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BeeCruise Begins Support for eBay Integration with the Trading Card App 'magi' ~Expanding Overseas Sales Channels by Enabling the Purchase of Popular Trading Cards on the World's Largest Cross-Border E-commerce Platform~

Tokyo, Japan – 2 October 2023 – BeeCruise Inc. (BeeCruise), a subsidiary of BEENOS Inc. (BEENOS), has initiated support for integrating "magi," a trading card specialized flea market operated by Jiraffe Inc. (Jiraffe), with eBay. This strategic collaboration enables automatic synchronization between magi's platform and eBay, significantly enhancing cross-border e-commerce (CBEC) capabilities. This initiative plays a crucial role in supporting the overseas expansion of Japanese content, particularly in the trading card segment.

BeeCruise Commences Support of Trading Card Store "Magi" on eBay



■Background

Jiraffe, capitalizing on the increasing global demand for trading cards, launched the full-scale international sales of its trading card-centric flea market platform, "magi," in 2022. This expansion predominantly targets English-speaking markets.

Trading cards, which are highly sought after both as collectibles and investment assets, have experienced a surge in global demand. In Japan, the trading card market has been on a steady growth trajectory since 2018. By 2022, it reached a valuation of 234.9 billion yen, marking a substantial 132.2% increase from the previous year*¹. Furthermore, trading cards are consistently one of the most popular categories on Buyee, the CBEC proxy purchasing service

managed by the BEENOS Group.

BeeCruise has embarked on assisting stores in establishing their presence on eBay, targeting the burgeoning global demand for trading cards. Through the integration of "magi" with eBay, users who list their items on "magi" now have the opportunity to effortlessly extend their reach from local to global markets, tapping into areas with high demand worldwide. Initially, this eBay integration will encompass a select range of items, with plans to gradually expand the product offerings.

Drawing on its over 15 years of expertise in facilitating international sales, the BEENOS Group will provide comprehensive support, encompassing store setup, integration assistance, customer inquiries, and managing international shipping for overseas buyers. This initiative underscores the Group's commitment to leveraging its extensive experience in enhancing the global accessibility of products and services.

The BEENOS Group, known for operating the CBEC proxy purchasing service Buyee, has been at the forefront of CBEC since 2008 and is No. 1 in GMV in Japan*2. With a track record of supporting over 4,000 domestic e-commerce sites*3, BEENOS has honed its unique expertise in international shipping operations and global customer support. This experience positions BEENOS as a key contributor to the expansion of overseas distribution for Japanese products.

Both BeeCruise and the BEENOS Group are dedicated to fostering an environment that enables Japanese companies to venture into overseas markets through e-commerce. Their focus is on ensuring this expansion is both cost-effective and low-risk, thereby facilitating smoother and more accessible international growth for these companies.

■eBay's "Magi TCG Japan" Store



<https://www.ebay.com/str/magitcgjapan>

■eBay Flagship Store Support System

- Opening eBay account
- Integrate product data API with domestic EC site
- Customer Support
- Foreign Shipping

■Inquiry for overseas sales on eBay: BeeCruise Inc. - <https://beecruise.co.jp/>

*1 Source: Japan Toy Association, "2022 Toy Market Size Survey Results Data" announced on June 6, 2023 - https://www.toys.or.jp/pdf/2023/2022_data_10bunya.pdf

*2 Buyee, including major cross-border e-commerce sites, annual total cross-border e-commerce volume from Japan to international customers (October 2021 - September 2022).

*3 BEENOS Group's total cross-border e-commerce support achievements as of December 2022, including Buyee, Buyee Connect, dashboard provision, cross-border e-commerce related services like "Tenso", and support for listing and marketing in overseas marketplaces.

【Jiraffe Company Profile】

Company Name: Jiraffe Inc.

Representative: Teruaki Aso, CEO

Location: 5-24-18 Nakano, Nakano-ku, Tokyo, Japan

Founded: 29 October 2014

【About BeeCruise】

BeeCruise Inc., part of the BEENOS Group, excels in driving growth for existing businesses and launching new ventures. It has been a global marketing authority since June 2019 and taps into BEENOS Group's extensive expertise to help Japanese companies and local governments promote their content, products, and entertainment worldwide. Leveraging BEENOS's rich experience, expansive network, comprehensive data, and innovative technology, BeeCruise is a key player in expanding Japan's global footprint.

【BeeCruise Company Profile】

Company Name: BeeCruise Inc.

Representative: Shota Naoi, President and CEO

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

Founded: October 2017

Capital: 100 million JPY

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