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April 1, 2022

Company name: MarketEnterprise Co., Ltd.
Representative: Yasushi Kobayashi, President, CEO
Securities code: 3135, Tokyo Stock Exchange 1st selection
Contact: Kenichi Imamura, Director, CFO
Tel: +81-3-5159-4060

Notice of Business Acquisition

The Board of Directors of MarketEnterprise Co., Ltd. approved a resolution today to receive the used agricultural equipment purchase and sales business by Farmally, inc. Details are as follows

1. Purpose of Business Acquisition

With the aim of becoming an "Optimized Trading Company" that offers the best options for consumers seeking diversified consumer behavior and smart consumption, we operate three businesses: the Second-hand Online business (Internet-focused purchase and sale of used goods), the Media Business, and the Mobile & Telecommunications Business.

The Second-hand Online business is not bound by preconceived notions of "reuse," but buys and sells a variety of products to meet customer needs. In recent years, we began handling used agricultural equipment in 2017 due to an increase in the number of inquiries we receive regarding the purchase of agricultural equipment. Most recently, we have established subsidiaries with cross-border EC functions to expand sales channels overseas and launched an online marketplace specializing in agricultural machinery. In October 2021, we opened a new purchasing base in anticipation of further expansion in the volume of cargo handled, and the business continues to expand steadily.

The used agricultural equipment purchase and sales business developed by Farmally,inc , the company acquiring the business, has been expanding its scale through aggressive business development since the start of the business in 2018. Its features include extensive business channels with domestic corporations in purchase and sales. Particularly in purchasing, they are strong in dealing with agricultural equipment dealers and JA (Japan Agricultural Cooperatives) throughout Japan.

On the other hand, our existing agricultural equipment business was conducted mainly by individuals and some domestic and foreign distributors. This business acquisition is expected to significantly expand the purchase and sales channels targeting domestic corporations, leading to a further increase in transaction volume.

Based on the above, we concluded that this business transfer will accelerate the development of our business and contribute to further strengthening our competitiveness, and therefore, we concluded the business transfer agreement.

2. Overview of the seller

(1)	Company name	Farmally,inc	
(2)	Location	Sumitomo Fudosan Roppongi Grand Tower 24F, 3-2-1 Roppongi, Minato-ku, Tokyo	
(3)	Representative	Teson Seki, President	
(4)	Business	Used agricultural equipment purchase and sales business	
(5)	Capital	107 million yen	
(6)	Established	August, 2018	
(7)	Net assets	Not disclosed	
(8)	Total assets	Not disclosed	
(9)	Major shareholders and shareholding ratio	DMM.com LLC 100%	
(10)	Relationships between MarketEnterprise and Farmally	Capital	Not applicable.
		Personnel	Not applicable.
		Business	Not applicable.

3. Outline of Business Acquisition

(1) Description

The used agricultural equipment purchase and sales business of Farmally,inc

(2) Business performance

Not applicable.

(3) Financial condition

Not applicable.

(4) Acquisition price and settlement method

Acquisition price : Not applicable.

Settlement method : cash

4. Schedule

(1) Date of agreement April 1, 2022

(2) Date of transfer April 15, 2022 (scheduled)

5. Future outlook

The impact of this incident on the Company's performance is immaterial.