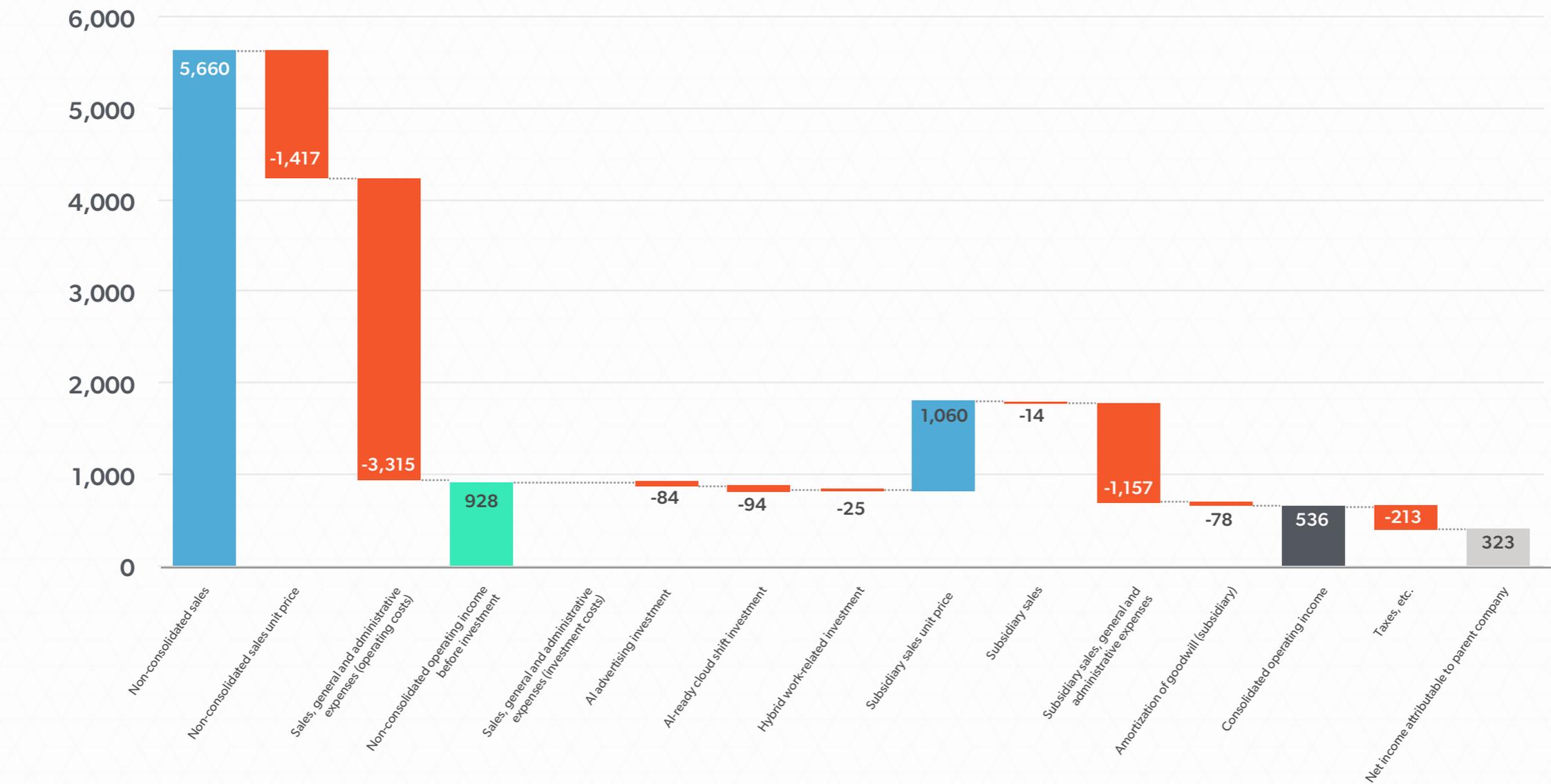
Consolidated performance forecast for FYE Jan. 2026

We will steadily increase sales and profits in our existing businesses, and actively invest in productivity improvement measures through AI advertising investment, AI-ready cloud shift investment, and hybrid work-related investment, as well as in the development of new sources of profit.

Consolidated Earnings Forecast (Breakdown)

(Unit: million yen)

■ Increase ■ Decrease ■ Total



Mid-term Targets

Mid-term Target: Sales target of 10 billion yen

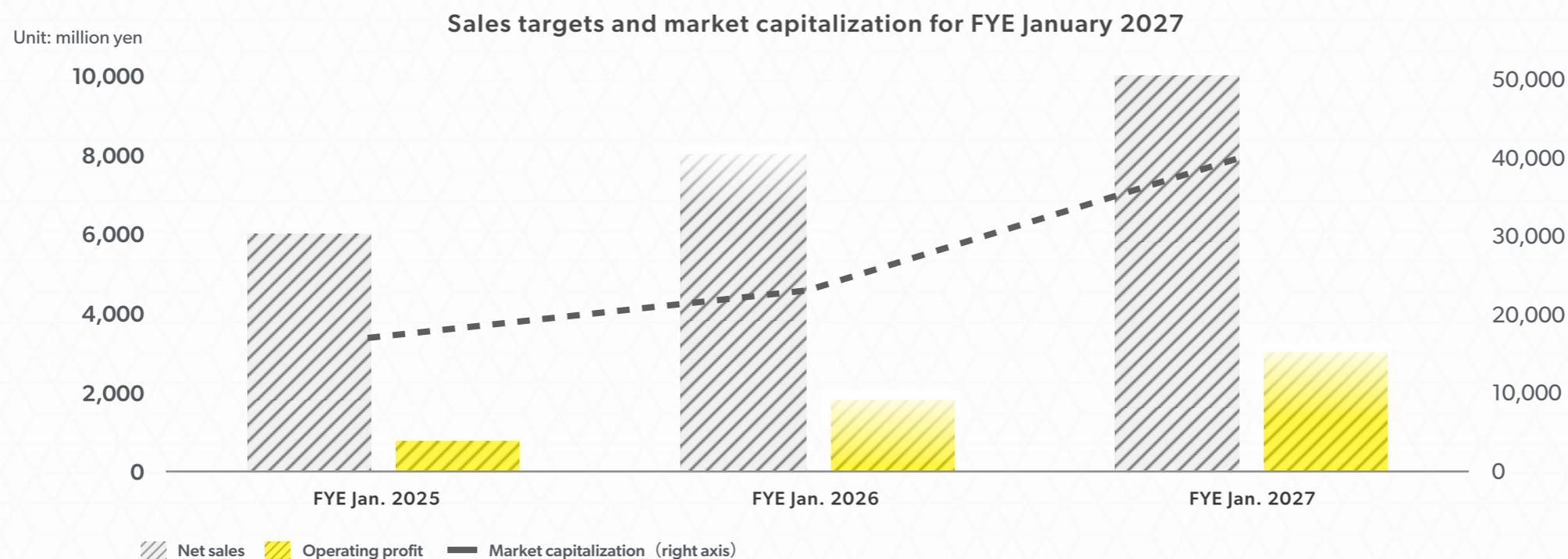
In addition to expanding business performance by enhancing the value of the experience in existing businesses and increasing profitability by improving productivity, we will also seek to generate new sources of profit through a unique new business investment program that leverages our strong financial base.

Achieve net sales of 10 billion yen as the Enigmo Group in FYE January 2027.

Unit : million yen	FYE January 2025 performance		FYE January 2027 target
Net Sales	5,928	➔	10,000
(Operating profit)	739		2,500~3,000
(Net income)	433		1,750~2,100
Market capitalization	12,998		35,000~40,000
Total market value in circulation	6,229		16,000~20,000

(Reference image)

*Market capitalization is calculated assuming a PER of 20x.



BUYMA's growth strategy

While improving the quality of the BUYMA service and operating in line with market conditions, we will expand the areas it covers

We will promote our expansion strategy in overseas markets through collaboration with other companies' services



We are preparing to build a new Specialty Marketplace in multiple areas by utilizing stable profits gained from the BUYMA business.

Growth strategy

① Maximize core business

Sustain BUYMA's growth by enhancing product lineup, improving price appeal, and improving UI/UX, etc.

Domestic/ International BUYMA

② Expansion into adjacent e-commerce segments

Discontinuous growth through expansion into other non-fashion related specialty areas

TRAVEL business

Real estate domain leuri lekai

Vintage

M&A

③ Explore growth in non-related fields

Establish a new revenue base where we can leverage our customer base, overseas seller network, platform operation know-how, and web marketing expertise

New business areas Q-tenshoku

M&A

M&A

These presentation materials are provided solely for the purpose of better understanding of our company and are not intended for the purpose of solicitation.

Forward-looking projections and forecasts contained within this document are made based on information available as of today. Actual business performance may differ from projections due to risks and uncertainties in the future.

Contact information

Enigmo Inc. - IR Department

ir@enigmo.co.jp

enigma

Company profile

Company Name	Enigmo Inc.
Main Business	Management of “Specialty” Marketplace “BUYMA”
Location	NMF Aoyama itchome Bldg. 6F 8-1-22 Akasaka, Minato-ku, Tokyo
Date of Establishment	February 10th, 2004
Representative	Representative Director and Chief Executive Officer Shokei Suda
Capital	381.9 million yen
Listed Market	The Prime Section of Tokyo Stock Exchange (Ticker : 3665)
Number of Employee	192 people
Accounting Period	January 31st
Major Shareholder	Sony Group Corporation & Executive officers



Number of members:
0 – 100,000 people

February 2004 ○ **“Period of foundation” – 1st stage of foundation**

Commencement of BUYMA services

- Founded in February 2004
- BUYMA released in February 2005, the following year, under the theme of “It has value, no matter where you are”



Number of members:
100,000 - 800,000 people

February 2006 ○ **“Period of expansion” – 2nd stage of foundation**

Increase of capital / diversification of lines of business

- February 2005 - March 2006 Implementation of capital increase through third-party allocation
- BUYMA, which had achieved a positive balance on a monthly basis in 2008, grows into our company’s main line of business



Number of members:
800,000 – 1.7 million people

February 2012 ○ **“Period of transition” – 3rd stage of foundation**

Structural reforms

- 2012 - Heavy concentration of management resources on BUYMA
- July 2012 - Listing of company on TSE Mothers



Japanese, English and Korean
language versions of the site

February 2014 ○ **“Period of globalization” – 4th stage of foundation**

Commencement of global expansion / path to becoming the “No. 1 overseas online retailer”

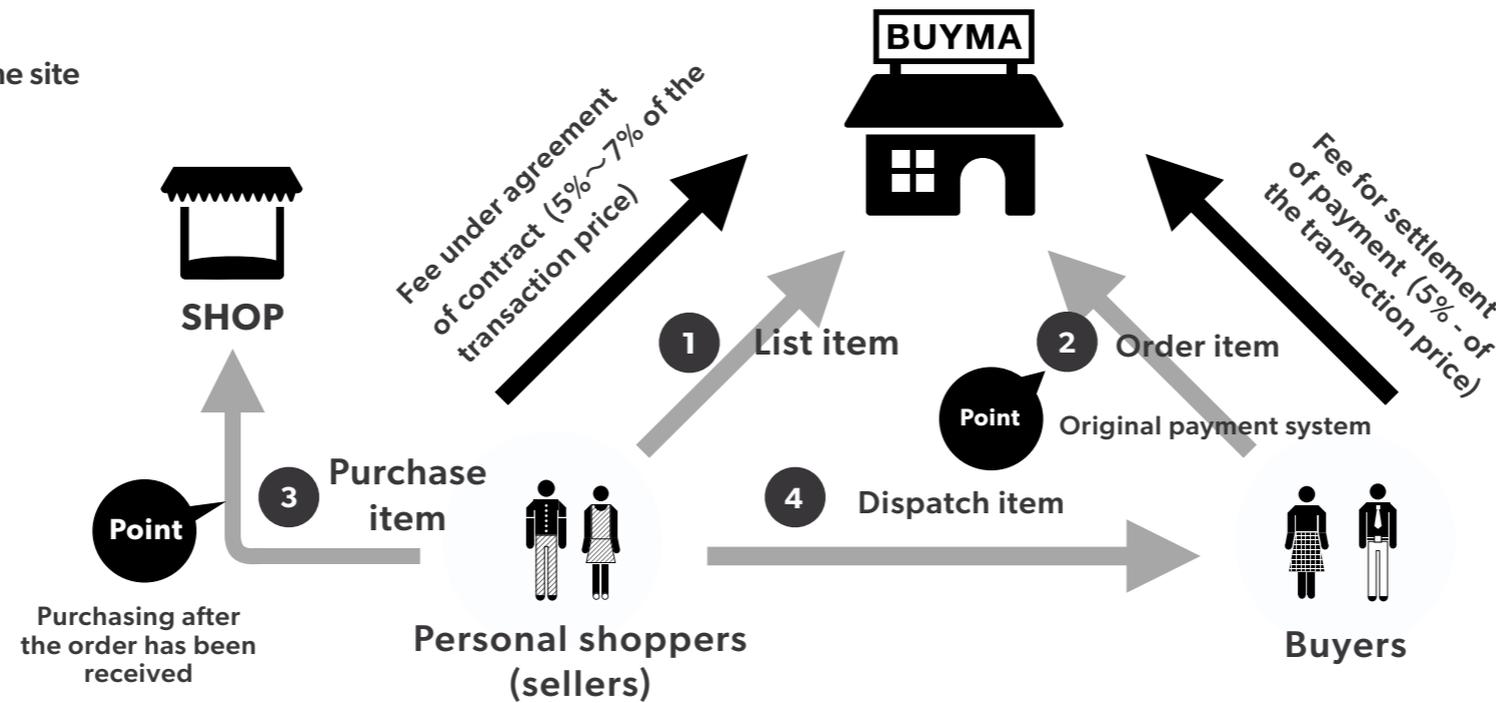
- December 2013 - Release of BUYMA Korea, the Korean language version of the site
- February 2015 - ROCKET VENTURE, a service which administers media aimed at young women, is acquired as a subsidiary company (liquidated in January 2018)
- October 2015 - Release of BUYMA, the English language version of the site
- March 2016 - BUYMA KOREA is acquired as a subsidiary company (liquidated in September 2017)
- July 2018 – Release of BUYMA TRAVEL
- April 2019 - Listing in the First Section of the Tokyo Stock Exchange
- April 2022 - Transferring to the Prime Market of the Tokyo Stock Exchange

Number of members:
11.52 million people

(as of the end of January 2025)

BUYMA

Japanese and English
language versions of the site



Turnover generated from fees paid by both parties involved in the transaction

Buyers: Around 5% of the item price (+ other optional fees)

Personal shoppers: Brokerage fee of 5% – 7% of the item price (depending on the status of the item)

Premium personal shoppers :

Those among excellent personal shoppers who have cleared certain criteria and responded to our invitation

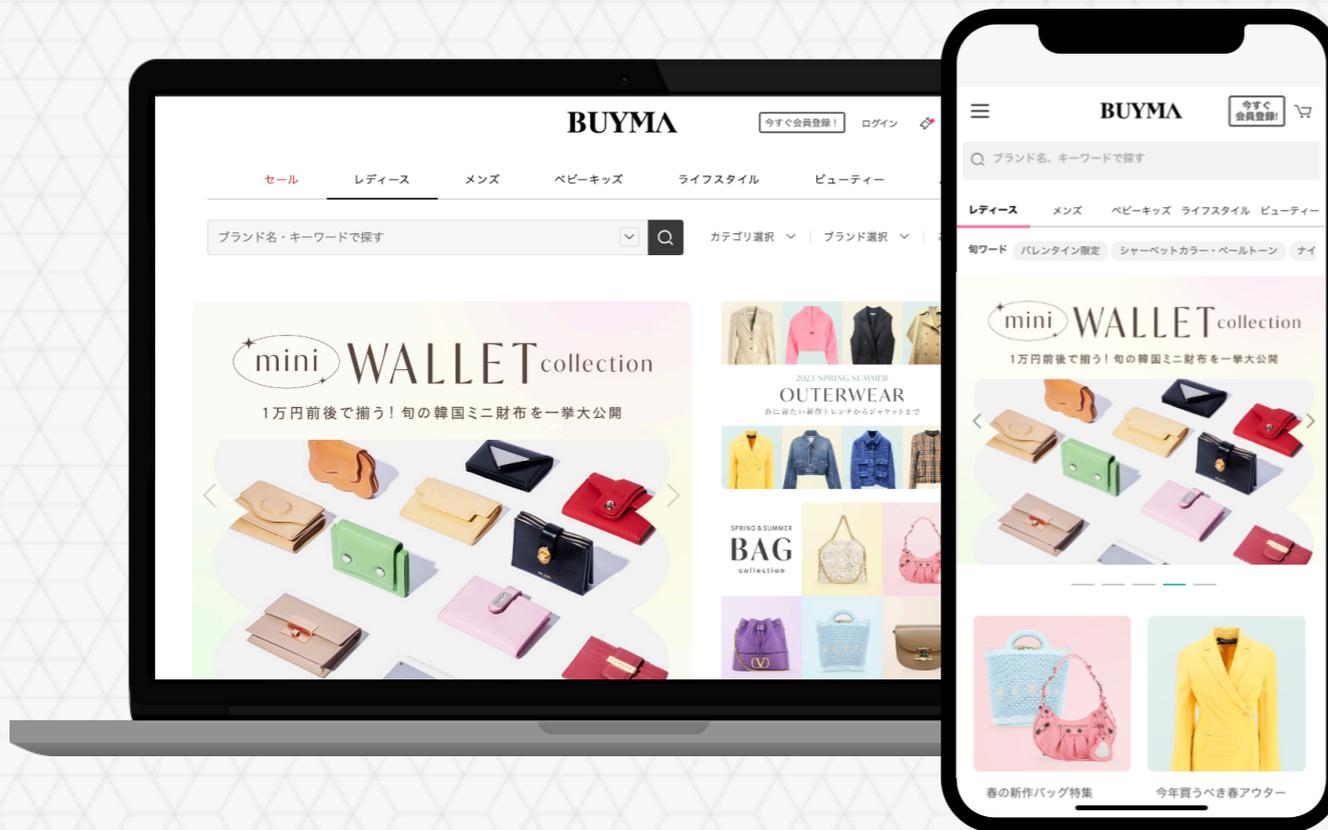
Premium members :

Determined according to the amount of purchases made during the past 6 months. Platinum stage members: (total purchase amount of 300,000 yen or more)/Gold stage members: (total purchase amount of between 150,000 yen and 300,000 yen)/Bronze stage members: (total purchase amount of between 70,000 yen and 150,000 yen)

Shops :

Business operators that have met the criteria for selling items through BUYMA

A specialty marketplace that brings individuals and companies from around the world together and provides them with a special purchasing experience and limitless encounters with fashion items



Number of items listed

More than **6.50** million items

Number of personal shoppers

230,000 people

Countries of residence of personal shoppers

182 countries

Average purchase amount

30,846 yen

Average age of users

36.0 years

Users by sex

Female: **67%** Male: **33%**

*as of the end of Jan 2025

We have redefined BUYMA as a **“Specialty” Marketplace**

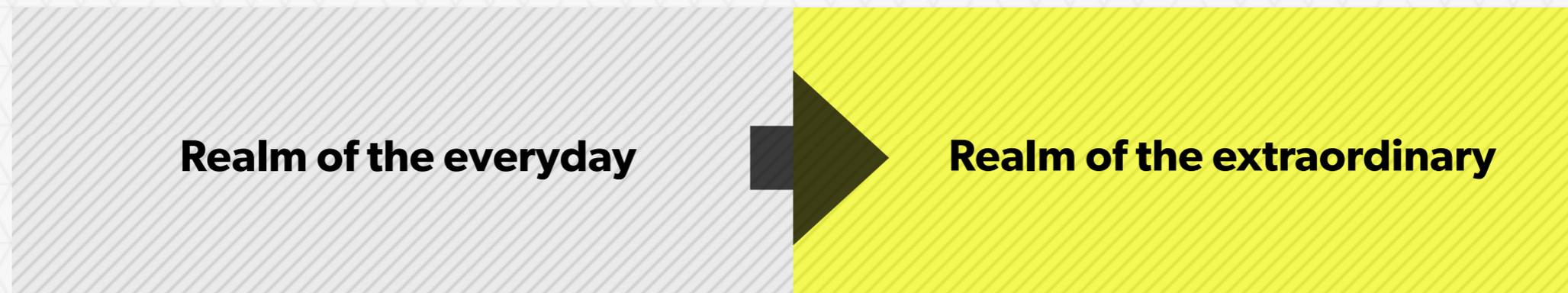
A Marketplace which constructs a platform breaking down the boundaries between companies and individuals by giving full play to a diverse range of expertise in specialized categories, and which creates special experiences for both sellers and buyers in a whole new way.



Transition from an “all-genre” to a “specialty” marketplace
C’s expertise increases, resulting in coexistence between C and B

BUYMA is not suited to mass produced products of a kind used on a day to day basis. Rather than easily available items that one can obtain anytime, anywhere, BUYMA targets special items inhabiting the realm of the extraordinary, such as sought after brands, things which are a joy to obtain, and other products which people crave to own.

Today fashion, tomorrow travel... As a "Specialty" Marketplace, BUYMA aims to inhabit a unique position in this realm of the extraordinary, providing a broad range of items and services from around the world.



As the realm of the everyday becomes more convenient, people tend to spend more money and time exploring the realm of the extraordinary

BUYMA's strategy for growth

- 1** Based on the concept of BUYMA as a "Specialty" Marketplace, provide a diverse range of options and special items / experiences from all corners of the world in fashion, travel and other extraordinary fields, and help people achieve new lifestyles through a formidable product lineup found nowhere else.
[Expansion in scale]
- 2** Improve profitability through the provision of related services that possess value for many BUYMA users.
[Improvement of profitability]
- 3** Expand BUYMA overseas to become a much-loved brand among people around the world.
[Growth in the medium and long term]

