

BEENOS Group Surpasses 7,000 Support Cases, Fueling Global E-Commerce for Japanese Companies

TOKYO — BEENOS Inc. and its subsidiaries announced today their Global Commerce business has surpassed a major milestone: 7,000 cumulative cases (1) of cross-border e-commerce (EC) support, connecting Japanese companies with customers worldwide.



The BEENOS Group launched its "tenso.com" overseas forwarding service in 2008 as a pioneer in the cross-border e-commerce space. The Group has since expanded its offerings, including the "Buyee" proxy purchasing service, which bridges the gap between Japanese businesses and global consumers seeking their products.

This 7,000-case milestone is set against a backdrop of explosive market growth. The cross-border e-commerce market from Japan to the U.S. and China alone more than doubled from 208.6 billion yen in 2014 to 441.0 billion yen in 2024, according to Japan's Ministry of Economy, Trade and Industry (METI) (2). The BEENOS Group attributes its growth to continuously developing new services and updating existing ones to meet market demands.

To capture this diversifying demand, BEENOS recently launched "BEEGATE," an integrated service enabling Japanese businesses to sell across multiple overseas e-commerce platforms. The Company provides comprehensive solutions that go beyond basic website integration to actively drive sales, including support for local marketplace listings, event participation, Key Opinion Leader (KOL) marketing and advertising promotions.

BEENOS is also enhancing convenience for global users to capitalize on rising international interest in

Japan, a trend reflected in growing inbound tourism. Recent improvements to "Buyee" include adding Arabic, bringing its total language support to 19. Customer service is also being enhanced by expanding authentication options and using AI to improve the user interface (UI) and user experience (UX).

The BEENOS Group remains committed to developing its services, acting as the premier gateway for Japanese companies and global customers in the expanding cross-border market.

Notes

(1) As of September 2025. This cumulative figure includes the total number of Japanese companies supported by the BEENOS Group through "Buyee," "Buyee Connect," the "tenso.com" service, support for listing on overseas marketplaces, and marketing support.

(2) Sources: METI "Fiscal 2024 E-Commerce Market Survey" and "Fiscal 2014 E-Commerce Market Survey."

BEENOS Group Solutions

The BEENOS Group provides a wide range of services to support global sales for Japanese businesses:

- **Cross-border EC support service:** "Buyee"
- **Proprietary site integration:** "Buyee Connect"
- **Marketplace listing support:** eBay, Shopee, etc.
- **Logistics:** International delivery proxy service
- **Promotion:** Global sales and marketing support, including influencer marketing
- **Operations:** Integrated overseas consignment sales services

For more details, visit: <https://service.beenos.com/>

About BEENOS Inc.

BEENOS Inc. (President and Group CEO: Seita Naoi) was established in November 1999 with 300 million yen in capital. Headquartered at 8-4-13 Nishi-Gotanda, Shinagawa-ku, Tokyo, the company and its group subsidiaries develop global commerce and creator economy businesses. For more information, visit <https://beenos.com/>.