

Buyee collaborates in E-commerce services with the global marketplace eBay

~ Aiming for further growth in Asia as a result of Buyee's +94 percent distribution expansion ~

BEENOS Inc. (First section of the Tokyo Stock Exchange 3328, henceforth BEENOS), through its wholly owned subsidiary, the e-commerce shopping service Buyee, in collaboration with the global marketplace eBay, has made products listed for sale on eBay US available for customers in Asia. (※1) Buyee will provide support for customer inquiries, translation, and overseas shipping, and Asian customers will be able to purchase products sold on the American e-commerce site eBay US.



With a global marketplace volume of \$22.1 billion USD in Q2 2021 and 1.5 billion product listings, eBay unites more than 159 million buyers and 19 million sellers worldwide. As a leading company in cross-border e-commerce, BEENOS Group started the overseas transfer service tenso.com in 2008 and using the power of technology aims to build a global platform connecting Japan and to global marketplaces worldwide. By doing so, new customers, small businesses and companies can enter the global market, giving rise to new opportunities. Through this collaboration, Buyee can provide high-demand eBay products from the US platform to customers in Asia and contribute to the creation of a new consumer-to-consumer market connecting Asia and the United States.



Background

In 2007, BEENOS Group, in collaboration with eBay US, launched "Sekaimon", an eBay site aimed at Japanese customers. The company provides product search/browsing in Japanese, bidding in Japanese yen, inspection, international shipping services, and Japanese language customer support for products listed in the USA, the United Kingdom, Germany, and others.

BEENOS Group and eBay started this new cooperation with the intention of expanding distribution in Asia by leveraging both BEENOS Group's loyal customer base and powerful sales presence in Asia, built with over 12 years of cross-border e-commerce marketing experience, and eBay vast variety of quality goods from fashion and lifestyle to car parts and collectibles, popular with Asian consumers.

●The cross-border e-commerce service Buyee increased the sum of its distribution by 94%

Buyee saw +94% (※2) distribution growth in the third quarter of 2021 when compared to the same period of the previous year, and distribution in Asia is also growing. Through the present collaboration, customers in Asia will gain easier access to rare products from the United States that are sold on eBay, furthering the BEENOS Group goal of expanding distribution in Asia.

● Strengthening the global platform through cooperation between eBay and Buyee

BEENOS Group connects goods, people and information "From Japan to the outside world and from the outside world to Japan" and leverages its development of bidirectional global business as a strength, but in particular with regards to the core business of global e-commerce service operations, BEENOS Group aims to create a global platform by means of proxy purchasing services and linkage of systems to expand outlets of overseas marketplaces and develop a comprehensive sales channel with global distribution.

Asian customers will be gain easier access to products sold on eBay marketplace, reinforcing BEENOS Group's aim of creating a global marketplace that transcends national borders.

(※1) Delivery Countries/Regions: China, Hong Kong, Macau, Thailand, Malaysia, Singapore, The Philippines

(※2) Year-on-year comparison of total distribution in Buyee in the third quarter of 2021 (April 1st, 2021 to June 30st, 2021)

Cooperation Details

In this collaboration, eBay US and Buyee work together to open an eBay US site for customers in Asia on the Buyee website. In addition to being able to select the website display language from among Japanese, English, Chinese (traditional/simplified), and Thai, payment methods such as PayPal, Alipay, and UnionPay credit cards, which are mainstream overseas, can also be used. Buyee makes proxy bids for products ordered by Asian customers on eBay US and inspects and packs the products before shipping them to Asia. Buyee also handles overseas shipping procedures and provides customer support for inquiries in Japanese, English, Chinese (traditional/simplified) and Thai.

【Contact】

BEENOS Inc. public relations

Tel: 03-5739-3350

Email: pr@beenos.com



- Delivery Countries/Regions: China, Hong Kong, Macau, Thailand, Malaysia, Singapore, The Philippines
- ※Customers with delivery addresses in the above countries/regions are eligible.

BEENOS GROUP

BEENOS Group connects goods, people, and information "From Japan to the outside world and from the outside world to Japan", leveraging its development of bidirectional global business as a strength to operate e-commerce services management as well as planning and developing content unique to Japan in anticipation of inbound demand. In addition, BEENOS Group invests in about 70 companies both at home and abroad. Cross-border e-commerce related services [tenso.com \(https://www.tenso.com/\)](https://www.tenso.com/) and [Buyee \(https://buyee.jp/\)](https://buyee.jp/) together provide overseas sales service to more than 2,500 domestic e-commerce websites (as of September 2009), providing delivery to 118 countries and regions. In addition to overcoming the barriers to international commerce presented by language, payment and logistics, BEENOS Group has cultivated distinct know-how pertaining to overseas shipping and global customer support. For more than twelve years we have strived to utilize technology to make a service that is convenient and easy to understand for foreign customers to use with confidence, through international e-commerce database construction, machine learning, etc. Overseas customers appreciate the high level of customer service, including a variety of choice in delivery and payment methods, and the option to bundle products purchased from multiple sites, and the number of customers has exceeded 2.5 million. (as of September 2009.)

Company name: BEENOS Inc.

Representative: President and Group CEO Shota Naoi

Head Office Location: 4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo

Date of Establishment: November 1999

【Contact】

BEENOS Inc. public relations

Tel: 03-5739-3350

Email: pr@beenos.com