

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 Partners with Investee, a Korean Cross Border EC Service, Delivered Korea

Tokyo, Japan – 25 August 2023 – tenso, inc., a subsidiary of BEENOS Inc. (TYO: 3328) and operator of cross-border proxy purchasing service, Buyee, announced a partnership with Dealko, a Korean cross-border proxy purchasing service operated by Delivered Korea Inc. (<https://www.delivered.co.kr/>). BEENOS Group became the first Japanese company to forge a strategic capital alliance with Delivered Korea, and this partnership represents the initial phase of that alliance.

Thanks to this partnership, Buyee users can now access a diverse range of over 1,000 K-POP merchandise and Korean cosmetics from Dealko directly on Buyee. Although the initial partnership centers on a select product range, the plan is to broaden the selection. Ultimately, Buyee aims to showcase products from every Korean e-commerce site partnered with Delivered Korea, with ambitions to boost their yearly transactions well beyond the current 500,000 items.

Buyee has seen a surge in popularity for K-POP merchandise and Korean cosmetics. The collaboration with Dealko is set to bolster Buyee's product offerings, anticipating a broader customer reach. There are plans to further integrate backend systems, ensuring a flexible approach to expanding distribution. Buyee hopes to significantly contribute to this expanded distribution by facilitating the delivery of international products without routing through Japan,.

Delivered Korea, established in 2013, is a leading cross-border e-commerce platform originating from South Korea. They proudly support the cross-border purchases from major Korean marketplaces and e-commerce sites, including “Bungaejangteo”, South Korea's top CtoC marketplace. As of 2022, Bungaejangteo boasted an annual transaction value of approximately 2.5 trillion won (about 278 billion JPY) and over 21 million transactions. To date, Delivered Korea has a track record of shipping to 106 countries worldwide.

【About Delivered Korea Inc.】

Company Name: Delivered Korea Inc.

Representative: Jong Ik Kim, CEO

Location: 1910, 90 Centum jungang-ro, Haeundae-gu, Busan, Korea

Founded: December 2013

【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

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