BEENOS

Press Release

BEENOS Group Launches "Buyee One" in the U.S., Streamlining Cross-Border E-Commerce Payments into a Single Step

Leverages AI and vast shipping data to pre-calculate shipping, duties, and import taxes, presenting a total price upfront at checkout

Tokyo,September 8, 2026 — BEENOS Group has officially launched "Buyee One," a new feature on "Buyee", a proxy purchase service for overseas users operated by its consolidated subsidiary tenso, Inc.

Buyee One enables users to complete all payments—including item prices, domestic and international shipping charges, service fees, customs duties, and import taxes—in a single transaction at checkout.

Buyee One utilizes AI and a robust data infrastructure built on extensive, continuously updated shipping records accumulated through years of cross-border e-commerce operations. This system pre-calculates international shipping costs, customs duties, and import taxes with high accuracy.

Previously, customers paid for international shipping and customs duties in a second transaction after the product arrived at a warehouse in Japan. With Buyee One, the total cost is presented upfront before payment, allowing users to complete their transaction in a single payment.

Buyee currently ships to approximately 120 countries and regions worldwide, serving roughly 6 million global users. By integrating AI with its established cross-border e-commerce infrastructure and data assets, BEENOS Group provides international shoppers with a clear, total price upfront when purchasing products from Japan.

Buyee One

Key Features of "Buyee One"

1. Upfront Calculation and Display of Total Amount (Shipping, Duties, and Taxes Included)

Buyee One leverages Buyee's historical shipping data and AI to pre-calculate international shipping rates, duties, and import taxes, presenting the total checkout price (including the

product cost) before payment.
In cross-border e-commerce, shipping fees and customs duties vary significantly based on destination, item dimensions, weight, product category, and price. Buyee One allows users to confirm the total cost upfront during order placement, rather than after the item is purchased.

2. Single-Step Payment Integration
Previously, using Buyee required a two-step payment process: the first payment covered the product price at purchase, and the second covered shipping and pre-collected customs duties after the item arrived at Buyee's Japanese warehouse. Buyee One consolidates the product cost, domestic shipping within Japan, international shipping, and customs duties/import taxes into a single payment at checkout.

3. No Additional Charges If Actual Costs Exceed Pre-Calculated Amount
If the actual shipping fees or customs duties incurred during transit exceed the pre-calculated amount presented at checkout, Buyee absorbs the difference. Customers will not be billed for any shortfall, eliminating anxiety over unexpected additional expenses after purchase.

BEENOS Group's Cross-Border E-Commerce Data Infrastructure Supporting "Buyee One"
BEENOS Group has supported Japanese businesses and e-commerce merchants in expanding overseas for many years, having supported more than 7,000 cross-border e-commerce projects and serving approximately 6 million global users.

Buyee has shipped a wide range of product categories globally, encompassing not only standard new merchandise but also pre-owned and unique items from online flea markets, auction sites, and resale marketplaces. In the market includes a wide variety of one-of-a-kind items with varying dimensions, weights, price points, and categories, rather than standardized mass-market products. As a result, Buyee has accumulated extensive international shipping records across a diverse array of merchandise categories without being restricted to specific niches.

Furthermore, this shipping data is continuously updated through daily transactions and deliveries. Buyee One combines AI with this vast, highly diverse, and continuously updated data foundation to establish a system that pre-calculates shipping fees, duties, and import taxes with high accuracy.

By combining AI with this extensive, diverse, and continuously updated delivery dataset, Buyee One enables highly accurate upfront calculations of shipping fees, customs duties, and import taxes. Leveraging years of accumulated business infrastructure and data assets allows Buyee One to present the total payment upfront and complete transactions in a single

payment step.

Background of "Buyee One" Development

In cross-border e-commerce, additional costs such as domestic shipping, international shipping, customs duties, and import taxes are added to the item price, making it difficult for shoppers to determine the final total price at checkout.

According to research by the Baymard Institute, the average e-commerce cart abandonment rate stands at 70.22%. Excluding “I was browsing / not ready to buy,” the most commonly cited reason for cart abandonment was “Extra costs too high (shipping, etc.),” selected by 40% of respondents. In addition, 12% cited “I couldn’t see total order cost upfront.” These findings highlight the impact that costs beyond the item price, as well as uncertainty about the total cost at checkout, can have on purchasing decisions. (*1)

Furthermore, recent changes in customs regulations for low-value imports coupled with inflation, rising logistics costs, and higher international shipping rates, have made it even more vital for cross-border shoppers to understand non-product costs in advance.

Buyee has previously addressed these customer needs by offering tools to estimate shipping and customs costs prior to purchase and introducing DDP (Delivered Duty Paid) shipping options in response to changes in U.S. de minimis rules. However, the traditional process required two separate payments—one at item purchase and another after arrival at the Japanese warehouse—leaving the final cost uncertain at purchase. This uncertainty served as a hurdle, particularly for users new to cross-border e-commerce.

Buyee One mitigates this cost uncertainty by displaying the full amount—including shipping, customs duties, and import taxes—at checkout and completing the payment process in a single step. Buyee will continue working to enhance service convenience, aiming to provide overseas customers with a purchasing experience closer to shopping on e-commerce sites in their home markets.

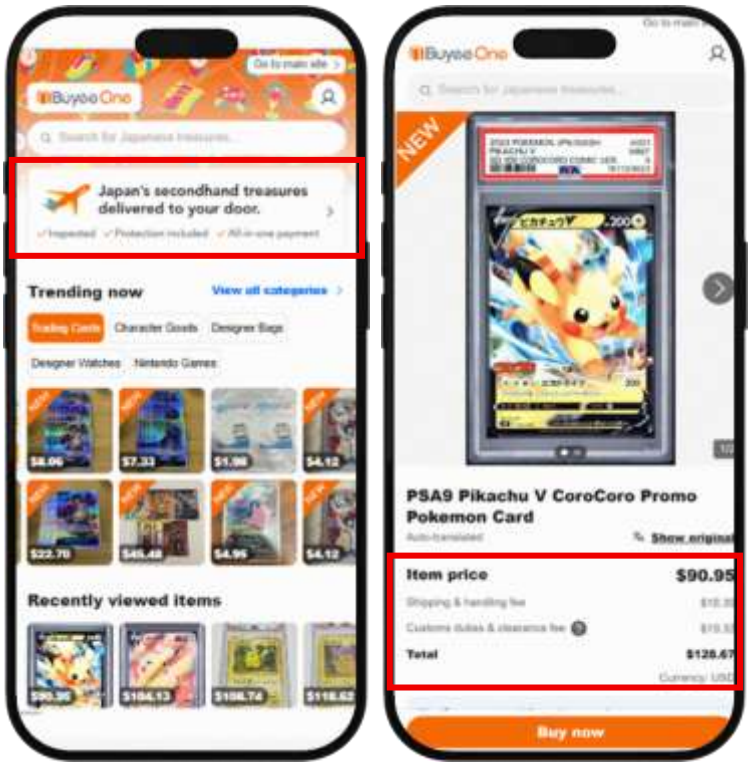
*1 Source: Baymard Institute, "50 Cart Abandonment Rate Statistics 2026" (https://baymard.com/lists/cart-abandonment-rate)

Target Countries/Regions: United States (planned for sequential expansion)

Target Stores: JDirectItems Fleamarket (planned for sequential expansion)

Important Notice: When using Buyee One, combining items into a single package ("Consolidation Service") across multiple stores is currently not supported. Target store

eligibility will be expanded sequentially moving forward.



About Buyee

Buyee (https://buyee.jp/) is a purchase support service for international customers. Through Buyee, customers outside Japan can easily purchase products from Japanese e-commerce sites. Buyee handles purchase procedures, international shipping, and offers multilingual customer support customer support, serving users in approximately 120 countries and regions worldwide (*).

*Available shipping destinations may vary depending on the period.

[About BEENOS]

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