March 4, 2026

To Our Valued Stakeholders

Company Name BuySell Technologies Co., Ltd.
Representative President, representative director & CEO Kosuke Tokushige
(Securities code: 7685, TSE Growth Market)
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Notice Regarding the Conclusion of a Basic Agreement Between BuySell Technologies Co., Ltd. and Jishi Li (Hangzhou) E-commerce Co., Ltd. (Brand Name: JUXI) Regarding the Strengthening of Overseas Expansion

BuySell Technologies Co., Ltd. hereby announces that, based on a resolution of the Board of Directors today, it has entered into a basic agreement (hereinafter the "Basic Agreement") with Jishi Li (Hangzhou) E-commerce Co., Ltd. (Hangzhou, China; hereinafter "JUXI") to expand its overseas sales business targeting the Chinese and North American markets.

Details

1. Reasons for Concluding the Basic Agreement

The BuySell Group has established the mission of "To be a bridge that connects people and time, and links precious things to the future." With this mission, the Group provides comprehensive reuse services that realize a cycle of purchase and sale. The BuySell Group's business primarily consists of the home visit purchase business and the in-store purchase business. Products purchased from general customers through these channels are sold through B2B sales channels such as auctions operated by Group companies and inter-dealer transactions, as well as B2C sales channels such as those operated by the Group.

In recent years, the reuse market has been expanding globally. In particular, transactions of pre-owned luxury brand items through live commerce in China and North America have achieved explosive growth due to their high convenience and reliability. While the BuySell Group has primarily developed domestic sales channels to date, as a further growth strategy, it has positioned "development of overseas sales channels," which enables the sale of products purchased domestically by the Group at higher unit prices, as an important strategy.

JUXI, the partner for this alliance, is a group of live commerce specialists boasting annual sales of approximately 12 billion yen (China: approximately 10.5 billion yen; U.S.: approximately 1.5 billion yen; *As JUXI was established in November 2025, these figures are estimated sales based on the past performance of the company whose business JUXI succeeded). As a pioneer in live commerce that has obtained certification for TikTok overseas sales accounts in China, it employs 80 in-house live streamers, including those capable of streaming in English. Furthermore, a luxury brand authentication agency officially recognized by the Chinese government is permanently stationed within the company, establishing a strict management system for authentic products. The company has also internalized everything from repair to studio operations in an integrated manner. Through a strong partnership with JUXI, the BuySell Group aims to approach the massive markets of China and North America.

2. Content of the Basic Agreement

(1) Repair and live commerce sales of "Rank C and D items" in the Chinese market by utilizing repair technology

Among the products purchased domestically by the BuySell Group, "Rank C and D items" (bags, watches, jewelry, etc.), which were previously difficult to sell through B2C channels in Japan, will be transported to JUXI's repair workshop, with BuySell China Co., Ltd. serving as the logistics base. After restoring their value using JUXI's advanced maintenance technology, the products will be sold through live commerce for the Chinese domestic market.

By providing new added value to products that were difficult to sell to consumers in Japan, we will meet the massive demand for reuse in China and contribute to the realization of a circular economy by maximizing the product life cycle.

(2) Live commerce sales of "S and A-rank items" that can be sold with high turnover in the Chinese market

Targeting "popular items x S and A-rank items" that are in good condition and in particularly high demand in China, high-quality products that can be sold with only simple cleaning will be speedily supplied to JUXI through BuySell China. JUXI's top live streamers will conduct live commerce tailored to local trends, achieving a high inventory turnover rate. Furthermore, we will establish competitive pricing by leveraging the high level of trust in Japanese reused goods as being "authentic and high-quality."

(3) "TikTok Global" live commerce sales to the North American market from BuySell's domestic warehouse

We will directly approach the U.S. and global markets by utilizing BuySell's domestic base (Funabashi Warehouse).

A dedicated studio will be established within the BuySell Funabashi Warehouse, where JUXI's "TikTok Global" operations team and English-speaking live streamers will be permanently stationed. S and A-rank items located in Japan will be sold directly to U.S. end-users through live commerce.

In preliminary trials, we have confirmed transaction prices approximately 2 to 4 times higher than domestic e-commerce selling prices, and we aim for the high profitability unique to cross-border live commerce.

3. Overview of Jixheli

(1) Name	Jishi Li (Hangzhou) E-commerce Co., Ltd. (Brand name: JUXI)	
(2) Location	Qiantang District, Hangzhou, China	
(3) Representative's title and name	Wu Changhao	
(4) Business description	Live commerce business, etc.	
(5) Capital	2 million RMB (approx. 45 million yen)	
(6) Number of employees	Approx. 300	
(6) Date of establishment	November 10, 2025	
(7) Major shareholders and ownership ratios	Bao Shujuan 80%, Wu Changhao 20%	
(8) Relationship with BuySell Technologies Co., Ltd.	Capital relationship	Not applicable
	Personnel relationship	Not applicable
	Business relationship	Not applicable
	Status as a related party	Not applicable
(9) Operating results and financial position of the company		
*1 Net sales	Approx. 12 billion yen	

*1 As JUXI was established in November 2025, the net sales figure is an estimate based on the past

performance of the company whose business JUXI succeeded.

4. Schedule

Board of Directors resolution	March 4, 2026
Date of conclusion of the basic	March 4, 2026 (scheduled)
Date of conclusion of outsourcing	During May 2026 (scheduled)

5. Future Outlook

Based on this basic agreement, BuySell Technologies Co., Ltd. plans to conduct discussions with JUXI toward the conclusion of a legally binding business consignment agreement by around May 2026. While the impact of this matter on the financial results for the fiscal year ending December 31, 2026, is expected to be minor, we believe it will contribute to the improvement of the BuySell Group's net sales and profits over the medium term. We will promptly announce any detailed impact on financial results as it becomes clear.

End

Reference Materials

- Notice Concerning the Conclusion of a Basic Agreement Between BuySell Technologies Co., Ltd. and Jishi Li (Hangzhou) E-commerce Co., Ltd. (Brand Name: JUXI) for Strengthening Overseas Expansion

BuySell Technologies Co., Ltd.

TSE: Ticker 7685

Future Business Development of Overseas Sales Channels (China and U.S.)

- On March 4 , 2026, **a basic agreement was concluded with JUXI in China,** and various measures are planned to strengthen overseas sales channels
- Collaborating with JUXI's overseas LiveCommerce and repair businesses, **BuySell Technologies Co., Ltd. aims to expand its overseas LiveCommerce business for China and North America**

About JUXI

Company Name	Jishi Li (Hangzhou) E-commerce Co., Ltd.
Representative	Mr. Wu Changhao (Location: Qiantang District, Hangzhou, China)
Capital	2 million RMB (approx. 45 million yen)
Sales Scale	12 billion yen / year (China: 10.5 billion / U.S.: 1.5 billion) *Reference values based on the recent performance of the company that underwent business succession
Number of Employees	Approx. 300 (including 80 Livers)

- Employs approximately 80 in-house Livers, internalizing everything from repair to studio operations
- Obtained TikTok overseas sales account certification. Three former TikTok executives are on staff
- Chinese brand-name goods appraisal institutions are permanently stationed in-house. Only authentic products are sold under strict management
- Already expanded LiveCommerce (LC) business not only within China but also to the U.S.

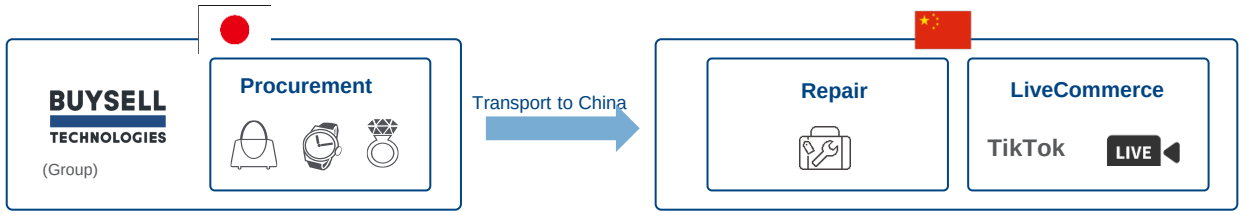
(5 English-speaking Livers have been hired and trained in-house)

Possesses repair workshops for brand-name bags, watches, and jewelry, selling high-quality pre-owned brand-name goods domestically and internationally through LiveCommerce

Growth Strategy for Future Overseas Merchandising Business (Details of Business Alliance with JUXI)

(1) C and D Rank Products: Repair & China TikTok Live Sales (for China)

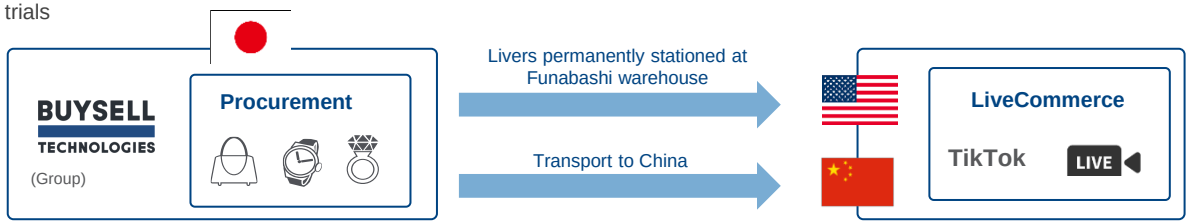
✓ JUXI possesses all functions from repair to sale. Brand-name bags, watches, and jewelry of "CD rank" procured by the BuySell Group are repaired and sold by JUXI.



[Scheme (China)] Transported to JUXI (Hangzhou, China) via BuySell China (Hainan Province). LC sale after repair

(2) S and A Rank Products: Live Sales for U.S. and China

✓ Utilizing TikTok U.S. sales licenses, LC sales are conducted from the Funabashi warehouse to the U.S. (JUXI and TikTok teams are permanently stationed)
✓ In the LC business for the U.S., end-user prices approximately 2 to 4 times higher than domestic EC prices were confirmed in trials



[Scheme (U.S.)] JUXI is permanently stationed at the Funabashi warehouse. A studio is set up within the warehouse for LC sales to the U.S.

[Scheme (China)] Transported to JUXI (Hangzhou, China) via BuySell China (Hainan Province). LC sale after repair

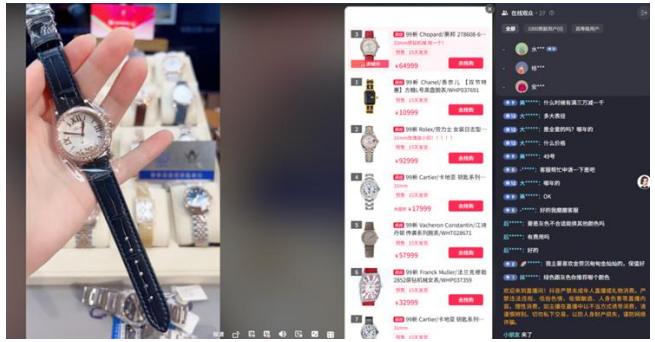
Business Introduction of JUXI -1

High-quality Brand bags, watches, and jewelry are sold via Live Commerce to all of China and the U.S.

Maintains an inventory of over 5,000 items at all times, and streamers sell and communicate to customers through the most suitable channels for each target

- Equipped with a dedicated live studio

- Live streaming from the warehouse (Brand items bags)

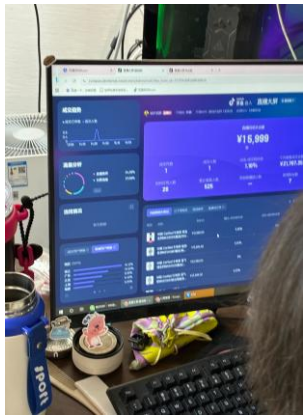


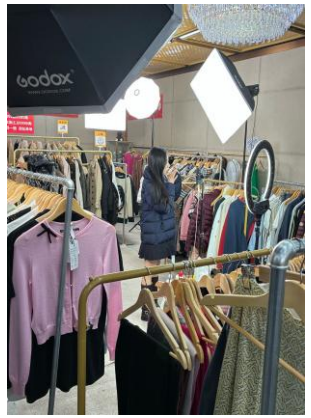
TikTok LIVE

- TikTok LiveCommerce enables everything from product selection to purchase completion

Warehouse
(Inventory of 5,000 to 6,000 items at all times)

Real-time traffic management and communication with customers





Business Introduction of JUXI - 2

BUYSELL TECHNOLOGIES

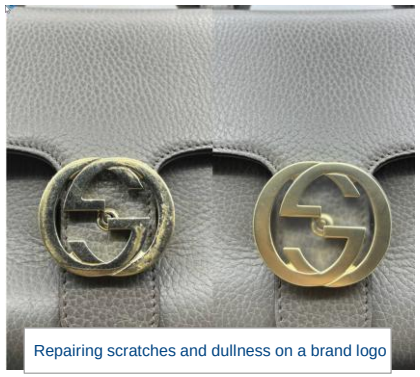
Restoring the value of brand bags through advanced maintenance techniques

- **Restoring the value of brand bags damaged by changes in shape (signs of use) or aging of metal parts through repairs such as shape restoration and polishing of metal parts**

Before After

Repairing severe damage to the surface of a wallet

Before After



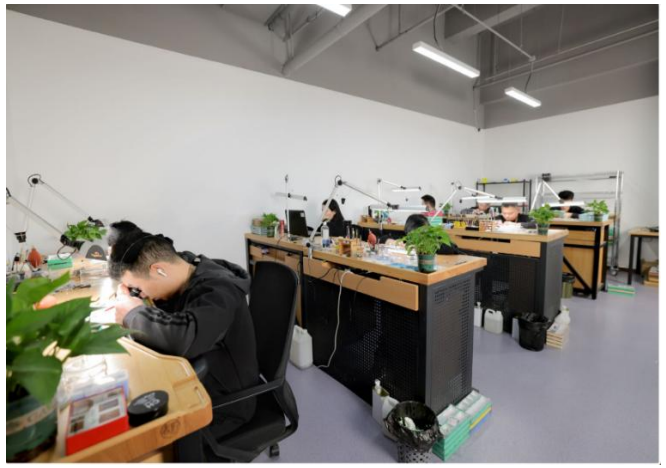
Repairing scratches and dullness on a brand logo

Before After

Repairing overall damage to a bag

Providing a wide range of repair services for watches in addition to brand bags (Metal polishing, sterilization, overhaul, etc.)

In-house Repair Studio (Watches)



In-house Repair Studio (Brand Bags)