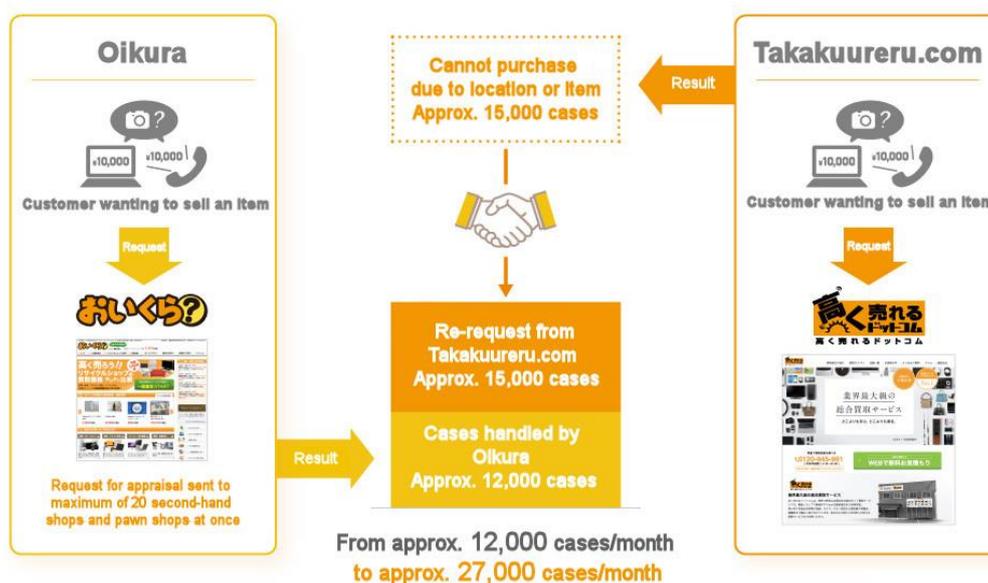


Major increase in purchase requests to second-hand shops! One-stop purchase appraisal service "Oikura" starts purchase request tie-up with "Takakuureru.com"

At 12:00 PM on June 26, 2019, MarketEnterprise Co., Ltd. (Head Office: Chuo-ku, Tokyo; President & CEO: Yasushi Kobayashi) will be launching a purchase request tie-up between the currently-expanding one-stop purchase appraisal service Oikura (<https://oikura.jp>) and general purchase service Takakuureru.com (<https://www.takakuureru.com>). We expect this will lead to an increase in purchasing by Oikura's participating second-hand shops and pawn shops and stimulate the market for second-hand goods.

Image: Purchase tie-up between Oikura and Takakuureru.com



Oikura is a service that allows people who want to sell unused items to send requests for appraisals to as many as 20 nearby participating second-hand shops and pawn shops. Participating shops who receive the requests benefit from an increase in revenues due to the increased number of purchase requests and used items they purchase.

The tie-up will add to the number of purchase requests Oikura receives. Our general purchase service Takakuureru.com receives around 46,000 requests each month. However, the service

cannot purchase around 15,000 of these items because of the item's location, type, and other reasons. With the tie-up, these requests can now be forwarded to "Oikura." This smooth system integration enables our partner shops to enjoy a broader lineup of used items - the most important factor for gaining revenue - through the same process they have used thus far.

We plan on continuing to expand the services offered by Oikura in the future so that Oikura can purchase items that Takakuureru.com cannot accept. This will increase customer satisfaction as well as contributing to increased revenue for second-hand shops and pawn shops throughout Japan and stimulating the overall market for second-hand goods.

■ Oikura

Oikura is a site that matches consumers with second-hand shops. Around 1,400 second-hand shops throughout Japan have partnered with Oikura. Sellers can send requests to appraise their items to as many as 20 shops, either by phone or over the Internet, and compare the offers all at once, making the site one of the largest general second-hand goods information sites in Japan.

URL: <https://oikura.jp>

For information about partnerships: +81-3-6691-3220 (weekdays, 9:00 - 17:30 JST)

■ About MarketEnterprise Co., Ltd.

MarketEnterprise Co., Ltd. is a company that mainly do online reuse business. The company is trying to spread the idea of smart consumption to the world. Since our business began in 2006, we have continued to grow in a business form that does not have any store listed on TSE Mothers in June 2015. The number of service users has reached 3.1 million.

URL: <https://www.marketenterprise.co.jp>