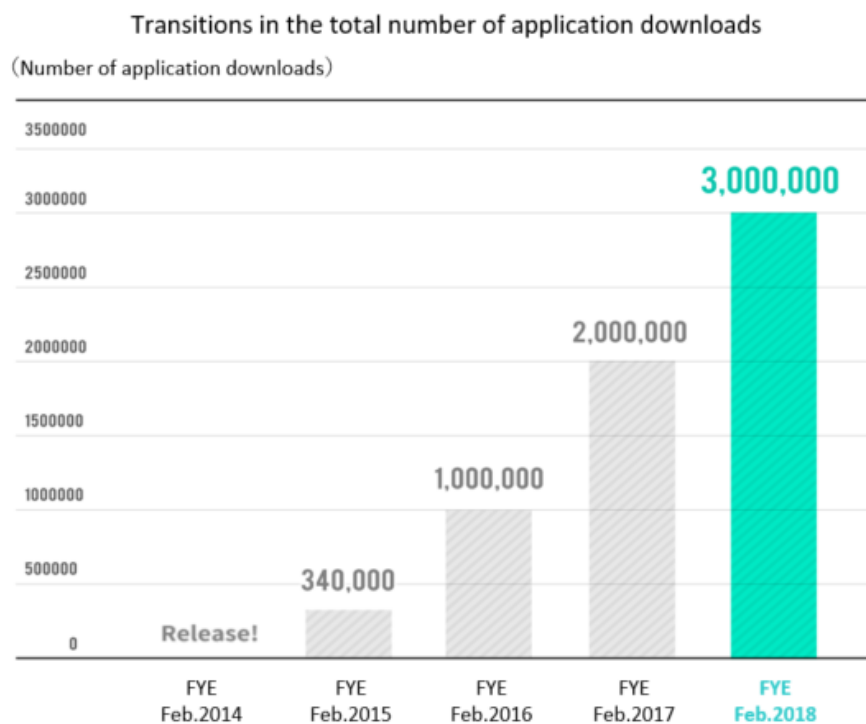


Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc. Number of BUYMA application downloads exceeds 3 million

<https://www.buyma.com/?af=600>

This is to notify that BUYMA, the social shopping website operated by Enigma Inc. (chief executive officer: Shokei Suda; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, Enigma), achieved total download figures for its online shopping application in excess of 3 million on February 26, 2018 (Mon.).



At BUYMA, we have continued to make daily improvements to our services to allow even more customers to use our application with added enjoyment and convenience. Having come up with a comfortable user interface design that allows users to operate the system intuitively and upgraded the application with a simpler and more refined design, we achieved our 3 millionth download in February 2018.

◆ Special application user-only coupon campaign!

To commemorate our 3 millionth download, we are running a special application user-only coupon campaign. This is a limited-period offer, so please make sure to use the coupon before the promotion ends.

▼ Details of coupon

- Value of discount: ¥1,000
- Eligible products: All products with a price of ¥5,000 or more
- Validity period: Until March 4, 2018 (Sun.) (the final day of the promotion)

▼ Download the BUYMA application here:

- iPhone version: <https://itunes.apple.com/jp/app/buyma/id824042539>
- Android version: <https://play.google.com/store/apps/details?id=com.buyma.buymaapp>

[Company profile] <http://www.enigmo.co.jp/?af=601>

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=601>

BUYMA is a totally new kind of social shopping website that allows users to purchase a range of exciting products from more than 100,000 personal shoppers in 139 countries worldwide. With over 5 million registered members and more than 9,400 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

Enquiries concerning this press release: PR Section, Enigmo Inc.
TEL : 03-5775-4760 FAX : 03-5775-4824 E-mail : pr@enigmo.co.jp
