

This is a translation of the original Japanese release. The Japanese text shall prevail in case of any variance between this version and the Japanese text.

BEENOS Group to Enter in a Strategic Partnership with Shopee, a Major EC Mall in Southeast Asia/Taiwan Will Support Japanese Companies as a Partner of Shopee

Tokyo, Japan – 30 October 2019 – BeeCruise Inc. (BeeCruise), a BEENOS Inc. (BEENOS) subsidiary, has announced its partnership with Shopee (<https://shopee.com/>), the leading online shopping platform in Southeast Asia and Taiwan. BeeCruise will work as Shopee’s partner to support Japanese companies list their stores on Shopee.

Shopee is a service operated by Singapore based Sea Limited, a NASDAQ listed company. It is Southeast Asia’s leading EC mall and is operating in Taiwan, Thailand, Singapore, Malaysia, the Philippines, Indonesia and Vietnam. Shopee’s monthly GMV increased 70 times over the past 3 years and is the #1 downloaded shopping app in Taiwan, Thailand, Malaysia, Indonesia and Vietnam.

The BEENOS Group (the Group) conducts its business on a global scale to connect things, people and information between Japan and the world. It operates global EC services, plans and develops original Japanese contents for inbound tourists and invests in over 80 companies in 11 countries.

The Cross Border E-Commerce services that the Group provides, [tenso.com](https://www.tenso.com/) (<https://www.tenso.com/>) and [Buyee](https://buyee.jp/) (<https://buyee.jp/>), overcome barriers that arise when dealing with international trade including language, payment and logistics. It has also supported over 2,000 Japanese websites to sell their products abroad which has led to the refinement of its expertise in foreign shipping operations and global customer support. Along with the experience comes a database with over a decade’s worth of purchasing data. It has also used machine learning to improve the customer’s purchasing experience in both security and usability.

Japanese companies and stores will be able to increase its sales channels as the Group supports them to be listed onto Shopee. The Group will continue to partner with more foreign companies with the aim to broaden the Cross Border E-Commerce market.

【Contact Information Regarding this Release】

BEENOS Inc. Tel: 03-5739-3350 Email: pr@beenos.com

Partnership Details

Japanese domestic EC sites will be able to link to Shopee's system by linking their database to the Group's proxy purchasing database.

Product pages will be translated and modified to fit Shopee's regulations by the Group. The Group will also take care of all customer support from the overseas purchaser. This will allow Japanese companies to be able to sell their products in Taiwan and Southeast Asia without any special operation.

The Group first supported the EVANGELION STORE to be listed on Shopee* and created a scheme for the store to be available in Taiwan, Thailand, Singapore, Malaysia and the Philippines. Once stores link their database with the Group, they will be able to vicariously establish flagship stores in all target countries.

*11 October 2019 Press Release: https://beenos.com/news-center/detail/20191011_bcr_pr (Japanese only)

○Shopee Vicarious Flagship Store Menu

Target Countries: Taiwan, Thailand, Singapore, Malaysia, the Philippines

Supported Content:

- Product API Link
- Creating Shopee Accounts in all target countries
- Translating Product Data in all target countries
- Registration of Products
- Multi-lingual Customer Support in all target countries
- International Shipping to all target countries

BeeCruise × Shopee Seminar on Utilizing Shopee to Launch Overseas

In commemoration of this new partnership, BeeCruise will be holding a seminar in conjunction with Shopee. The seminar is titled "Utilizing Southeast Asia's Leading EC Mall Shopee to Launch Your Service Overseas" and will be held on Tuesday 12 November 2019.

This seminar will include an explanation of Shopee's presence in the accelerating Southeast Asian market as it aims to become the "Next China." Examples of successful Japanese brands into these markets will also be shared. BeeCruise will also provide a tutorial of the logistics on how to link data

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and what BeeCruise's support package will include.

【Seminar Details】

Date: Tuesday 12 November 2019 15:00 ~ 17:30 (doors open at 14:30)

Venue: BEENOS Inc. (Gotenyama Trust Tower 6F, 4-7-35 Kitashinagawa, Shinagawa-ku, Tokyo)

Participants: Company POC for Globalization, Marketing or E-Commerce

Occupancy: 30 people

*We ask those working in the same industry to refrain from participating

Application Form: <https://forms.gle/4UBu24bGCYkTxUpPA>

【Seminar Schedule】

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| 14:30 | Doors Open, Registration |
| 15:00~15:40 | Session One: Shopee Japan
Update on the Growing ASEAN Cross Border E-Commerce and Southeast Asia's largest marketplace, Shopee's, Growth Strategy |
| 15:50~16:30 | Session Two: BeeCruise Inc.
Designing a Strategy to Launch a Japanese Company on Shopee
– How to Link your Data and Shopee Listing Support – |
| 16:30~17:00 | Q&A, Networking |

【Speaker Introduction】

So Miyake, Shopee

So is a full blood Japanese despite his Southeast Asian looks. Born in Japan and raised in Southeast Asia, he finished his undergrad in a University in the UK and graduated from a graduate school in the Middle East. He worked as a long-term intern during his high school and university years he was a consultant and VC advisor ad hoc. He worked as an associate professor that did research of medical big data for the Singaporean government agency until last year. He currently works for Shopee's Japan Cross Border EC Team and helps the globalization of Japanese companies to Southeast Asia and Taiwan.

Karin Iwamoto, Global Growth Hack Department, BeeCruise Inc.

Karin found a position in an IT venture company after she graduated University. She gained experience in customer support for Japanese companies and the launching of the social media risk monitoring for companies operating in foreign countries. She moved to San Francisco to provide services for foreign

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companies, then served as the manager to the start-up of a foreign sales marketing team in the Philippines. Her current position in BeeCruise is to oversee the aid of Japanese companies with their international penetration through project planning and sales.

【About BeeCruise】

BeeCruise combines the Group's experience, network and cumulated data with cutting edge technology to improve the growth of the Group's current businesses and to create new opportunities. BeeCruise founded the Global Marketing Division in June 2019 to support Japanese companies and organizations with their marketing and promotion efforts to spread their contents, products and entertainment worldwide. The Division also aims to be a selling partner that supports EC store listings and connects businesses around the world with consumers.

【BeeCruise Inc. Company Profile】

- (1) Company Name: BeeCruise Inc.
- (2) Representative: Shota Naoi, President and CEO
- (3) Location: Gotenyama Trust Tower 6F, 4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo, Japan
- (4) Founded: October 2017
- (5) Capital: 100 Million JPY

【BEENOS Inc. Company Profile】

- (1) Company Name: BEENOS Inc.
- (2) Representative: Shota Naoi, President and Group CEO
- (3) Location: Gotenyama Trust Tower 7F, 4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo, Japan
- (4) Founded: November 1999
- (5) Capital: 2.775 Billion JPY

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