



Results of Operations for the
Second Quarter of the
Fiscal Year Ending June 30, 2023

February 14, 2023

MarketEnterprise Co., Ltd.

Securities code: 3135





Agenda

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1H FY6/23 Results of Operations

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1

1H FY6/23 Results of Operations



Net sales

- ✓ Record-high first half sales, which were 49.2% of the FY forecast
- ✓ YoY sales growth in the 1Q and 2Q in all business segments

Operating profit

- ✓ Smaller operating loss despite substantial advertising activities, workforce growth, new locations and other expenditures
- ✓ Returned to profitability (operating profit basis) in the second quarter, the first time since 2Q FY6/21

Outlook

- ✓ First half sales and earnings are mostly as expected.
- ✓ No change in the FY6/23 forecasts: sales of ¥15 billion, operating profit of ¥300 million

1H Statement of Income

✓ Performance was expected with YoY sales growth and an improvement in profitability

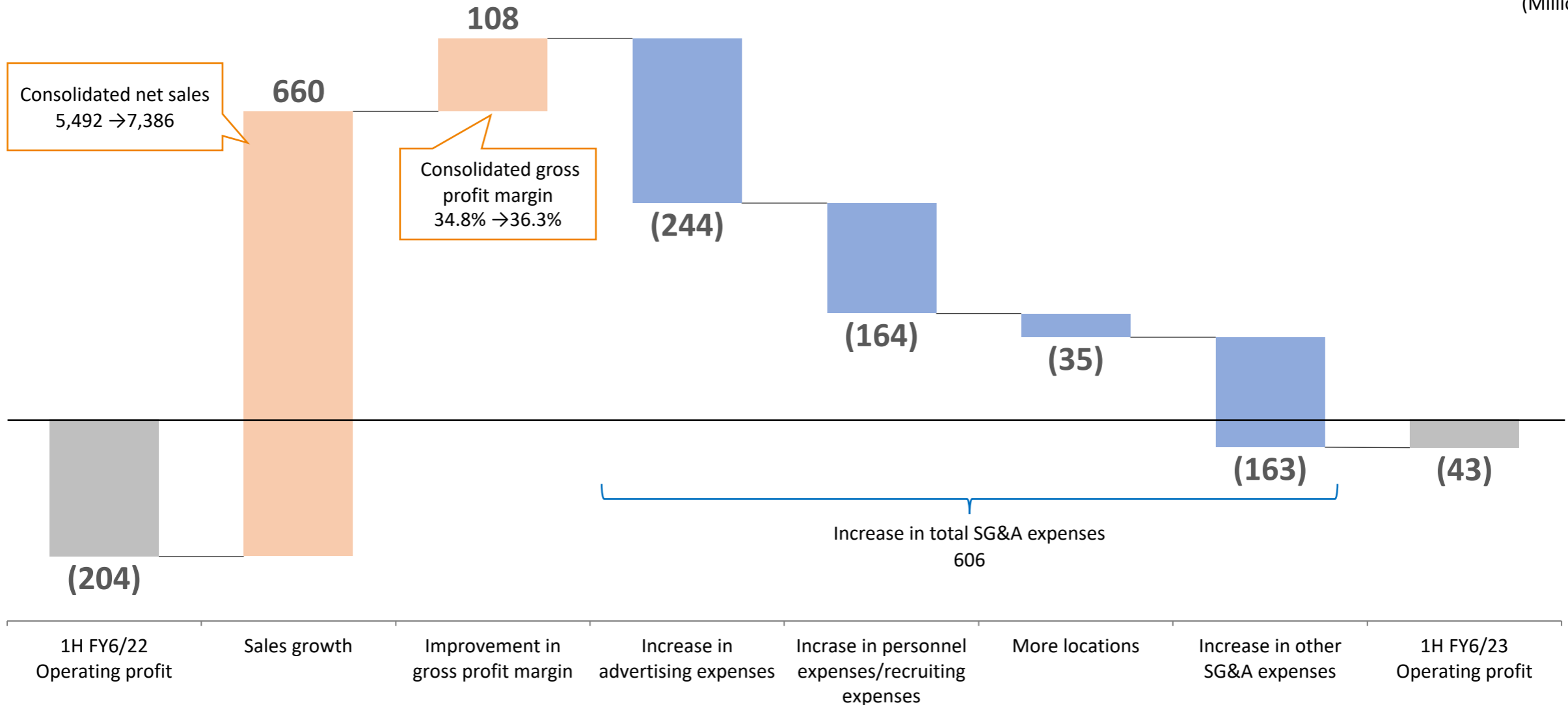
(Million yen)

	1H FY6/22	1H FY6/23	YoY change	
			Amount	%
Net sales	5,492	7,386	+1,893	+34.5%
Gross profit	1,914	2,682	+768	+40.1%
Operating profit	(204)	(43)	+161	-
Ordinary profit	(221)	(73)	+148	-
Profit attributable to owners of parent	(177)	(134)	+43	-

1H Analysis of Change in Operating Profit

✓ Smaller 1H operating loss despite large expenditures for advertising and personnel
 (Recruiting expenses include the cost of recruiting new college graduates who start in April 2023)

(Million yen)

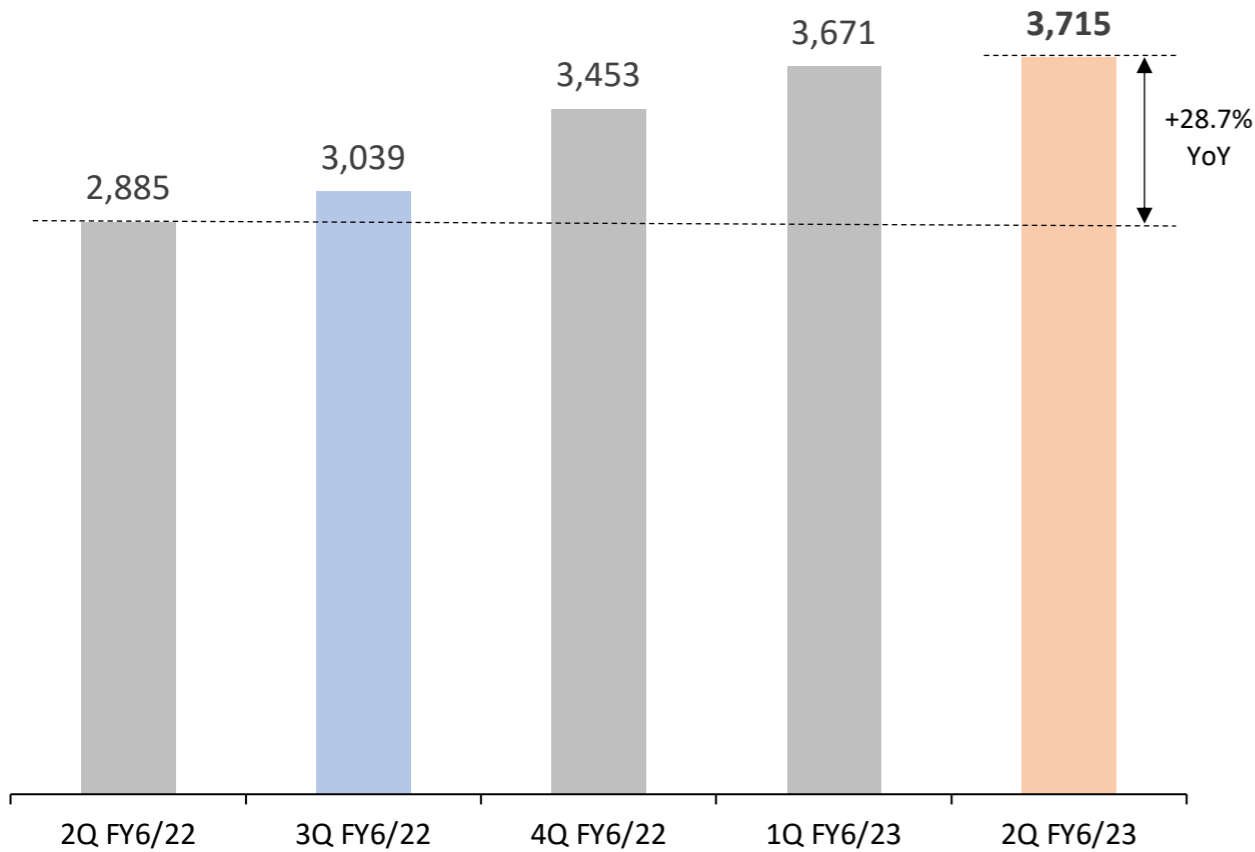


Quarterly Consolidated Sales and Operating Profit

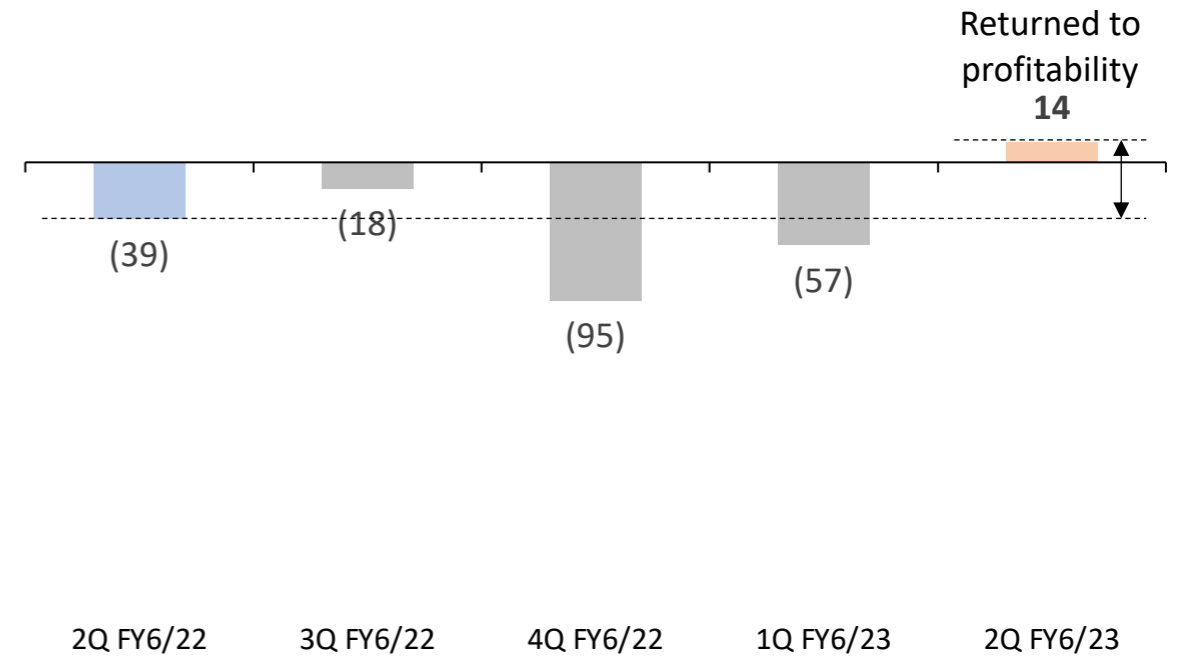
✓ Became profitable in the second quarter on an operating profit basis

(Million yen)

Consolidated net sales



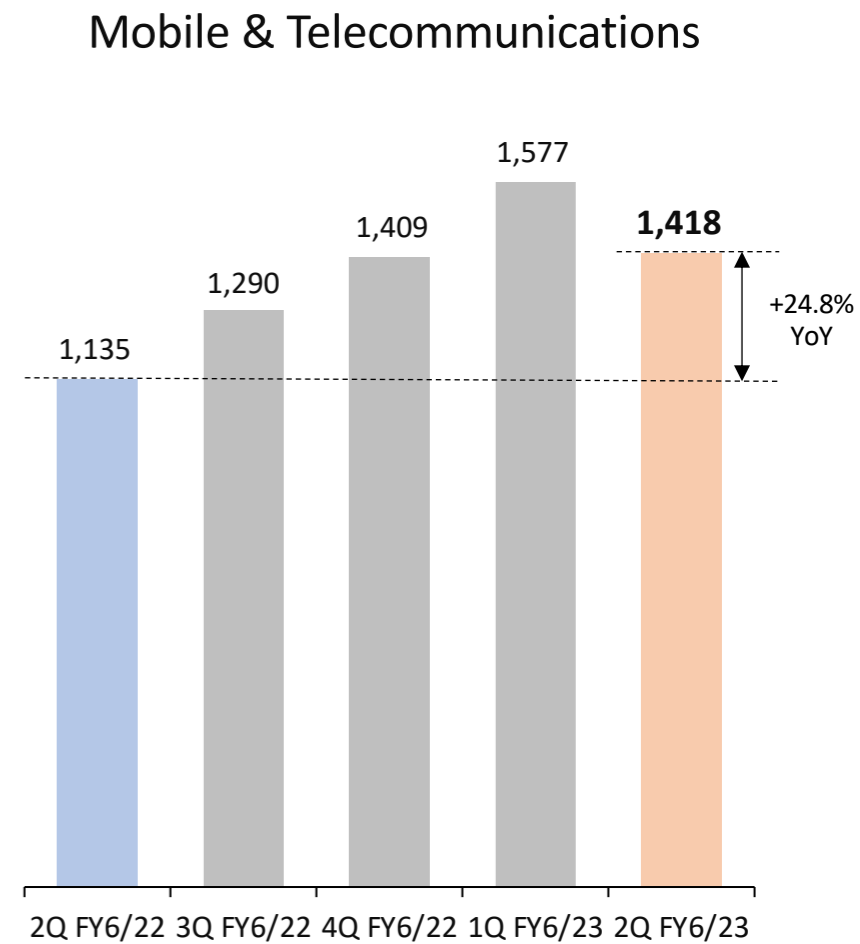
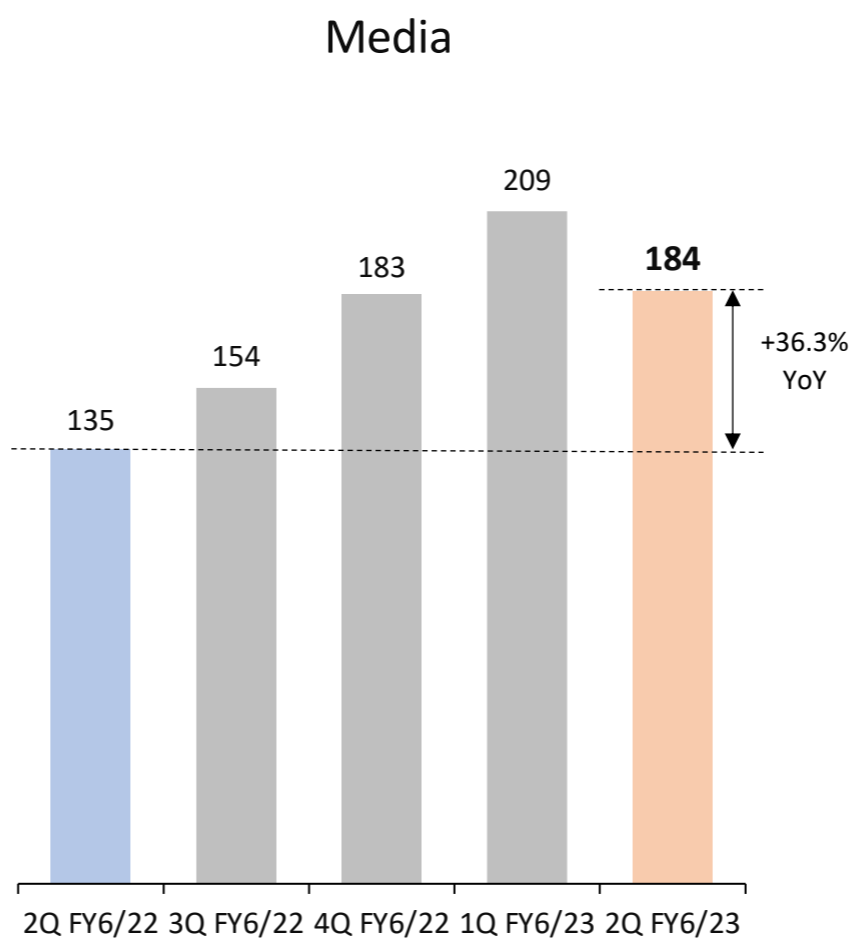
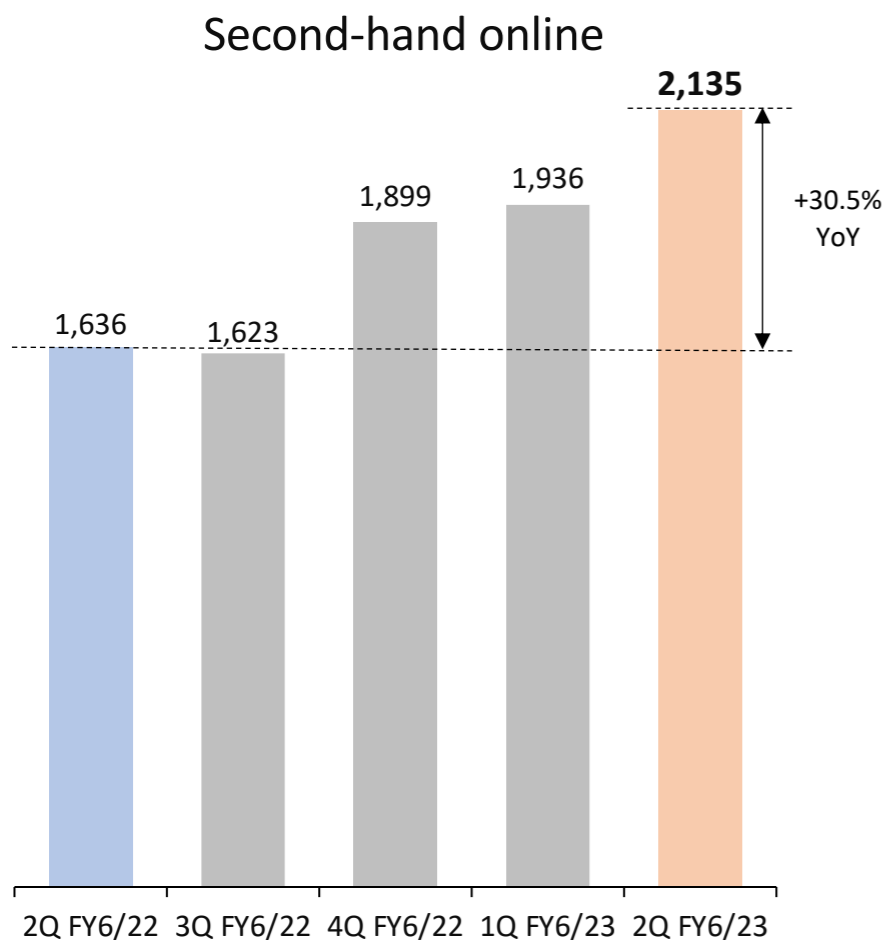
Consolidated operating profit



Quarterly Consolidated Sales By Business Segment

- ✓ YoY sales growth in all business segments in the 1Q and 2Q
- ✓ Record-high quarterly sales in the second-hand online business, which is the main source of growth in the medium-term plan

(Million yen)



2

Overview of Business Results by Segment



Progress on Business Strategy and Action Plan

Business segment and strategies		Action plan	Progress
Second-hand online	Reuse services for individuals Business Strategy └ Increase purchase requests └ Increase purchasing capacity └ Target new customer segments	More recruiting, mainly at-home purchasing personnel	○ • Faster hiring of experienced people; headcount up 14 in the 2Q to 146 • At this time, plan to hire 45 new college graduates in April 2023
		Open new locations (Chiba Reuse Center)	◎ The new Chiba Reuse Center opened in October 2022 and is operating as planned
		Increase diversity of sales channels	△ Full-scale start of sales channel expansion in the 3Q
	Machinery (Agricultural Equipment) Business strategy └ Purchase a larger volume of equipment └ Increase sales channels to companies	Increase equipment purchases and sales involving companies in Japan	○ Using synergies from the 4Q FY6/22 acquisition of Farmally's agricultural equipment business to purchase more used equipment from companies in Japan
		More export growth by using many sales activities targeting companies in other countries	△ Delays in developing new export clients
	Oikura Business Strategy └ Increase awareness of Oikura └ More fee-paying member stores	More partnerships with local governments	◎ • Partnerships increasing steadily; up by 10 in the 2Q to 16 • Population coverage ratio (local gov't partnership population/Japan population) increased to 6.9%
More active member stores paying monthly fees		△ Slower increase in member stores; up 11 in the 2Q to 371	
Media Business Strategy └ Steady sales growth	Diversification of sales by broadening and deepening positions in current business domains	◎ Progress with diversification of the profit structure due to a big increase in media revenue, which is separate from the large mobile & telecommunications business	
	Horizontal expansion into new business domains	○ Finalized plans for adding new business domains; trial operations beginning in the 3Q	
Mobile & Telecommunications Business Strategy └ Increase future earnings	Add new WiMAX5G subscribers	○ Performing basically as expected; more than 75,000 subscribers at end of 2Q	
	Increase ARPU of current subscribers (sales per subscription)	◎ Growth of future revenue (gross profit from future service fees expected from current telecommunication service contracts) is faster than expected	

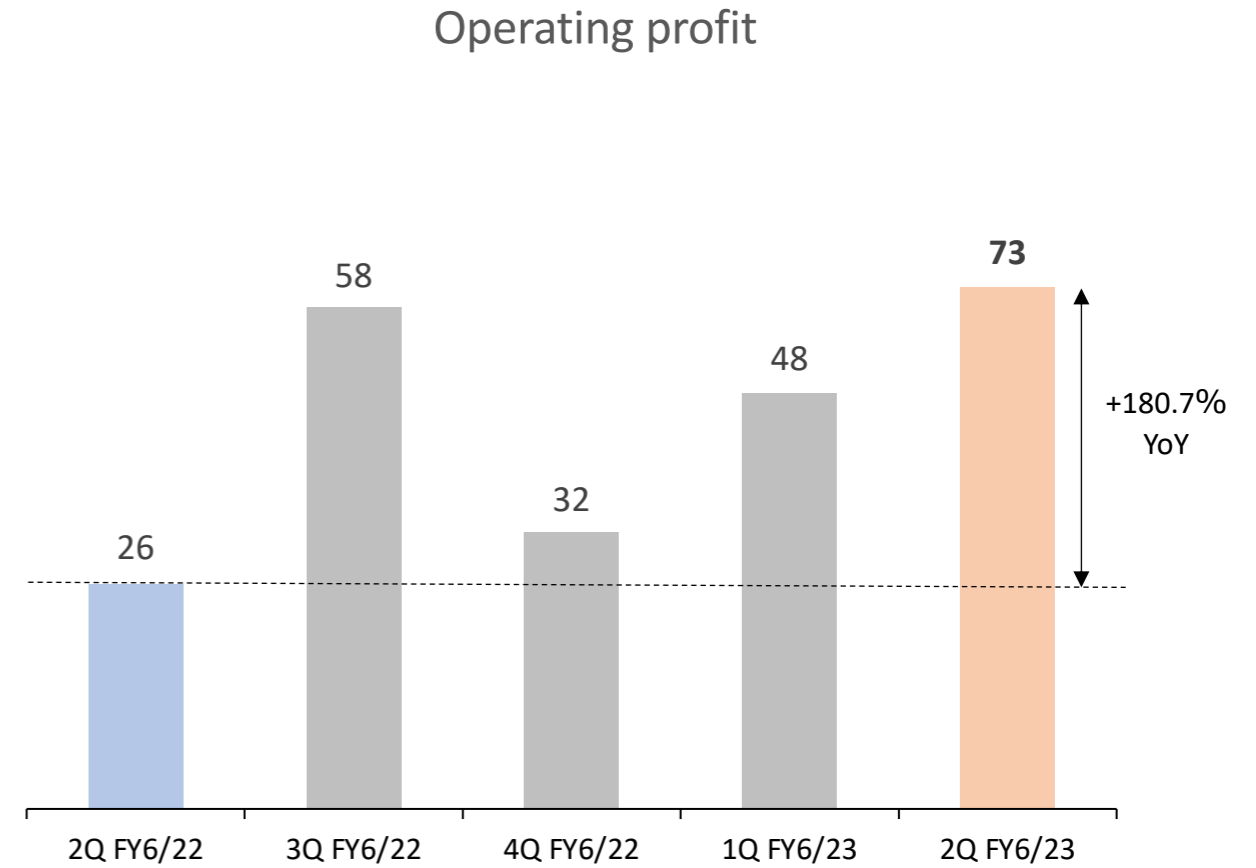
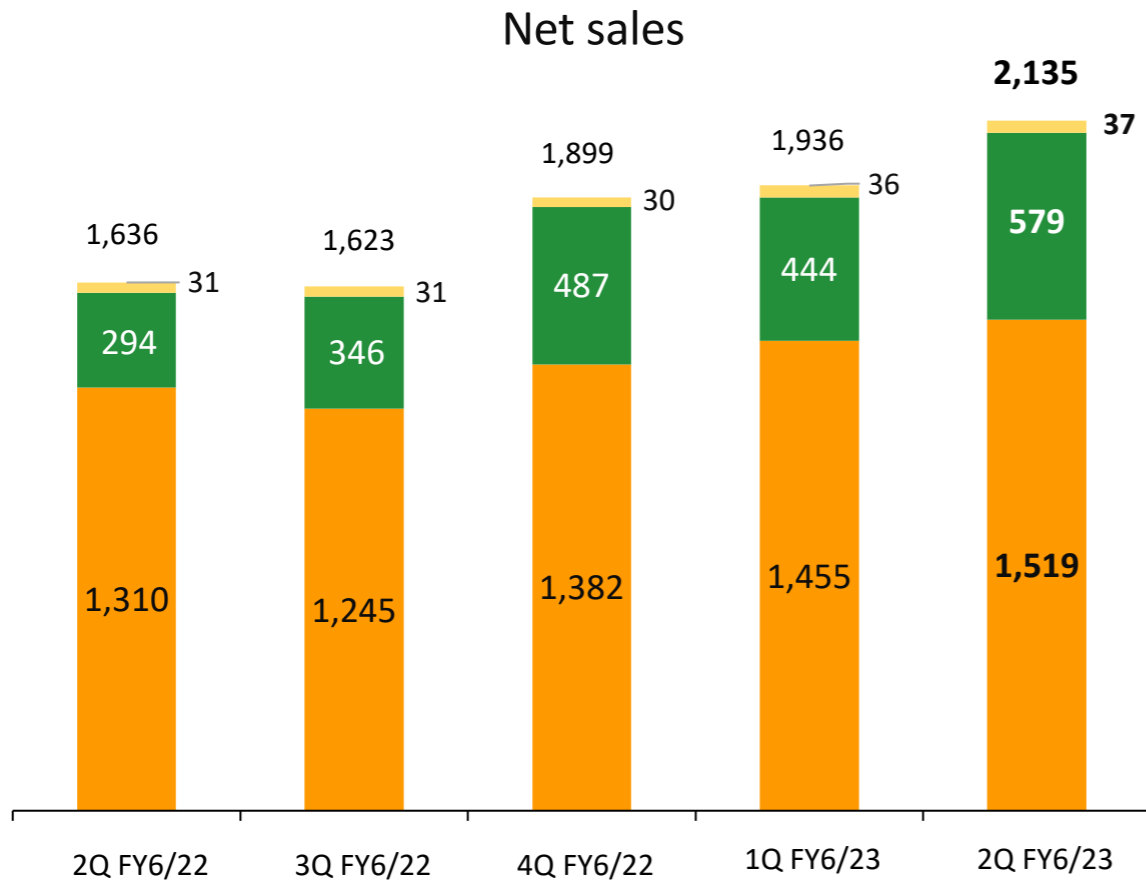


Second-hand Online Business

Second-hand Online Business: Quarterly Results

- ✓ Net sales: YoY sales growth in all three businesses
- ✓ Profit: Improvement in profitability due to sales growth

(Million yen)



■ For individuals
 ■ Machinery (agricultural equipment)
 ■ Oikura

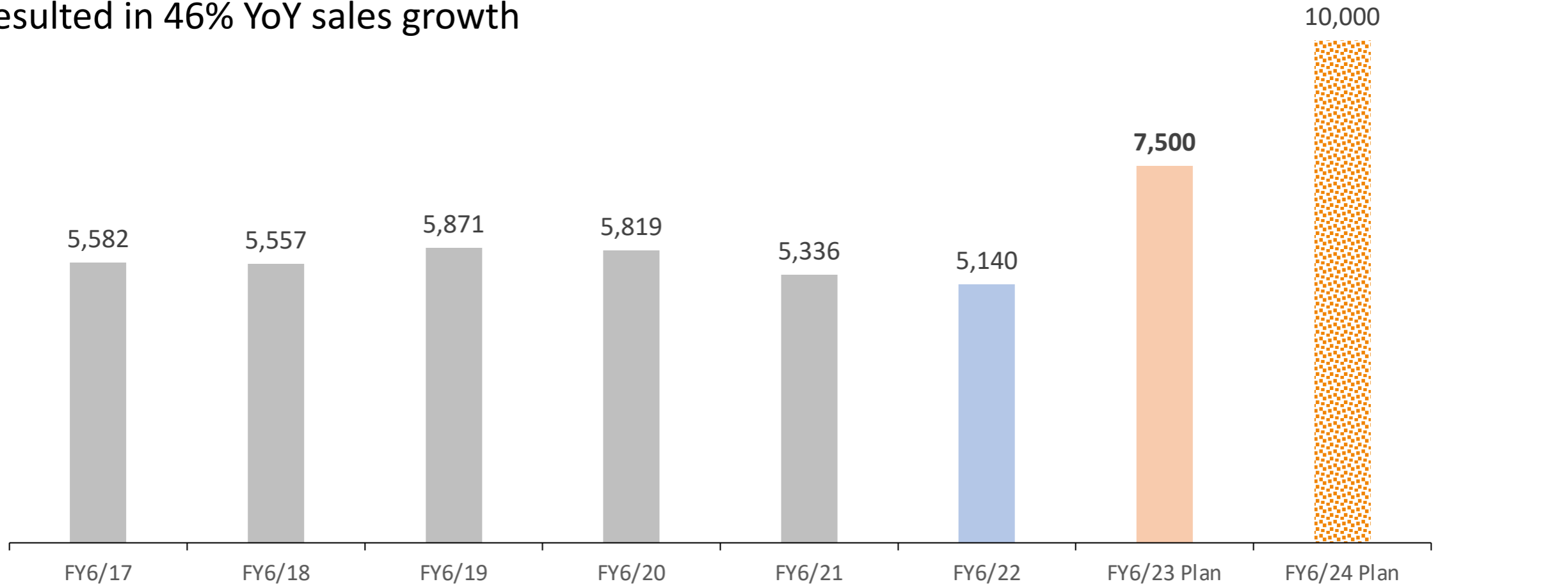


Second-hand Online Business

- 1) Second-hand Services for Individuals**
- 2) Machinery (Agricultural Equipment)
- 3) Oikura

Reuse Services For Individuals (1): Net Sales Plan (in FY6/22 earnings announcement)

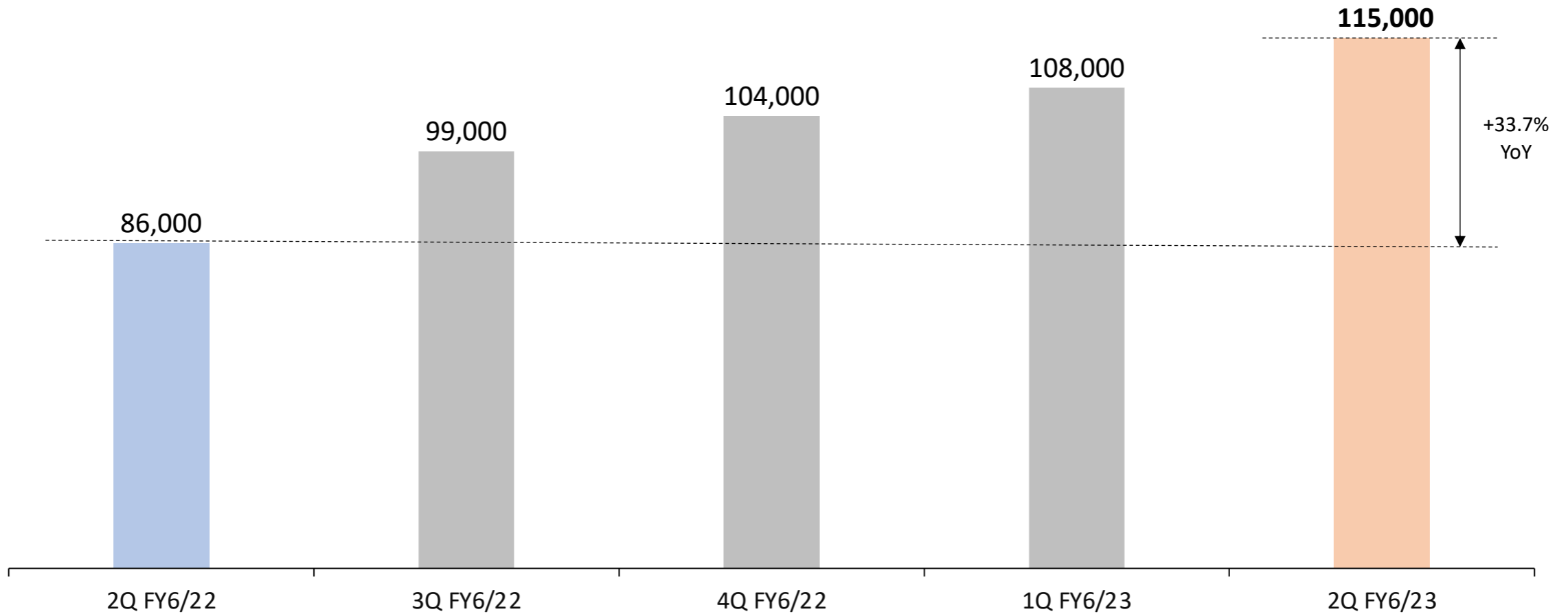
- ✓ Hired more people for purchases at customers' homes and opened the Chiba Reuse Center
- ✓ More measures to utilize previously untapped potential customer segments resulted in 46% YoY sales growth



Reuse Services For Individuals (2): Quarterly Purchase Requests

✓ Purchase requests continue to climb backed by very strong demand in the 1Q and 2Q

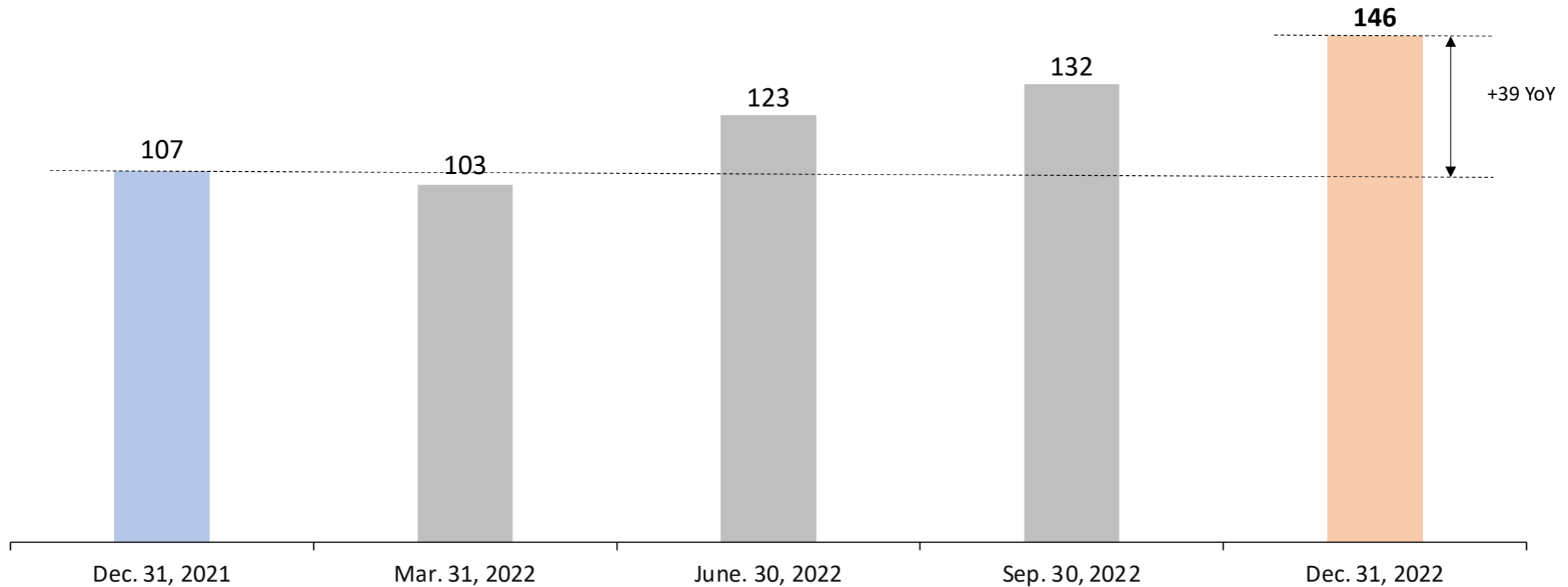
(Number of requests)



Reuse Services For Individuals (3): Quarterly Headcount

- ✓ Faster hiring of people with previous work experience; workforce up 39 YoY to 146 at end of 2Q
- ✓ At this time, plan to hire 45 new college graduates in April 2023

(Number of employees)

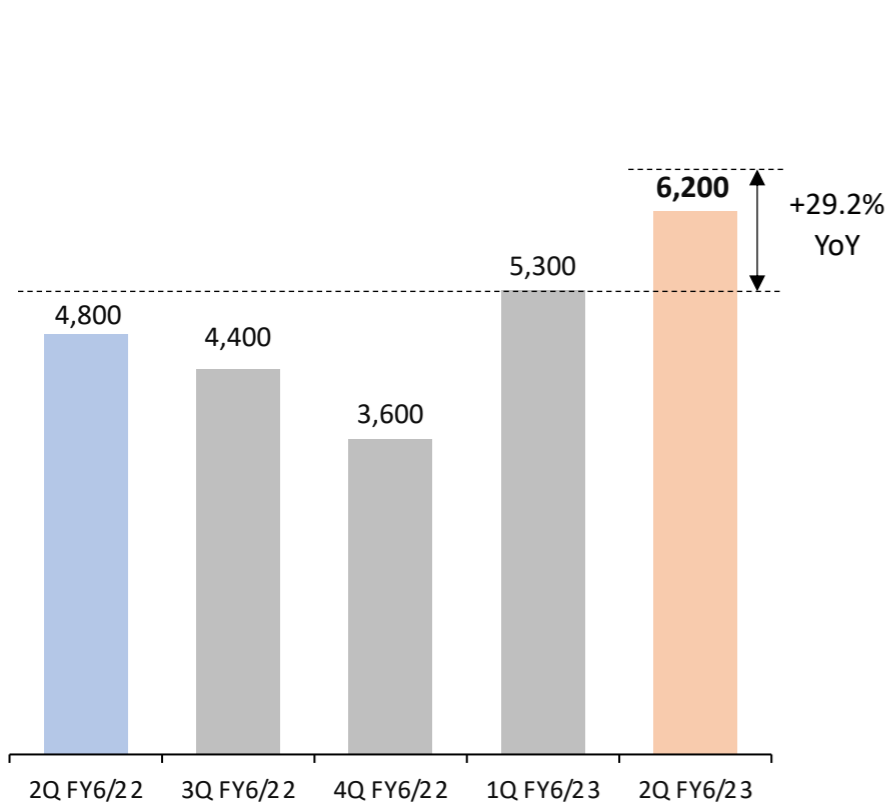


Reuse Services For Individuals (4): Quarterly Purchases

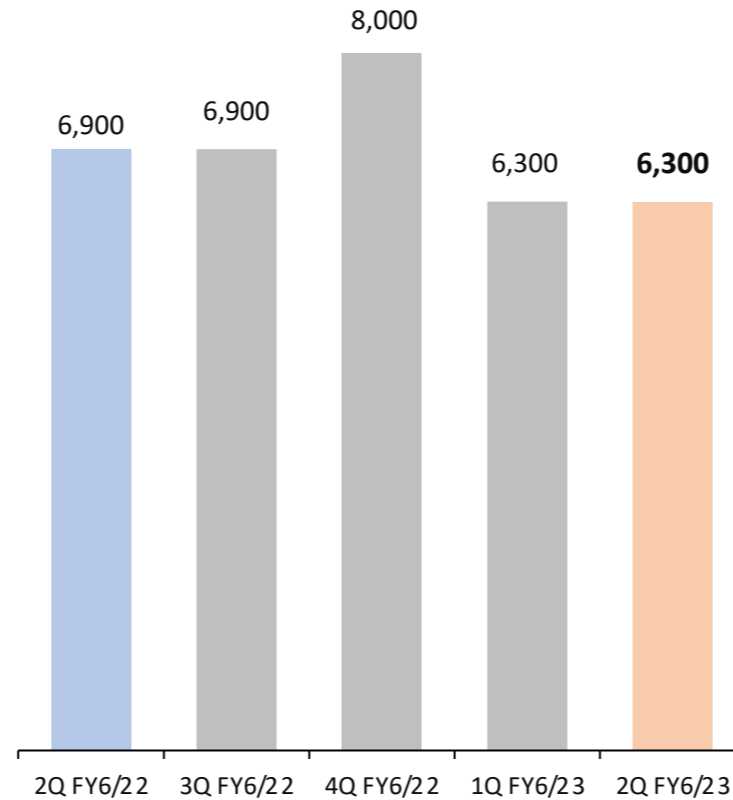
- ✓ As planned, concentrating on home pick-up purchases of high-priced items, an activity that targets a customer need not readily visible
- ✓ Record-high home pick-up purchases in the 1Q and 2Q

(Unit: Items purchased)

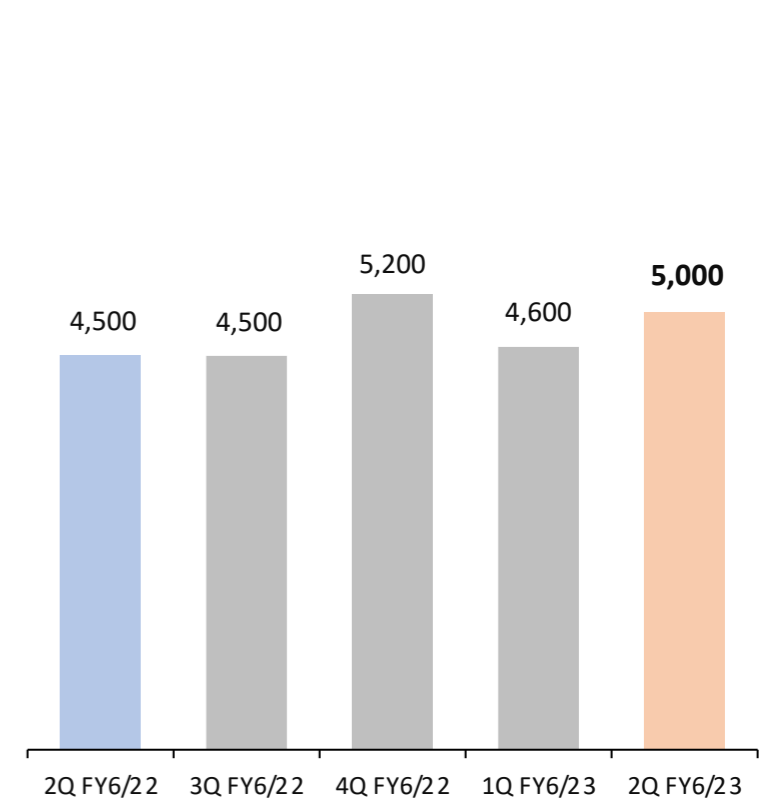
Home pick-up purchases



Purchases using delivery services



Purchases at stores

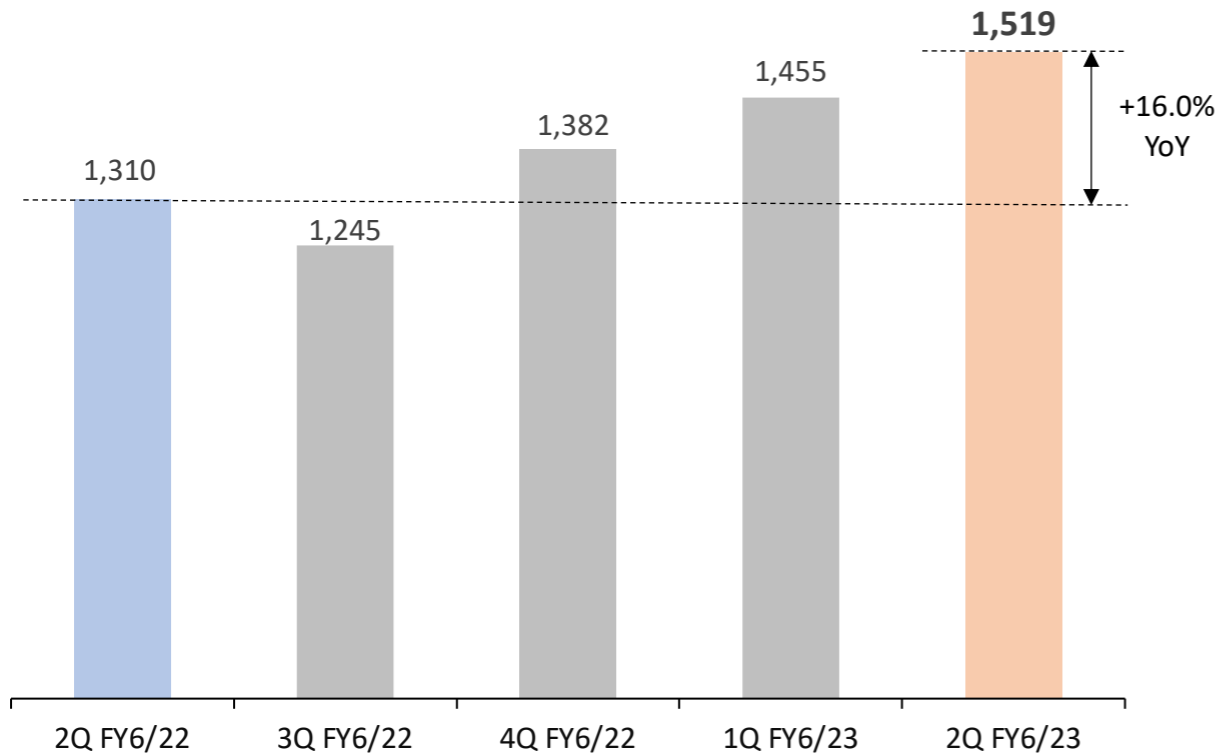


Reuse Services For Individuals (5): Quarterly Sales and Inventory Levels

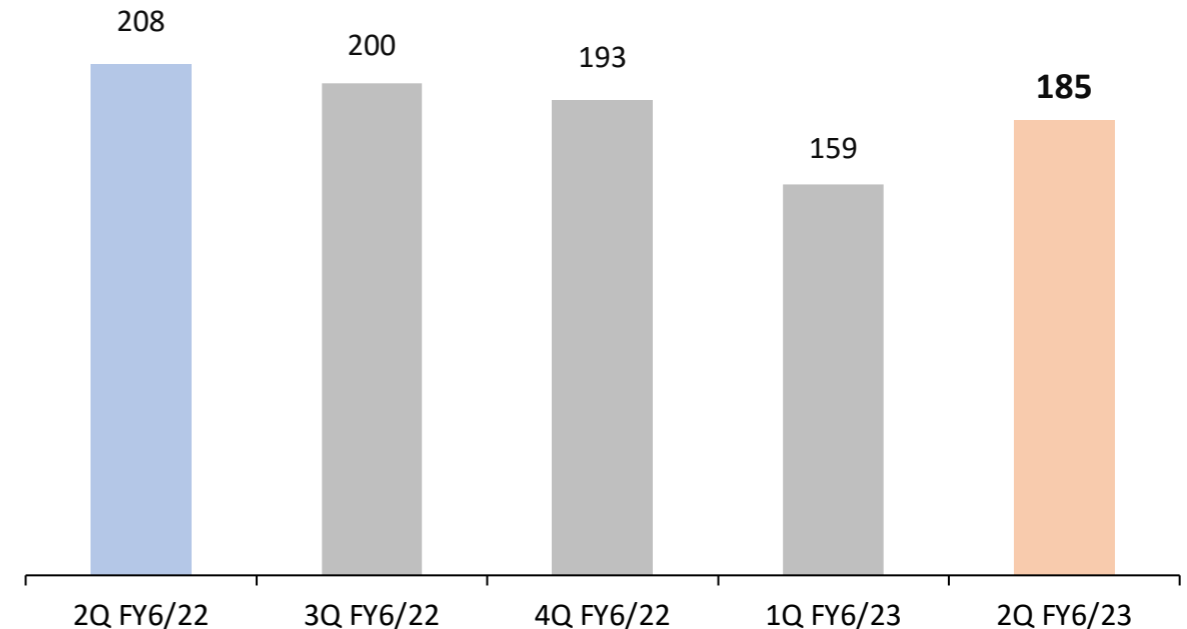
- ✓ Net sales: Sales growth YoY
- ✓ Inventory: Decreased YoY because of strong sales but higher in 2Q vs. 1Q; inventories are as planned

(Million yen)

Net sales



Inventory



Reuse Services For Individuals (6): The New Chiba Reuse Center

- Began operating a reuse center in the city of Chiba to increase purchasing capacity in the Tokyo area in response to rising demand for home pick-up purchases of second-hand items at customers' homes.



- Address
4-1-40 Miyanogidai, Hanamigawa-ku,
Chiba-shi, Chiba Prefecture
- Site area
2598.21 m²
- Total floor area
872.56 m²
- Opened on October 13, 2022

- ✓ Starting in FY6/23, many activities to target previously unused customer segments previously in order to create and meet new sources of demand
- ✓ More hiring and training of purchasing personnel along with measures to improve productivity



Currently targeted customers

- Individuals with clear needs involving second-hand items and who know the value of reselling these items
- Individuals who sell these items when offered a proper procedure and price (conventional MarketEnterprise business model)

Additional customer segments

- Individuals who are not well aware of their needs involving second-hand items
- Use direct communications to raise the awareness of these needs

→ Use sales activities with consultations to create new sources of demand.



Second-hand Online Business

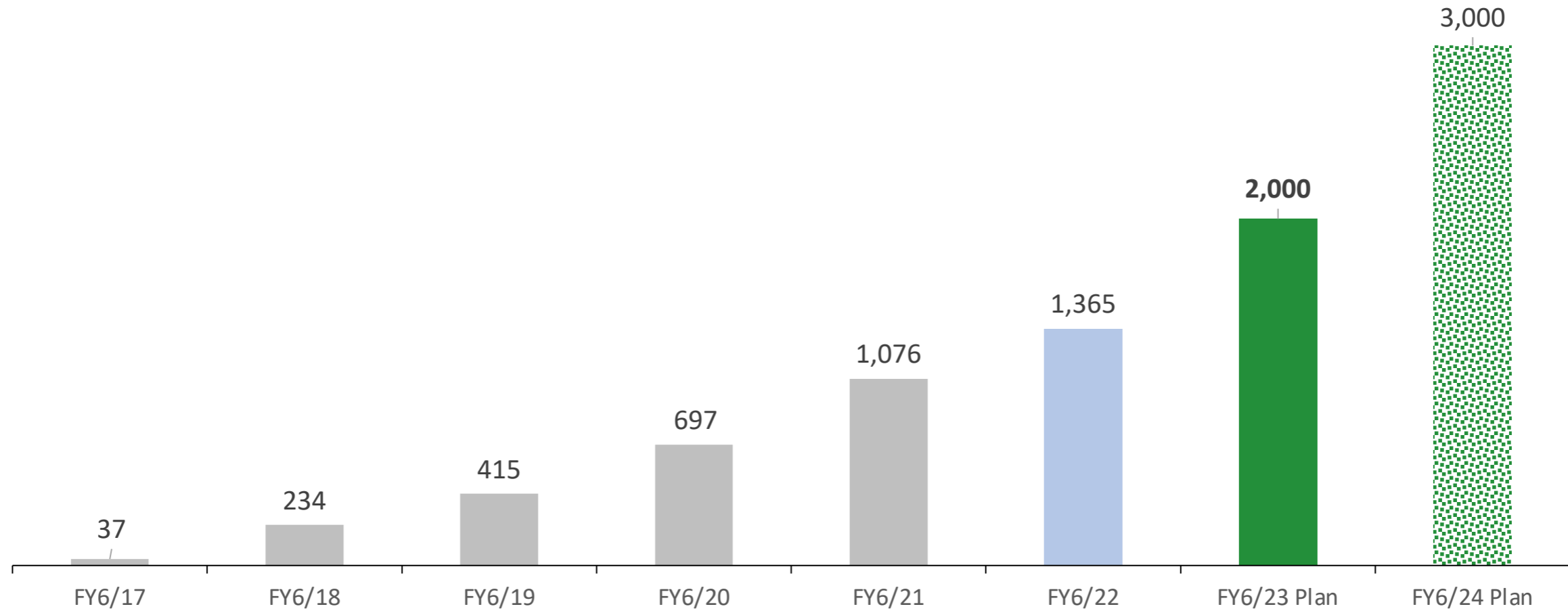
- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)**
- 3) Oikura

Machinery (Agricultural Equipment) (1): Net Sales Plan (in FY6/22 earnings announcement)



- ✓ Use synergies from the acquisition of the Farmally agricultural equipment business to strengthen activities for selling used agricultural equipment to companies in Japan and other countries

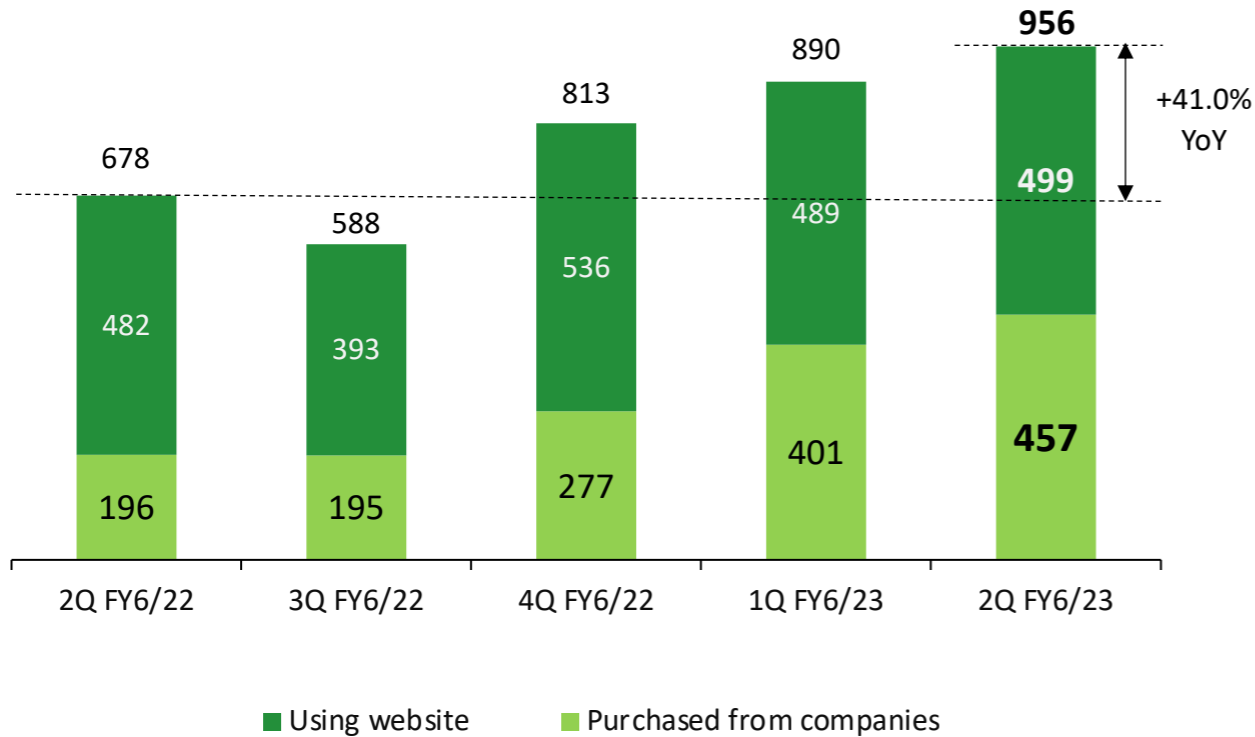
(Million yen)



Machinery (Agricultural Equipment) (2): Number of Items Purchased and Purchase Amount Trends

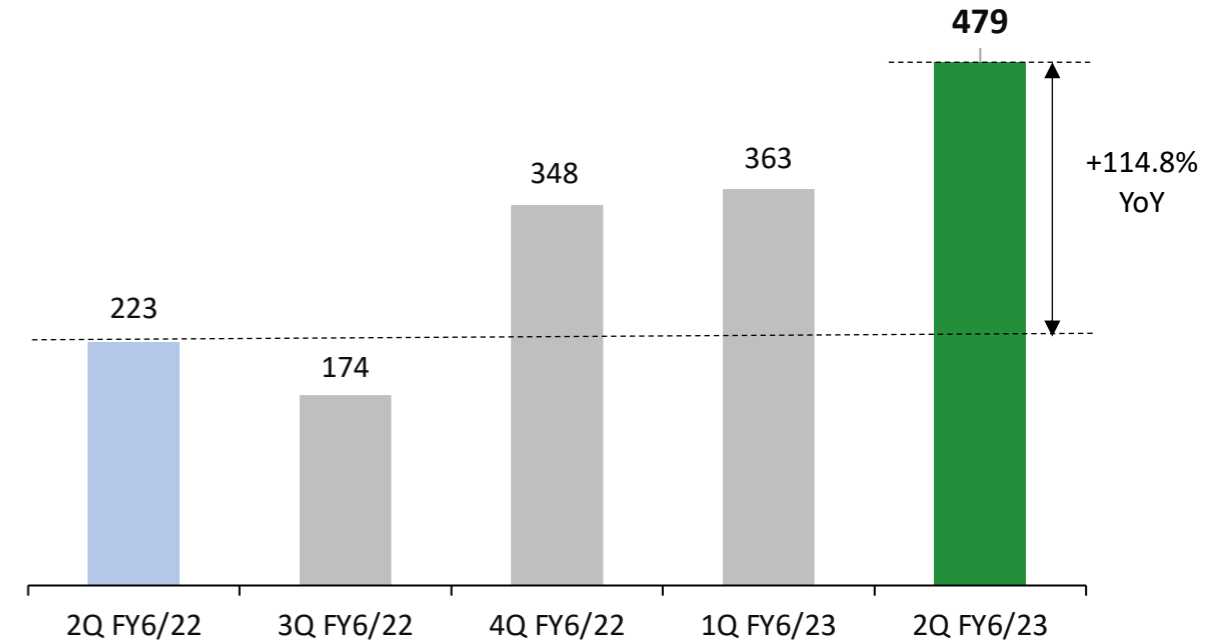
✓ Steady growth of purchases from companies

Number of Items Purchased



Monetary volume of purchases

(Million yen)

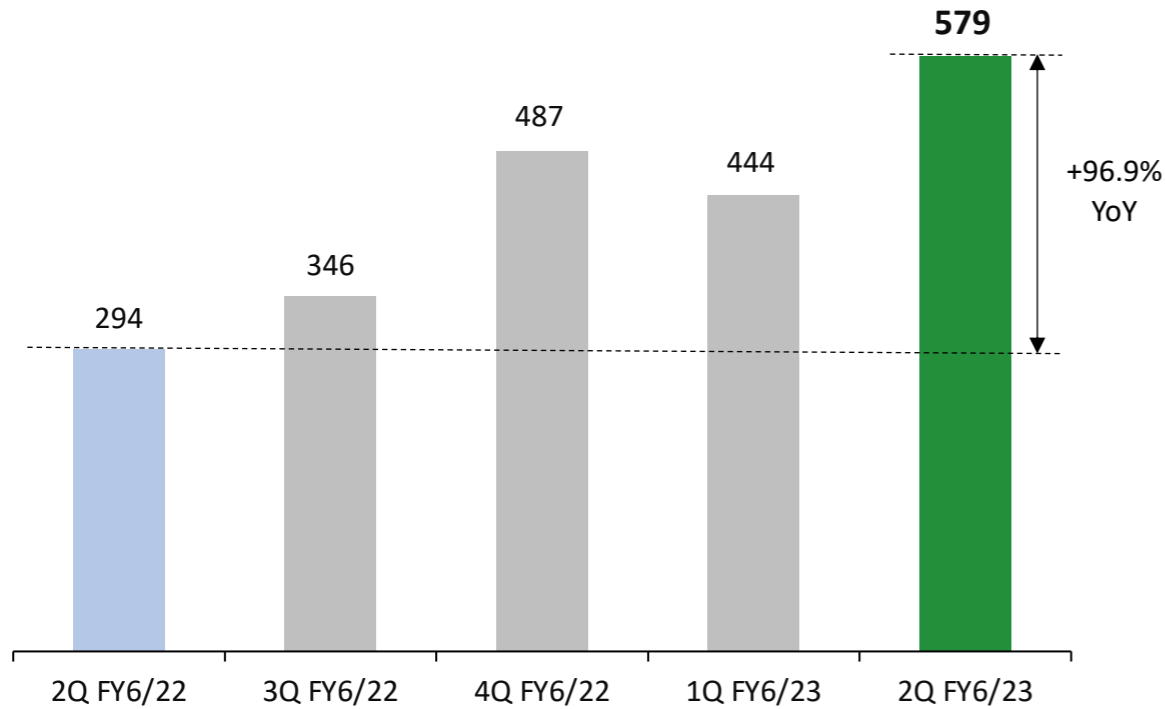


Machinery (Agricultural Equipment) (3): Quarterly Sales and Inventory Levels

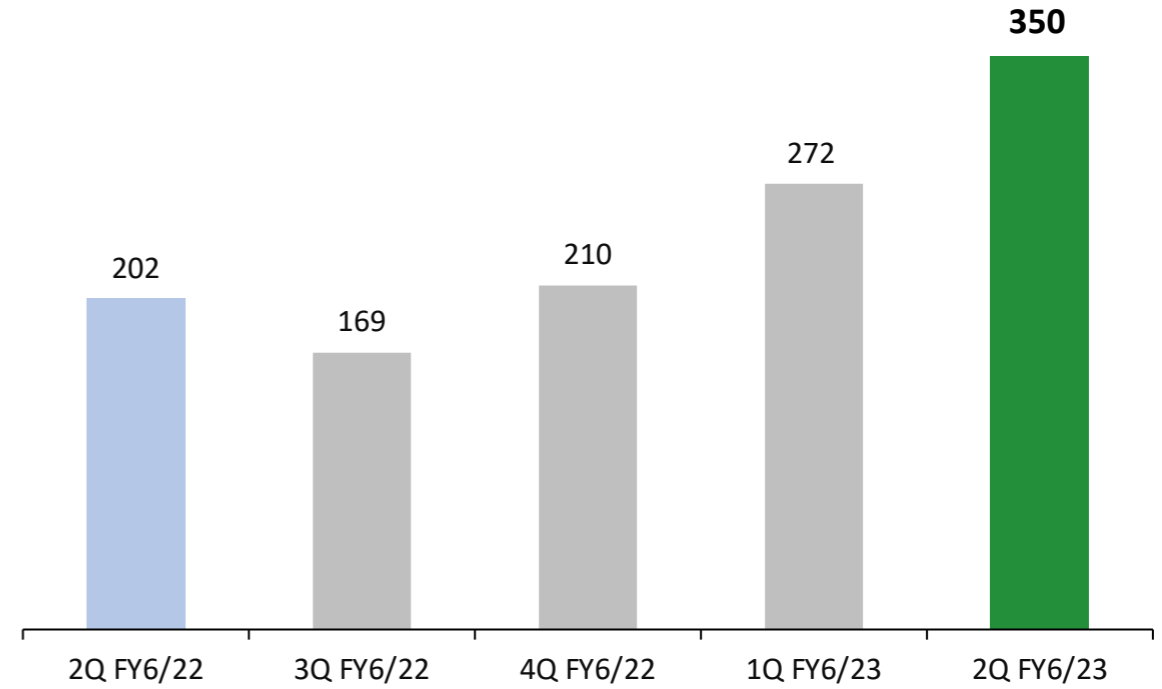
- ✓ Net sales: Steady growth
- ✓ Inventory: Increasing due to the large volume of purchases of used equipment for resale

(Million yen)

Net sales



Inventory





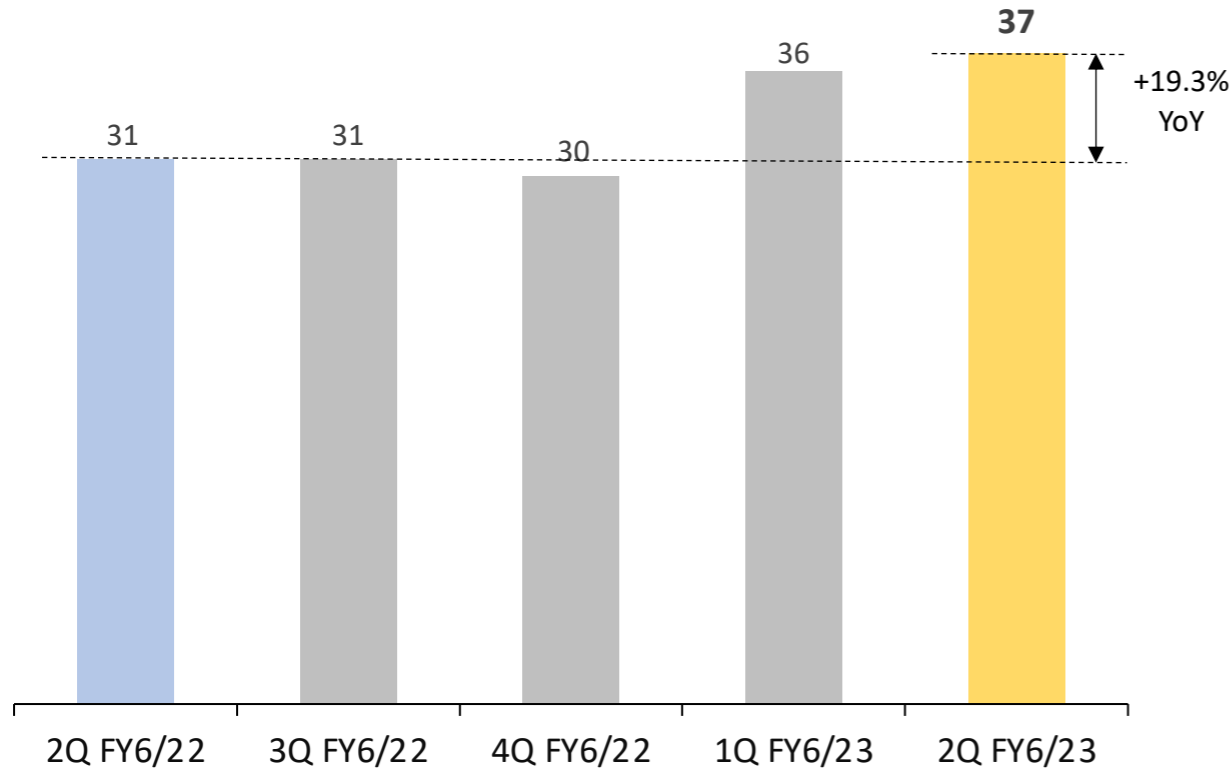
Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)
- 3) Oikura**

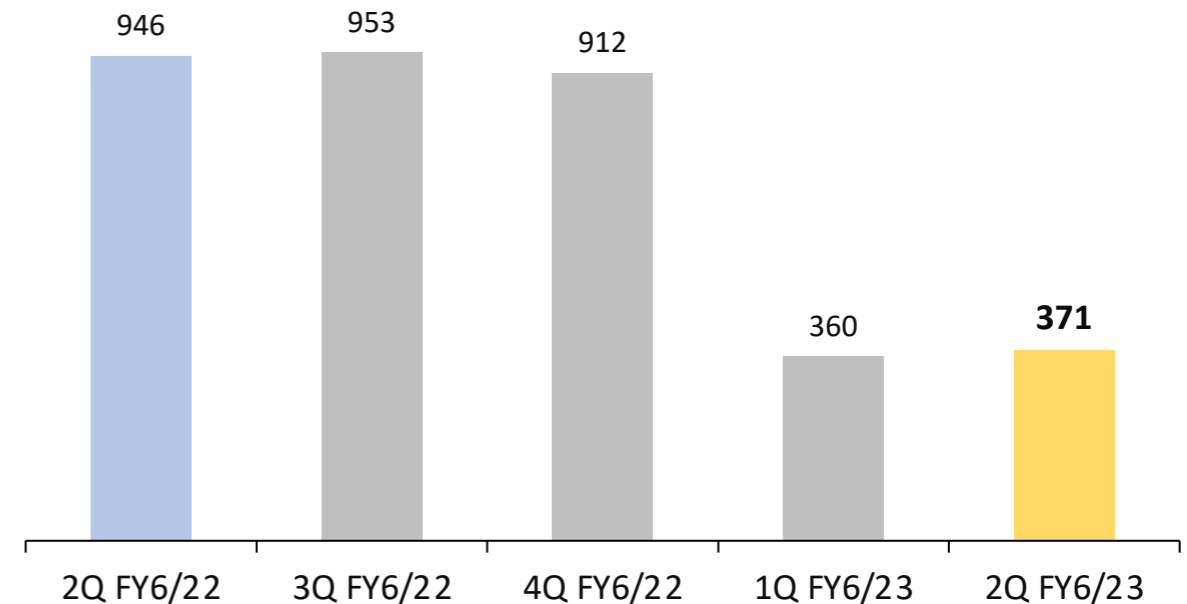
Oikura (1): Net Sales and Number of Franchised Stores

- ✓ Net sales: YoY sales growth due to higher monthly income per store
- ✓ Franchised stores: Switched from a fee based on sales to a monthly fixed fee in FY6/23; sharp drop in the number of stores YoY but a small 2Q increase. Big increase in sales per store

Net sales
(Million yen)

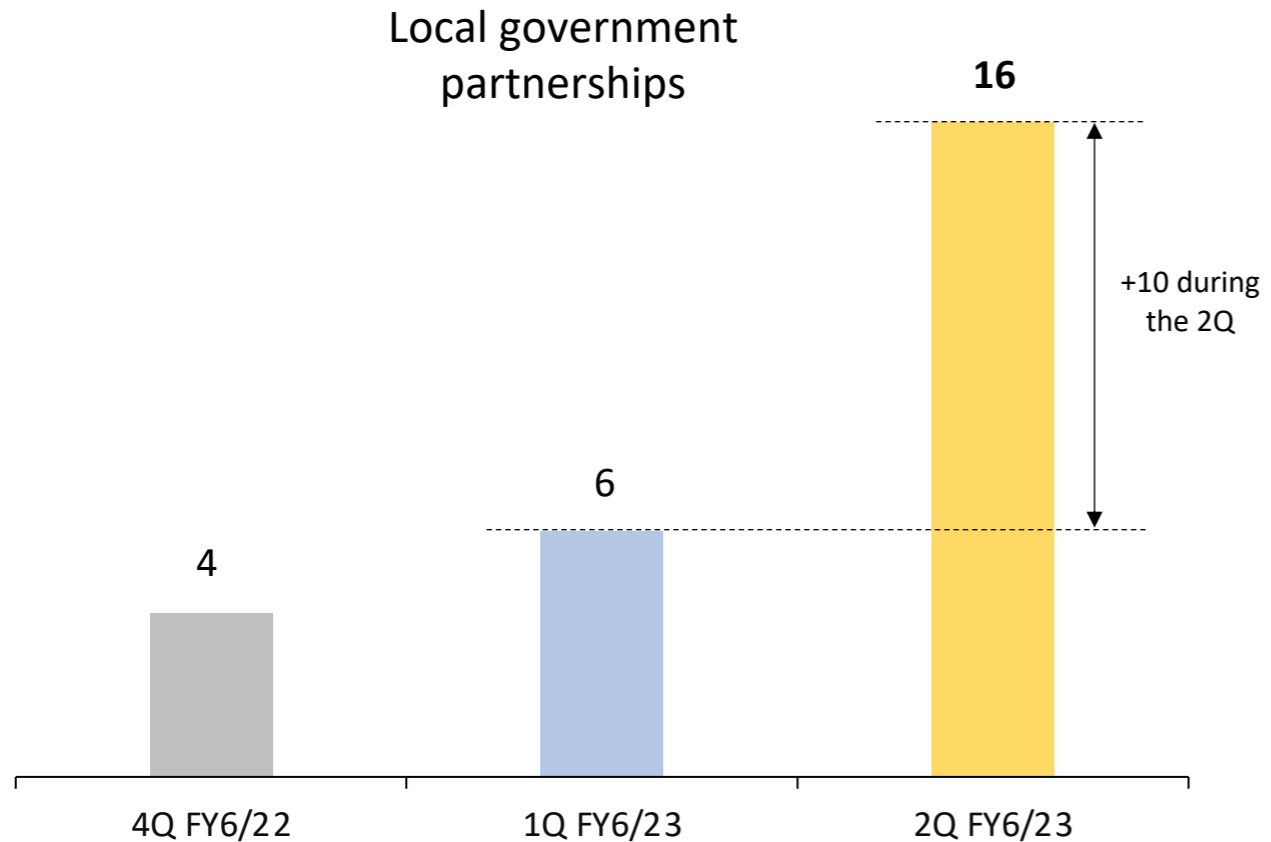


Number of franchised store



Oikura (2): Oikura Local Government Partnerships

- ✓ The number of these partnerships is increasing steadily and was up by 10 in the 2Q to 16.
- ✓ These partnerships have increased to cover 6.9% of Japan's population (based on total population of partnership cities/municipalities). Moving even faster to use public-private sector cooperation for reusing items in order to lower the volume of trash.



New partnerships in the second quarter

- October 2022
Hitachinaka City, Ibaraki/ Sakado City, Saitama/ Osaka City, Osaka
- November 2022
Nishinomiya City, Hyogo/ Tokorozawa City, Saitama/ Fujieda City, Shizuoka
- December 2022
Shibuya-ku, Tokyo/ Kita-ku, Tokyo/ Kutchan town, Hokkaido/ Fukushima City, Fukushima

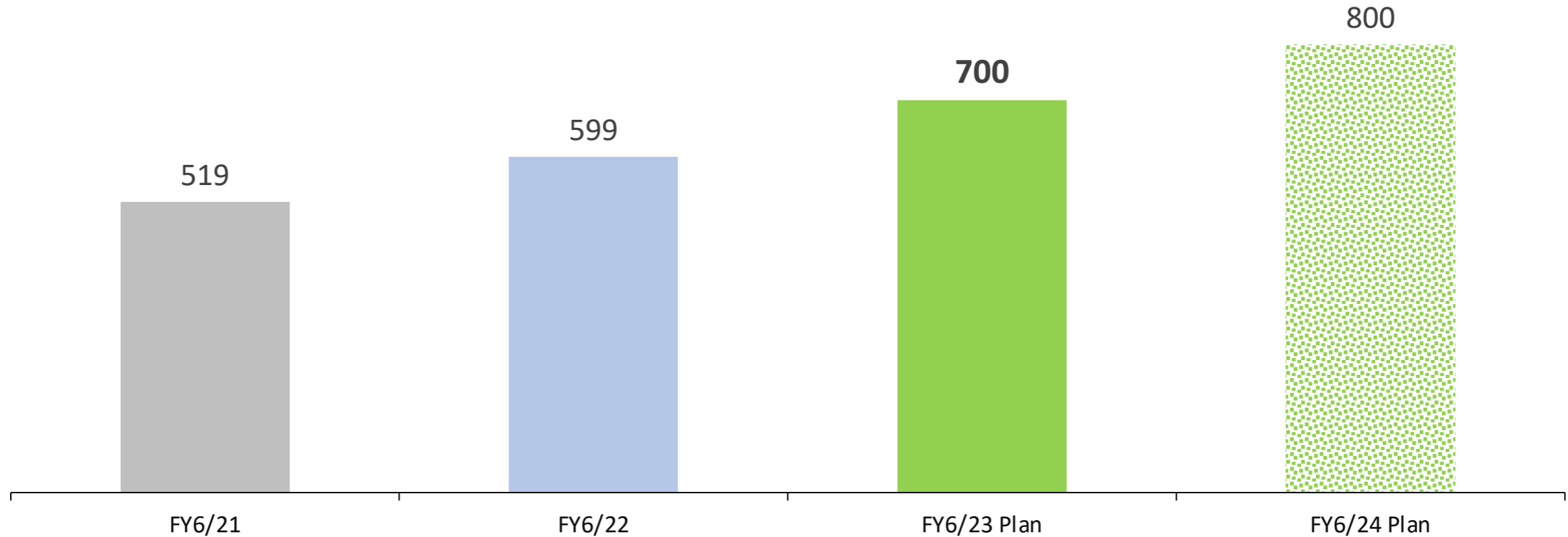


Media Business

Media Business (1): Net Sales Plan (in FY6/22 earnings announcement)

- ✓ Diversification of sales by broadening and deepening positions in current business domains
- ✓ Horizontal expansion into new business domains

(Million yen)

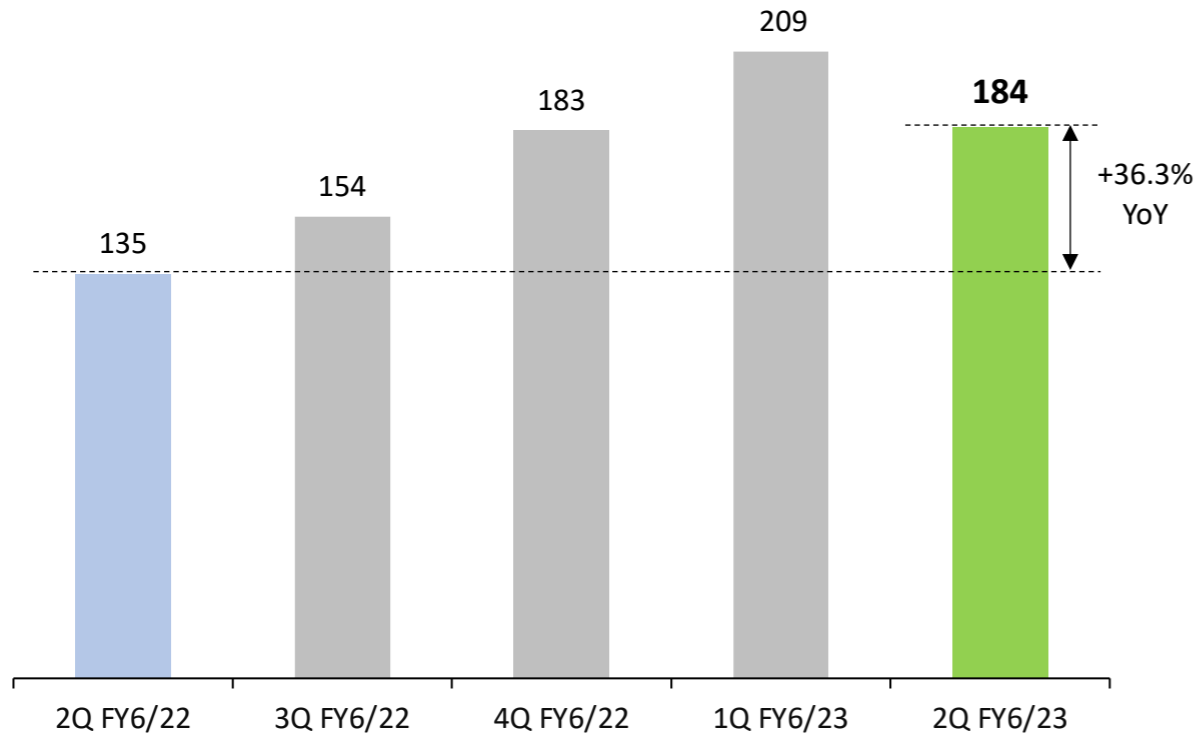


Media Business (2): Quarterly Results

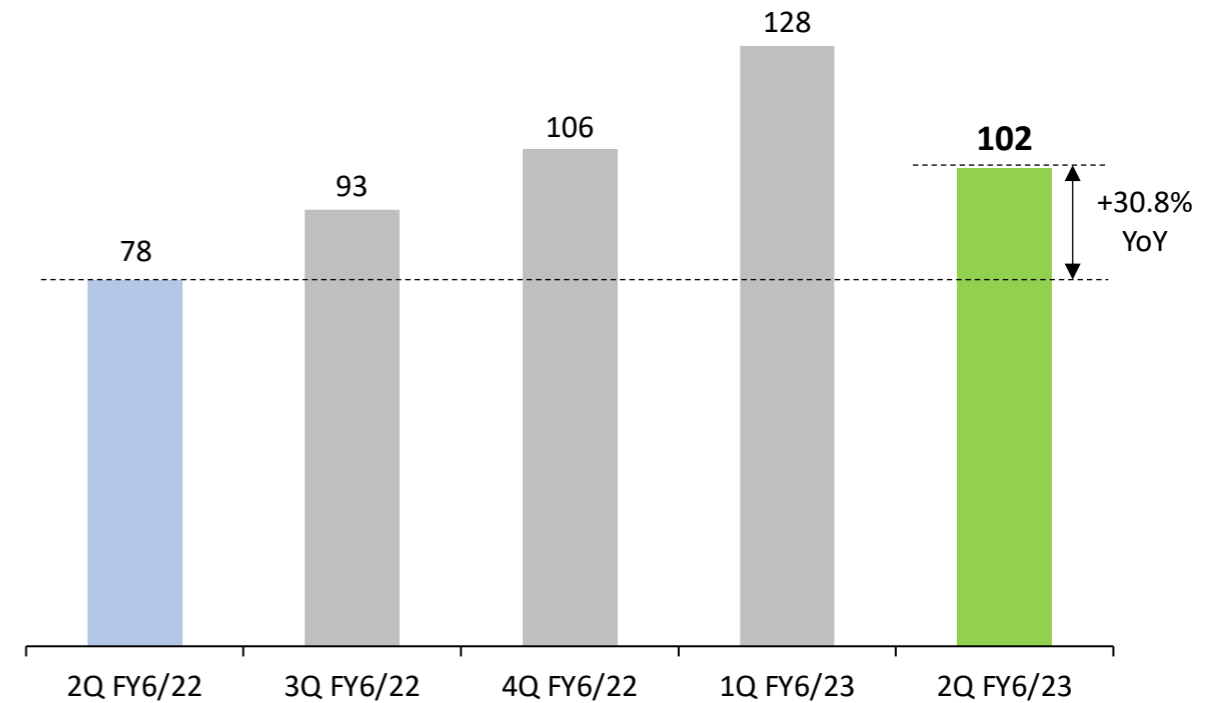
- ✓ Net sales: YoY sales growth due to more customers sent to this business from within the MarketEnterprise Group and from external sources
- ✓ Profit: YoY earnings growth due to measures to operate efficiently, as in the 1Q

(Million yen)

Net sales



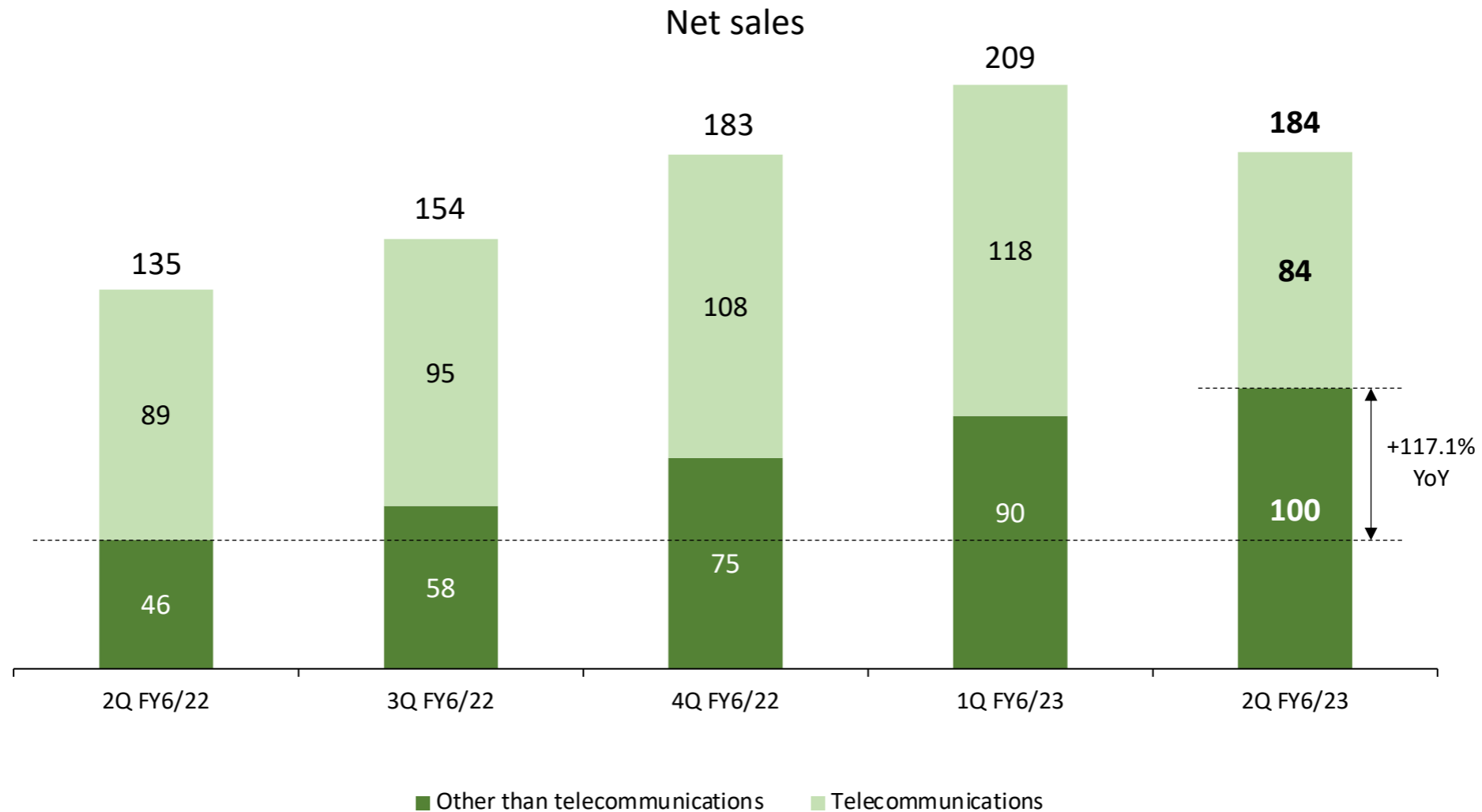
Segment profit (loss)



Media Business (3): Quarterly Sales Composition

- ✓ Telecommunications performance is strong; a big increase in sales in other categories
- ✓ Progress with diversification is creating a more stable profit structure

(Million yen)



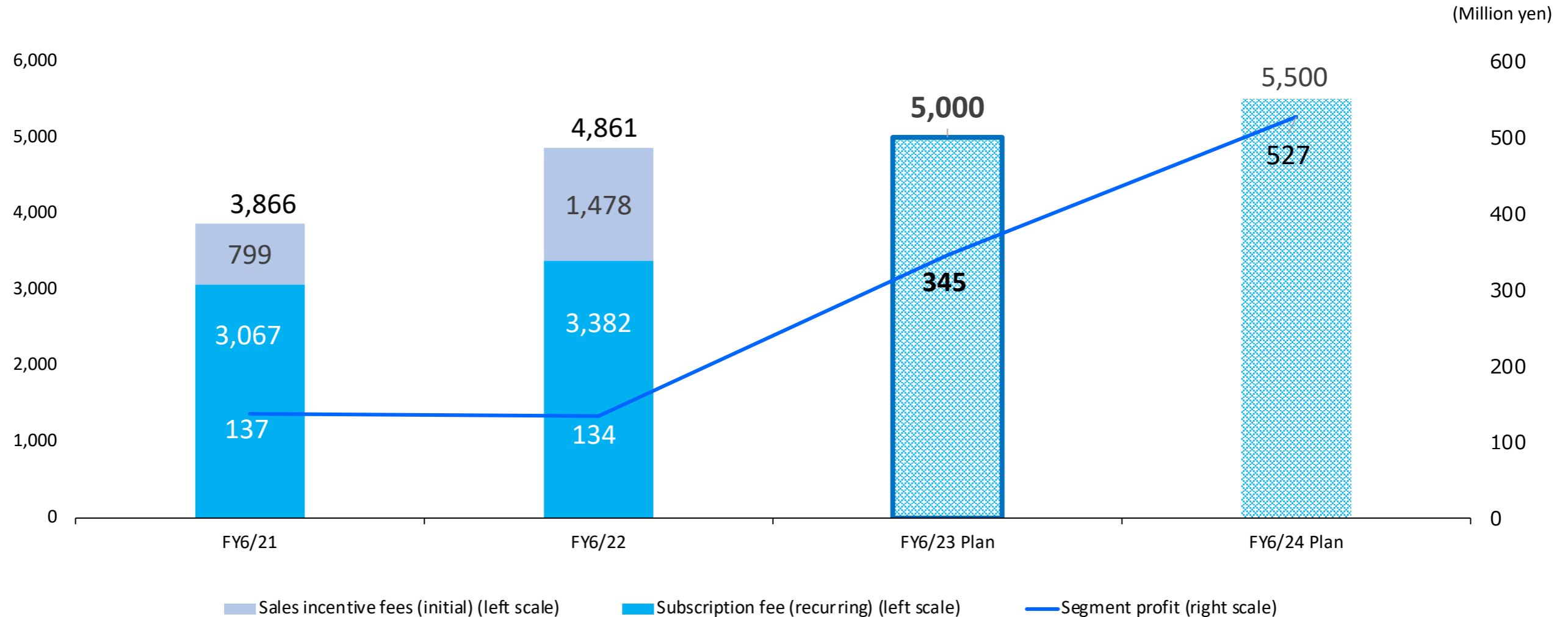


Mobile & Telecommunications Business

Mobile & Telecommunications Business (1):

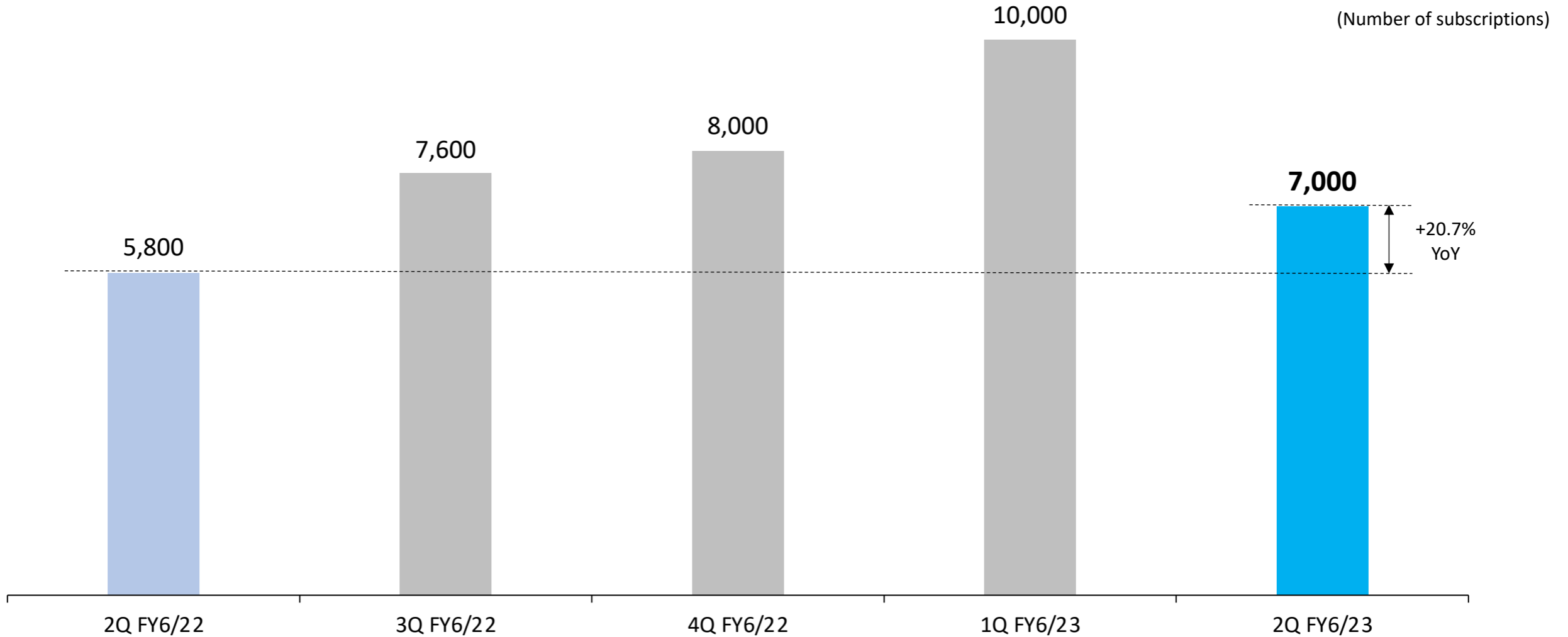
Business Plan (in FY6/22 earnings announcement)

✓ More activities to increase WiMAX5G customers and focusing on the growth of recurring revenue



Mobile & Telecommunications Business (2): New Service Subscriptions

✓ New service subscriptions increasing steadily

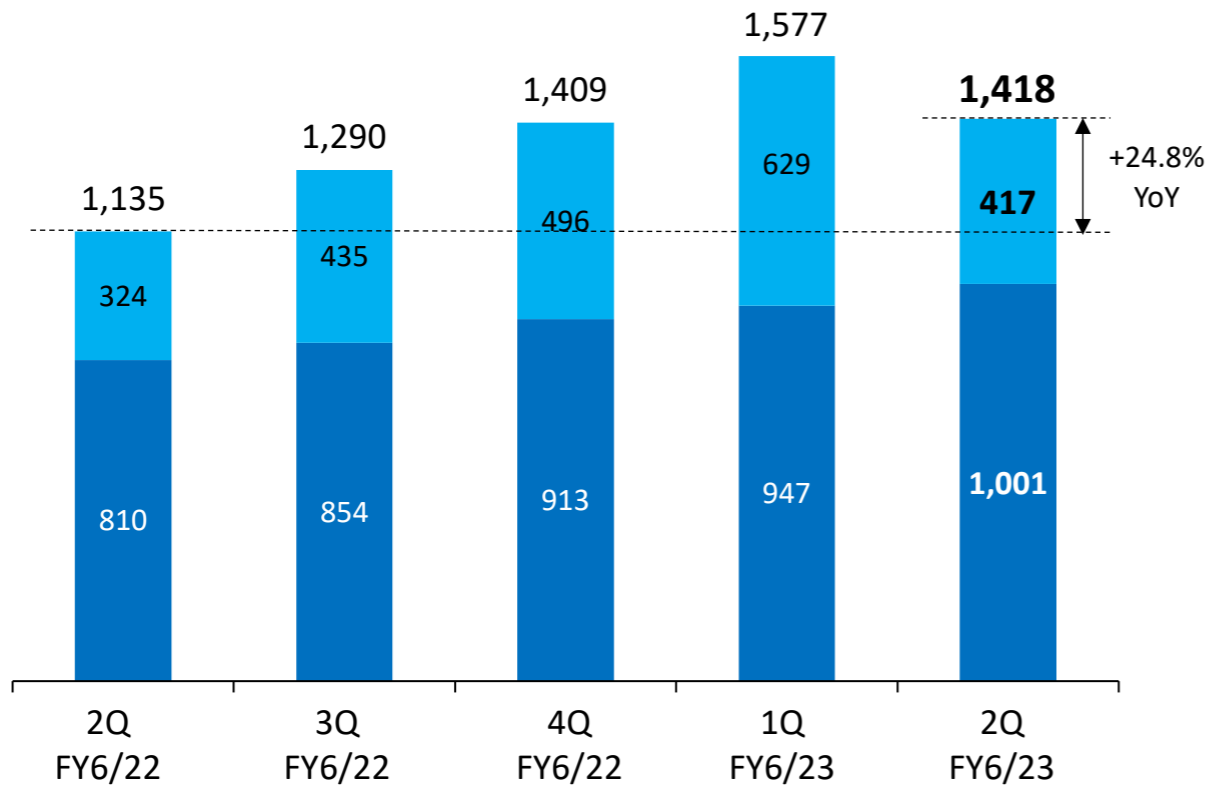


Mobile & Telecommunications Business (3): Quarterly Results

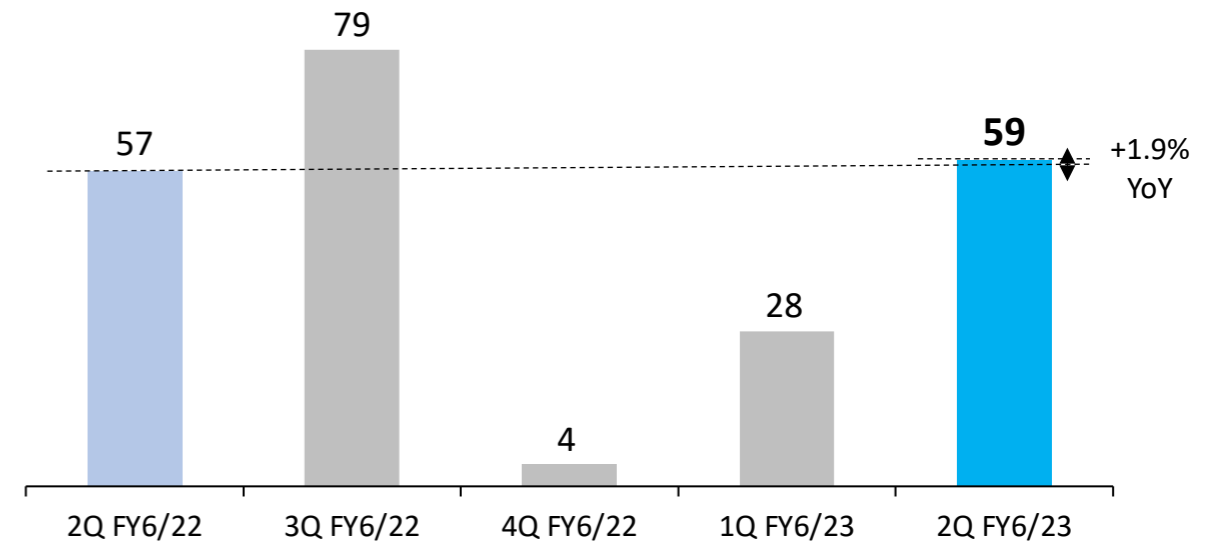
- ✓ Net sales: Sales increased YoY and recurring revenue surpassed ¥1 billion in the 2Q
- ✓ Profit: Earnings up as sales growth offset higher advertising expenditures for increasing the number of subscribers

(Million yen)

Net sales



Segment profit (loss)

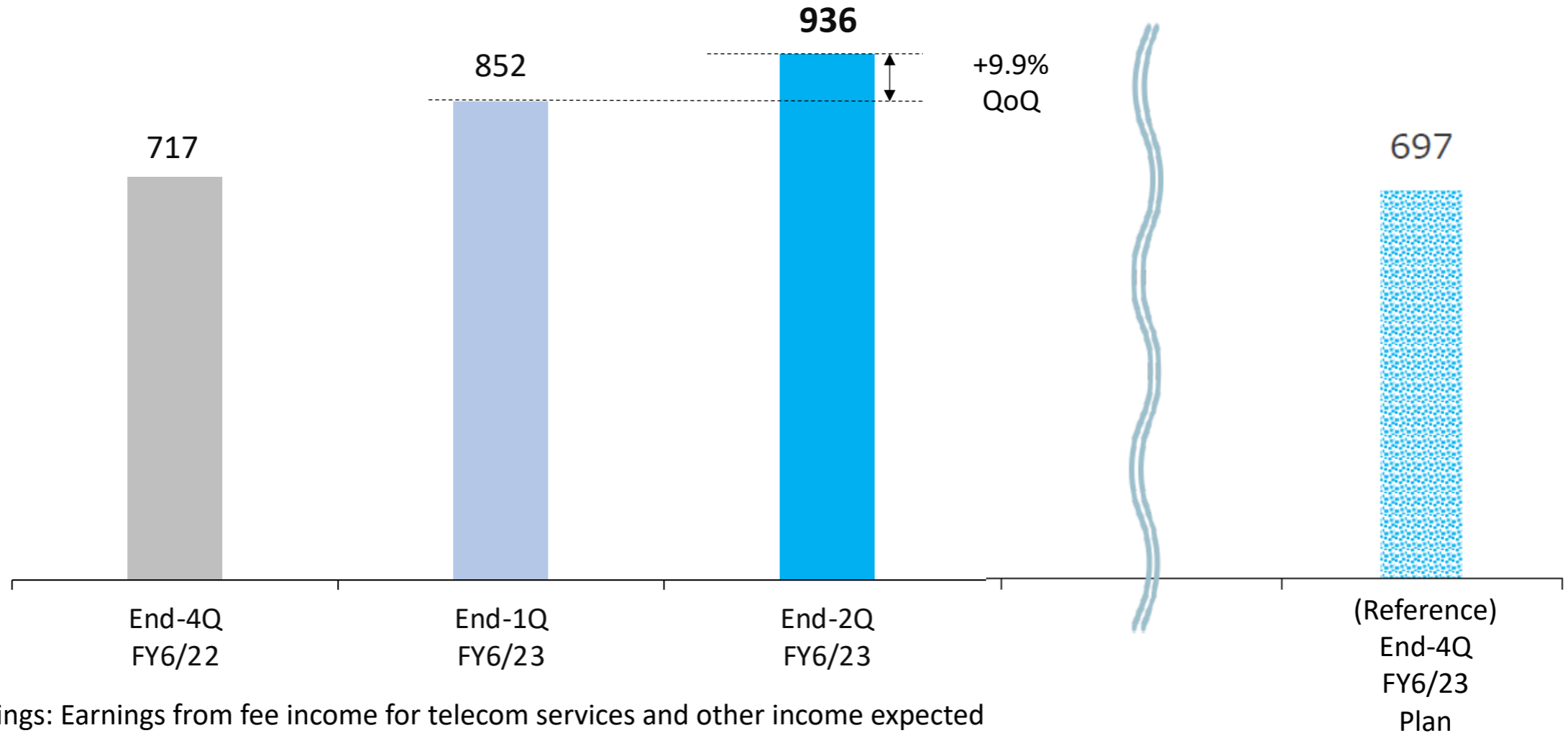


■ Sales incentive fees (initial) ■ Subscription fees (recurring)

Mobile & Telecommunications Business (4): Future Earnings

✓ Future earnings are increasing steadily due to the shift starting in FY6/23 to recurring revenue

(Million yen)



*Future earnings: Earnings from fee income for telecom services and other income expected from current service subscriptions

Mobile & Telecommunications Business (5): Recognition From Customers

- ✓ First place in the mobile router and home router categories of the 2022 popularity ranking of mobile communication providers by kakaku.com.

(Rankings are for January to December 2022)



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3

FY6/23 Forecasts

Plan for Activities in 2H FY6/23 and Afterward

Business segment and strategies		Initial Action Plan	2Q performance	Actions in 2H FY6/23 and afterward (key initiatives are <u>underlined</u>)
Second-hand online	Reuse services for individuals Business Strategy └ Increase purchase requests └ Increase purchasing capacity └ Target new customer segments	More recruiting, mainly at-home purchasing personnel	○	Recruiting proceeding as planned → <u>Increase training to make new people productive</u>
		Open new locations (Chiba Reuse Center)	◎	Addition of locations as planned is building a base for faster than expected profit growth → <u>Consider more locations in the Kanto area to handle the rising number of purchase requests</u>
		Increase diversity of sales channels	△	No significant progress in 1H → <u>Add ME's own sales channels, consider alliances with other platform operators</u>
	Machinery (Agricultural Equipment) Business strategy └ Purchase a larger volume of equipment └ Increase sales channels to companies	Increase equipment purchases and sales involving companies in Japan	○	Steady growth of purchases and inventory growth → <u>Reexamine purchasing standards to establish a sound base for profitability</u>
		More export growth by using many sales activities targeting companies in other countries	△	No significant progress in 1H → <u>Add sales channels to strengthen sales activities</u>
	Oikura Business Strategy └ Increase awareness of Oikura └ More fee-paying member stores	More partnerships with local governments	◎	Steady growth until 1H → <u>Continue to expand the number of partnerships with local governments</u>
More active member stores paying monthly fees		△	Small increase in member stores → <u>Step up sales activities to add member stores and increase the number of new member store contracts</u>	
Media Business Strategy └ Steady sales growth	Diversification of sales by broadening and deepening positions in current business domains	◎	Rapid growth outside the telecommunications sector → <u>Upgrade/expand content for even more diversification</u>	
	Horizontal expansion into new business domains	○	Established plan for new businesses → <u>Start trial operations in the 3Q with goal of adding new sources of earnings</u>	
Mobile & Telecommunications Business Strategy └ Increase future earnings	Add new WiMAX5G subscribers	○	Steady growth in 1H → <u>Build a strong base for growth during the peak March-April sales season</u>	
	Increase ARPU of current subscribers (sales per subscription)	◎	Future earnings are rising faster than expected → <u>Sell service plans that generate current earnings</u>	

FY6/23 Forecast

✓ No change to the initial plan

(Million yen)

	FY6/22	FY6/23
Net sales	11,986	15,000
Operating profit	(319)	300
Ordinary profit	(328)	275
Profit attributable to owners of parent	(404)	167

Medium-term Performance Target (in FY6/22 earnings announcement)

- ✓ Accomplish the earnings plan through sales growth supported primarily by the second-hand online business
- ✓ Build a stable profit structure by increasing the volume of future earnings in the mobile & telecommunications business

(Million yen)

	FY6/21 (Results)	(Previous fiscal year) FY6/22 (Results)	(Current fiscal year) FY6/23 (Plan)	(Next fiscal year) FY6/24 (Plan)
Net sales	10,875	11,986	15,000	20,000
Second-hand Online	6,580	6,631	9,804	13,744
Second-hand services for individuals	5,350	5,140	7,500	10,000
Machinery (agricultural equipment)	1,061	1,365	2,000	3,000
Oikura	169	125	304	744
Media	519	599	700	800
Mobile & Telecommunications	3,866	4,861	5,000	5,500
Operating profit	54	(319)	300	1,200
Operating profit to net sales	0.5%	-2.7%	2.0%	6.0%
Operating profit + Future earnings	373	398	997	1,950

4

Appendix: Company Overview



Origin of our name
MARKET + ENTERPRISE

Our philosophy

Use business activities that build win-win relationships and remain an organization where people truly enjoy their jobs

Our long-term vision

Be an optimized trading company for the creation of a sustainable society

*Our purpose is expressed by the name of our company and our long-term vision

Company Profile



Name	MarketEnterprise Co., Ltd.	Past Awards
Established	July 7, 2006 (Operations started: November 1, 2004)	<ul style="list-style-type: none"> • Japan Technology Fast50, Deloitte Touche Tohmatsu (2015, 2016, 2017, 2020) • Deloitte Asia Pacific Area Technology Fast500 (2015, 2016, 2017) • Chairman Award, Venture Awards Japan, the Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (2015) • EY Entrepreneur Of The Year 2013 Japan, Ernst & Young ShinNihon LLC. • Grand Prix winner, YAHUOKU! Best Store Awards (2017, 2018, 2019) • Team Award, Link and Motivation Inc. (2020)
Business	Second-hand Online Business, Media Business, Mobile & Telecommunications Business	
Capital	325,937,400 yen (As of June 30, 2022)	
Directors	<p>Yasushi Kobayashi, President, CEO</p> <p>Tomoyuki Kamo, Senior Managing Director, COO</p> <p>Kenichi Imamura, Director, CFO</p> <p>Kohei Terada, Outside Director Representative Director and CEO of Warehouse TERRADA</p> <p>Hitoshi Tanii, Outside Director Chairman of Synergy Marketing, Inc.</p> <p>Masaki Yamazaki, Full-time Audit & Supervisory Board Member</p> <p>Eisuke Ito, Audit & Supervisory Board Member Certified public accountant , President of Eisuke Ito Accounting Firm</p> <p>Tetsuya Oi, Audit & Supervisory Board Member Lawyer, Partner of TMI Associates</p>	
Headquarters	Tokyo Tatemono Kyobashi Bldg 3F, 3-6-18 Kyobashi, Chuo-ku, Tokyo 104-0031	
Employees	473 (including part-time employees) * As of June 30, 2022	
Listed stock market	Prime Section of the Tokyo Stock Exchange (Stock code: 3135)	
Affiliates	<p>MEmobile Co., Ltd.</p> <p>ME Trading Co., Ltd</p> <p>UMM CO., LTD.</p> <p>MARKETENTERPRISE VIETNAM Co., Ltd.</p>	



17 locations in Japan and 1 overseas

- Headquarters and Kyobashi branch, MarketEnterprise Co., Ltd.
Chuo-ku, Tokyo
- Contact Center/ Customer Support Center
Sumida-ku, Tokyo/ Tokushima City, Tokushima
- Reuse centers
Sapporo, Hokkaido/ Sendai, Miyagi/ Wako, Saitama/ Koto-ku, Tokyo/ Fuchu City, Tokyo/ Yokohama City, Kanagawa/ Nagoya City, Aichi/ Suita City, Osaka/ Kobe City, Hyogo/ Fukuoka City, Fukuoka/ Tottori City, Tottori/ Yuki City, Ibaraki/ Chiba City, Chiba
- MEmobile Co., Ltd.
Sumida-ku, Tokyo
- ME Trading Co., Ltd.
Tottori City, Tottori/ Yuki City, Ibaraki
- UMM CO., LTD.
Chuo-ku, Tokyo
- MARKETENTERPRISE VIETNAM CO., LTD.
HCMC, Vietnam

A diverse business portfolio with all activities based on the vision of operating as an optimized trading company for the creation of a sustainable society

Second-hand Online

For individuals



Machinery



Oikura



Media

Communication



Reuse



Platform



Hobbies



Mobile & Telecommunication



サービスブランド



The MarketEnterprise Group uses all of its businesses to play a role in accomplishing the Sustainable Development Goals that were adopted by the United Nations in September 2015.

SUSTAINABLE DEVELOPMENT GOALS



Medium-term Management Plan

(Excerpt from the FY6/21 and Medium-term Management Plan Presentation Material)

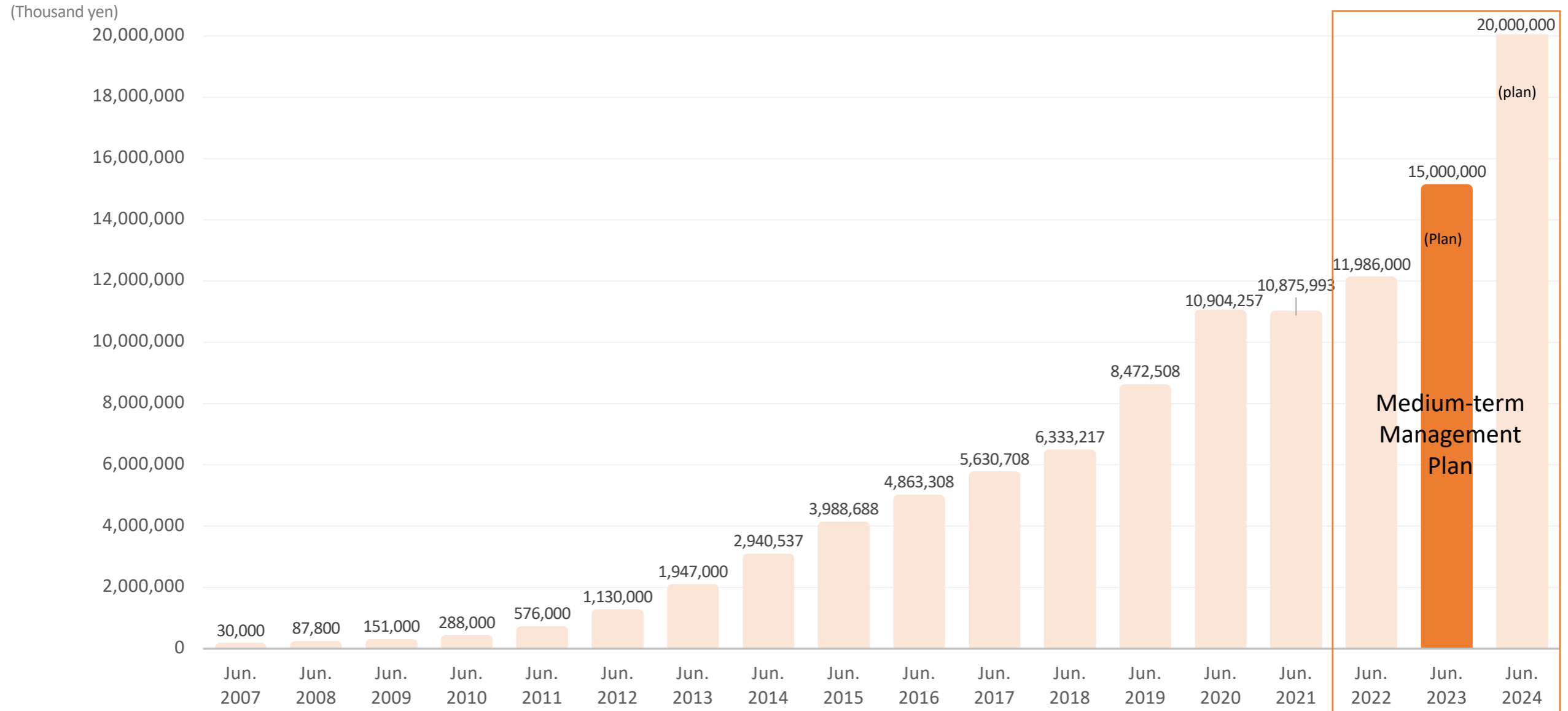
FY6/2024

Net sales: ¥20 billion (+84% vs. FY6/21)

Operating profit: ¥1.2 billion (up 22.1 times vs. FY6/21)

Goal is combined operating profit of at least ¥2.5 billion
in two fiscal years, including the following fiscal year

Many activities are under way to accomplish the medium-term plan's goals

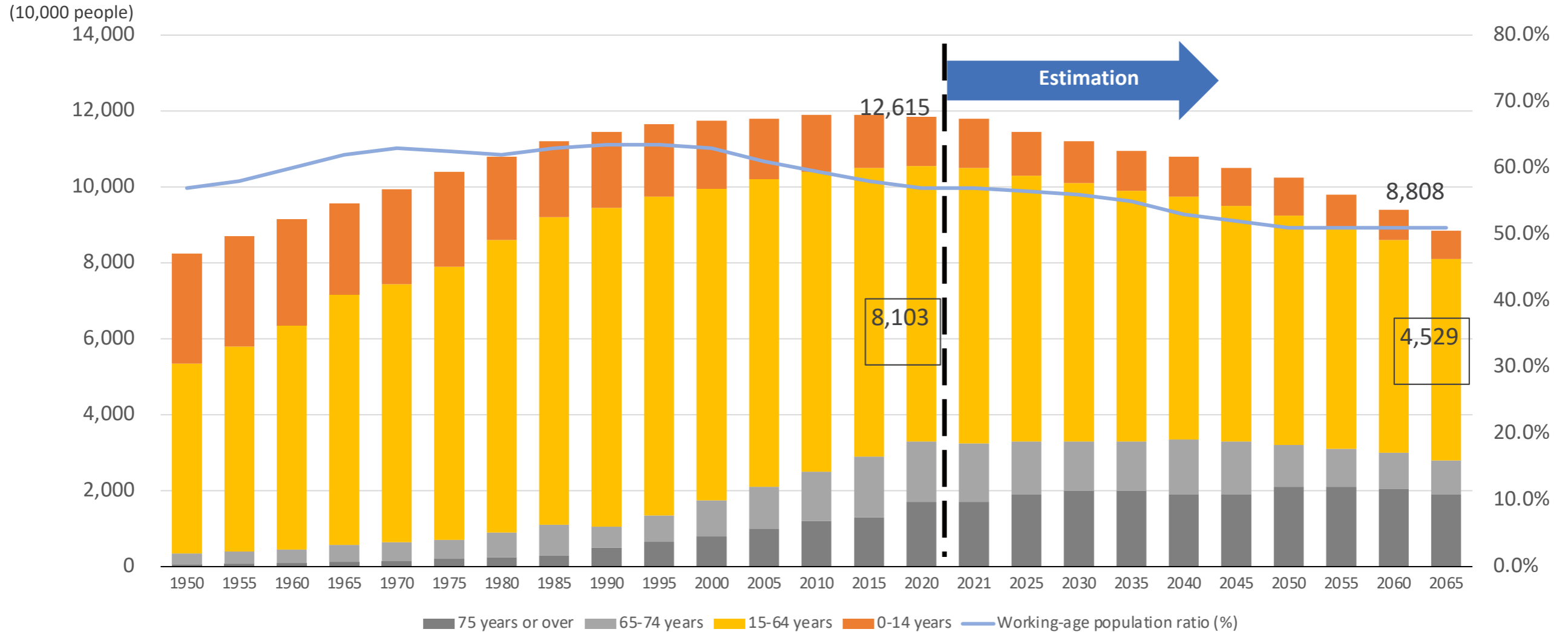


Our Market Recognition: Population Loss and Aging of Society



The total population of Japan in 2065 will be 88.08 million, down 30.2% from 2020.

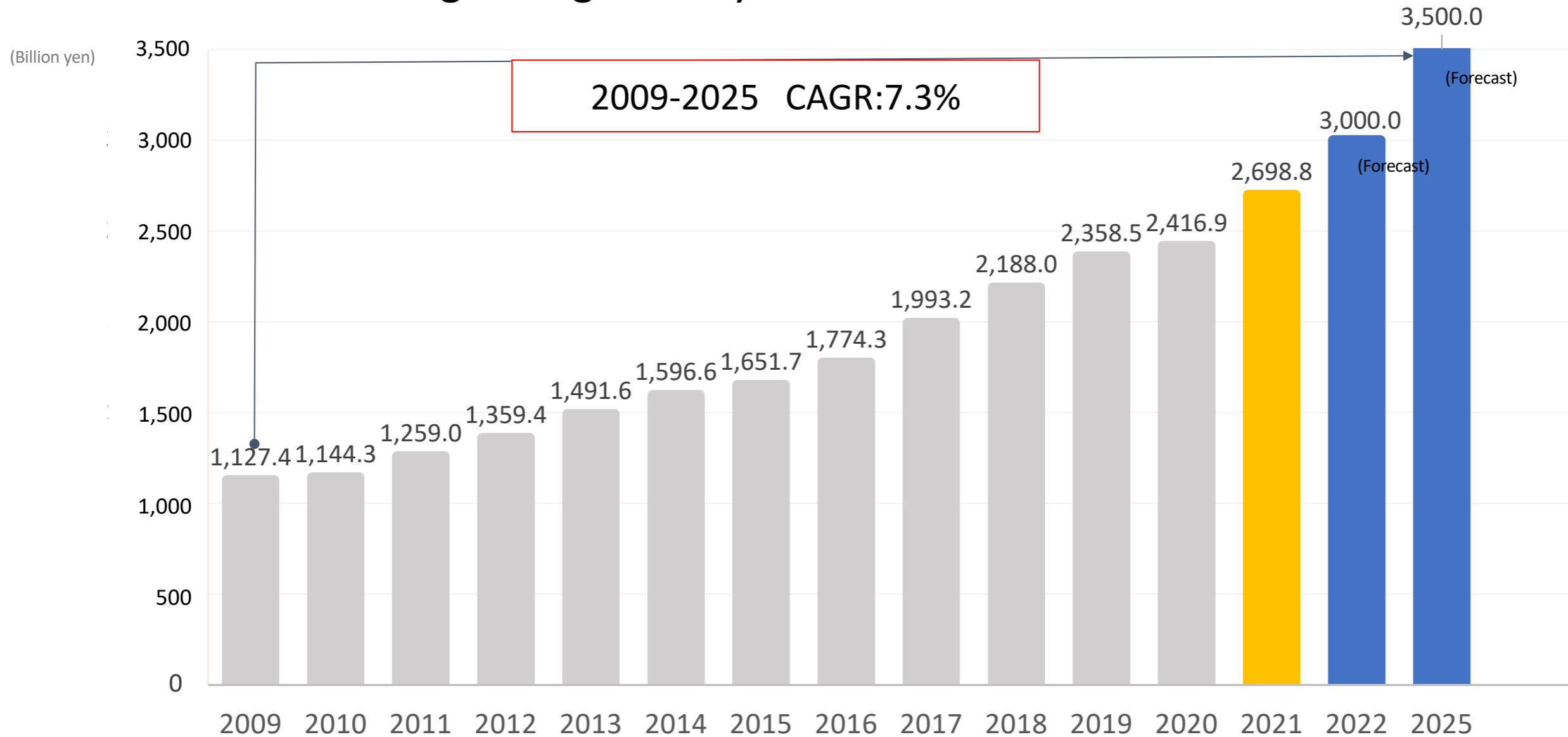
The working-age population (15-64) will be 45.29 million in 2065, 44.1% below the 2020 level.



Source: Prepared by MarketEnterprise from the "2022 White Paper on Aging," Cabinet Office, Government of Japan.

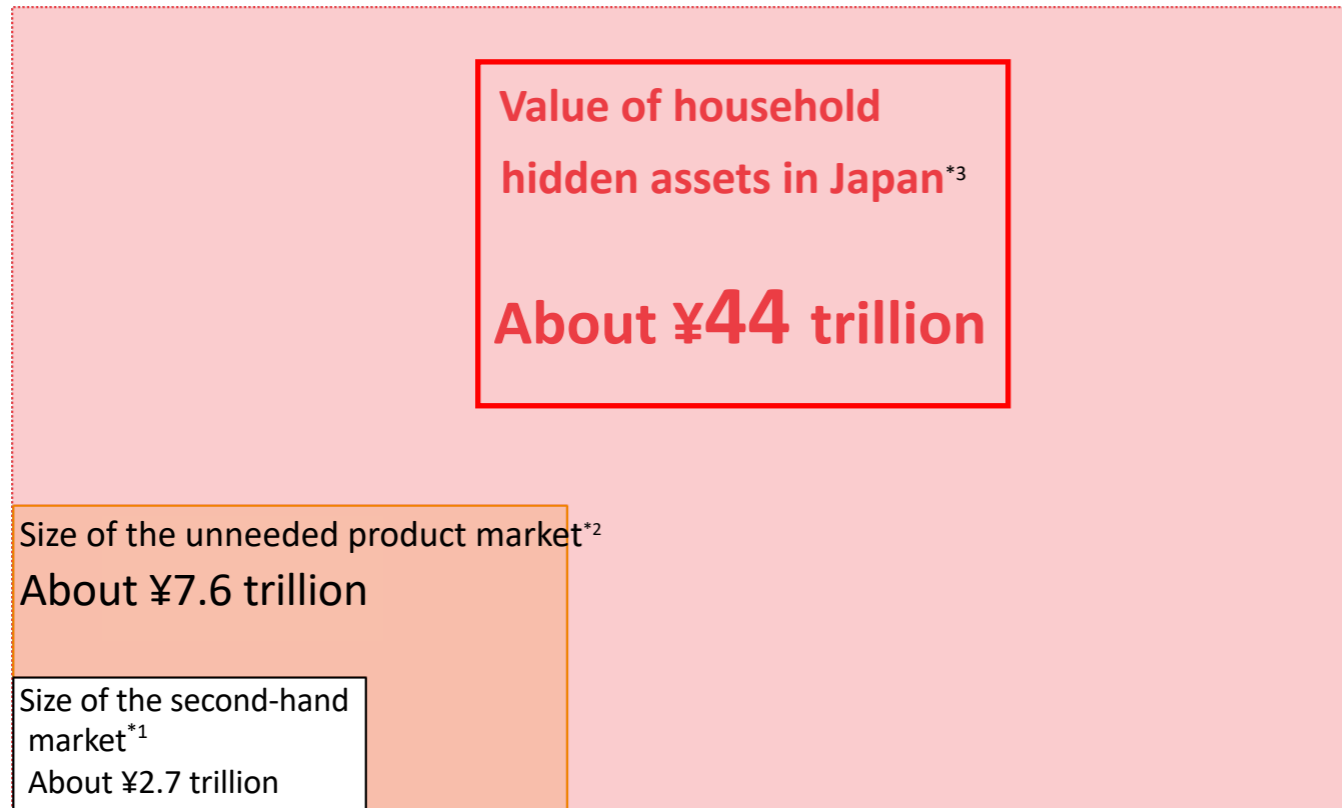
Our Market Recognition: Growth of the Reuse Market

The reuse market growing steadily

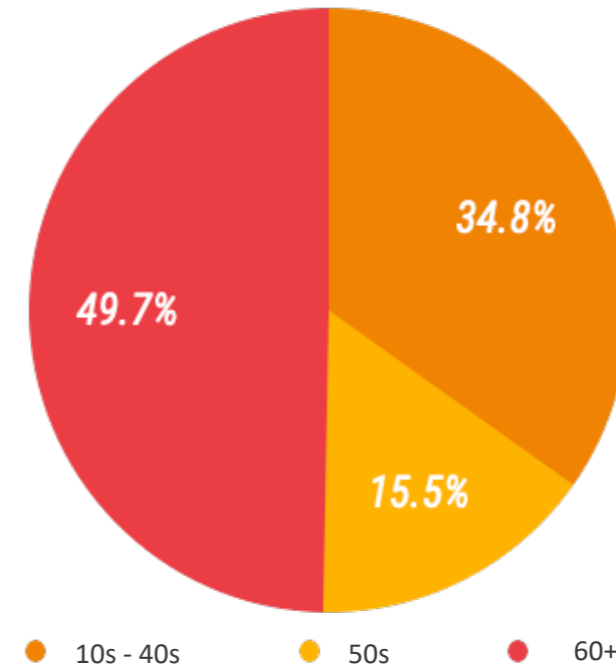


Source: Prepared by MarketEnterprise based on The Reuse Business Journal

Potential reuse market: The value of household hidden assets is estimated at roughly 44 trillion yen, of which 65% is owned by seniors (Age 50+).



Breakdown of household hidden assets by age group



*1 The Reuse Business Journal

*2 Infrastructure for a Data-driven Society in Japan (E-commerce Market Survey), Ministry of Economy, Trade and Industry (2017)

*3 Consumer Hidden Assets Survey Committee press release (December 2021)

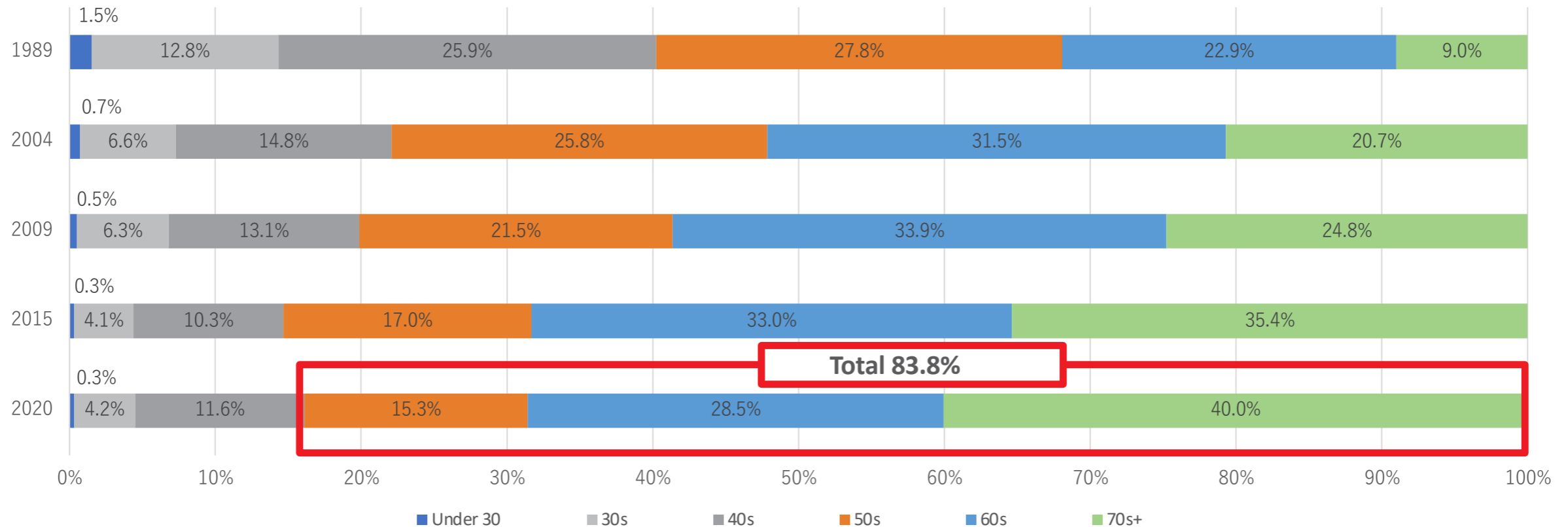
* Prepared by MarketEnterprise based on Consumer Hidden Assets Survey Committee press release (December 2021) and Population Estimates by the Statistics Bureau of Japan (as of August 2021)

Our Market Recognition: Personal Financial Assets of Age Groups



The share of financial assets of individuals in the 60+ age group has almost doubled over the past 30 years. In 2020, individuals in this age group accounted for 68.5%. The figure for individuals in the 50+ age group was 83.8%.

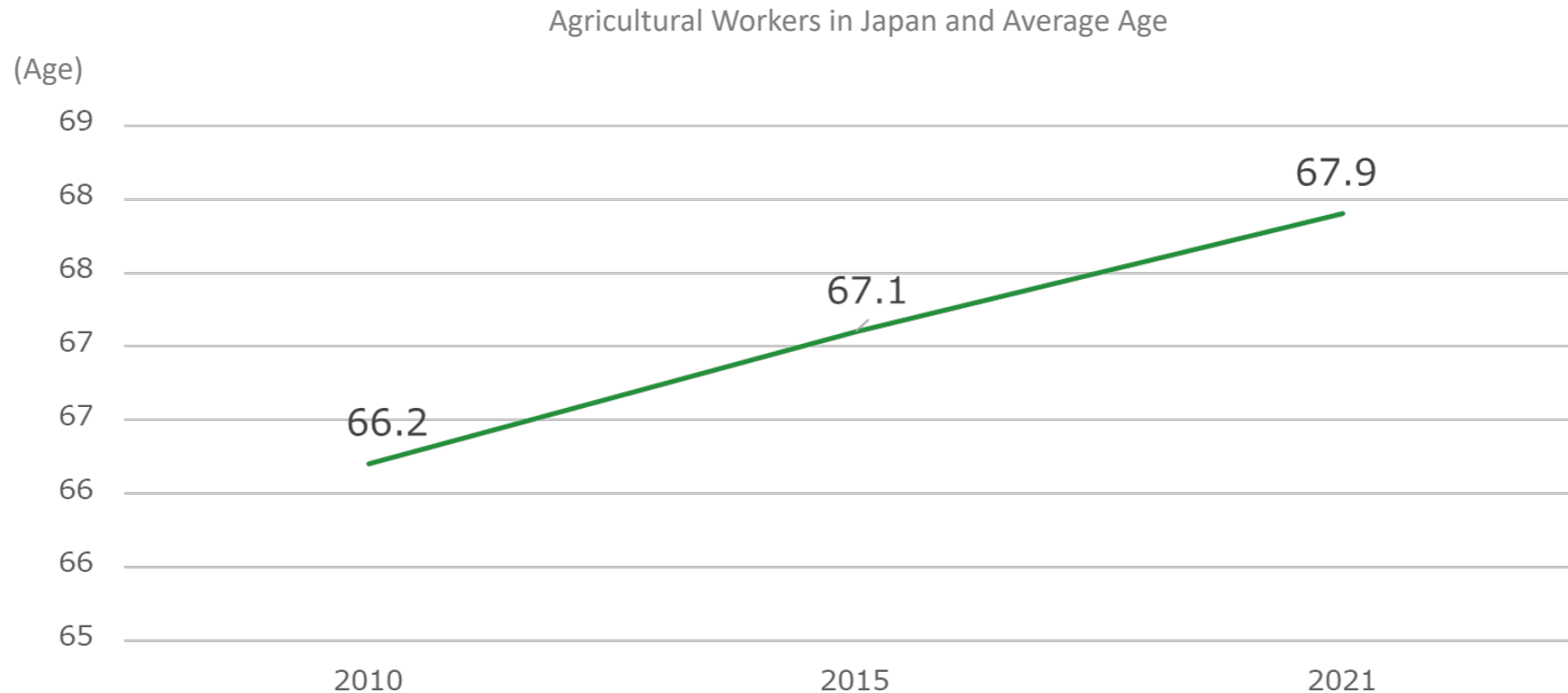
Changes in personal financial assets by age group



Source: Ministry of Internal Affairs and Communications; National Survey of Family Income and Expenditure (Two-or-more-person Households)

Note: Financial assets = Current savings (before deduction of current debt)

Farmers are aging as their average age has reached **67.9 years**. As a result, the **social issue** concerning the disposal of farming equipment **will persist** as farmers abandon farms.



Source: 2020 Agriculture and Agricultural Village White Paper, Ministry of Agriculture, Forestry and Fisheries

Our Business

Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)
- 3) Oikura

Media Business

Mobile Communications Business

More “reuse” convenience for smart consumption

The second-hand online business of MarketEnterprise provides a safe and convenient reuse market that people can use with confidence in order to help build an infrastructure for a society where goods and resources are recycled.

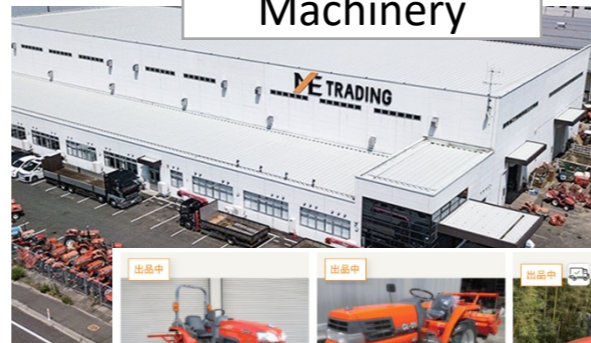
For individuals



高く売れるドットコム



Machinery



トラクター クボタ KB20-BSM4PC 使用時間: h
トラクタークボタ GL21 使用時間: 864 h
トラクタークボタ M1010WSEDQDSK ... 使用時間: 675 h

Oikura



Second-hand Online Business

- 1) Second-hand Services for Individuals**
- 2) Machinery (Agricultural Equipment)
- 3) Oikura

A nationwide comprehensive online purchasing service that is simple and convenient
Customers can use the telephone or internet to perform a preliminary check of market prices.



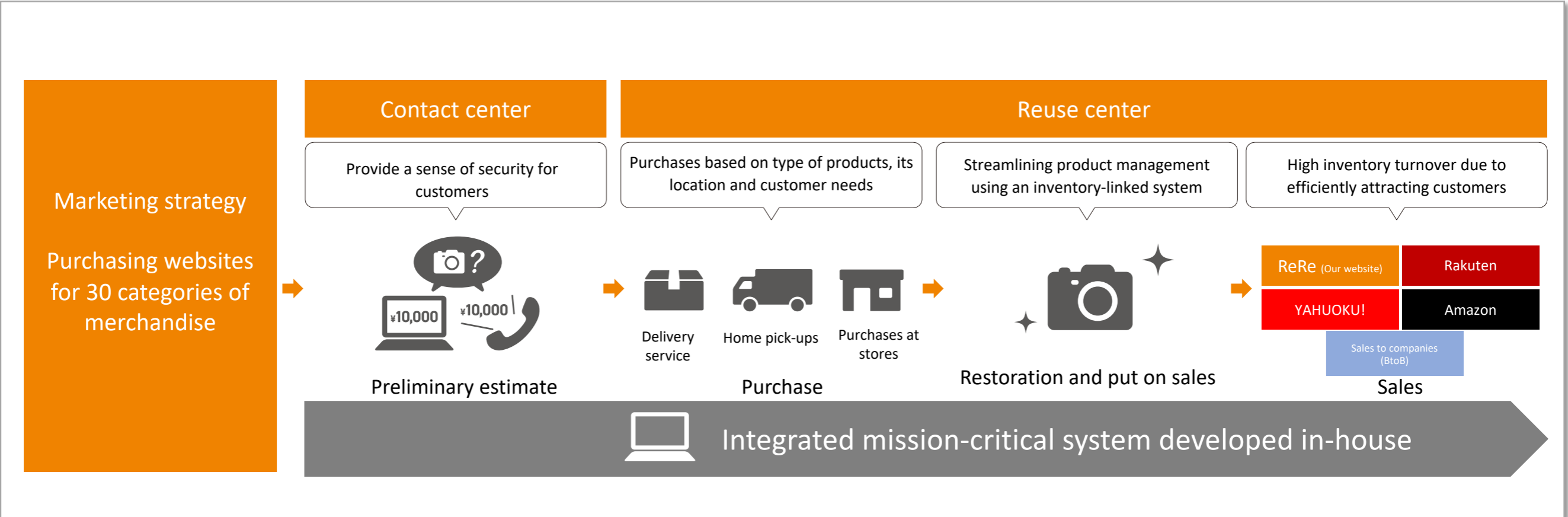
The screenshot shows the homepage of the takakuureru.com website. At the top left is the logo "高く売れるドットコム" (Takakuureru.com). To its right is a navigation menu with the following items: 買取査定の流れ (Buying and selling process), 買取カテゴリ (Buying categories), 買取実績 (Buying performance), 店舗一覧 (Store list), お客様の声 (Customer voice), よくあるご質問 (Frequently asked questions), コラム (Column), and 運営会社 (Operating company). The main content area features a large banner with a woman in a yellow sweater. The banner text includes "どこよりも安心。どこよりも満足。" (More安心 than anywhere. More満足 than anywhere.), "業界最大級の 高価買取サービス" (Industry's largest high-price buying service), and "No.1 Shopper's Eye". Below the banner, there is a blue box with the text "買取サービス利用者が「薦めたい」と思う買取サービス※" (Buying service that users of buying services think they want to recommend※). At the bottom of the banner, it says "イメージキャラクター 小泉 今日子" (Image character: Koizumi Kimiko). Below the banner, there are several small images showing people using the service, including a woman on a phone, a man at a computer, and a man in a uniform. At the bottom of the page, there are several lines of small text providing details about the survey: "※調査実施：株式会社ショッパーズアイ ※調査方法：インターネット調査", "※調査期間：2020年1月31日～2月2日 ※調査対象：1044名、男女20～79歳", "※調査概要：家電買取サービス10サービスを対象にしたサイト比較イメージ調査", and "※比較対象企業：「家電買取サービス」Google検索 (2020年1月23日 時点)".

<https://www.takakuureru.com/>

Business Model (Reuse Services For Individuals)

Purchase and sale of second-hand products using a C-to-B-to-C model

Marketing, call centers, distribution centers and core systems are all operated internally.



*The C-to-B-to-C model includes direct transactions with consumers as well as transactions that use companies as an intermediary.

✓ Preliminary check using a call center



Call centers provide proposals for purchase prices, purchasing methods and other activities to give customers a reliable and efficient reuse experience.

✓ Many purchasing methods and product categories



delivery services



Purchases at stores



Home pick-up

✓ A nationwide network of reuse centers



Reuse centers throughout Japan eliminate reluctance to using this service involving customers' perceptions and the infrastructure.

Reuse centers in 13 cities: Sapporo, Sendai, Saitama, Tokyo, Nishi-Tokyo, Yokohama, Nagoya, Osaka, Kobe, Fukuoka, Tottori, Yuki and Chiba

✓ Standardized operations



A 1,000-page operations manual
Many training programs

The Standard Operation Procedure Manual ensures the consistency of all services by defining ME's own systems for all tasks extending from purchasing to selling merchandise. All standards are based on data and knowledge acquired since MarketEnterprise started operations.



■ Shoppers Eye “Purchasing services that users want to recommend”

- Recommended purchasing services of flea market app users No.1
- Recommended purchasing services of auction website users No.1
- Recommended purchasing services of audio fans No.1
- Recommended purchasing services of camera fans No.1
- Recommended purchasing services of model train fans No.1
- Recommended purchasing services of musical instrument players No.1

Internet survey by Shoppers Eye from January 31-February 2, 2020, with 1,044 people between age 20-79;

website perception comparison survey of 10 home appliance purchasing services selected based on Google searches for “home appliance purchasing services” as of January 23, 2020



■ YAHUOKU! Best Store Awards

- Best store of the year First (2017, 2018, 2019)
- Home appliances First (2014, 2016, 2017, 2018, 2019, 2020, 2021)
- PC/smartphones First (2015, 2016, 2017, 2018, 2019, 2020, 2021)
- DIY/agricultural equipment First (2017, 2018, 2019)
- Home/interior products First (2016)



■ Simple Style Awards 2021 by Housekeeping Association

- Simple Style Award, Special Award



Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)**
- 3) Oikura

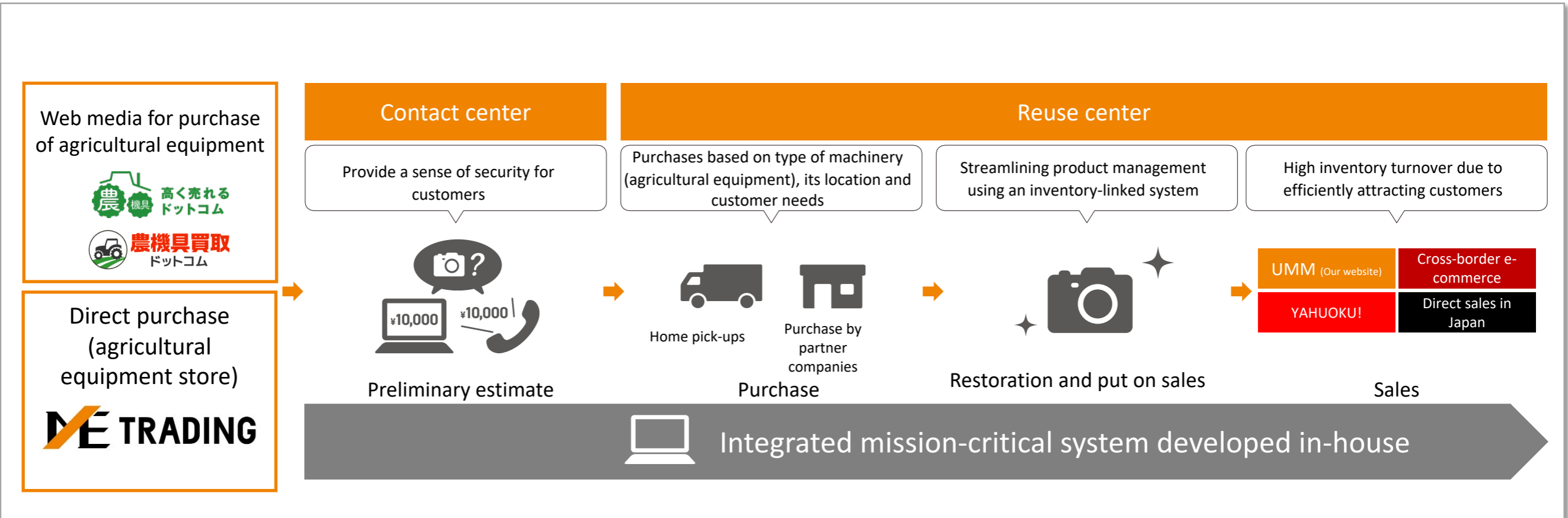
Machinery (Agricultural Equipment)

This business buys agricultural equipment in all areas of Japan and uses ME's own e-commerce infrastructure to sell this equipment in Japan and many other countries.



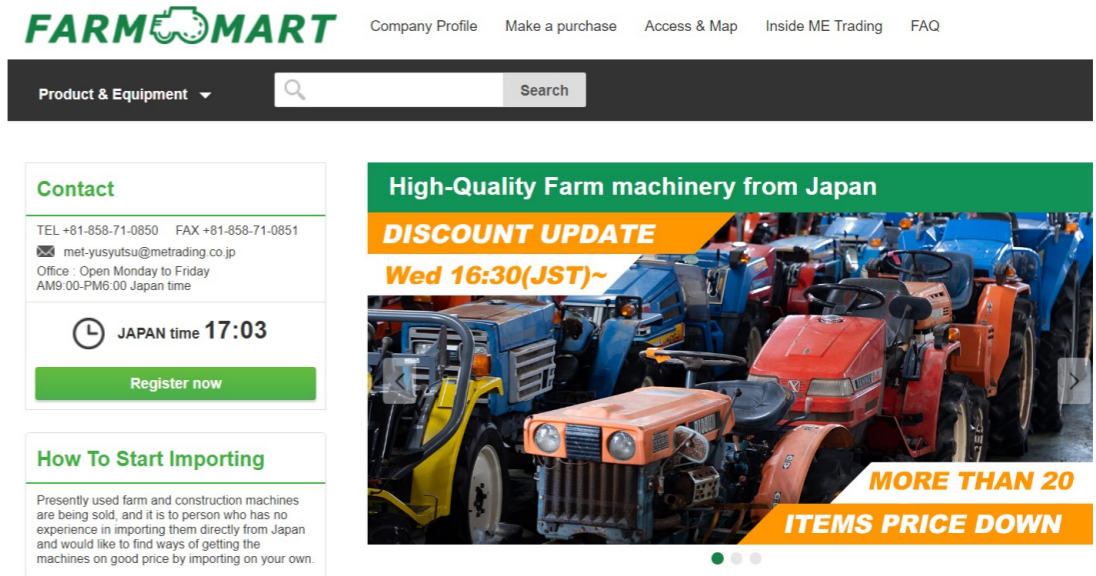
Machinery (Agricultural Equipment): Business Flow

Utilizing the know-how cultivated through second-hand services for individuals, we have established an integrated business flow from the purchase of used machinery (agricultural equipment) to domestic sales and exports.



We directly export used machinery (agricultural equipment) to over 81 countries. Even now we are expanding export channels.

- Netherlands
- Albania
- Armenia
- Belgium
- France
- UK
- Greece
- Italy
- Hungary
- Moldova
- Poland
- Romania
- Spain
- Egypt
- Saudi Arabia
- Yemen
- Kenya
- Morocco
- South Africa
- Bangladesh
- Cambodia
- China




FARM MART Company Profile Make a purchase Access & Map Inside ME Trading FAQ

Product & Equipment Search

Contact

TEL +81-858-71-0850 FAX +81-858-71-0851
✉ met-yusyutsu@metrading.co.jp
Office : Open Monday to Friday
AM9:00-PM6:00 Japan time

 JAPAN time 17:03

[Register now](#)

How To Start Importing

Presently used farm and construction machines are being sold, and it is to person who has no experience in importing them directly from Japan and would like to find ways of getting the machines on good price by importing on your own.

High-Quality Farm machinery from Japan

DISCOUNT UPDATE
Wed 16:30(JST)~

MORE THAN 20 ITEMS PRICE DOWN

<https://farm-mart.jp/en>

Machinery (Agricultural Equipment): Made in Japan Used Machinery

As Japanese tractors used in Japan are in good condition and rarely break down even after 20 to 30 years use, they have strong demand in Europe, the Middle East and Asia.



Counselor, Embassy of the Republic of Cote d' Ivoire in Japan



Embassy of the United Republic of Tanzania in Japan



Embassy of the Republic of Mozambique in Tokyo



Embassy of the Republic of Zambia in Japan



Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)
- 3) Oikura**

This **reuse platform** allows users to receive appraisals from reuse shops throughout Japan. The number of users was about 1.1 million as of November 2022.

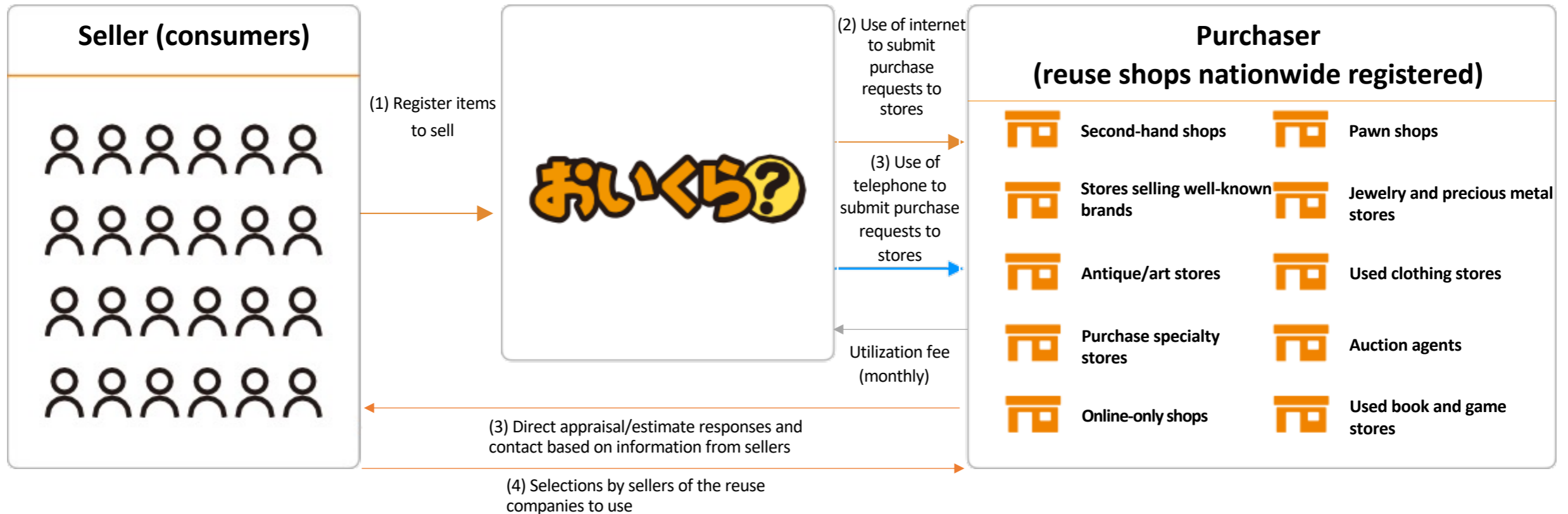


推奨環境: iOS 13.0以降、Android 8.0以降でご利用になれます。



<https://oikura.jp/>

Simply register the information for a reuse item that is to be appraised and sold in order to receive responses from many reuse shops to facilitate the selection of the best company to use.



Partnerships with Local Governments

A faster pace of adding partnerships with local governments to help create a recycling-based society. The goal is 100 partnerships by 2025. *As of December 2022





Media Business

The best options for everyone as consumer behavior diversifies

The media business is a source of content for “smart consumption” as the behavior of consumers continues to diversify. Websites have content that allows all visitors to find the best option for their requirements.



There are eight websites for telecommunications, merchandise, repairs and other categories with content that supports “smart consumption.”



Beginners

This website is for people who want to start a new hobby. Content covers more than 100 types of hobbies, enabling people of all ages and backgrounds to find a suitable activity.

<https://www.rere.jp/beginners/>



Takakuureru.com Magazine and Oikura Magazine

This reuse media has information about buying, selling and disposing of many types of items. The site gives people an option other than simply putting in the trash items no longer needed.

<https://www.takakuureru.com/magazine/>



Oikura Magazine

This magazine has articles about discarding and recycling items no longer needed, the proper way to use recycling shops, and how to sell items for reuse at high prices.

<https://oikura.jp/magazine/>



Saiyasu-Syuuri.com

Japan’s largest platform for repair company information, this website encompasses a broad range of categories including smartphones, PCs, iPads, watches, cameras, home appliances, automobiles, motorcycles and many other items. Users can use comparisons to select the best companies for their requirements.

<https://saiyasu-syuuri.com/>



iPhone Kakuyasu SIM Tsushin

Visitors to this website can find information about iPhones, WiFi and WiMAX that is easy to understand. Using this information allows people to select phones and communication services that are the best match for their requirements.

<https://www.kashi-mo.com/media/>



SIMCHANGE

This website has information about all aspects of the telecommunications domain in order to enable visitors to select inexpensive SIM cards and smartphones that match their needs.

<https://simchange.jp/>



OUTLET JAPAN

On this website, visitors can find information about sales and other events at outlet malls in all areas of Japan, new products and other useful information involving online shopping, and other types of “smart consumption” information.

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

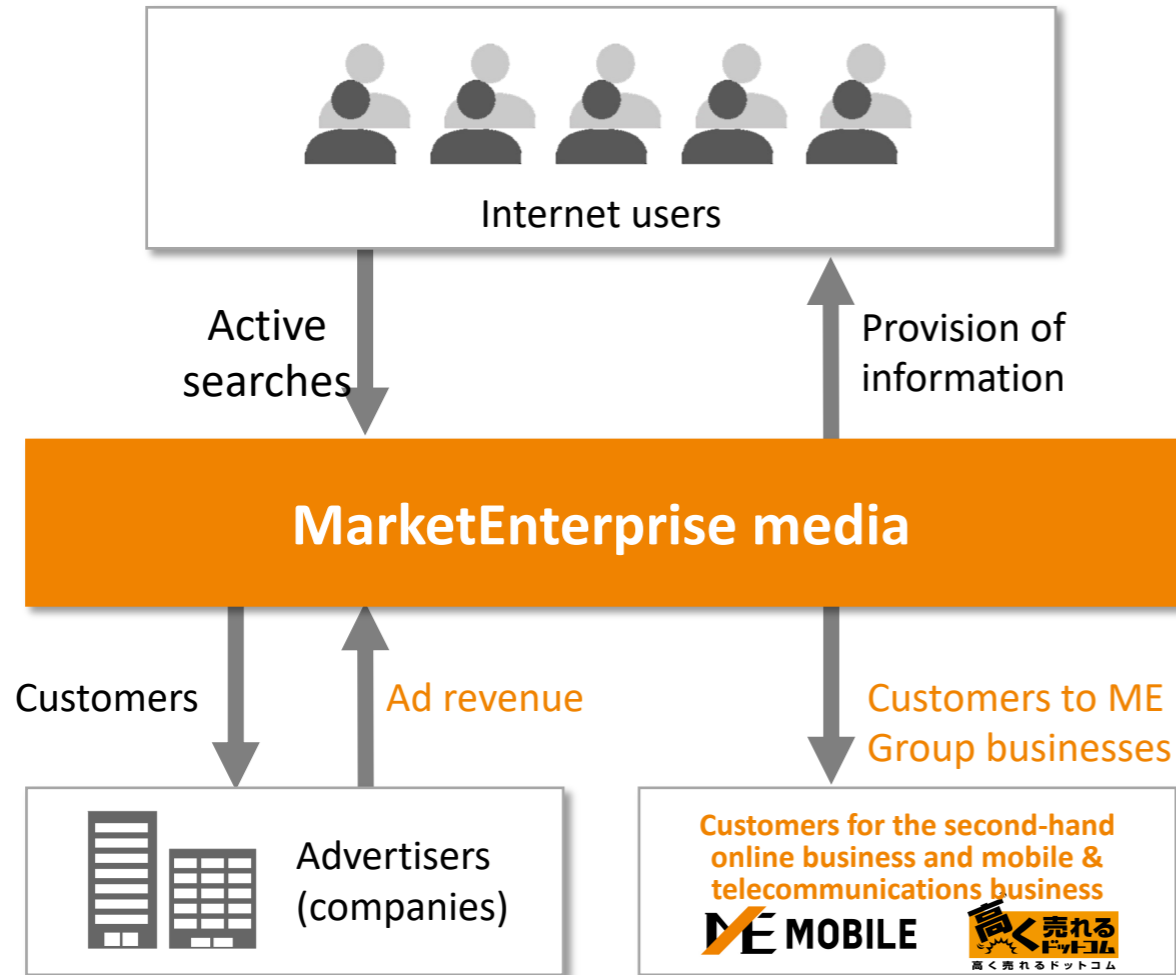


An information website for agriculture

This website has a broad range of useful information for everyone in the agriculture sector, including people thinking of starting an agriculture business or leaving this business sector.

<https://ummt.com/blog/>

Internet media that supplies useful information to people who seek “smart consumption” and that sends customers to other ME Group businesses



Monthly page views

About **14 million**



Mobile & Telecommunications Business

Mobile & Telecommunications Business

A data communication service people choose first due to outstanding pricing, speed and reliability

Kashimo WiMAX provides reliable high-speed data transmissions at one of lowest rates* among all WiMAX service providers.

*Based on information obtained by ME from catalogs and websites of major data communication service providers



WiMAX+5Gがデータ容量無制限※で
ずっと月額3,980円^(税抜)
(税込4,378円)

さらに
契約解除料 0円

今すぐ申し込む! >

※一定期間内に大量のデータ通信のご利用があった場合、混雑する時間帯の通信速度を制限する場合があります。

Kashimo (combination of the words kashikoi (smart) and mobile) is a safe, reliable and convenient mobile data communication service that uses a portable WiFi router.



First place in the mobile router and home router categories of the 2022 popularity ranking of mobile communication providers by kakaku.com. (Rankings are for January to December 2022)



カシモ WiMAX powered by UQ WiMAX

MENU

最短即日発送 / 今すぐ申し込む!

WiMAX + 5Gがギガ放題で
月額 1,280円(税抜)~
(月額税込1,408円)

さらに
契約解除料 0円

今すぐ申し込む!

カシモWiMAX
アンバサダー
磯山さやか

カシモの5Gとは | 料金プラン | 端末 | 保証・オプション | エリア | ご利用の流れ | よくあるご質問 | お申し込み

<https://www.ka-shimo.com/wimax>

Subscriptions are increasing for Kashimo WiMAX, which has one of the lowest rates and simple fee plans.

No.1 3冠 獲得!!



※「Wi-Fi」10サービスを対象としたサイト比較イメージ調査 ※調査実施:株式会社ショッパーズアイ※実施日時:2020年4月17日~20日
※比較対象企業:「Wi-Fi」でのWEB検索上位9社を抜粋 ※調査対象:男女、18~69歳、営業職を対象

Number of subscriptions

About **75,000**

*As of December 31, 2022

Activities for Sustainability

Musical Instrument Donations for Hometown Tax Payment

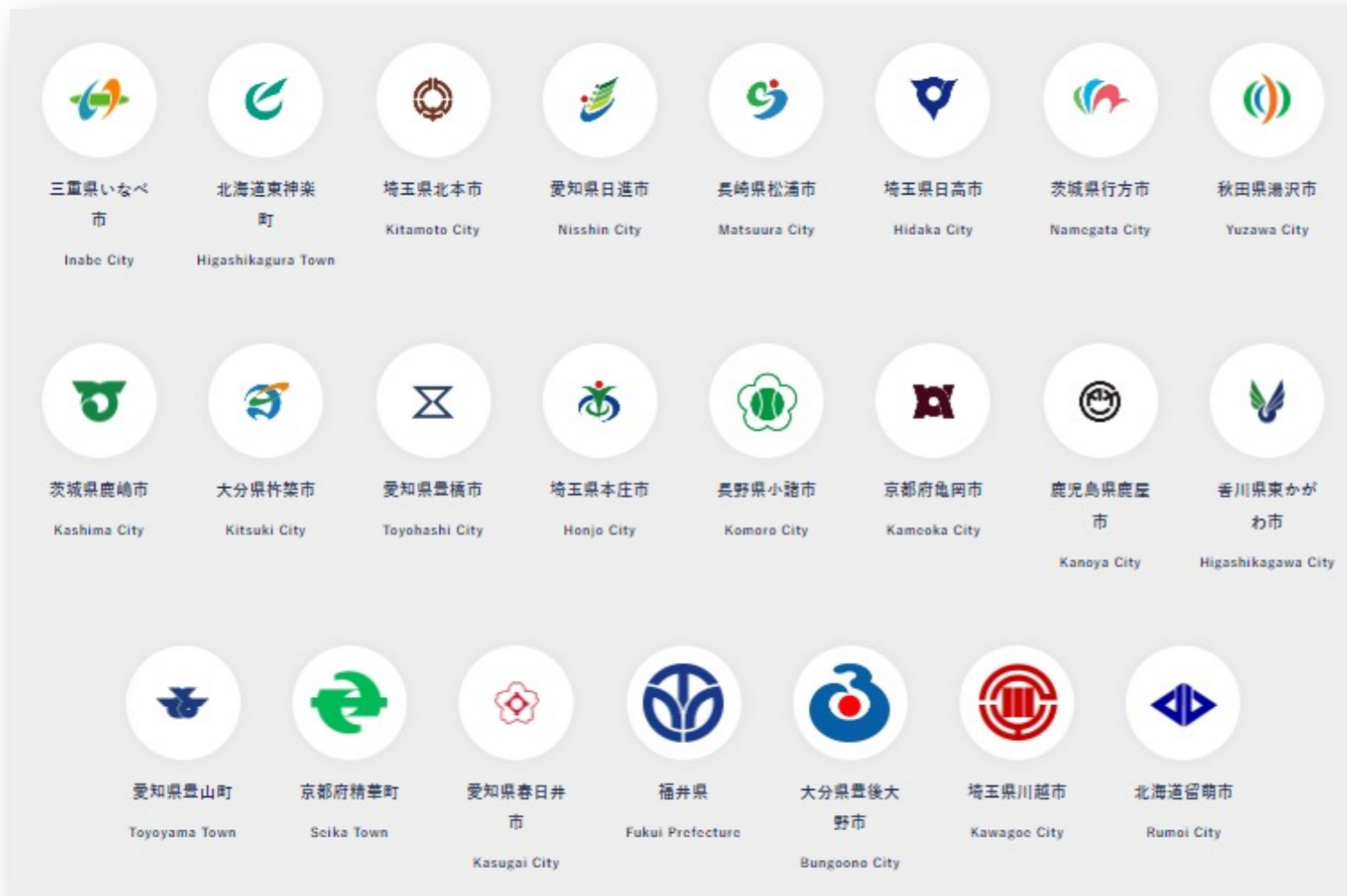
- By using Japan's hometown tax deduction system, individuals can donate musical instruments that are no longer used to schools and other organizations. In return, they receive a tax deduction based on the value of the donated instruments.
- In January 2021, MarketEnterprise received the Local Government Commendation of the Hometown Creation Awards given by the Ministry of Internal Affairs and Communications.



<https://www.gakki-kifu.jp/>

Participating Local Governments

23 local governments have been participated in this program as of December 31, 2022.



Cumulative number of appraisals

About **1,594**

Cumulative number of donation points

About **718**

*October 1, 2018 to December 31, 2022

Forward-looking statements in this document, such as forecasts of business performance, include forward-looking statements, assumptions and projections that are the basis of our plans. Actual business results may differ substantially due to various factors.

For IR-Related Inquiries and Inquiries about this Document
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ir@marketenterprise.co.jp

To be an Optimized Trading Company for the creation of Sustainable Society

