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January 16, 2019

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**Acquisition of Outlet Mall Information Provider OUTLET JAPAN Strengthens  
“Smart Consumption” Support Capabilities**

MarketEnterprise Co., Ltd. (Head office: Chuo-ku, Tokyo; President: Yasushi Kobayashi) has acquired the OUTLET JAPAN business, which is Japan's largest provider of information about outlet malls, from Outlet Japan Co., Ltd. (Head office: Shinagawa-ku, Tokyo; President: Keisuke Matsuo). MarketEnterprise plans to use OUTLET JAPAN as a platform for the distribution of information about sales, shops, brands and customer reviews concerning outlet malls.

**Activities of OUTLET JAPAN**

OUTLET JAPAN is a medium for the provision of information about outlet malls. The website has information about sales and shops at these malls as well as reviews, including photos and feedback, from people who shop at these malls. Inclusion of impressions and feedback directly from actual shoppers allows OUTLET JAPAN to supply information that is more up-to-date than what competitors provide. OUTLET JAPAN supplies a variety of information about more than 40 outlet malls in Japan as well as information about stores at these malls. As a result, visitors to this website can quickly obtain information about events in all areas of Japan and other information that is useful and can save them money. Furthermore, people who become an OUTLET JAPAN member can submit their reviews on outlet malls and shops and are also able to ask each other questions in order to receive information.

Website: <https://outlet-mall.jp/>

**Reason for Acquiring OUTLET JAPAN**

The age of mass production and mass consumption has ended. Today's consumers are more interested in living smart by making smaller purchases based on comparisons of products and prices. One result of this shift is the rising popularity of large warehouse stores and outlet malls because shoppers can buy many types of merchandise at lower prices at these locations.

More than 30 million foreigners visited Japan in 2018, an increase of about three times over a five-year period. The growth in these visitors is expected to continue. Outlet malls, which are attracting an increasing number of foreign visitors, have reached the point where they must use a variety of marketing activities to serve even more foreigners. Accomplishing this goal will require services and support using foreign languages, advertisements on overseas websites and other activities.

MarketEnterprise decided to acquire OUTLET JAPAN based on the belief that this acquisition will better enable MarketEnterprise to supply information about outlet malls. This capability is expected to produce synergies with the activities of MarketEnterprise that are aimed at helping facilitate a consumption style that matches the lifestyles of today's consumers and at making “smart consumption” more widespread.

**Profile of MarketEnterprise**

MarketEnterprise is an Internet reuse company with the mission of being a source of merchandise, services and innovations for “smart consumption.”

Since its inception in 2006, MarketEnterprise has grown steadily while using a business model that requires no stores for selling merchandise. The company's shares were listed on the Tokyo Stock Exchange Mothers Market in June 2015. Since 2006, MarketEnterprise has served more than 2.6 million customers.

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