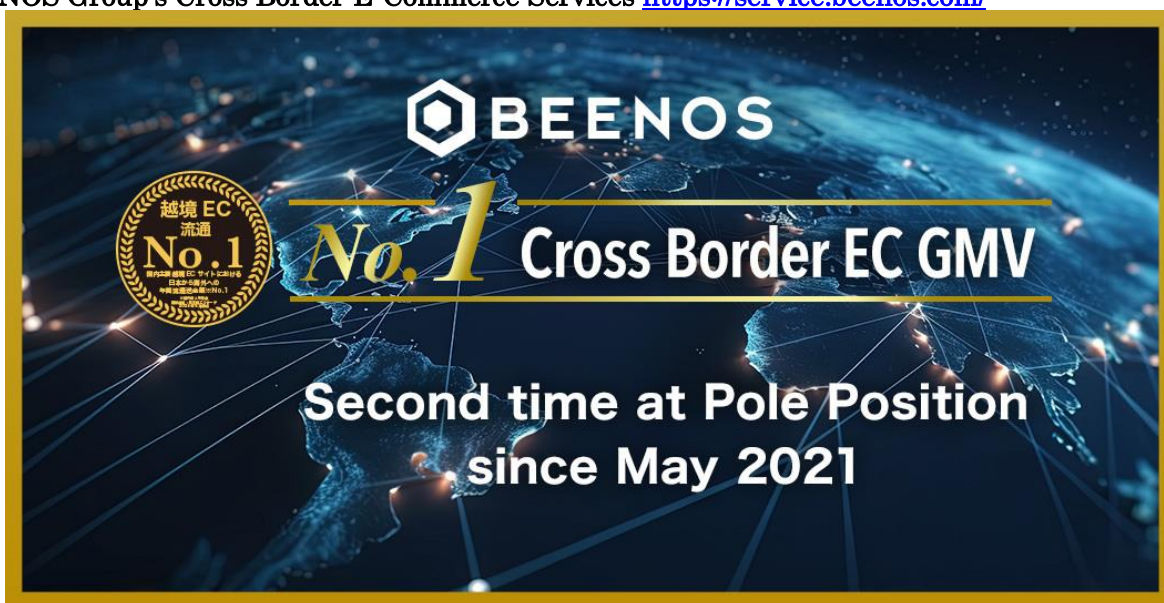


This is a translation of the original Japanese release. The Japanese text shall prevail in case of any variance between this version and the Japanese text.

BEENOS Achieves No.1 in Cross Border EC GMV **Successfully maintains its pole position for the 2nd time since May 2021**

Tokyo, Japan – 2 August 2023 – Cross border e-commerce (CBEC) proxy purchasing service "Buyee," managed by a wholly-owned subsidiary of BEENOS Inc. (BEENOS), has achieved the distinction of "No. 1 Annual Gross Merchandise Volume (GMV) in Domestic Cross-border EC Services."*¹ This recognition comes from a survey conducted by Tokyo Shoko Research. This is the second time the survey has been carried out since its inception in May 2021, and the BEENOS Group has successfully retained its top position in the rankings.

BEENOS Group's Cross Border E-Commerce Services <https://service.beenos.com/>



CBEC Service "Buyee" continues to grow with +37.8 YoY Growth

The CBEC service "Buyee" has witnessed substantial growth in its GMV, recording a significant 37.8%*² increase compared to the same period in the previous year. This growth persists despite the stabilization and recent strengthening of the yen, following its record low. The CBEC market, which saw expansion during the COVID-19 pandemic, continues to experience growth. Buyee's sustained success is attributed to robust engagement from both new and existing users. Key factors fueling this growth include its competitive fees, affordable international shipping costs, and an expanding network of linked e-commerce sites.

CBEC market expected to expand due to the increase in EC adoption and inbound travel

The global CBEC market, valued at \$780 billion in 2019, is forecasted to expand to \$4.82 trillion*³ by 2026. The yen's depreciation in 2022 has spurred a surge in demand for Japanese products, leading to active purchasing through CBEC platforms. This demand is particularly notable in categories such as hobbies, entertainment, apparel, as well as luxury items like brand watches, film cameras, and golf equipment, resulting in a 10.84%*⁴ increase in customer spending.

Noteworthy growth in distribution has been observed in regions like North America, Taiwan, Hong Kong, the Middle East, and South America, with a rise of over 800,000 users. Accommodating this growth, language support on these platforms has expanded from 10 to 18 languages.

The ability to shop from thousands of Japanese sites using a single account, coupled with low

international shipping costs, specialized logistics services, a flat fee of 300 yen per order, multilingual customer support, and package bundling options, have all significantly contributed to the sustained increase in both distribution volume and user engagement.

In anticipation of the resurgence of inbound consumption, a unique survey by the BEENOS Group reveals that over 92%^{*5} of visitors to Japan are inclined to engage in CBEC for repeat purchases once they return home. This inclination suggests a growing trend towards the active use of CBEC as a strategy for post-visit purchases, potentially enhancing its role in boosting the distribution reach of domestic Japanese companies.

As a front-runner in the realm of CBEC, the BEENOS Group is dedicated to establishing a seamless connection between Japan and the global e-commerce market, setting a new standard for Japanese e-commerce. The Group is constantly refining its services, focusing on making Japan's diverse and appealing products and content accessible worldwide. This commitment plays a crucial role in fostering the distribution expansion of domestic companies on a global scale.

<"Buyee" supports Japanese companies by eliminating the three major barriers in CBEC: language, payment, and logistics>

Buyee, a key service offered by the BEENOS Group, plays a pivotal role in supporting Japanese companies in CBEC by overcoming language, payment, and logistics barriers. The service, which starts at zero fees, enables businesses to reach global markets in 118 countries and regions. Introduced in 2020, 'Buyee Connect' simplifies the process of setting up an overseas-specific shopping cart on a company's e-commerce site by merely adding a tag.

Since its inception in 2008 with the 'tenso.com' package forwarding service, the BEENOS Group has honed its expertise in overseas shipping operations and global customer support. They have created an ecosystem that extends beyond sales to include customer acquisition and traffic generation, thereby providing comprehensive support for overseas sales for over 4,000 Japanese businesses^{*5}.

Buyee is celebrated for its array of delivery and payment options, cost-effective international shipping rates, and services that allow the consolidation of purchases from multiple sites. With a customer base surpassing 4.12 million^{*6}, Buyee's partnerships with official stores and customer support available in 18 languages have contributed to a high rate of repeat patronage.

^{*1} Annual total GMV of CBEC from Japan to overseas, targeting individual customers overseas on major cross-border e-commerce sites including "Buyee" (October 2021 - September 2022). Researched by Tokyo Shoko Research as of June 2023.

^{*2} Year-on-year comparison of Buyee's GMV for the second quarter of 2023 (1 January 2023 to 31 March 2023).

^{*3} Ministry of Economy, Trade, and Industry's "Fiscal Year 2021 Report on E-Commerce Market Research" [Link: <https://www.meti.go.jp/press/2022/08/20220812005/20220812005-h.pdf>].

^{*4} The purchase amount, Unique Users (UU), and customer unit price via BEENOS Group's proxy purchasing service "Buyee" from January to September 2022.

^{*5} CBEC usage intention survey conducted for Buyee members (22-28 July 2022) [Link: https://beenos.com/news-center/detail/20220826_bcr_pr/].

^{*6} Total number of CBEC support activities by BEENOS Group, including "Buyee," "Buyee Connect" and its dashboard function, "tenso.com", overseas marketplace store and listing support, marketing, and promotional assistance, as of December 2022.

^{*7} Combined figures for "Buyee" and "tenso.com" as of the end of September 2022.

[Survey Overview]

Research Institution: Tokyo Shoko Research Ltd.

Subjects of Research: Major CBEC services in Japan, including "Buyee"

Research Period: Latest fiscal year (based on the financial closing period) of each surveyed company, at the time of the survey

Methodology: Based on interviews conducted by researchers

Survey Content: Annual GMV from Japan to overseas, targeting individual customers on major domestic CBEC sites including "Buyee"

Note: The annual GMV includes the purchase amount (price of goods) on the e-commerce site and the service fees of the respective services, excluding shipping costs, insurance fees, etc.

【About BEENOS】

Company Name: BEENOS Inc.

Representative: Shota Naoi, President and Group CEO

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

Founded: November 1999

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