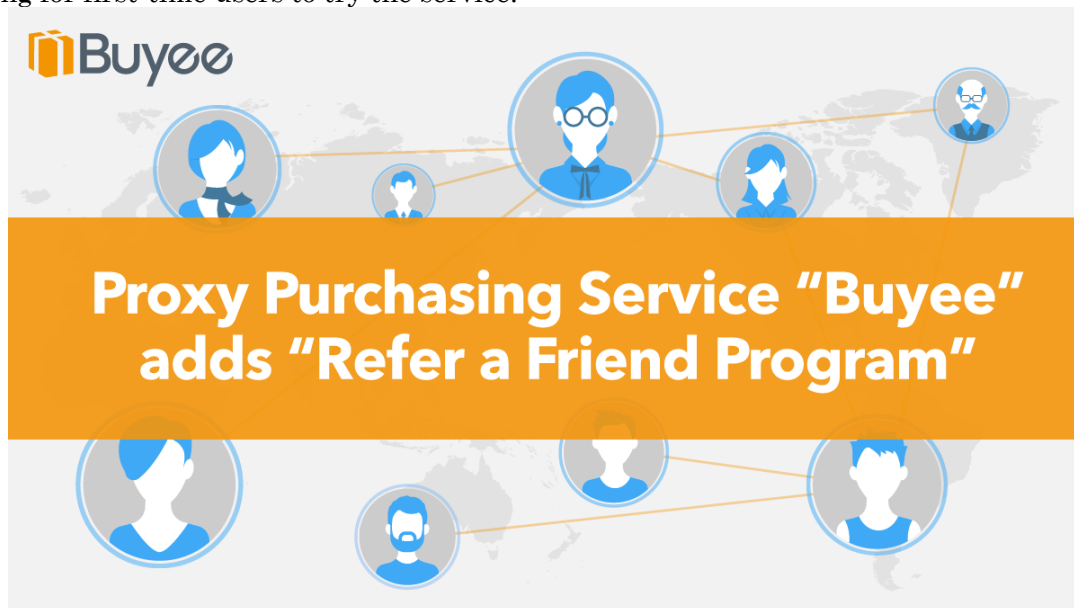


This is a translation of the original Japanese release. The Japanese text shall prevail in case of any variance between this version and the Japanese text.

"Buyee," the Proxy Purchasing Service with Over 4.12 Million Users Worldwide, Introduces the "Refer a Friend Program"!

Tokyo, Japan – 7 July 2023 – tenso Inc., part of BEENOS Inc. (BEENOS), has introduced a "Refer a Friend Program" to its international proxy purchasing service, "Buyee" (<https://buyee.jp/>). This innovative addition enables current customers to effortlessly recommend Buyee to potential new users. Through this feature, newcomers can sign up for a service already endorsed by someone they trust, thereby enhancing their confidence in engaging with cross-border e-commerce. To incentivize this referral process, both the existing customer who makes the referral and the new member who registers and makes a purchase receive a 1,000 yen discount coupon, making it more appealing for first-time users to try the service.



◆Background of the "Refer a Friend Program"

Buyee, a service operated by the BEENOS Group, stands as a prominent cross-border e-commerce proxy purchasing platform, boasting over 4.12 million international users. It offers a seamless shopping experience, allowing users to buy from thousands of Japanese e-commerce sites without facing language, payment, or shipping hurdles. The service has gained considerable attention online, with users actively sharing their purchases on social media and forums and often recommending Buyee to others. This growing trend of sharing and endorsing Buyee has led to the launch of the "Refer a Friend Program."

This newly introduced program simplifies the process for existing users to recommend Buyee to potential new members. Under this program, both the person referring and the newly referred member are eligible to receive a 1,000 yen Buyee coupon, provided certain conditions are met. This initiative is designed to reduce the initial barriers for newcomers and stimulate further referrals.

Buyee is focused on enhancing its service offerings, particularly emphasizing ease of access for international customers to acquire Japanese products. This strategy not only improves the user experience but also significantly contributes to the global expansion of Japanese businesses.

■Structure of “Refer a Friend Program”

For the Referrer (Existing Buyee User):

Obtain a unique referral URL from the My Page section of Buyee.

Share the URL with friends through various channels such as social media, email, or other communication methods.

For the Referred Friend (New Member):

Upon completing new member registration through the referral URL, they will receive a coupon offering 1,000 yen off their product purchases.

Reward for the Referrer:

After the referred friend makes their first purchase on Buyee, the referrer will receive a coupon granting them 1,000 yen off their next product purchases.

【Creating a referral URL from the My Page】

Refer a friend

When a friend registers with Buyee via the referral URL issued and completes his/her first order, you will receive a coupon for a discount of up to 1,000 yen OFF in item value!

※Only orders with a total value of 5,000 yen or more are eligible.

[Click here for more details.](#)

Create referral URL

◀ 紹介用のURLを作成

【Share the referral URL through any communication medium】

Refer a friend

When a friend registers with Buyee via the referral URL issued and completes his/her first order, you will receive a coupon for a discount of up to 1,000 yen OFF in item value!

※Only orders with a total value of 5,000 yen or more are eligible.

[Click here for more details.](#)

If you register as a new member of Buyee from this URL, you will receive a discount coupon for up to 1,000 yen worth in item value!

<https://buyee.jp/https://buyee.jp/>

*Clicking the URL will take you to the top page of the Buyee site. You will receive the coupon upon completion of member registration.

Buyee is one of the largest proxy purchase sites in Japan

https://media.buyee.jp/pr/buyee_beginner/en/

Copy the referral URL

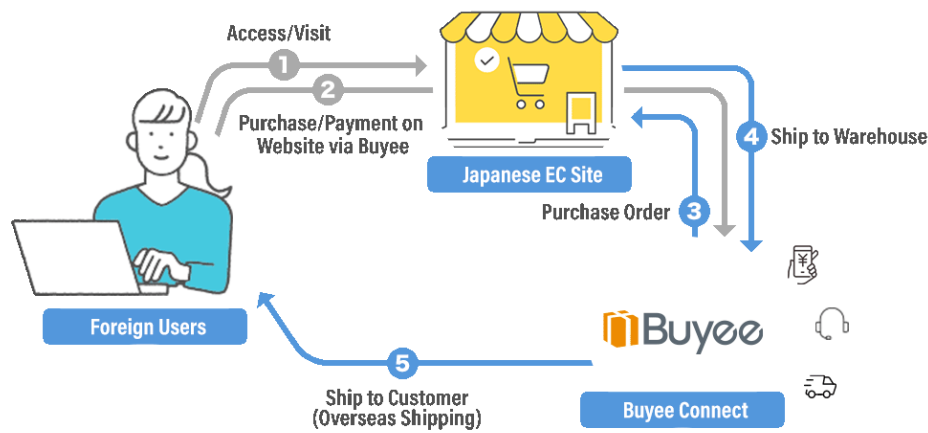
◀ 紹介用のテキストと紹介用URLが生成。コピーして好きな媒体でシェアが可能。

If you are unable to copy the text, you can select the text in the box above and copy it.

Once the coupon is issued, a notification email will be sent to your registered email address.

■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 10 different languages.



【Explanation of Buyee and Buyee Connect】

Comparing Buyee and Buyee Connect

	Buyee	Buyee Connect
Overview	Connect product information and create an international page	Install a tag on EC site and create an international cart
Product Translation	Auto-translate in multiple languages	Foreign translation done by page owner
How to Update Product Listing	Must register product information	Install tag
Payment/Shipping	Compatible	Compatible
Recommended for	Websites that have low inventory turnover, few new releases and want product information available in multiple languages	Websites that have high inventory turnover and new releases with a lot of SKU's

■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 4.12 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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