



To whom it may concern

June 7,2023

Company: Hamee Corp.

(Code: 3134 Prime Market of the Tokyo Stock Exchange)

President and CEO: Ikuhiro Mizushima

**Notice of NE Inc. began accepting advance applications for
"encer mall", a new wholesale marketplace linking
manufacturers and retailers**

Hamee Corp's (Head Office: Odawara City, Kanagawa Prefecture, President and CEO:Ikuhiro Mizushima, Securities Code 3134:TSE Prime Market) 100% consolidated subsidiary NE Inc.(Head Office: Odawara City, Kanagawa Prefecture, President and CEO:Noriyoshi Higo), has begun accepting advance applications for "encer mall", a new wholesale marketplace. So we announce it as shown in the attached appendix.

**Notice of NE Inc. began accepting advance applications for
"encer mall", a new wholesale marketplace linking
manufacturers and retailers**



**"encer mall", wholesale marketplace born from experience
in net shop management and wholesale business**

Accepting advance applications!

Exclusive benefits for Next Engine clients

NE Inc. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp., announced that it has begun accepting advance applications for "encer mall" wholesale marketplace, which is scheduled to be released in the β version in October 2023.

[Background]

NE has grown to over JPY1 trillion in GMV 15 years after the launch of the Next Engine SaaS type EC Attractions service. However, some Next Engine clients have commented that they have not been able to procure products smoothly and have incurred many opportunity losses.

There are also a large number of clients who develop their own products, and about 50% of the questionnaires collected in advance have already conducted wholesale sales, and nearly 70% of the users who responded that they are interested in wholesale.

In light of this need, NE will launch the wholesale marketplace "encer mall", scheduled for October 2023, in order to create a "new frenzy" with everyone involved in commerce.

■ Service Name

"encermall" is a coined word that combines the following words:

- Enjoy Commerce: Enjoying Business
- Encounter: Encouter. Meet new products and meet new people
- Enthusiastic : Enthusiastic. Like fans, crazy for something
- Encircle: Form a circle, connection
- NextEngine : Playing can be said to be opposite of efficiency, NE \rightleftharpoons EN

Thoughts in "encerm"

In each positions and roles,

it may be a chance to enjoy and meet.

We want to provide a space people pour their passion into.

By cherishing and circulating the connections there, we can create a society where we can share and support each other.

■ Outline of encermall (β version) service

Manufacturers can unify the different methods of receiving orders (telephone, mail and FAX) and marketing sales trends for new products and upfront sales products, enabling them to confirm their prospects for sales and demand. In addition, retailers can decide whether or not to hold inventory after confirming the quality and sales of the products they purchase.

We also have special offers by advance applications, so please try this opportunity.

▼ Supplier/Buyer advance application page

<https://onl.bz/8qMK9jj>

■ About the future

Through the use of encermall by many commerce businesses, we hope to help realize optimal transactions between wholesalers and retailers and help both parties aim for the development of their businesses.

In the future, we plan to collaborate with Next Engine, which is operated by NE.

This not only enables us to provide diverse business opportunities through matching, but also enables us to realize an efficient transaction process. Commerce operators can focus even more on the development and sale of new products.

By taking on the new challenge of providing wholesale marketplaces, NE aims to promote further development of the entire commerce business and achieve sustained success with industry-partners. We will continue to work on improvements and innovations to provide services that are easy to use and valuable to our clients and create frenzy for the industry.

[Outline of NE Inc.]

Company : NE Inc.

Representative : Noriyoshi Higo President and CEO

Address : Square O2, 2-12-10, Sakae-cho, Odawara City, Kanagawa Prefecture ,250-0011 Japan

Incorporation : May 2, 2022

Parent company: Hamee Corp.(100%)

Business : EC support, SaaS business and Consulting business

Business Website: <https://ne-inc.jp>

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