

BUYMA



April 11, 2023

Enigmo Inc.

Yamato Transport U.S.A., Inc.
Yamato Transport Co., Ltd.

**Cross-Border E-Commerce Anonymous Delivery Service
BUYMA YAMATO Now Available;
Offers Increased Safety, Security, and Comfort**
Protects personal information of buyers and sellers and enables delivery
from the U.S. and Canada in four days

Enigmo Inc. (Headquarters: Minato-ku, Tokyo; CEO: Shokei Suda; TSE Prime: 3665, hereinafter “Enigmo”) launched BUYMA YAMATO, a cross-border e-commerce anonymous delivery service, on BUYMA, a specialty marketplace operated by Enigmo, on Monday, April 10, 2023, in collaboration with Yamato Transport U.S.A., Inc. (Headquarters: Los Angeles, California (U.S.A.); President: Hiroyuki Mizushima, hereinafter “Yamato Transport USA”) and Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter “Yamato Transport”). The service will initially be for shipments from the U.S. and Canada to Japan and later expanded to include shipments from areas such as South Korea.

1. Background and Purpose of the Collaboration

With cross-border e-commerce—wherein goods are purchased online from abroad—growing in recent years, BUYMA now has over 10.59 million members and handles over 18,000 brands. Meanwhile, issues exist including concerns over transmitting personal information to counterparties and the long period of time between purchase and receipt of packages shipped from overseas which obscures the delivery schedule.

Given these circumstances, the BUYMA YAMATO cross-border e-commerce anonymous delivery service was launched with the aim of reproducing the safe, secure, and comfortable customer experience provided in domestic transactions in cross-border e-commerce transactions.

2. Summary of BUYMA YAMATO

Linking each company's order and delivery data with the transportation and delivery network allows for safer, more secure, and more comfortable use of BUYMA.

Key Features of Service

1) Personal Data Protected in Cross-Border E-Commerce with Anonymous Shipping

The buyer and seller's names and addresses are not displayed on the shipping label, protecting each party's personal information from being revealed to the other, and allowing for more secure transactions.

2) Enhanced Convenience of Receipt Through Linkage with "Kuroneko Members" Service

Members of the "Kuroneko Members" service can avail themselves of the same services as TA-Q-BIN, Yamato Transport's domestic package delivery service, for packages delivered from overseas. This includes receiving notification of scheduled delivery once the package has arrived in Japan and specifying or adjusting the pickup location, date, or time.

3) Centralized Shipping Label Issuance, Freight Charge Settlement for Sellers

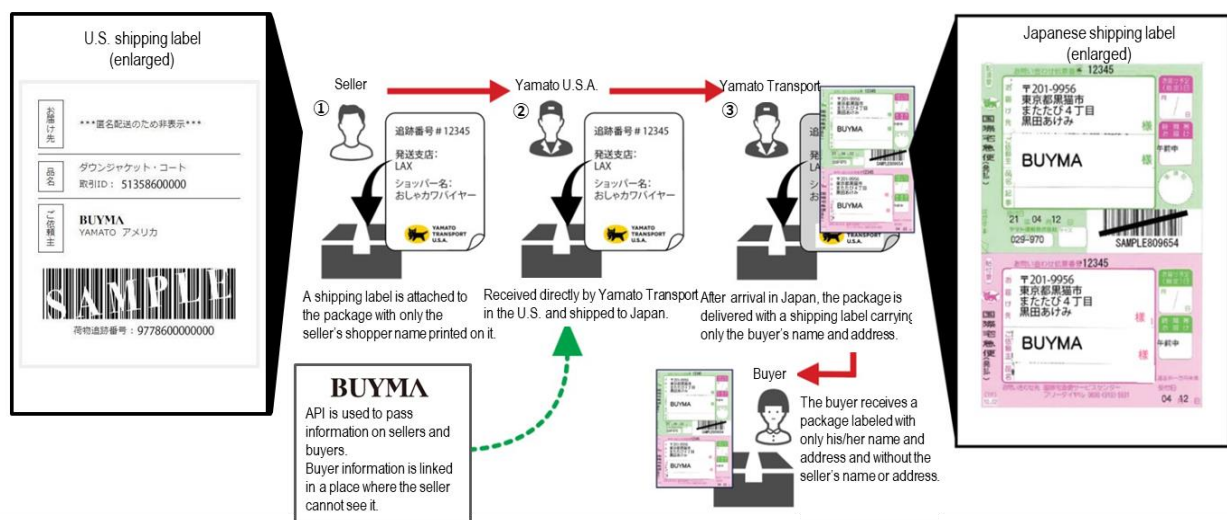
Traditionally, issuing shipping labels and freight charges settlement required separate procedures aside from other procedures. Now these actions can be performed on BUYMA, making putting items up for sale even simpler.

4) Shorter Delivery Time

The system linkage streamlines the process, reducing the delivery time from the U.S. and Canada to Japan from five or more days to a minimum of four.

In addition to the above, the companies offer safe and secure transaction features and services for a vast range of items. These include packing, delivery, and installation services for large furniture—for which demand is growing—and tracking of all packages, from shipment to delivery.

Image of Service Flow and Shipping Label



3. Future Development

BUYMA YAMATO will be expanded going forward to enable shipping from South Korea as well as host of other countries and regions. The three companies will continue to collaborate in developing and providing overseas shipping services that allow sellers and buyers to use cross-border e-commerce with increased safety, security, and comfort.

Contact

General inquiries

Public Relations, Enigmo Inc. TEL: +81-3-5775-4760 FAX: +81-3-5775-4824

Email: pr@enigmo.co.jp

Yamato Transport Co., Ltd. call center TEL: +81-3-6757-1061

Press inquiries:

Public Relations, Enigmo Inc. TEL: +81-5775-4760 FAX: +81-3-5775-4824

Email: pr@enigmo.co.jp

Corporate Communications, Yamato Transport Co., Ltd. TEL: +81-3-3248-5822

Reference:

About BUYMA <http://www.buyma.com/?af=600>

BUYMA is a new, unprecedented specialty marketplace that allows customers to save on appealing products from around the world handled by over 206,000 personal shoppers (sellers) in 167 countries worldwide. The store offers a wide variety of trendy, fashionable items from around the world, ranging from brands not yet available in Japan and items sold out in Japan to cosmetics and interior goods.

Download app for iPhone (free of charge):

<https://apps.apple.com/app/apple-store/id824042539?pt=474286&ct=release&mt=8>

Download app for Android (free of charge):

<https://play.google.com/store/apps/details?id=com.buyma.buymaapp>

Who Are BUYMA Personal Shoppers?

BUYMA personal shoppers are Japanese specialists who provide support for customers' shopping on BUYMA. Personal shoppers provide hospitality services to further enhance the enjoyment of shopping by using their own fashion sense and sensitivity to capture information on the latest trends and introducing styling and items according to individual customers' tastes and preferences.