

Supplementary Financial Information

for the First Quarter of FYE Jan.2027

Enigmo Inc. (June 12, 2026)

Q1 FY2027 Highlights

1 FY2027 Q1 Results

Executed strategic investments prioritizing the structural reform "PHOENIX PROJECT."

In the second year of structural reform aimed at renewed growth, consolidated net sales remained nearly flat year-on-year, progressing generally in line with the plan.

Consolidated Net Sales : 1,463 million JPY (98.0% YoY)

Summary :

● Prioritizing Strategic Investments

- Prioritized investments in AI implementation and expanding target segments. Built the infrastructure to serve as the foundation for renewed growth.

● Progress of Key Initiatives

- **Expansion of the VINTAGE Domain (178.1% YoY):** Continued substantial growth as a core business driving future growth.
- **Bottoming Out of New Customer Acquisition (YoY: Overall 91.2% / Under 30s 94.9%):** Driven by the shift to an SNS-led acquisition model, overall performance is on a recovery track, with the under-30 segment leading the way with a strong rebound.

2 Commitment to a 30-yen Dividend Per Share

● Commitment

Regardless of short-term profit fluctuations, committed to the stable dividend during the structural reform period (FYE Jan. 2026 and 2027) set forth in the new management policy.

● Details

Dividend: 30 yen per share

(Ordinary Dividend 10 yen + Commemorative Dividend 20 yen)

● Dividend Timing

Resolved as a year-end lump-sum dividend

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FY2027 Q1 Financial Results Summary

Consolidated Performance Summary

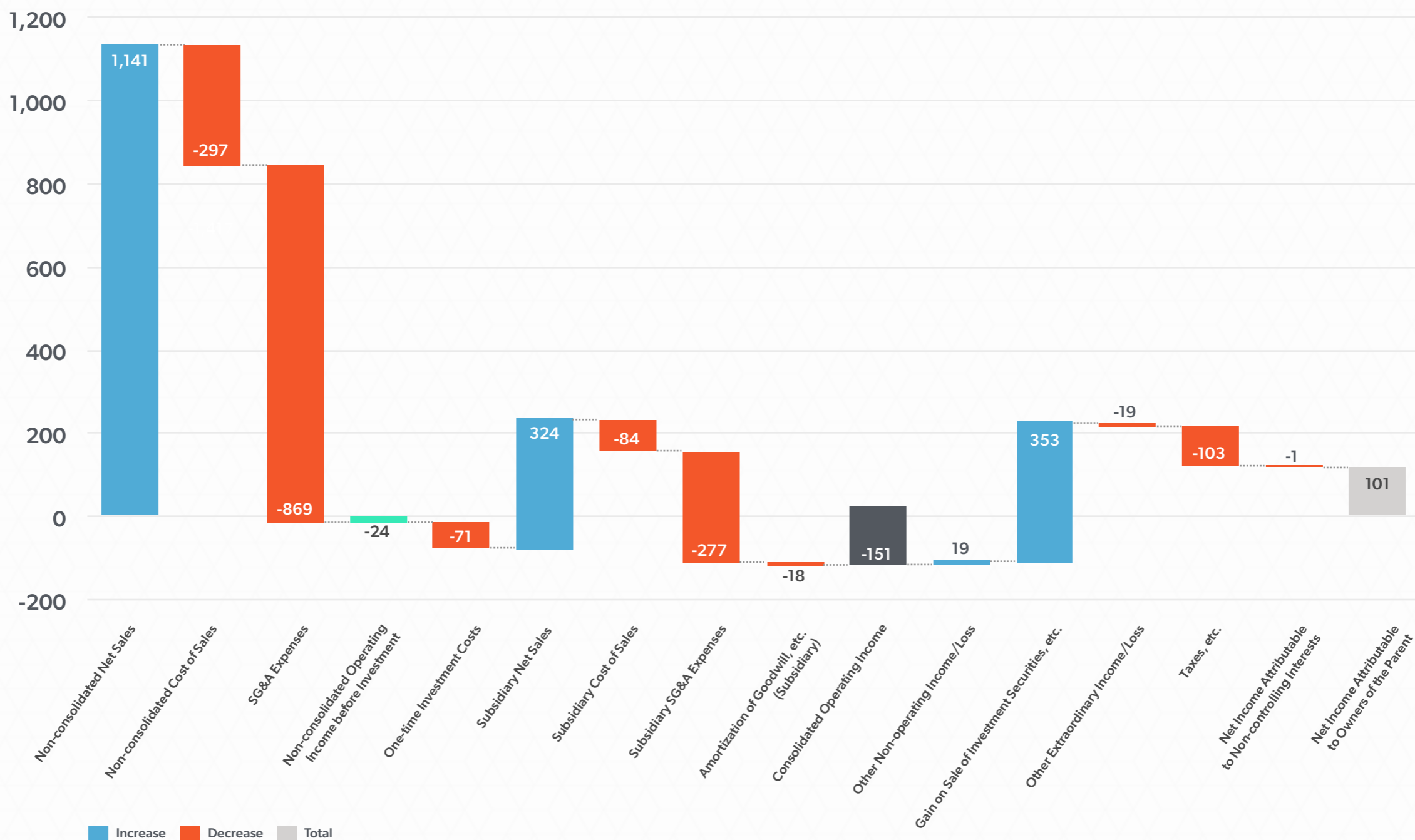
- ▶ FY27/1 Q1 net sales reached 1,463 million yen (98.0% YoY), nearly matching the previous year's level even as we progressed with strategic topline adjustments aligned with our structural reform.
- ▶ Prioritizing upfront investments in AI implementation and new customer segment expansion for mid- to long-term re-growth, as the second year of structural reform.
- ▶ Net income attributable to owners of the parent was firmly secured by recording 352 million JPY in gain on sale of investment securities through the planned sale of held shares.

(Unit: Million JPY)

	FY2027 Q1 Results	FY2026 Q1 Results	YoY
Net Sales	1,463	1,493	98.0%
Gross Profit	1,082	1,099	98.4%
SG&A Expenses	1,232	1,075	114.7%
Advertising Expenses	329	259	127.0%
Personnel Expenses	531	476	111.5%
Operating Income/Loss (▲)	▲150	24	▲618.1%
Ordinary Income/Loss (▲)	▲131	7	▲1644.1%
Net Income Attributable to Owners of the Parent	101	77	130.9%
Adjusted EPS	3.65 JPY	-	-

FY2027 Q1 Consolidated Results Breakdown

(Unit: Million JPY)



*Due to rounding to the nearest million yen, the sum of individual changes in this chart may not exactly match the totals, or may differ from the actual results on P.5 "Financial Results Overview."

Performance by Segment

- ▶ Enigmo (Non-Consolidated): While net sales were limited to 1,141 million yen (88.1% YoY), steady progress was made, with VINTAGE—our growth-driving business—maintaining high growth.
- ▶ BUYMA TRAVEL: Against the backdrop of demand recovery, both the Platform and Overseas Activity Services businesses maintained high growth, achieving net sales of 320 million yen (161.3% YoY).

(Unit: Million JPY)

	Enigmo (Consolidated)	Goodwill	Other	Enigmo (Standalone)	BUYMA TRAVEL	Getsuraku
Net Sales	1,463		▲1	1,141	320	3
Gross Profit	1,082			844	236	3
SG&A Expenses	1,232	18	▲1	939	265	10
Advertising Expenses	329			299	29	0
Personnel Expenses	531			398	124	8
Operating Income/Loss (▲)	▲150	▲18		▲95	▲29	▲7
Ordinary Income/Loss (▲)	▲131	▲18	▲2	▲71	▲30	▲8
Net Income/Loss Attributable to Owners of the Parent	101	▲18	▲2	158	▲28	▲8

Consolidated Financial Forecast for FY2027

Consolidated Performance Forecast for FYE January 2027

- ▶ The full-year consolidated financial forecast for FY2027 remains unchanged from the previous announcement (published on March 12, 2026).
- ▶ Performance is progressing generally according to plan, while executing upfront investments for the second year of structural reform.

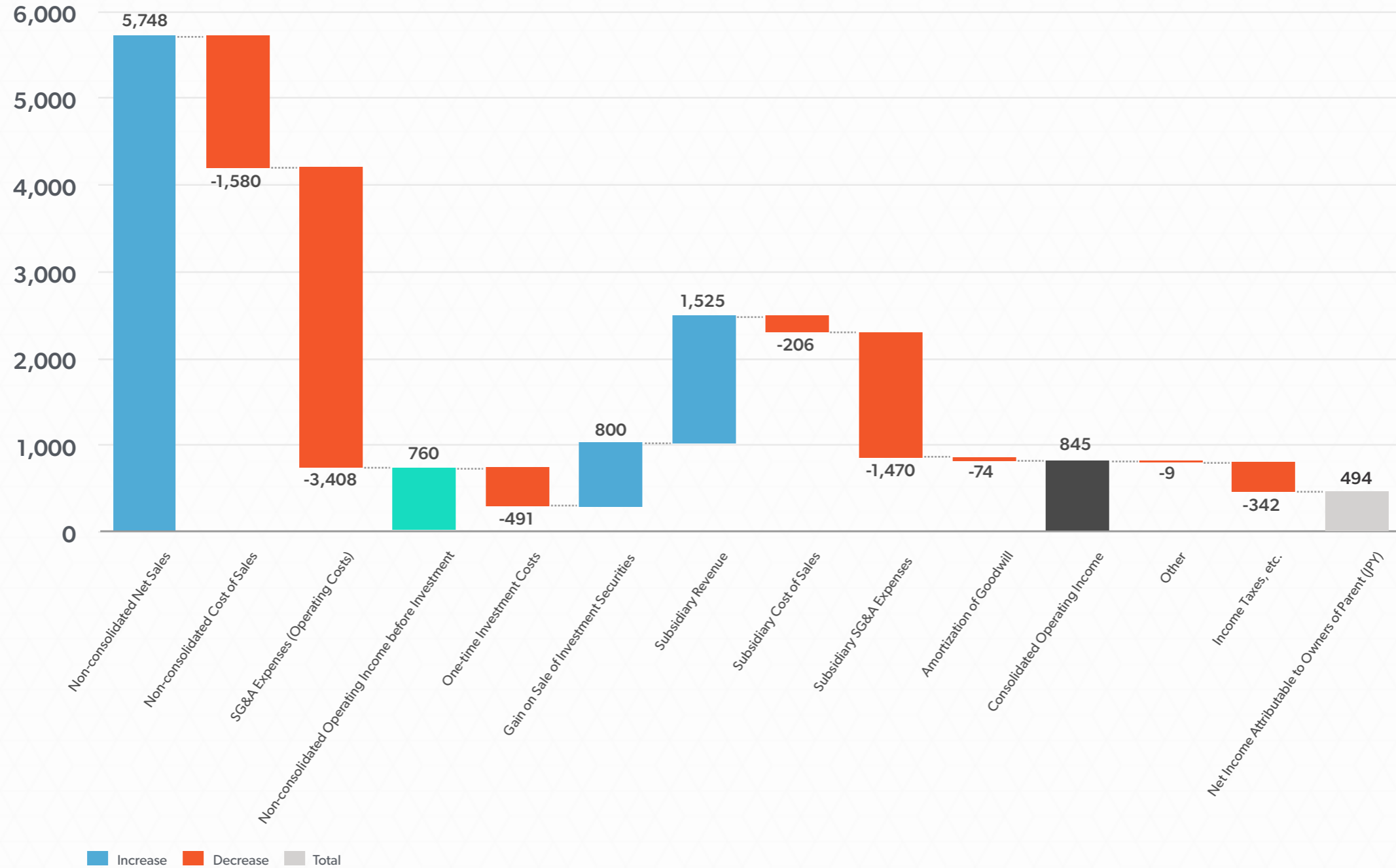
(Unit: Million JPY)

	FY2027 Forecast	FY2026 Forecast	YOY
Net Sales	7,267	6,295	115.4%
Gross Profit	5,481	4,525	121.1%
SG&A Expenses	5,436	4,478	121.4%
Operating Income/Loss (▲)	44	46	95.3%
Ordinary Income/Loss (▲)	40	43	92.0%
Net Income Attributable to Owners of the Parent	493	326	151.1%
Adjusted EPS	20.88 JPY	17.79 JPY	117.3%

*Consolidated operating income takes into account the amortization of goodwill.

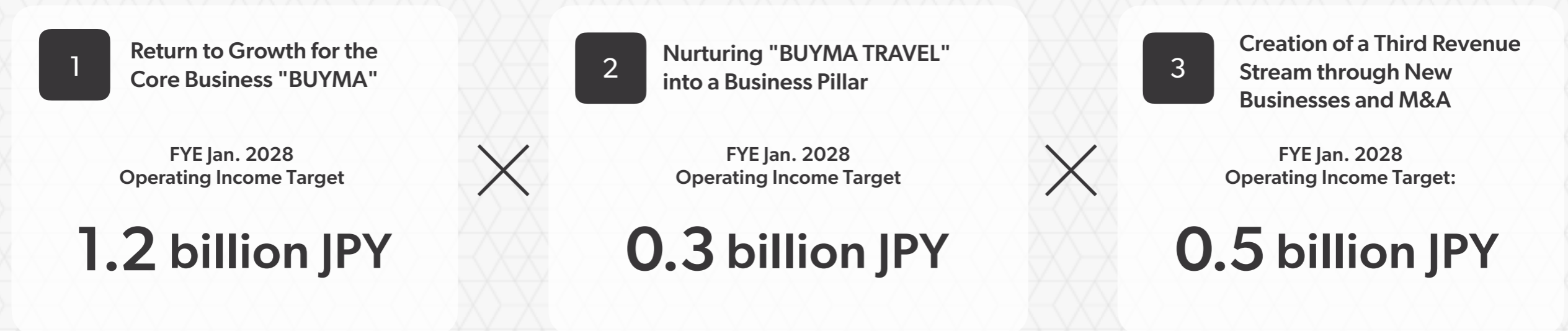
FY2027 Consolidated Forecast Breakdown

(Unit: Million JPY)



The Three Essential "Missions" and AI Foundation Strengthening for Successful Structural Reform

Aiming to achieve a non-negotiable target of 2.0 billion JPY in operating income and 40 JPY in Adjusted EPS for FYE Jan. 2028, through the completion of the "Three Missions" and company-wide AI implementation.



Strengthening the Business Foundation through AI
(Business Development × Operational Efficiency)

"PHOENIX PROJECT" for Renewed Growth

A company-wide project to complete the "Three Missions" and build a solid business portfolio within FY2027, by preparing the AI foundation and concentrating investments into structural frameworks.

Renewed Growth of BUYMA

● Enhancing Product Offerings

- Expanding personal shoppers (introducing app for personal shoppers)
- Improving listing efficiency (introducing AI support for personal shoppers)
- Building a stable supply chain for high-quality products (strengthening data linkage with corporate shops)

● Strengthening Customer Attraction

- Structural measures for SEO/AIO
- Investment in brand equity (acquiring awareness and preference)

● Enhancing CVR (Conversion Rate)

- Introducing "Search with AI" feature
- Introducing AI-driven personalization feature
- Improving AI search accuracy and introducing new discovery methods

● Foundation & Growth Domains

- Foundation: Safety & Security / PR activities
- Growth Domain: VINTAGE (expanding product supply chain, strengthening buying/selling framework)

● Other / Seed Sowing

- Support for international sales (multilingualization of the website)

Nurturing BUYMA TRAVEL into a Pillar / Creating New Businesses

● Growth Domains

- Growth Domain: BUYMA TRAVEL (acquiring guides, SEO measures)

● Other / Seed Sowing

- Launching new businesses and investing in the next unicorn

Reinforcing Business Base with AI

● Maximizing AI Utilization

- Introducing a company-wide cross-functional knowledge sharing system driven by AI
- Company-wide rollout of AI-driven development

● Other / Seed Sowing

- Strengthening the organization

PHOENIX PROJECT Progress Highlights

1. Search with AI (Enhancing CVR)

● Current Phase

Initial launch completed; currently enhancing UI exposure and continuously improving algorithms.

● Current Impact

Expansion of User Engagement

The number of users utilizing the feature and the website browsing rate have significantly increased.

Transformation of Discovery Experience

Created opportunities for users to encounter "products matching potential preferences" that were unreachable through conventional search.



● Target Goal

Maximizing CVR through Personalization

2. Building a Stable Supply Chain for High-Quality Products (Enhancing Product Offerings)

● Current Phase

System performance improvements completed. Already built a framework to stably accept high-volume listings from corporate sellers.

● Current Impact

Explosive Increase in Supply

- The number of listings from corporate sellers has significantly increased.
- Inventory coverage of popular brands and trendy products has expanded.

Improving Platform Reliability

Expanding corporate inventory has contributed to faster shipping speeds and stabilized in-stock rates.



● Target Goal

**The World's Largest
High-Quality Inventory Platform**

Business Overview

BUYMA

FY2027 Q1 Results

Total GMV
87.6% YoY

Net Sales
1.14 billion JPY

- ▶ Prioritizing strategic investments that drive mid- to long-term earnings growth over the pursuit of short-term financial performance, in light of macroeconomic shifts including exchange rate fluctuations and rising inflation.
- ▶ Strategically accepted downside in short-term top-line results to promote transformation toward a business structure capable of sustaining high growth over the medium to long term.
- ▶ Under a budget structure that heavily weights the second half of the year, Q1 results landed generally in line with initial expectations; the effects of sequential initiatives will be realized leading into Q3 and Q4, the peak demand periods.

Q1 Topics

Discovering Asian Brands

Newly discovering trends beyond Europe and the US. Expanding the spectrum of sensibility and price ranges.



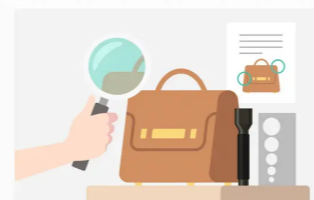
Expanding Eligible Brands for Appraisal

~Raising the Baseline of Safety and Security~

Eligible Brands: 142 brands

Alleviating purchase anxiety by expanding eligible brands.

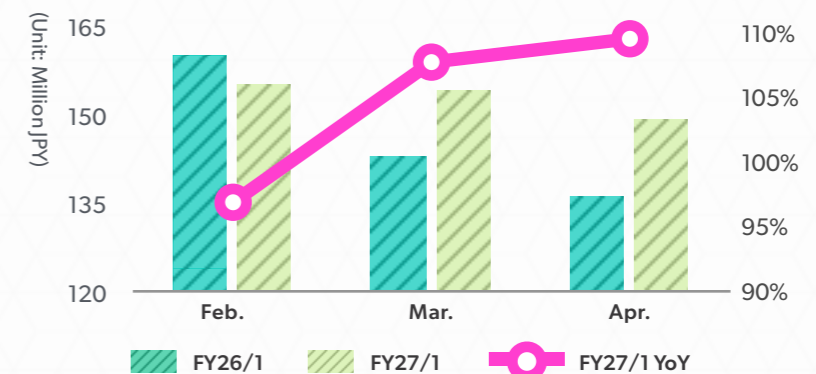
BUYMA
無料鑑定サービス
対象ブランドを拡充



Expanding Gross Transaction Value in the Younger Segment (Teens)

April Gross Transaction Value
109.4% YoY

Integration of SNS strategies and the new TV commercial proved successful. Established a growth trend within the target teenage segment, exactly as intended.



BUYMA

Key Initiative 1: Strategic Strengthening of BUYMA VINTAGE

Systematically strengthening in-house inventory buybacks in preparation for the high-demand period in the second half of the year. Assuredly securing high-quality inventory at the beginning of the fiscal year will lead to guaranteed sales expansion in the autumn/winter season (Q3-Q4).

Strategic Objectives and Competitive Advantages

1. Transforming into a Core Growth Driver

Assuredly capturing the pre-owned luxury market, which continues to see double-digit growth, making it the largest driver to propel the renewed growth of BUYMA as a whole.

2. Acceleration and Merits of In-House Buybacks

- ▶ Accelerating direct buybacks from past BUYMA buyers to significantly enhance high-quality in-house inventory.
- ▶ Strategically stimulating the transaction volume (GMV) of the entire platform by positioning these items as features during sales, enabled by in-house control over pricing and supply.

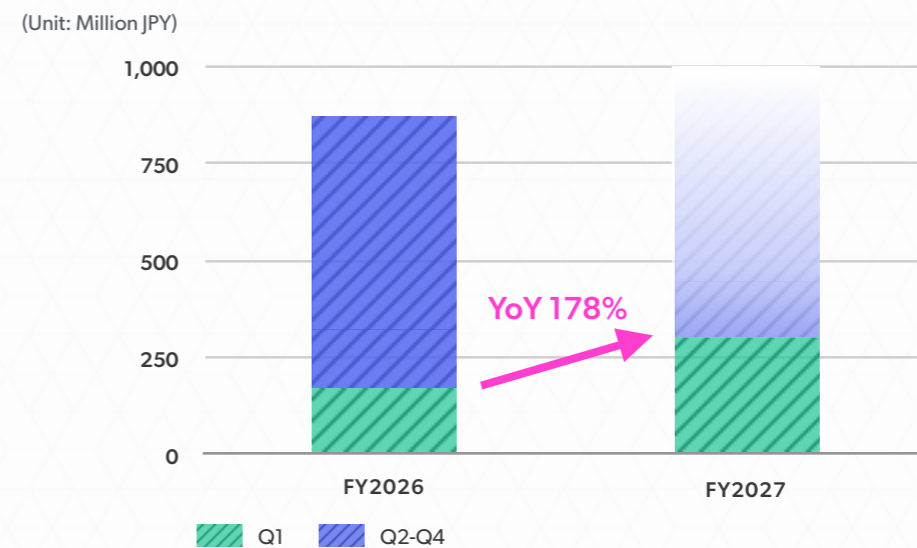
3. Unique Strengths

- ▶ A unique sourcing channel capable of assuredly securing high-quality vintage items with transparent sales and purchase histories.
- ▶ A multi-channel sales network that dynamically links the online BUYMA platform with the physical store in Shibuya, "BUYMA STUDIO."

Q1 Results and Future Outlook

- ▶ Driven by the strengthening of appraisal and supply systems along with successful partnerships with major corporate stores, Q1 VINTAGE Order Value expanded rapidly to over 1.7 times that of the same period last year.
- ▶ Abundant inventory assets secured during the first half of the year will be assuredly linked to sales in the second half of the year, the peak demand period.

BUYMA VINTAGE Order Value



BUYMA

Key Initiative 2: Full-Scale Rollout of SNS-Driven Customer Attraction

The appointment of the new commercial model "CANDY TUNE" alongside SNS integration measures has shown signs of a reversal in the new member acquisition trend.

Accelerating the expansion of next-generation customers by increasing unaided recall of "BUYMA" among the younger segment.

Strategic Objectives and Focus

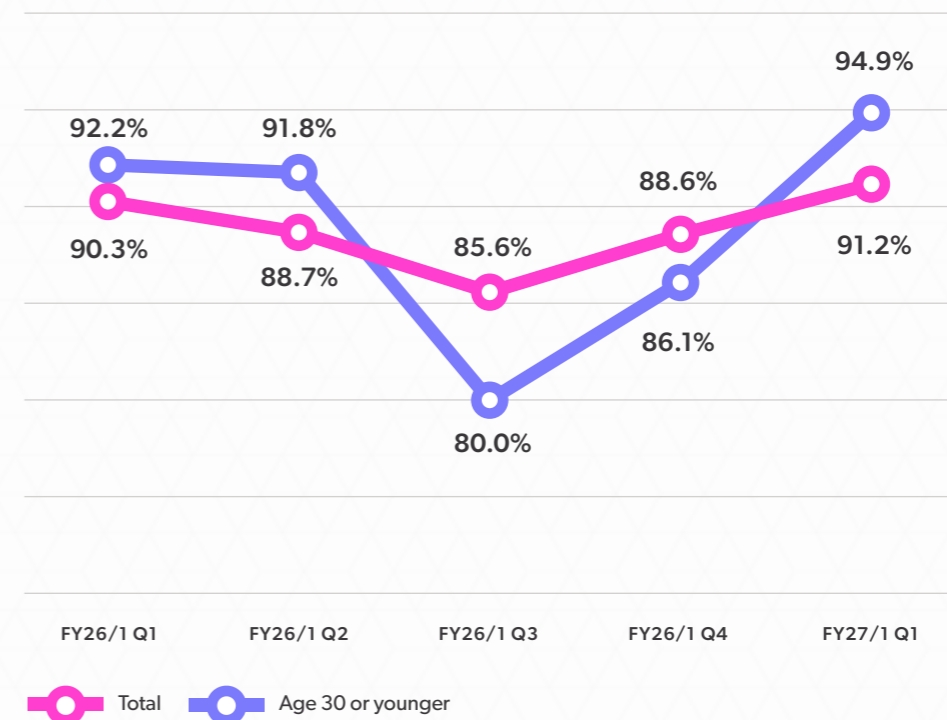
- Establish an overwhelming awareness among the younger segment that "BUYMA is the destination for Korean brands" and "BUYMA is where you can buy diverse apparel," creating a unique customer attraction structure resilient to fluctuations in external search engine algorithms.
- In addition to TV commercials and SNS advertising, link a Dedicated LP (Landing Page) where outfits worn by the group can be purchased immediately, constructing a funnel that connects awareness to orders via the shortest possible distance.



Q1 Results and Future Outlook

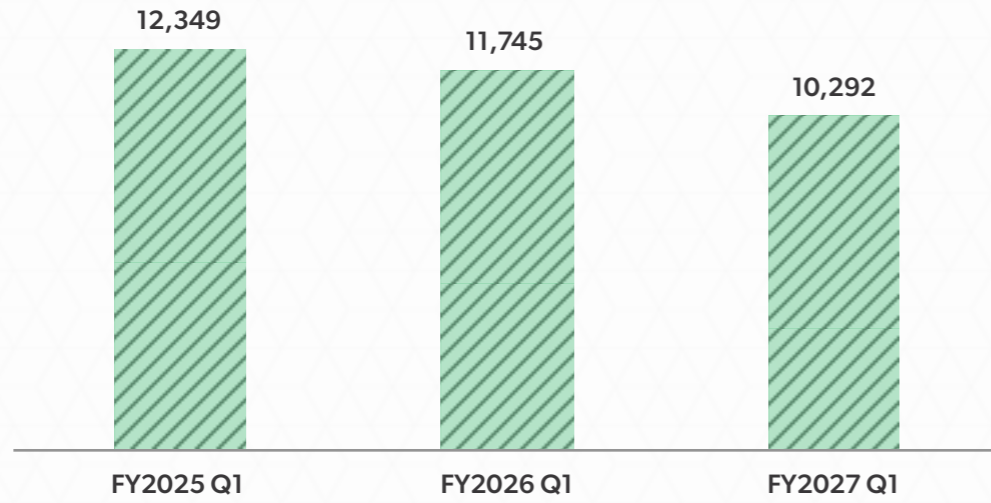
- Intensive marketing investments stimulated organic traffic, with total new member registrations recovering to 91.2% YoY (and to 94.9% YoY for those aged 30 and under).
- We aim to further accelerate the acquisition of new members—which serves as a leading indicator—by continuing to expand the brand's unaided recall, centered on the younger segment.

New Registered Members (YoY)

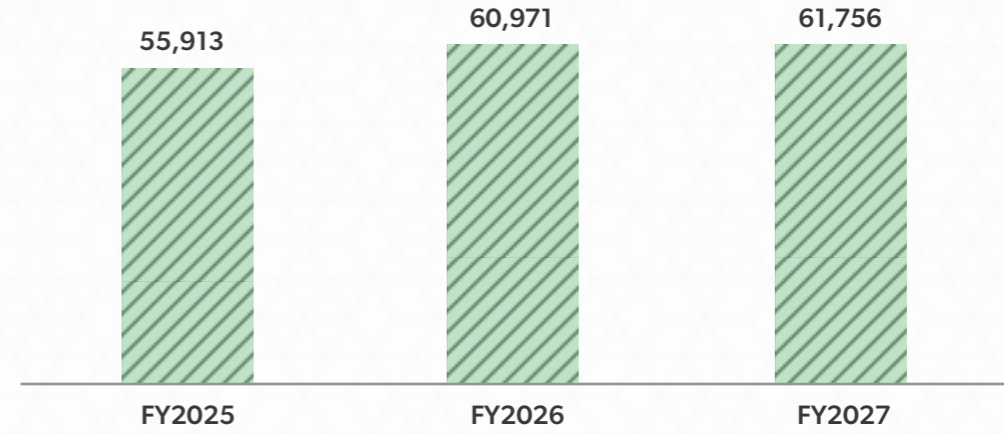


[Reference] BUYMA Key KPIs

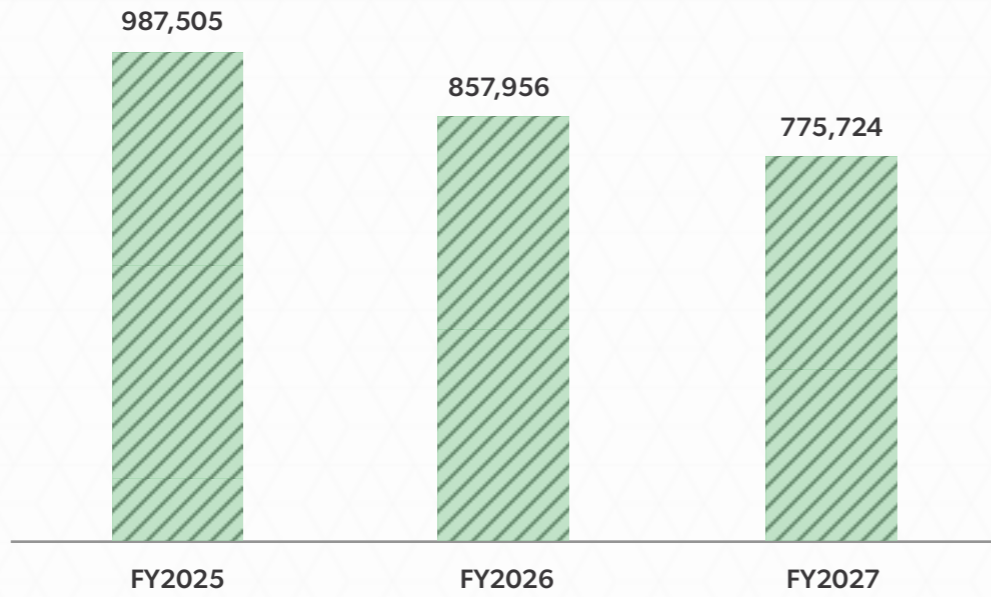
BUYMA GMV
(Unit: Million JPY)



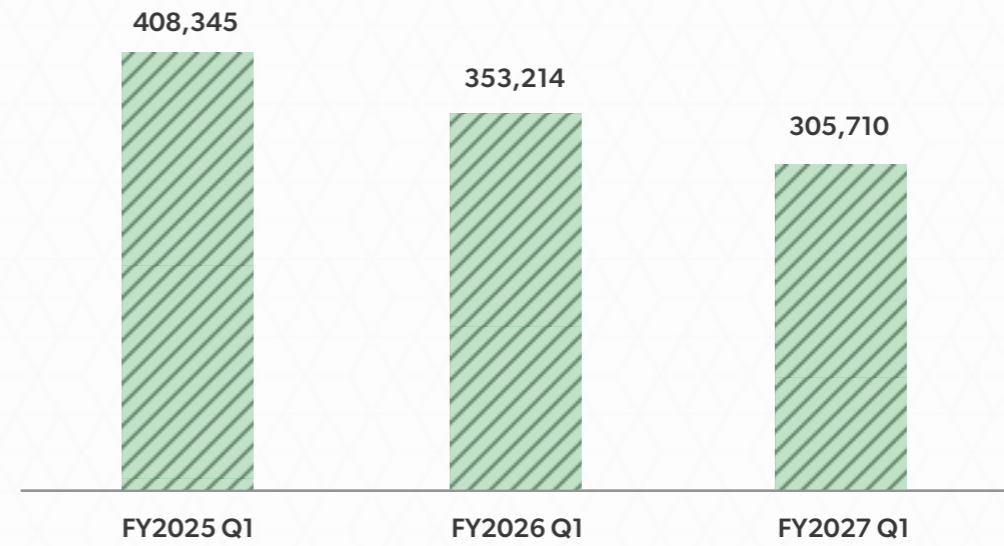
ARPU Trend
(Unit: JPY)



Number of BUYMA Active Members
(Unit: Persons)



BUYMA number of transactions handled
(Unit: no. of transactions)



*Gross Merchandise Value (GMV): Payment amount including the price of items and settlement fees for concluded transactions.

*Active Members: The number of members who have made a purchase in the past year.

*ARPU: Annual Purchase Amount per Active Member

BUYMA TRAVEL

FY2027 Q1 Results

Total GMV
(Platform*)

0.09 billion JPY

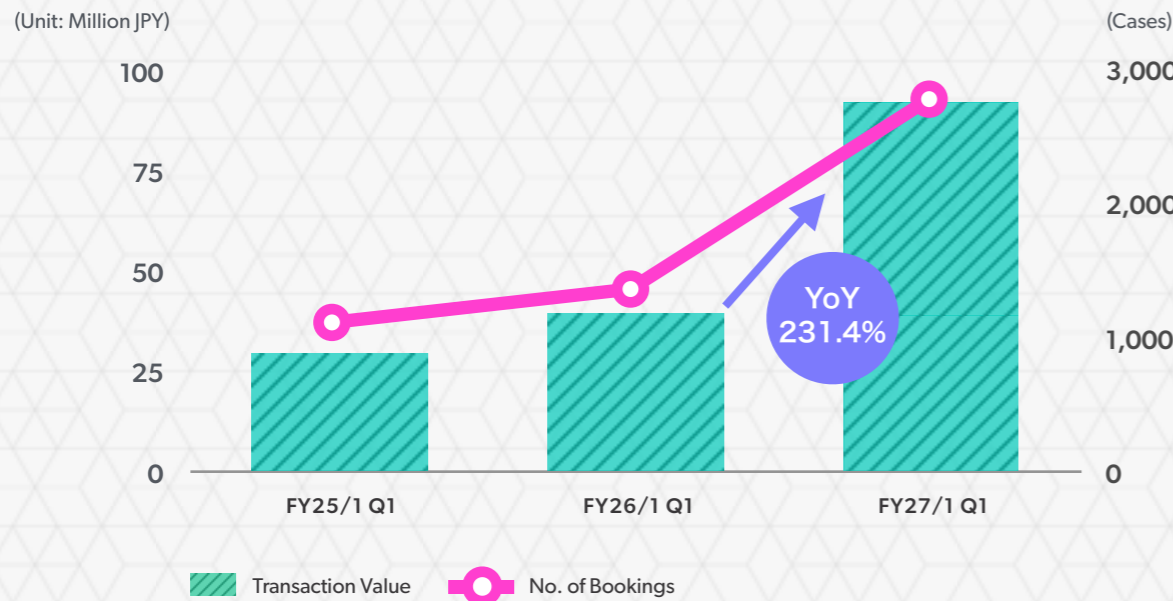
Net Sales
(Overseas Activity Services)

0.31 billion JPY

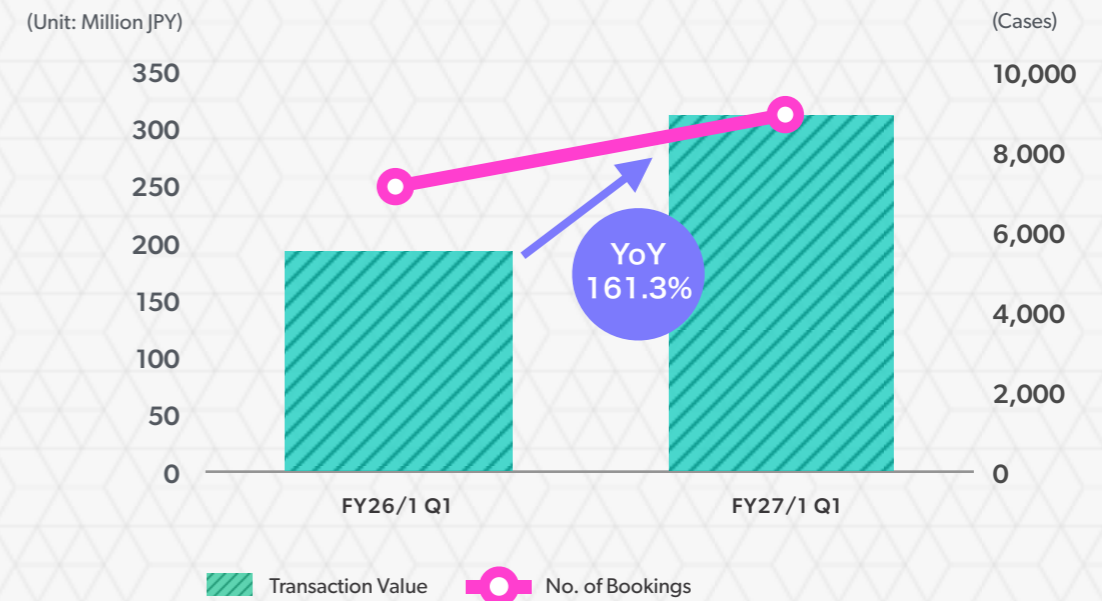
- ▶ Total GMV grew by over 231.4% YoY in the Platform business and revenue by over 161.3% YoY in the Overseas Activity Services business, with the expansion of local tours and the surging Overseas Activity Services firmly driving overall earnings.
- ▶ While offsetting the platform's investments and costs with revenue from overseas activity services, we are steadily promoting foundation building toward achieving single-month profitability within this fiscal year and full-year profitability in the next period.

*Excluding the Hello Activity business and the Hotel business.

Platform (BUYMA TRAVEL)



Overseas Activity Services



BUYMA TRAVEL

Business Environment (FY2027 Q1)

● Platform

Responding to Demand Recovery and Non-Price Competition Leveraging Our Strengths

- Maintained high growth in major areas through our unique value propositions of "Japanese-language support" and "flexible customization."
- In response to the weak yen and competitors' discounting offensives, expanded selective order-taking by leveraging our sense of security and service quality as strengths.

Expanding Utilization Areas and Challenges for Accelerating Growth

- Utilization areas are steadily expanding beyond popular destinations into surrounding regions where we previously had limited track records.
- The highest priorities are optimizing the user funnel to encourage information-seeking users to transition to bookings, alongside the early scale-up of the hotel business.

● Overseas Activity Services

Significant Growth in Transaction Value Outperforming Market Recovery

Steadily exceeded previous-year levels in the number of travelers at major locations, achieving double-digit monthly growth of over 20% to 30%.

Enhancing Customer Attraction Capacity via Diverse Sales Channels

Secured a solid customer acquisition base driven by strong performance in integrations into major booking sites, local physical customer touchpoints, and travel agency tours.

Key Initiatives (Update for FY2027 Q2)

● Platform

✓ Significantly Expanding Hotel and Tour Products via System Integration

Increasing the number of listed hotels through external system integration and stabilizing the revenue base by pioneering new areas.

✓ Visualizing Unique Strengths and Strategic Pricing Responses

Balancing price and experience value through agile pricing responses, bespoke customizations, and the enrichment of user reviews.

✓ Re-engineering the Inbound Structure Linked Directly to Bookings and Promoting Cross-Selling

Strengthening targeted booking funnels and promoting bundled purchases of related products through ad retargeting.

● Overseas Activity Services

✓ Efficient Operations by Maximizing Asset Utilization

Achieving highly efficient operations and profit maximization through thorough fleet and tour schedule management.

✓ Controlling Operational Expenses and Enhancing High-Value-Add Products

Restraining costs through optimal local staff allocation and expanding high-unit-price, original products such as private charter plans.

✓ Phased Strengthening of Direct Sales via Our Own Channels

Raising the ratio of bookings from our own website in a phased manner and reducing intermediating costs through group collaboration.

New Businesses and M&A

FY2027 Target / Policy

Nurture various new businesses including healthcare, execute M&A with high profit contribution, and reinvest in growth areas by generating approx. 800 million JPY in gains from the sale of investment securities.

Q1 Topics

✓ New Businesses: Preparing for the Launch of the Healthcare Business

- The "FloraX" joint project with Cykinso Inc., a key investee, is underway toward a service launch targeted around the summer or fall of 2026.
- Currently continuing the final product brush-ups in preparation for the service launch.

✓ M&A: Disciplined Project Screening and Execution

- Carefully selecting new projects that will become the next pillars of growth.
- Continuing disciplined negotiations targeting "high-profit, high-synergy" companies that can be expected to contribute to earnings immediately after joining the group.

Shareholder Returns

Dividend Policy

Commitment to a 30-yen dividend per share during the structural reform period (FYE Jan. 2026 and 2027).

Link profit growth to dividends after entering the growth stage (FYE Jan. 2028 onwards).

Aim to maximize total return through the improvement of Adjusted EPS.

FYE Jan. 2026 / 2027

Structural Reform Period

Dividend: 30 yen

(Fixed for FYE Jan. 2026 and 2027)

Dividend Yield: Approx. 7.9%

*Calculated based on the share price of 376 JPY (as of April 30, 2026).

Dividend Timing: Scheduled as a year-end lump-sum dividend

FYE Jan. 2028 and Beyond

Growth Stage

Adopt the higher of

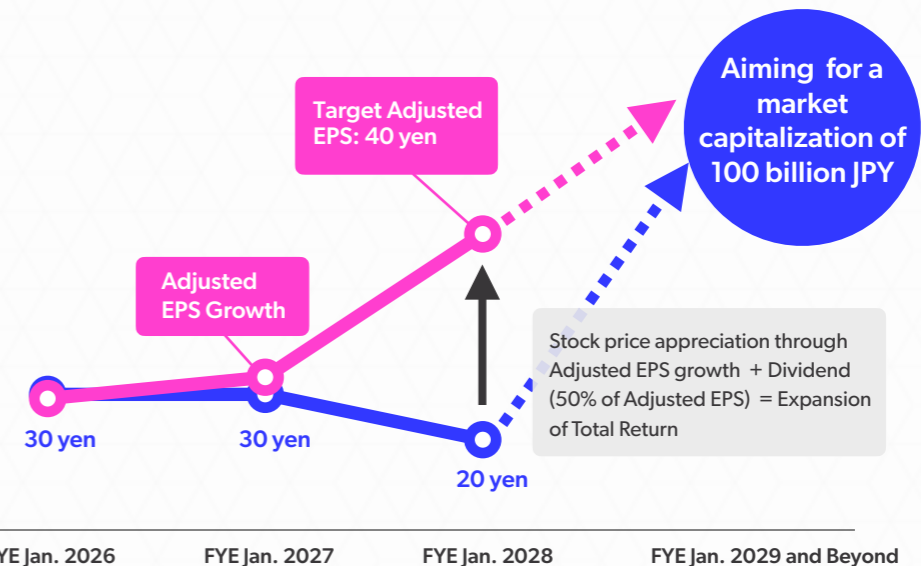
"Payout Ratio 50%" or "DOE 5%"

The "Wait" phase with stable dividends
(Stability and Discipline)

- ▶ Commitment to shareholder returns at 3 times the previous 10-yen dividend (Ordinary Dividend 10 yen + Commemorative Dividend 20 yen)
- ▶ Vigorously executing reforms and "upfront investments" (AI-driven productivity enhancement, BUYMA TRAVEL, and M&A) while maintaining shareholder support during the structural reform period.

Strategic Transition
toward Maximizing
Total Return

The "Harvest" phase through stock price appreciation
and raising the dividend base



Shareholder Special Benefit Plan

We have introduced a Shareholder Special Benefit Plan with the aim of returning profits to shareholders and promoting understanding of our Group's business.

[Contents of Shareholder Special Benefit]

Shareholders will receive a "Shareholder Special Benefit Coupon" usable on "BUYMA" or "BUYMA TRAVEL," based on the number of shares held on the record date.

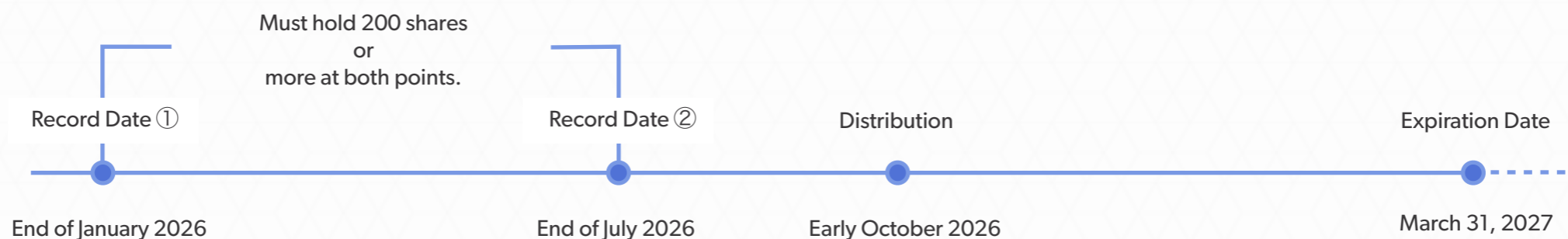
- 200 shares to less than 500 shares: 2,000 yen
- 500 shares to less than 1,000 shares: 5,000 yen
- 1,000 shares or more: 10,000 yen

[Eligible Shareholders]

Shareholders whose names are listed or recorded in the shareholder registry as of July 31st of each year, and who, as a requirement for continuous holding, have been listed or recorded in the shareholder registry as holding 200 shares or more with the same shareholder number for two consecutive times (end of January and end of July).

*The next shareholder benefit will target shareholders as of the record date of January 31, 2026, and who continue to hold the shares until July 31, 2026

Example of eligibility for the next program



Progress Based on Plan to Meet Continued Listing Criteria

Status of Compliance with Prime Market Continued Listing Criteria

As of January 31, 2026, the Company does not meet the continued listing criteria for the Prime Market with respect to "Tradable Share Market Capitalization." We will continue to drive various initiatives toward the improvement deadline at the end of January 2027.

	Prime Market Continued Listing Criteria	The Company's Status
Number of Shareholders	800	15,519
Number of Tradable Shares	20,000 units	206,314 units
Tradable Share Market Capitalization	10.0 billion JPY	9.04 billion JPY
Tradable Share Ratio	35%	48.3%

*The Company's compliance status is calculated based on the distribution of the Company's share certificates, etc., as understood by the Tokyo Stock Exchange, Inc. as of the record date.

*Tradable share market capitalization is calculated by multiplying the number of tradable shares as of the end of January 2026 by 438.64 JPY, which is the average closing price of the Company's common stock from November 2025 to January 2026.

Timeline to the Improvement Deadline



To Protect Shareholder Interests

We will assess the progress of improvements up to January 31, 2027. In order to minimize any anxiety among our shareholders, we will also consider options such as a "change in market segment."

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● Commitment

Regardless of short-term profit fluctuations, committed to the stable dividend during the structural reform period (FYE Jan. 2026 and 2027) set forth in the new management policy.

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Dividend: 30 yen per share

(Ordinary Dividend 10 yen + Commemorative Dividend 20 yen)

● Dividend Timing

Resolved as a year-end lump-sum dividend

This material is intended for the purpose of helping you understand the company's content, and is not intended to solicit investment.

The earnings forecasts and future projections stated in this material are based on the company's judgment using currently available information.

Various uncertain factors are inherent in the forecasts, and actual results may differ from these future outlooks.

Contact information

Enigmo Inc. - IR Department

ir@enigmo.co.jp

enigma

Appendix

Appendix | Company profile

Company Name	Enigmo Inc.
Main Business	Management of “Specialty” Marketplace “BUYMA”
Location	Akasaka KOSEN Building 4F, 4-8-15 Akasaka, Minato-ku, Tokyo.
Date of Establishment	February 10, 2004
Representative	Representative Director and Chief Executive Officer Shokei Suda
Capital	381.9 million yen
Listed Market	The Prime Section of Tokyo Stock Exchange (Ticker : 3665)
Number of Employee	210 people (consolidated)
Accounting Period	January 31
Major Shareholder	Sony Group Corporation & Executive officers



Number of members:
0 – 100,000 people

February 2004 ○ “Period of foundation” – 1st stage of foundation

Commencement of BUYMA services

- Founded in February 2004
- BUYMA released in February 2005, the following year, under the theme of “It has value, no matter where you are”



Number of members:
100,000 - 800,000 people

February 2006 ○ “Period of expansion” – 2nd stage of foundation

Increase of capital / diversification of lines of business

- February 2005 - March 2006 Implementation of capital increase through third-party allocation
- BUYMA, which achieved a positive balance on a monthly basis in 2008, grew into our company’s main line of business



Fashion is Borderless

Number of members:
800,000 – 1.7 million people

February 2012 ○ “Period of transition” – 3rd stage of foundation

Structural reforms

- 2012 - Heavy concentration of management resources on BUYMA
- July 2012 - Listing of company on TSE Mothers



Japanese, English and Korean
language versions of the site

February 2014 ○ “Period of globalization” – 4th stage of foundation

Commencement of global expansion / path to becoming the “No. 1 overseas online retailer”

- December 2013 - Release of BUYMA Korea, the Korean language version of the site
- October 2015 - Release of BUYMA, the English language version of the site
- March 2016 - BUYMA KOREA is acquired as a subsidiary company (liquidated in September 2017)
- July 2018 – Release of BUYMA TRAVEL
- April 2019 - Listing in the First Section of the Tokyo Stock Exchange
- April 2022 - Transferring to the Prime Market of the Tokyo Stock Exchange
- May 2024: MEGURU Inc. became a consolidated subsidiary.
- June 2024: The BUYMA TRAVEL business was transferred to MEGURU Inc., and its trade name was changed to BUYMA TRAVEL Inc.

Number of members:12.11 million

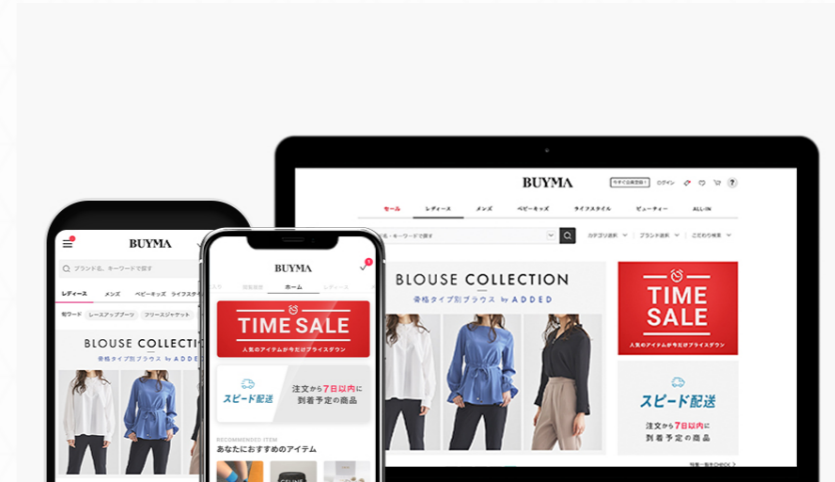
*As of April 30, 2026

Enigmo operates around three core businesses.

◎ Fashion Platform Business

BUYMA is a marketplace where customers can purchase fashion items from around the world from personal shoppers (sellers) in various countries. Customers can discover special, high-value products, including items that are sold out domestically, hard-to-find, or from brands not yet available in the country.

[Main Service] BUYMA



◎ Travel Platform Business

BUYMA TRAVEL is a service where Japanese residents living abroad can offer private tours to overseas travelers. This allows travelers to experience plans recommended by true locals, such as the latest trendy spots or hidden gems not found in guidebooks.

[Main Service] BUYMA TRAVEL

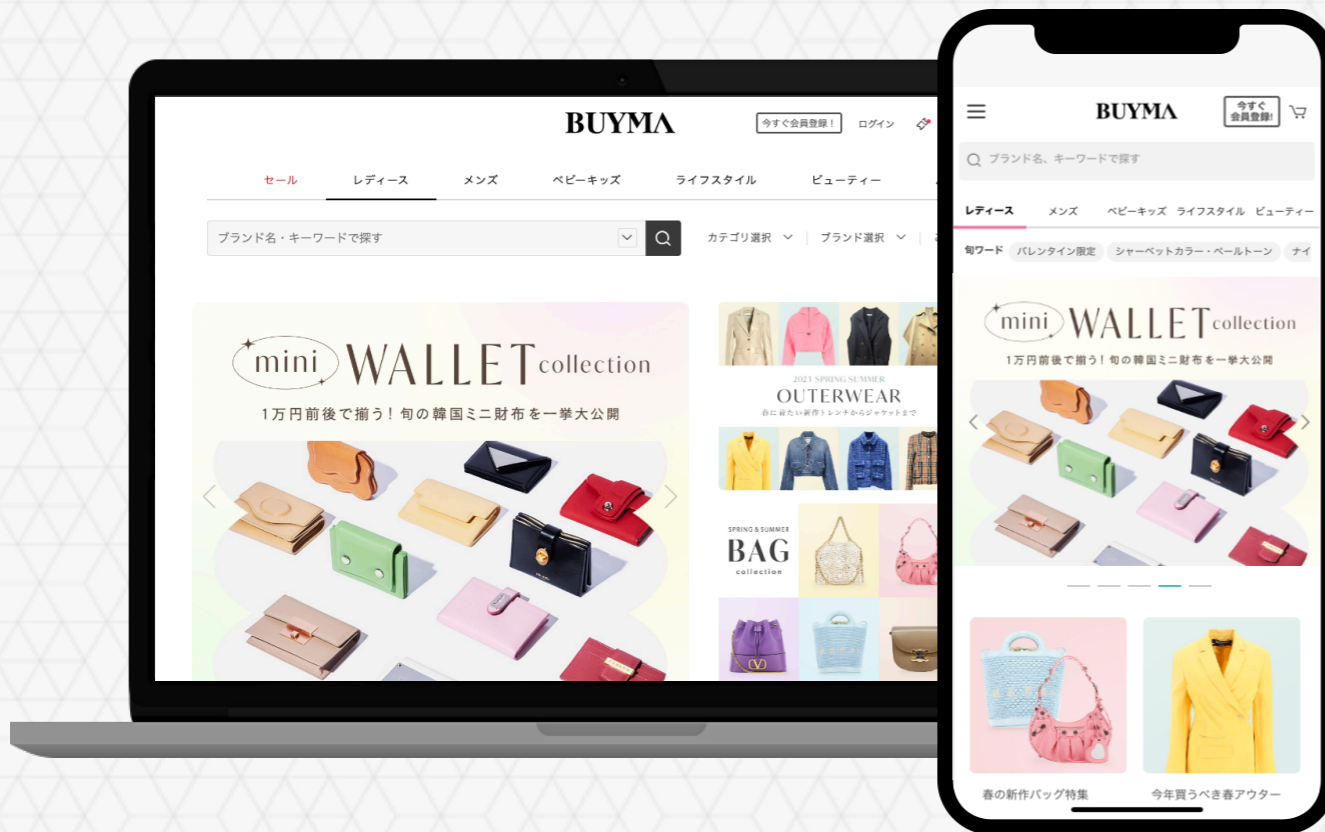


◎ Other (New Businesses)

We are cultivating businesses in the staffing domain with *Getsuraku Inc.* (career change support for high-class professionals in their 20s) and in real estate tech with *HOUSE REVO Inc.* (operation of a real estate transaction platform).

[Main Service] Getsuraku Agent, IEURI / IEKAI

A specialty marketplace that brings individuals and companies from around the world together and provides them with a special purchasing experience and limitless encounters with fashion items



Number of items listed

More than **6.3** million items

Number of personal shoppers

Over **240,000** people

Countries of residence of personal shoppers

185 countries

Average purchase amount

28,406 yen

Average age of users

38 years

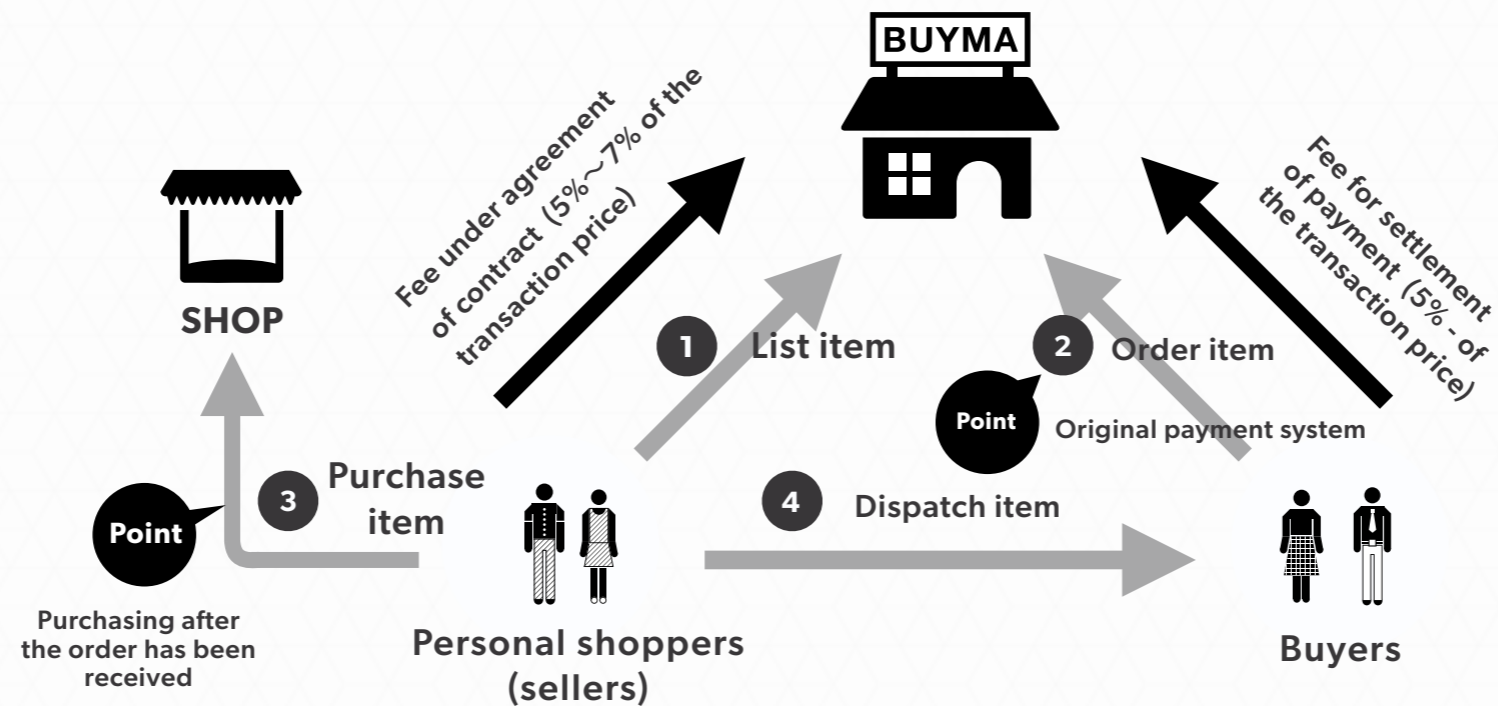
Users by sex

Female: **67%** Male: **33%**

*As of April 30, 2026

BUYMA

Japanese Version



Turnover generated from fees paid by both parties involved in the transaction

Buyers: Around 5% of the item price (+ other optional fees)

Personal shoppers: Brokerage fee of 5% – 7% of the item price (depending on the status of the item)

Premium personal shoppers :

Those among excellent personal shoppers who have cleared certain criteria and responded to our invitation

Premium members :

Determined according to the amount of purchases made during the past 6 months. Platinum stage members: (total purchase amount of 300,000 yen or more)/Gold stage members: (total purchase amount of between 150,000 yen and 300,000 yen)/Bronze stage members: (total purchase amount of between 70,000 yen and 150,000 yen)

Shops :

Business operators that have met the criteria for selling items through BUYMA

Matching travelers with unique local private tours and special experiences

A world of "experiences" at your fingertips



Areas Covered

56 countries **188** cities

Registered Guides

Over **1,900** people

Listed Products (Guides/Activities)

More than **3,000** products

Listed Hotels

More than **180,000** bookings

*As of April 30, 2026