

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.

Buyee Expands Language Support to 18 Languages

Tokyo, Japan – 1 August 2023 – tenso, inc., a subsidiary of BEENOS Inc. (TYO: 3328) and operator of cross-border proxy purchasing service, Buyee, has added eight new languages among its supported list*: French, Italian, Portuguese, Turkish, Malay, Polish, Vietnamese and Burmese. This increases the platform's total to 18 languages in which users can search, purchase and place bids.

Customer service is also now available in 17 languages, the only exception being Burmese. Buyee expects that enhanced usability in the countries where these languages are spoken will lead to an increase in platform purchases.

The countries corresponding to the newly added languages accounted for approximately 10% of Buyee's gross merchandise value (GMV) in the fiscal year 2022.

Buyee forecasts growth in GMV in these countries and plans continuous improvement to cater to the needs of its international users. This includes adding more languages and functionality enhancements.

【Buyee Supported Languages】

[Existing Languages] Japanese, English, Chinese (Traditional and Simplified), Indonesian, Thai, Korean, Spanish, German, Russian

[Newly Supported Languages] French, Italian, Portuguese, Turkish, Malay, Polish, Vietnamese, Burmese

*Browser version only at time of release. Language support for the app version will be rolled out at later date.

【About BEENOS】

Company Name: BEENOS Inc.

Representative: Shota Naoi, President and Group CEO

Location: 4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo, Japan

Founded: November 1999

Capital: 2,775 million JPY

-END-