

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.

September 27, 2023
MarketEnterprise Co., Ltd.

Preowned Vehicle Purchases Start on “takakureru.com”

Faster growth of the second-hand business by expanding to more categories

MarketEnterprise Co., Ltd. (Head office: Chuo-ku, Tokyo; President & CEO Yasushi Kobayashi; TSE Prime 3135) started on September 27, 2023 the full-scale operation of a vehicle purchasing service on its takakureru.com website that purchases a variety of second-hand merchandise. Preowned vehicle purchases on this website started on a trial basis during the fiscal year that ended in June 2023. After several stages of this trial, the necessary internal infrastructure was established and the decision was made to launch this new business.



■ Summary

The takakureru.com comprehensive purchasing website operated by MarketEnterprise covers home electronics and appliances, musical instruments, cameras, audio products, sporting goods, agricultural equipment, and many other types of used merchandise. More than 460,000 requests to purchase items are received annually. Along with selling items no longer needed, many customers have been contacting MarketEnterprise about buying their vehicles or providing other assistance for selling a vehicle. This website was unable to purchase vehicles because of the need to establish a framework for directly operating this business. As a result, customers who wanted to sell a vehicle were directed to other companies. On September 27, 2023, MarketEnterprise added preowned vehicles to the categories covered by takakureru.com and started the full-scale operation of a vehicle purchasing service following a test marketing period and the establishment of the necessary infrastructure. MarketEnterprise started buying and selling used agricultural equipment in 2017 and this business sector now includes exports to more than 80 countries. The company has become well known in this market category in Japan and other countries. By using knowledge acquired from operating an

online reuse service and machinery business, MarketEnterprise has started a vehicle purchasing service with the aim of meeting the long-existing expectations of customers in this market sector.

The demand for selling preowned vehicles is expected to increase in Japan as the population declines. MarketEnterprise will continue to take actions to respond to requests and solve issues brought up by customers in order to invigorate the market for second-hand products and use this market to help create a sustainable society.

■ Preowned vehicle purchases

Name: Kuruma-takakuureru.com
Vehicles: All operable vehicles (Japanese and foreign vehicles of any age)
Coverage: All areas of Japan
Appraisals: Appraisals at no cost using the website or by telephone
Website: <https://www.takakuureru.com/cp/car.html>
Tel: +81-120-990-092 (Exclusively for Kuruma-takakuureru.com)
Sales channel: Auctions are used to sell vehicles

■ takakuureru.com

This website is the platform for a nationwide comprehensive second-hand merchandise purchasing service covering all areas of Japan. Customers can sell items by using a parcel delivery service, the MarketEnterprise at-home purchasing service or by taking items directly to a MarketEnterprise second-hand center. This flexibility makes it easy for anyone to sell an item that is no longer needed. More than 460,000 purchase requests are received every year for home electronics and appliances, musical instruments, cameras, audio products, hobby goods, jewelry, kimonos, kitchen products, agricultural equipment, and many other types of used merchandise.

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

■ Profile of MarketEnterprise

MarketEnterprise has grown steadily since its establishment in 2006 by operating businesses based on the vision of being the optimal trading company for helping create a sustainable society. Operations include the core second-hand online business as well as a media business, mobile & telecommunications business, and other activities. The company's stock was listed on the TSE Mothers Market in June 2015 and upgraded to the TSE First Section in February 2021, subsequently moving to the TSE Prime Market in April 2022. The second-hand online business has been expanding consistently and currently includes takakuureru.com, the Oikura platform that matches sellers and buyers of second-hand items, an agricultural equipment business that exports preowned machinery to more than 80 countries, and other activities. Overall, there have been more than 7.1 million customer transactions.

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

Inquiries:

MarketEnterprise Co., Ltd.

Contact for press: Tachibana, Public Relations Department

Tel: +81-3-6675-3923

E-mail: pr@marketenterprise.co.jp