

Company Brochure



■ Company Overview

Company Name	MarketEnterprise Co.,Ltd.
Established	Jul. 7, 2006 (Business Started November 1, 2004)
Capital stock	305,811 thousand yen(as of Mar. 31, 2019)
Representative	President & CEO Yasushi Kobayashi
Business Contents	Online Reuse Business, Media Marketing Business, Delivery Rental Service Business, Telecommunication Business
Number of employee	331 employees (Consolidated, include part-timer, as of Mar. 31, 2019)
Head Office	Tokyo Tatemono Kyobashi Bldg.3F, 3-6-18, Kyobashi, Chuo-ku, Tokyo, 104-0031, Japan
Main Clients	Yahoo Japan Corporation. Rakuten, Inc. Amazon Japan G.K. eBAY Inc. DENTSU INC. NTT DOCOMO, INC. Dai Nippon Printing Co., Ltd. CO-OPDELI CONSUMERS' CO-OPERATIVE UNION. Sagawa Express Co.,Ltd. YAMATO HOLDINGS CO., LTD.

■ Business sites

■ Head Office

Chuo-ku, Tokyo

■ Contact Center/Customer Support Center(2 bases)

Sumida-ku, Tokyo 、 Tokushima City, Tokushima

■ Purchasing Base (10 bases)

Sapporo City, Hokkaido Sendai City, Miyagi

Wako City, Saitama Koto-ku, Tokyo

Fuchu City, Tokyo Yokohama City, Kanagawa

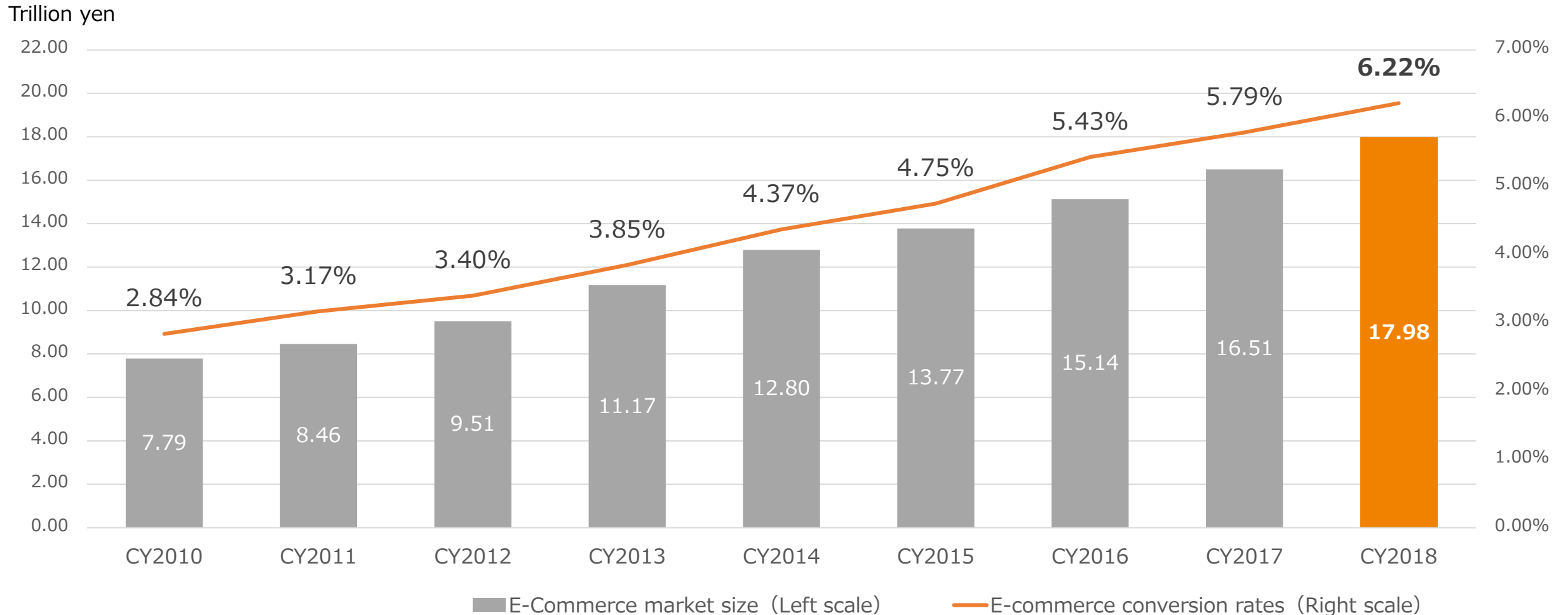
Nagoya City, Aichi Suita City, Osaka

Kobe City, Hyogo Fukuoka City, Fukuoka



Market environment (E-Commerce)

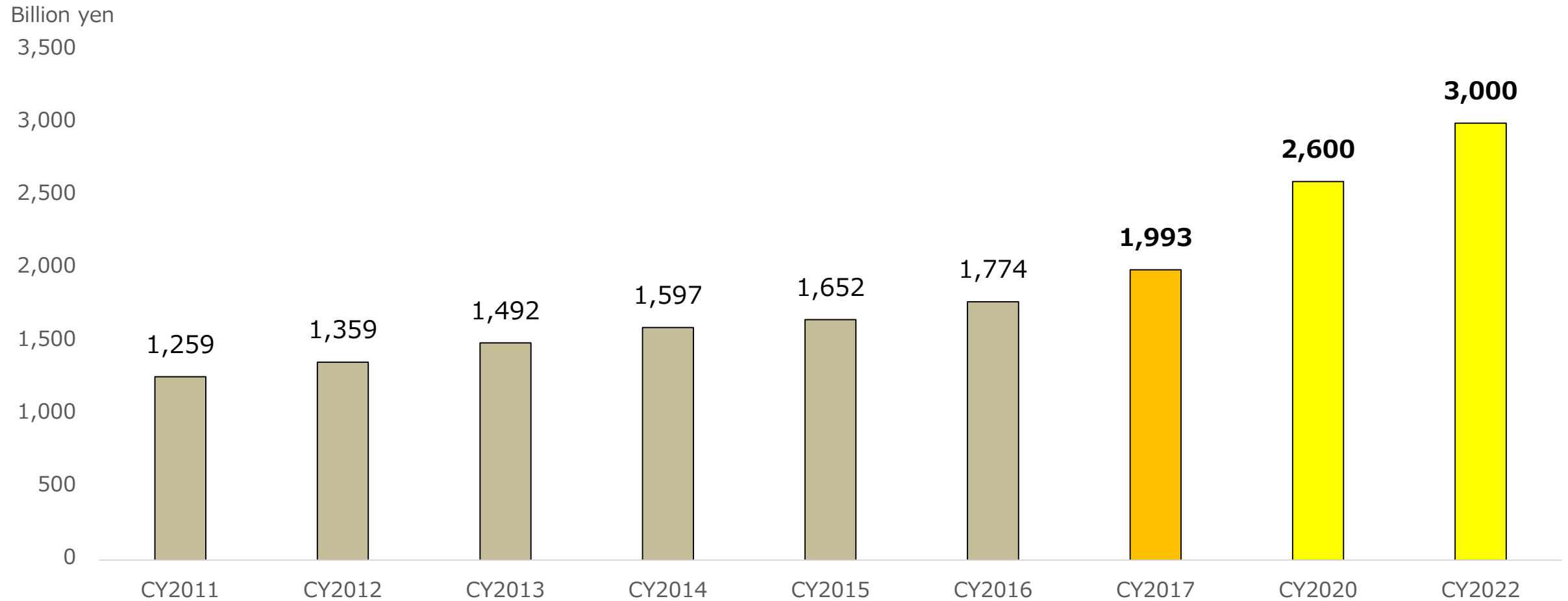
E-commerce conversion rates exceeds 6%, market size grew almost 18 trillion yen



Source: Ministry of Economy, Trade and Industry. "FY2018 E-Commerce Market Survey"

■ Market environment (Reuse market)

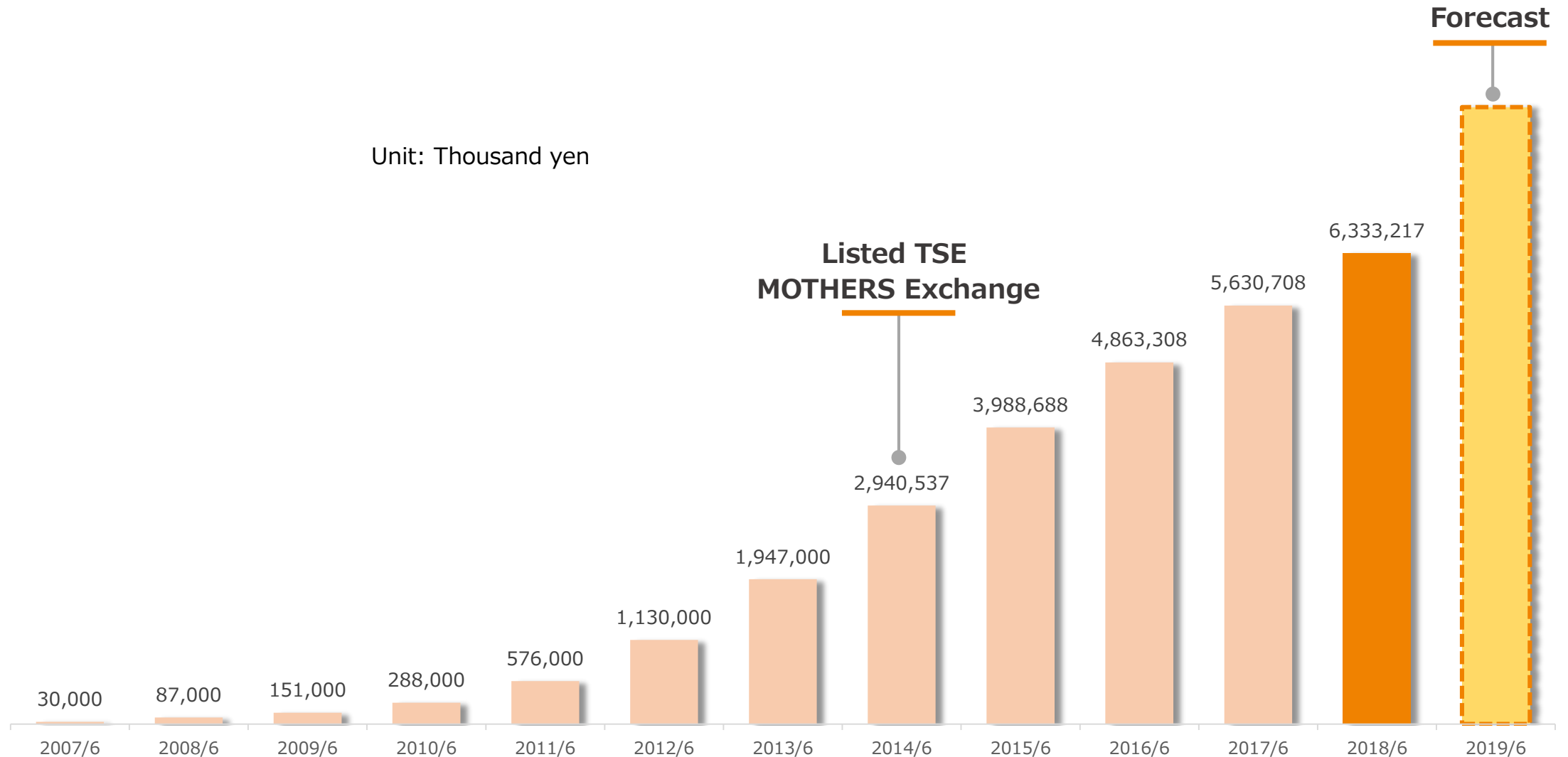
■ The reuse market is steadily growing. To 3 trillion yen market in 2022.



Source: The Reuse Business Journal

■ Sales Trend(Consolidated basis)

■ Sales increase for 13 consecutive years since establishment.



■ Service result

■ We aim for further growth as a platform for secondary distribution.

▶ Total number of service users

3,100,000 users

*Total accumulated in March 2019

▶ Monthly purchase requests

46,000

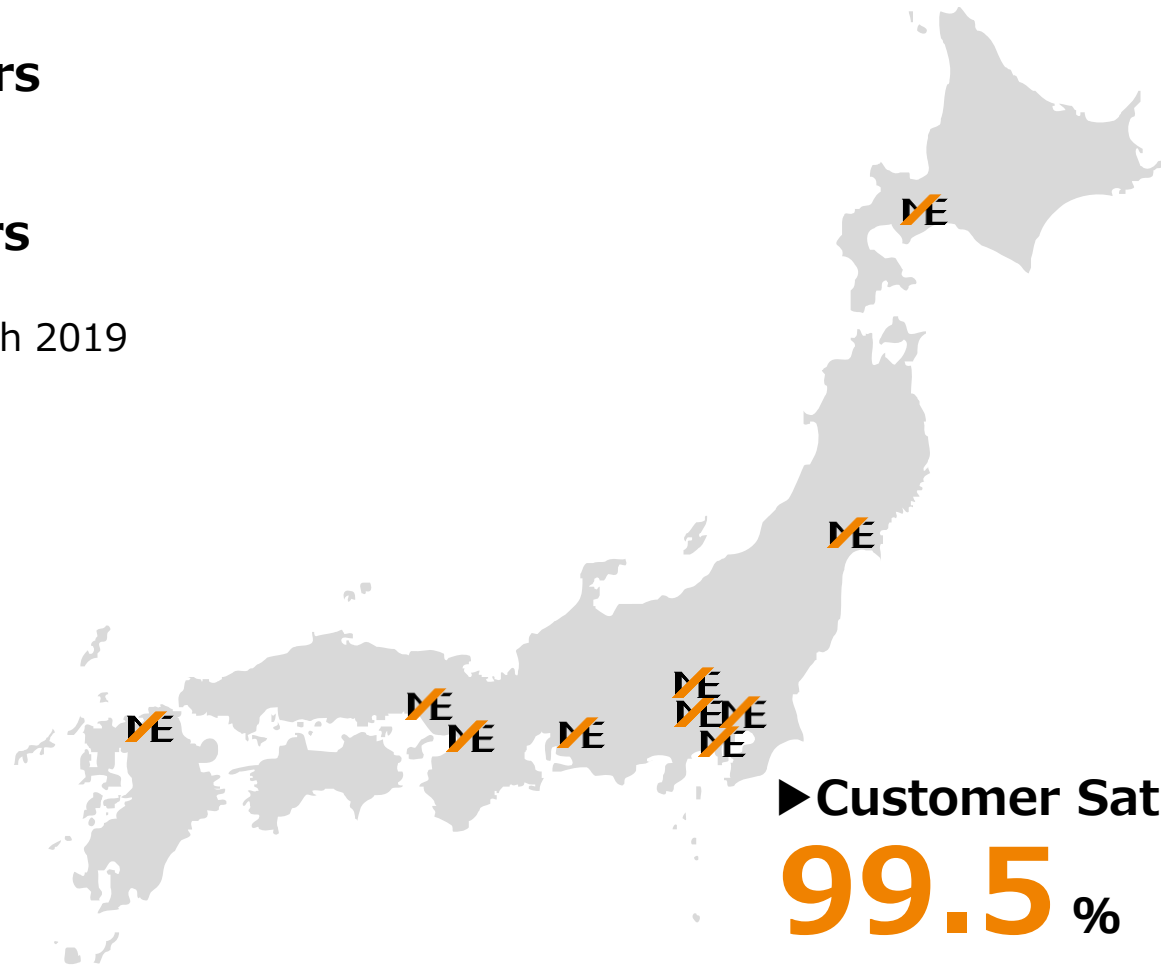
*March 2019 result

▶ Average selling price

approximately

32,000 yen

*March 2019 result



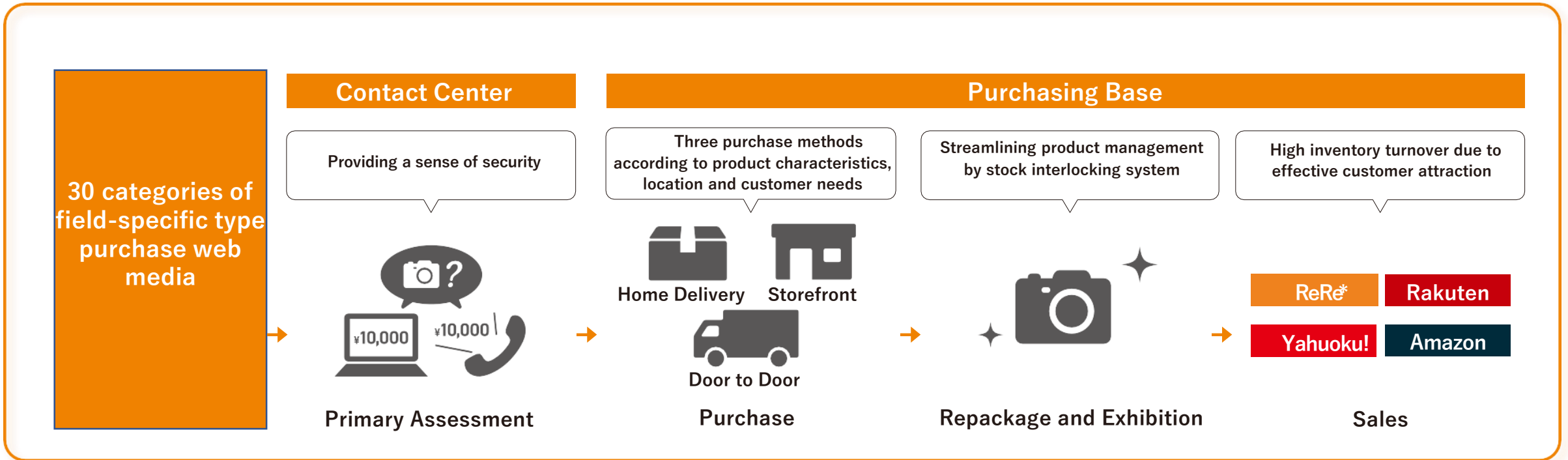
▶ Customer Satisfaction

99.5 %

*Yahoo Auctions cumulative evaluation as of the end of June 2018.

Business model of Online reuse business

- Both purchase and sale are available at multiple-channel. We can respond customer's wide range
- Our base is C to B to C. But we can accommodate Large-scale project of corporation.



*Our own online site

■ Web site of Online reuse business

■ For Site design and SEM with content marketing elements, we can efficiently receive purchase requests



Alliance with major companies to expand business area.

Purchase service operation







etc

Offer of member special treatment






etc

Inventory purchase

-  Lending firm
-  General insurance company
-  Manufacturer / Dealer
-  Leasing companies

etc

Customer introduction

-  Bank / Securities company
-  Manufacturer / Dealer
-  Company owner

etc

New business

PRIVATE BUYER 買取コンシェルジュサービス

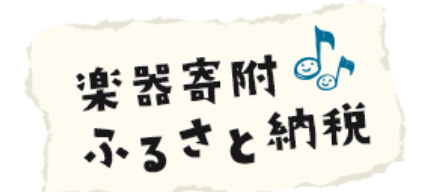


"Nikkei Business" June 18, 2018

Purchase service for wealthy people



Media business 5.3 million PV per month



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

Cooperation with Inabe City The first nationwide "purchase assessment x donation"

ReRe レンタル



Home delivery rental service

カシモ カシモ WiMAX



Used Mobile terminal x Low cost SIM card



New purchase field