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Buyee Expands Cross-Border E-commerce Support with New Hong Kong Shipping Service

~Lightweight Parcel Delivery Starting at 588 Yen, Introducing Self-Pickup Option~

Tokyo, Japan – 11 September 2023 – tenso, inc., a BEENOS Inc. (BEENOS) subsidiary and operator of the international proxy purchasing service "Buyee," has recently introduced a new delivery option, "Buyee Economy Hong Kong." Prior to this development, Hong Kong-based customers utilizing Buyee were limited to standard home delivery services. The launch of this new service now offers them the flexibility to receive their orders at alternative locations, with 186 stores available as pick-up points.

In addition to providing international shipping, this service includes local delivery within Hong Kong, with prices for lightweight items starting as low as 588 yen. This makes the purchase of lightweight items more cost-effective for customers in Hong Kong, enhancing their shopping experience with Buyee.

BEENOS Cross Border EC Service Site <https://service.beenos.com/>



● Background of Buyee Economy Hong Kong

Buyee, a service of a BEENOS subsidiary, launched the "Buyee Economy Hong Kong" service in response to the distinctive delivery challenges and customer preferences in Hong Kong. The high-density living conditions and the prevalence of dual-income households often make daytime home deliveries impractical. This situation has led to an increased demand for alternative pickup options, such as self-collection points and lockers.

Addressing these needs, Buyee's new service enables customers in Hong Kong to choose pickup locations other than their residences for receiving orders. With a network of 186 pickup locations spanning both the main and outlying islands of Hong Kong, and plans for further expansion, the service is not only convenient but also cost-effective, with shipping prices starting from just 588 yen, covering both international and local delivery charges. This initiative is designed to significantly improve the ease and affordability of shipping for customers in Hong Kong.

<Outline of Buyee Economy Hong Kong>

- Service Name : Buyee Economy Hong Kong
- Service Area : Hong Kong
- Shipping Rate :

https://buyee.jp/help/yahoo/guide/shipping-fees?lang=ja#price_hk

※Use of pickup locations are limited to items less than 20kg

Buyee Economy Hong Kong		
Weight (g)	Store Pickup	Home Delivery
100	588	923
200	723	1,058
300	858	1,192
400	992	1,327
500	1,127	1,462
600	1,261	1,596
700	1,396	1,731
800	1,531	1,866
900	1,665	2,000
1,000	1,800	2,135
1,100	1,945	2,269
1,200	2,080	2,404
1,300	2,215	2,539
1,400	2,349	2,673
1,500	2,484	2,808
1,600	2,619	2,943
1,700	2,753	3,077
1,800	2,888	3,212
1,900	3,023	3,347
2,000	3,157	3,481

See Buyee website for rates of packages above 2kg

●Buyee achieves record high in GMV with 22.8% YoY growth

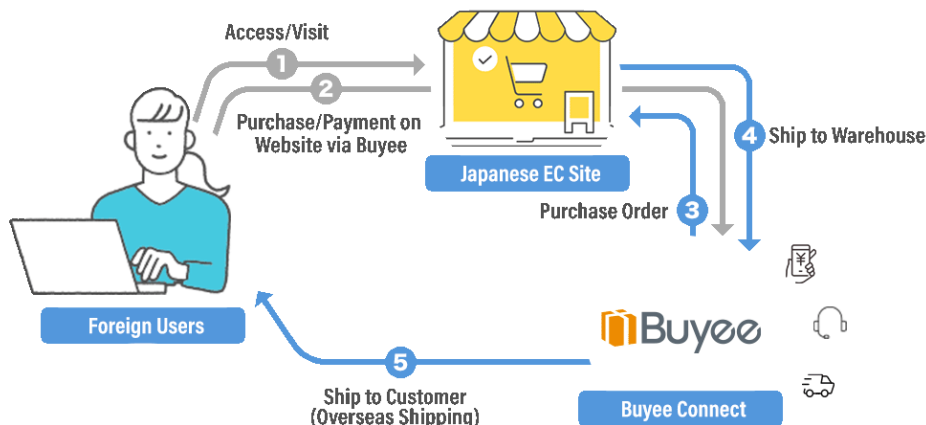
"Buyee," a service offered by the BEENOS Group, has achieved a notable 22.8% year-over-year increase in its GMV for the 3Q of FY2023, reaching a new milestone. Since initiating the package forwarding service "tenso.com" in 2008, BEENOS has been at the forefront of cross-border e-commerce, bridging Japan with the global market through innovative technology.

Buyee caters to specific regional needs with shipping solutions such as the cost-effective "Buyee Economy Air" for U.S. customers and "Buyee PASS" for those in Taiwan. Accommodating its growing user base, Buyee has expanded its language support to 18 languages, reflecting its commitment to inclusivity and accessibility.

Continually enhancing its services, Buyee offers an array of shipping options and plans, each tailored to optimize the international shopping experience. These efforts not only benefit global customers but also significantly support Japanese companies in their ventures into international markets, underscoring Buyee's role in facilitating global e-commerce connections.

■Buyee's support for international sales encompasses:

- ◆Payment Methods: PayPal, Alipay, UnionPay, a variety of credit cards, and AFTEE specifically for Taiwan.
- ◆Shipping Options: A wide range including DHL, EMS, SAL, FedEx, international parcels, and sea freight.
- ◆Unique Services: In-house inspection and delivery compensation.
- ◆Fraud Prevention: Purchase support designed to reduce the risk of fraudulent transactions.
- ◆Multilingual Site Support: Available in 18 different languages.



■For Japanese Companies Interested in Expanding into the Global Market (BeeCruise Inc.)
<https://beecruise.co.jp/infra/buyeeconnect/>

For materials about Buyee Connect:
<https://marketing.beecruise.co.jp/documents/document06>

About tenso, inc.

Since launching the package forwarding service "tenso.com" in 2008, tenso, inc. has developed a specialized skill set in global customer support and international shipping operations. tenso's capabilities extend beyond setting up sales environments overseas; it also offers user acquisition and marketing support, earning a reputation for comprehensive international sales assistance. The BEENOS Group's track record in aiding domestic companies with cross-border e-commerce is impressive, with over 5,000 cases to date.

Customers value the BEENOS Group for its variety of shipping and payment methods, cost-effective international shipping rates enabled by specialized logistics services targeting North America, Europe and Asia, and the option to consolidate purchases from multiple sites. With a user base exceeding 4.78 million members*², BEENOS has recorded the highest CBEC GMV in Japan for both 2020 and 2022*³. This success underscores BEENOS's significant role in broadening the international reach of Japanese companies.

*1 The combined support cases for "Buyee," "Buyee Connect," and "tenso.com." as of December 2022.

*2 The combined membership for "Buyee" and "tenso.com" at the end of September 2022.

*3 As reported by Tokyo Shoko Research in June 2023, for the annual GMV from Japan to international individual customers from October 2021 to September 2022 of major CBEC services in Japan.

【About tenso】

Company Name: tenso Inc.

Representative: Shota Naoi, President and CEO

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

Founded: July 2008

Capital: 100 million JPY

※Consolidated subsidiary of BEENOS Inc. (TYO Prime: 3328)

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