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July 19, 2019

Company name: MarketEnterprise Co., Ltd.  
Representative: Yasushi Kobayashi, President, CEO  
Securities code: 3135, Tokyo Stock Exchange Mothers  
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### **Notice of Acquisition of Business**

The Board of Directors of MarketEnterprise Co., Ltd. approved a resolution today to acquire the SINCHANGE(<https://simchange.jp/>) business of ENECHANGE Ltd. SINCHANGE is the website that is listed about budget SIMs, smartphones.

Although this Acquisition does not fall under the Timely Disclosure criteria, we judged to be useful information for shareholders and investors and is subject to voluntary disclosure.

#### 1. Purpose of the acquisition

Although the trend of personal consumption in recent years has been based on the continuing trend of savings and low prices, the trend is not necessarily following these tendencies, and a consumer style with a sharper emphasis on personal values and preferences is becoming pervasive. Under the circumstance, we are developing business to realize an "optimized trading company" that offers the best options for consumers seeking diversified consumer behavior and smart consumption.

Specifically, in addition to the secondhand online business (purchasing and selling secondhand products online without second-hand brick-and-mortar shops), which has been developed for some time, we have recently developed media platform business (operates owned media to provide useful information to consumers seeking diversified consumption behavior and smart consumption) and telecommunication business (sales of budget SIMs, used smartphones, data communication terminals, etc.).

The site "SIMCHANGE (<https://simchange.jp/>)" related to budget SIMs and smartphones, is considered to be highly compatible with the media platform business and the telecommunications business at this point on SIM lock remove, and a synergetic effect can be expected. Furthermore, in the future, due to the mandatory SIM unlocking scheduled in September this year, the demand for expanding the volume of used smartphones and the need for budget SIMs are expected to increase. This, we have determined that there is a high possibility of generating further synergy effects.

For the above reasons, we have resolved the business acquisition

#### 2. Overview of the business unit to be acquired

##### (1) Business

SIMCHANGE business which operates the information website about budget SIMs and used smartphones

##### (2) Results of operations

Net sales: 140 million yen (Fiscal year ended December 31, 2018)

### 3. Schedule of the acquisition

Board of Directors' resolution	July 18, 2019
Contract signing	July 19, 2019
Planned date of acquisition (effective date)	August 1, 2019 (tentative)

### 4. Overview of Transferee

(1) Company name	ENECHANGE Ltd.	
(2) Location	3F Nihon Building 2-6-2, Otemachi, Chiyoda, Tokyo Japan.	
(3) Representative	Co-Founder / CEO Yohei Kiguchi President Ippei Arita	
(4) Business	Energy digitalization related business Energy liberalization related business	
(5) Capital	642 million yen	
(6) Established	April 27, 2015	
(7) Net assets	It will be undisclosed by the intention of the transferee	
(8) Total assets	It will be undisclosed by the intention of the transferee	
(9) Relationship between MarketEnterprise and ENECHANGE	Capital Relationship	There is no capital relationship.
	Personnel Relationship	There is no personnel relationship.
	Business Relationship	There is no business relationship.
	Related Party Status	ENECHANGE Ltd. is not a related party of MarketEnterprise Co., Ltd.

### 5. Outlook

We have not announced full-year financial results for the previous fiscal year (FY06 / 19), as of the filing date of this document, we have not announced the business forecast for the current fiscal year (FY06 / 20). The forecast for the current fiscal year will be announced by the scheduled date of the previous fiscal year (August 14, 2019), taking into consideration the impact of this business transfer.