

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.

Anime, Music, Games, and More: Exploring Overseas Consumption Trends in Cool Japan Sectors — BEENOS Announces "Cross-Border E-Commerce First Half of 2024 Topics"

BEENOS Inc. (TSE: 3328) held the "BEENOS Cross Border E-Commerce × First Half of 2024 Topics Announcement," summarizing cross border e-commerce sales trends on "Buyee" (<https://buyee.jp/>) for the first half of 2024 (January to June). Drawing from the purchase data of overseas users collected by the BEENOS Group, the event highlighted consumption trends among international users, with a focus on areas aligned with the newly revised Cool Japan strategy from June this year.



Overview of the BEENOS Cross-Border E-Commerce × 2024 First Half Topics Presentation

■ Ranking Compilation and Main Users by Area Criteria: Based on the number of purchases made through Buyee from January 1 to June 30, 2024.

Anime: Calculated based on the number of purchases of anime-related merchandise for series that began airing between January 1 and June 30, 2024.

Music: Calculated from the number of purchases of audio media, video media, and artist-related merchandise.

Game: Calculated based on the number of purchases of merchandise related to mobile game titles.

Manga: Calculated based on the number of purchases of manga volumes, paperback books, and manga art collections.

Tokusatsu (SFX): Derived from the number of purchases in the tokusatsu category.

Food: Calculated based on the number of food and beverage items purchased.

Art: Calculated from the number of purchases of artworks, crafts, and artist-related merchandise.

Fashion: Calculated based on the number of purchases of fashion items and accessories.

■ Background

【Contact Information Regarding this Release】

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The "New Cool Japan Strategy," announced by the Japanese government in June, outlines a policy aimed at expanding the overseas presence of Japanese content, inbound tourism, food, and beauty from the current 19 trillion yen to 50 trillion yen by 2033. In alignment with this strategy, BEENOS has consistently tracked overseas consumption trends through its cross border e-commerce service "Buyee," especially as inbound travel rapidly recovers and Japanese-originated content gains global attention. By analyzing cross-border e-commerce trends and conducting consumer awareness surveys, BEENOS aims to provide valuable insights into the preferences of international consumers. This report is designed to assist Japanese companies considering entry into the cross-border e-commerce market, while promoting further global expansion by highlighting the appeal of Japanese products.

◆ Popular Categories in Cross Border EC for the First Half of 2024

For the first half of 2024, the category with the highest number of purchases in cross-border e-commerce was trading cards. The growing popularity of trading cards both domestically and internationally led to increased print runs and product diversification, making it easier for overseas users to purchase, thereby contributing to a rise in cross border e-commerce GMV.

In terms of category growth rate compared to last year, Anime & Manga merchandise ranked first. The global distribution of various Japanese anime series through streaming platforms has attracted a worldwide fanbase, many of whom have turned to cross border e-commerce to purchase merchandise, driving significant growth in this category.

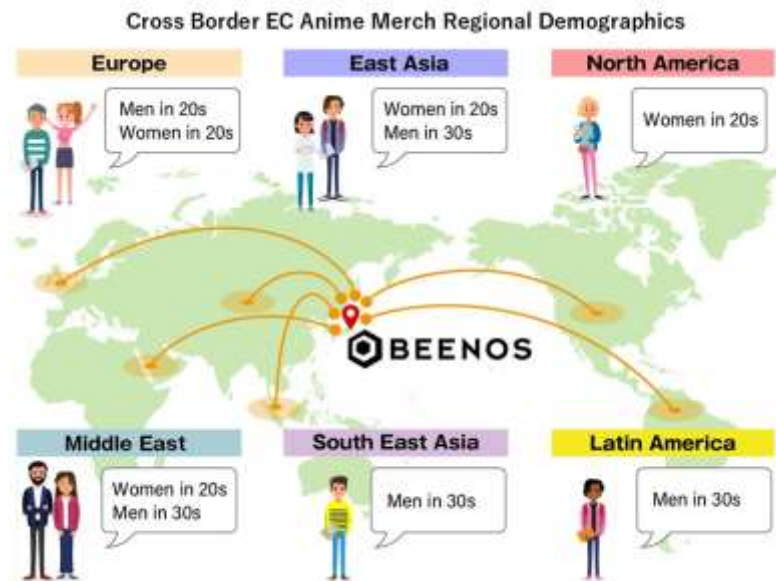


Sales Trends in New Cool Japan Strategy-Related Fields

◆Anime

In the anime sector, a ranking was created focusing on anime that began airing in the first half of 2024, with *Demon Slayer: To the Hashira Training Arc* emerging as the most popular. The majority of anime products are purchased by young men and women in their 20s, highlighting the deep penetration of anime culture among younger generations.

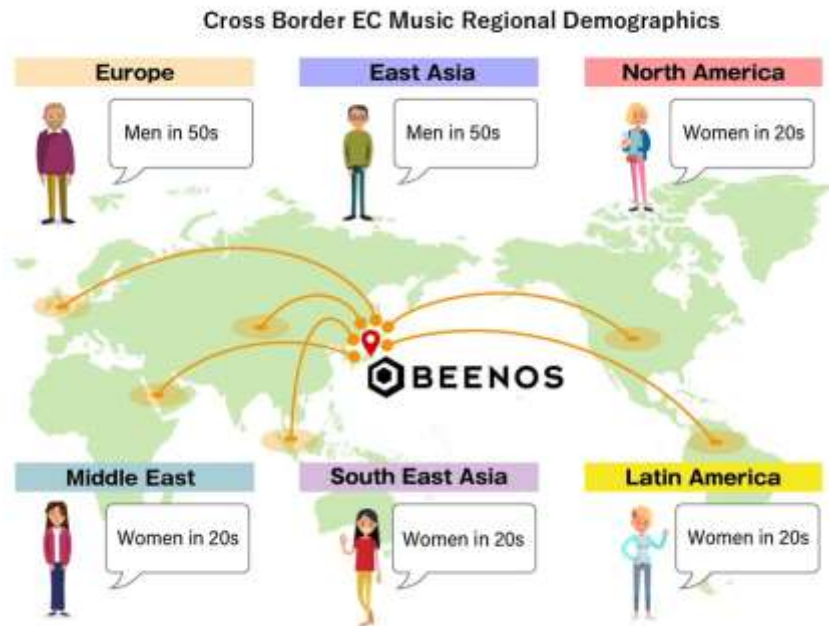
Top 10 Anime Merch Shows Aired in H1 2024 Cross-border EC	
1	Demon Slayer: Kimetsu no Yaiba - To the Hashira Training
2	Ensemble Stars!! Memories Selection: Checkmate
3	My Hero Academia (Season 7)
4	Knights of the Zodiac: Saint Seiya - Battle for Sanctuary
5	WIND BREAKER
6	KINGDOM (Season 5)
7	That Time I Got Reincarnated as a Slime (Season 3)
8	Blue Archive The Animation
9	Delicious in Dungeon
10	Black Butler: Public School Arc



◆Music

In the music sector, rankings are based on audio media such as CDs and records, video media like DVDs, and related artist merchandise. *Ado* ranked as the most popular artist for the first half of 2024. The user demographic is notably split, with men in their 50s and women in their 20s being the dominant buyers. Men in their 50s tend to purchase records, Western rock, and classical music, reflecting long-standing hobbies, while women in their 20s lean towards contemporary pop music such as J-POP and K-POP. Additionally, there has been a noticeable increase in the purchase of analog products like records and cassette tapes.

Top 10 J-pop Artists (CDs, DVDs, Artist merch) Cross Border EC	
1	Ado
2	Hatsune Miku
3	Nogizaka46
4	AKB48
5	ATARASHII GAKKO!
6	YASOBI
7	Hoshimachi Suisei
8	ZUTOMAYO
9	Sakurazaka46
10	Nakamori Akina



◆Games

In the gaming sector, there has been a rising interest in retro home gaming systems like the NES (Nintendo Entertainment System) and Game Boy, alongside merchandise from mobile games being increasingly purchased by international users. For the first half of 2024, *HATSUNE MIKU: COLORFUL STAGE!* was the most popular title, with the primary user demographic being men in their 30s and 40s.

Top 10 Mobile Game Merch Cross Border EC	
1	HATSUNE MIKU: COLORFUL STAGE!
2	Ensemble Stars!! Basic & Music
3	Disney Twisted-Wonderland
4	IDOLISH7
5	GRANBLUE FANTASY
6	Fate/Grand Order
7	Umamusume: Pretty Derby
8	LINE : Disney Tsum Tsum
9	Honkai: Star Rail
10	The Battle Cats

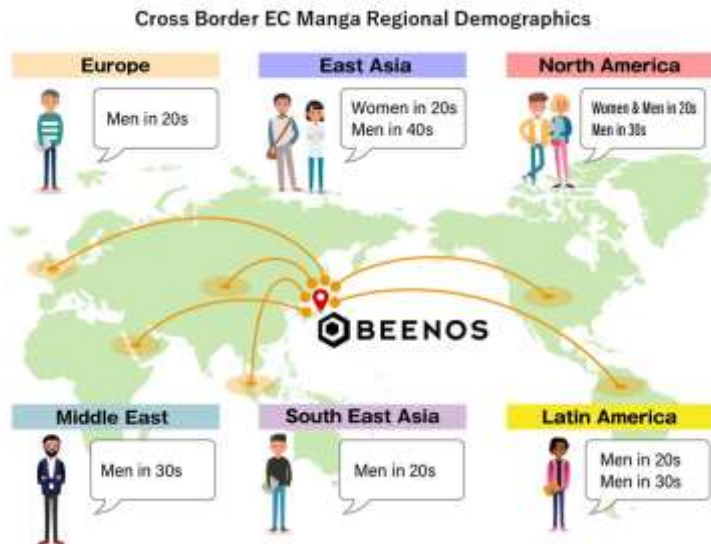


◆Manga

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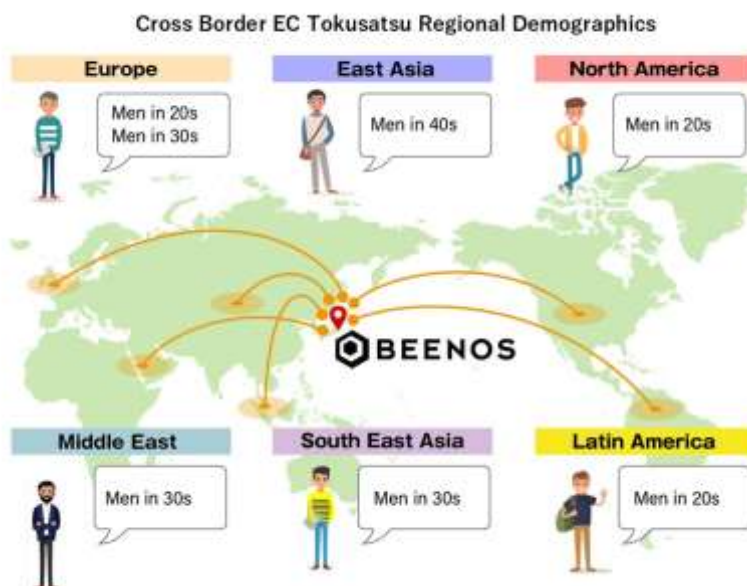
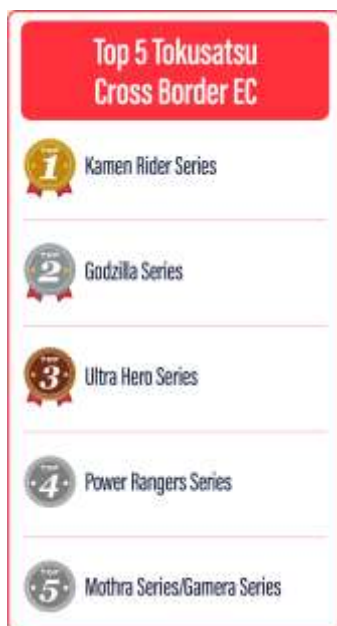
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The manga sector saw rankings created based on paperback books, hardcover editions, and manga art collections. *Dragon Ball* by Akira Toriyama took the top spot as the most popular work for the first half of 2024. *Haikyuu!!*, which garnered attention due to its movie release, followed in second place. The main user group consists of men in their 20s and 30s.



◆Tokusatsu (SFX)

In the Tokusatsu sector, the top five works contributed to 90% of the total GMV. In the *Kamen Rider* series, *Kamen Rider Gatchard*, which began airing in 2024, was the most popular, while in the *Power Rangers* series, *King Ohger* (broadcast from 2023 to 2024) led the category. *The Godzilla* series also saw strong performance, particularly with the release of *Godzilla -1.0*. Additionally, following the global streaming of *Ultraman: Rising* on Netflix starting in June 2024, *Ultraman* became the most popular in the *Ultra Hero* series.



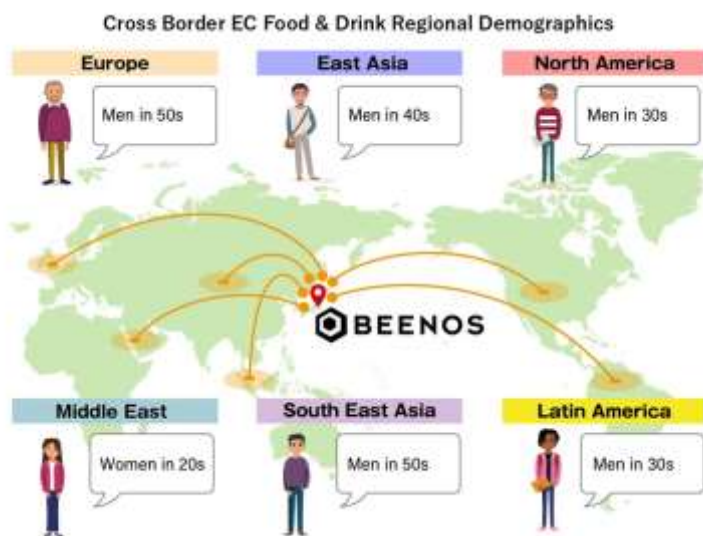
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Cool Japan Sectors Beyond IP

◆Food & Beverage

In the food and beverage sector, liquor remains the most popular category, with Japanese whiskies like Yamazaki and Hibiki leading sales, particularly in East Asia. Chocolates are the second most popular category, especially among North American customers, where assorted packs and bulk purchases are common due to their affordability.



◆Art

Ceramics dominate the art sector, with a significant portion of purchases coming from East Asia, likely due to shipping cost considerations. Traditional Japanese arts, such as Ukiyo-e prints and hanging scrolls, also enjoy international popularity.



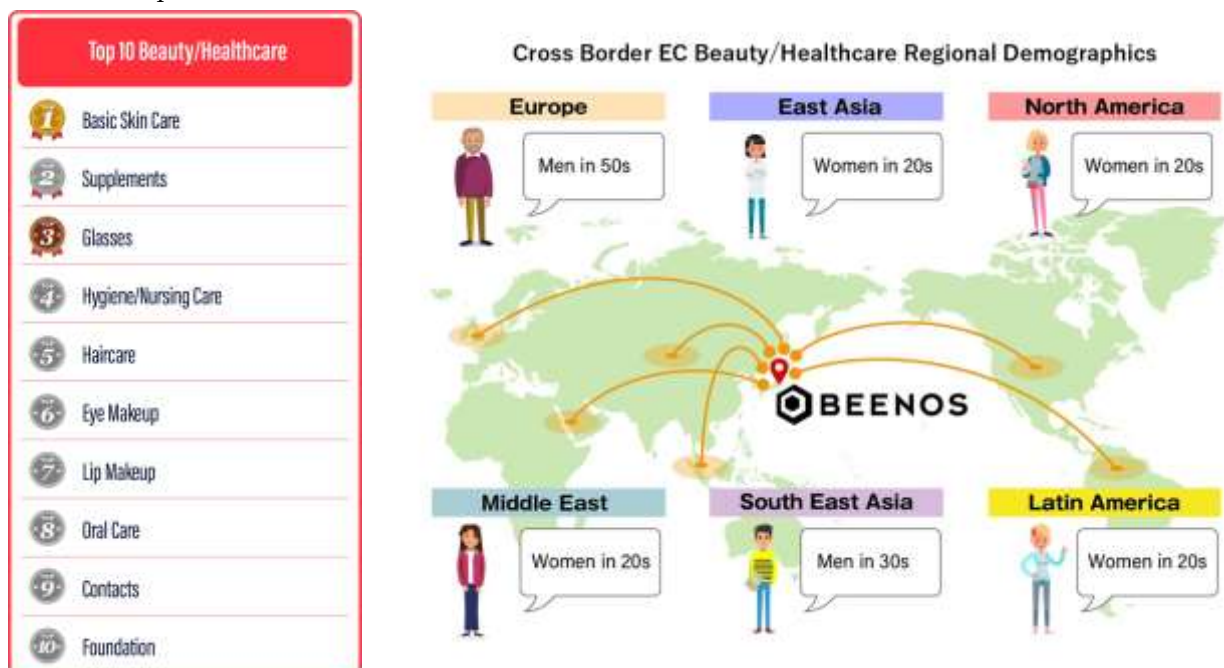
◆Fashion

The fashion sector appeals strongly to men and women in their 20s and 30s. Female customers frequently purchase bags and accessories, while male customers favor items like T-shirts and jackets.



◆Beauty

Skincare products top the beauty and healthcare sector, with the primary demographic being women in their 20s across all regions. Men are also active consumers, particularly purchasing contact lenses and hair care products.



◆Connecting Japan and the World Through Cross Border E-Commerce

As the global population and GDP continue to grow, the internet and related technologies are bridging borders, making the world more connected than ever. Japanese content, particularly in Cool

Japan sectors such as anime and music, is now widely accessible through streaming services, allowing audiences across the globe to enjoy Japanese media. This rise in accessibility has also extended to merchandise, with related products becoming increasingly available via Cross Border e-commerce.

Japan's new Cool Japan strategy combines cultural content with inbound tourism and Japanese cuisine to cultivate more Japan enthusiasts and enhance the nation's global brand.

As a leader in Cross Border e-commerce, the BEENOS Group has continually worked to improve services that support overseas sales. These efforts include the development of a consolidated shipping service that delivers products from multiple sites, the expansion of supported languages, the enhancement of payment methods, and the creation of cost-effective and speedy delivery options. By expanding our network of partner companies, we have facilitated the international growth of Japanese businesses. Looking ahead, we will continue to support the global promotion of Japanese culture, ensuring a seamless and enjoyable purchasing experience for international customers. Through these efforts, we aim to contribute to the new Cool Japan strategy and help Japanese companies expand their overseas sales.

About BEENOS Group's Global Commerce Business

Since the inception of Cross Border e-commerce in 2008, the BEENOS Group launched the overseas forwarding service "tenso.com," cultivating unique expertise in overseas shipping operations and global customer support. Beyond establishing sales environments for overseas markets, the group also offers comprehensive user acquisition and support, earning a strong reputation for its overseas sales assistance. To date, the BEENOS Group has supported over 5,000 Cross Border e-commerce cases for domestic companies*1.

The proxy purchasing service "Buyee" (<https://buyee.jp/>) is also highly regarded for its exceptional service, offering various shipping and payment methods, competitively priced international shipping through unique logistics services tailored to North America, Europe, and Asia, and the ability to consolidate purchases from multiple sites into a single shipment. Buyee boasts a high repeat customer rate and now serves over 5.5 million members as of July 2024*2.

*1 This figure includes services offered by the BEENOS Group, such as "Buyee," "Buyee Connect," the dashboard service, the cross-border EC service "Tenso.com"

(<https://www.tenso.com/>), support for entering and listing on overseas marketplaces, and marketing and promotional support. This is the cumulative figure for cross-border e-commerce support provided to domestic companies as of October 2023.

*2 This includes members of "Buyee" and the cross-border EC service "Tenso.com," as of the end of July 2024.

【About BEENOS】

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Press Release

Founded: November 1999
Capital: 2,775 million JPY

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