

Disclaimer:

This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

November 5, 2019

Polaris Japan Inc.

MarketEnterprise Co., Ltd.

Announcing an alliance between the Japanese subsidiary of Polaris, one of the world's largest snowmobile companies, and MarketEnterprise

The World's First Snowmobile Trade-in Program at Authorized Dealers

Polaris Japan Inc. (Head office: Nishi-ku, Yokohama; General Manager: Kintaro Izumida), the subsidiary in Japan of Polaris Inc., one of the world's largest manufacturers of snowmobiles, and MarketEnterprise Co., Ltd. (Head office: Chuo-ku, Tokyo; President & CEO: Yasushi Kobayashi; TSE Mothers: 3135), which primarily operates the second-hand online business, have agreed to establish a business alliance. In November 2019, the two companies will start an official program that allows people purchasing a Polaris snowmobile from an authorized Polaris dealer in Japan to trade in the snowmobile they currently own. Polaris dealers will accept any type of snowmobile of any manufacturer. This is the first official trade-in program offered by a manufacturer in the snowmobile industry that uses authorized dealers.

This trade-in program will better enable Polaris Japan to capture a larger share of the snowmobile market in Japan. MarketEnterprise buys and sells a broad range of second-hand products, everything from home appliances and sporting goods to agricultural equipment, construction machinery and medical equipment. This alliance allows MarketEnterprise to use its expertise at providing a second-hand merchandise purchasing service that offers the same prices anywhere in Japan in order to facilitate a trade-in service for a manufacturer. MarketEnterprise plans to use numerous activities to become a vital partner for manufacturers in order to facilitate their direct-to-consumer services.



About Polaris Japan Inc.

Polaris Japan is wholly owned by Polaris Inc., a U.S. company that is the global leader in the powersports sector. In April 2019, Polaris Japan started operations as Japan's only authorized importer and retailer of Polaris products. Initially the company handled Polaris snowmobiles and Timbersled snow bikes. In October 1, Polaris Japan also started importing and selling motorcycles made by Polaris subsidiary Indian Motorcycle, the oldest U.S. motorcycle brand, and off-road vehicles.

Website: <https://www.polarissnowmobile.jp>

About Polaris Inc.

Polaris, the global leader in powersports, has a reputation for developing innovative products that allow people to enjoy outdoor activities in new ways. Established in 1954, the company is listed on NYSE (Ticker: PII) and had sales of about \$6,100 million in 2018. Products include side-by-side off-road vehicles such as the RANGER, RZR and GENERAL, Sportsman all-terrain vehicles, Indian Motorcycles midsize and heavyweight motorcycles, Slingshot three-wheel motorcycles, snowmobiles, cruisers, Bennington and other pontoon boats, and many other products using powerful sales networks. Polaris also enhances customers' riding experience by selling a variety of parts, including products of Transamerican Auto Parts, accessories and apparel. The mobility products of Polaris also extend to military applications, commercial off-road vehicles and electric automobiles. Based in Minnesota, Polaris sells its products and services in more than 100 countries.

Website: <https://www.polaris.com>

About MarketEnterprise Co., Ltd.

The core operation of MarketEnterprise is a second-hand online business. The company has grown steadily since its inception by using a business model that uses no brick-and-mortar stores for selling merchandise. MarketEnterprise was listed on TSE Mothers in June 2015. MarketEnterprise has served more than 3.1 million customers. The company is currently diversifying operations by adding media, mobile communication and other businesses. All operations have the goal of facilitating "smart consumption."

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

Inquiries:

Company name: Polaris Japan Inc.

Contact for press: Tel: +81-45-670-9135

Company name: MarketEnterprise Co., Ltd.

Contact for press: Kozuki/Tachibana/Kudo, Public Relations Department

Tel: +81-3-6675-3923

E-mail: pr@marketenterprise.co.jp