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March 18, 2020

Company name: MarketEnterprise Co., Ltd.
Representative: Yasushi Kobayashi, President, CEO
Securities code: 3135, Tokyo Stock Exchange Mothers
Contact: Kenichi Imamura, Director, CFO
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Notice of Establishment of Subsidiary in Vietnam

The Board of Directors of MarketEnterprise Co., Ltd. approved a resolution on March 17, 2020 to establish its subsidiary in Vietnam. Details are as follows.

1. Purpose of the establishment of overseas subsidiary

The MarketEnterprise Group has the goal of becoming an “optimized trading company” capable of giving customers the best choices that reflect the increasingly diverse range of purchasing behavior and the growing interest in “smart consumption.” The group operates three businesses in order to accomplish this goal: buying and selling second-hand goods through the Internet, a media business, and a mobile & telecommunications business.

Internally developed IT systems are the platform for all of the businesses of the MarketEnterprise Group. Strengthening the group’s IT system development is essential in order to continue growing and upgrading services. As a result, the decision was made to establish a subsidiary that will serve as an overseas base for developing IT systems. Vietnam was chosen as the location of this subsidiary because of its commitment to IT education in order to become the preeminent IT country in Southeast Asia.

The new company will recruit highly skilled IT engineers in Vietnam and begin operations with the objective of eventually becoming the key offshore IT system development base of the MarketEnterprise Group.

2. Overview of the subsidiary

(1)	Company name	MARKETENTERPRISE VIETNAM CO., LTD.	
(2)	Location	194 Golden Building, 473 Dien Bien Phu St., Ward 25, Binh Thanh Dist., HCMC, Vietnam	
(3)	Representative	Kohei Maruo, General Director (CTO of MarketEnterprise)	
(4)	Business	IT system development for the businesses of MarketEnterprise	
(5)	Capital	500,000 US dollars	
(6)	Establishment	April 2020 (tentative)	
(7)	Shareholdings	MarketEnterprise Co., Ltd. 100%	
(8)	Fiscal year-end	End of March	
(9)	Relationships between MarketEnterprise and MARKETENTERPRISE VIETNAM	Capital Relationship	Wholly owned by MarketEnterprise
		Personnel Relationship	One MarketEnterprise director is to serve concurrently as director of MARKETENTERPRISE VIETNAM
		Business Relationship	Not applicable at this time

3. Outlook

The effect of the establishment of a subsidiary on the results of operations is insignificant. Currently, there is no revision to the latest earnings forecast. An announcement will be made promptly if there is any additional information that should be disclosed.