August 14, 2026

To Our Valued Stakeholders


| | | |
|---|---|---|
| Company Name | BuySell Technologies Co., Ltd. | |
| Representative | President, representative director & CEO | Kosuke Tokushige |
| | (Securities code: 7685, TSE Growth Market) | |
| Inquiries | CFO | Koji Ono |
| | (Telephone: +81-3-3359-0830) | |


# (Progress of Disclosed Matters)
# Notice Regarding the Conclusion of a Basic Agreement for the Establishment of a Joint Venture and the Additional Acquisition of Shares by a Consolidated Subsidiary

BuySell Technologies Co., Ltd. (the "Company") hereby announces that, at the Board of Directors meeting held today, it resolved to conclude a basic agreement (the "Basic Agreement") between its consolidated subsidiary, Hainan BuySell Used Technology Co., Ltd. (hereinafter, "BuySell China"), and Mr. Wu Changhao, the founder of Jishi Li (Hangzhou) E-commerce Co., Ltd., (Brand Name:JUXI) regarding the establishment of a joint venture (the "Joint Venture") aimed at expanding overseas sales operations targeting markets such as China and the United States, as well as the future additional acquisition of equity in the Joint Venture.

Note

1. Reasons for Establishing the Joint Venture

The BuySell Group operates under the mission of "Becoming a bridge that connects precious things beyond people and time," providing comprehensive reuse services that realize a cycle of purchasing and selling. The Group's business primarily consists of the home visit purchase business and the in-store purchase business. Products purchased from individual customers through these channels are sold via B2B channels, such as auctions and inter-dealer transactions operated by Group companies, as well as B2C channels, including those operated by the Group itself. In recent years, the reuse market has been expanding globally. In particular, the trading of pre-owned brand goods through live commerce in overseas markets such as China and North America has experienced explosive growth due to its convenience and high level of reliability.

While the Group has primarily focused on developing domestic sales channels to date, it has positioned the "development of overseas sales channels," where products purchased domestically by the Group can be sold at higher unit prices, as a key strategy for further growth.

This time, for the joint venture company that BuySell China and Mr. Wu Changhao are scheduled to establish, we plan to transfer the major functions related to pre-owned brand goods held by Jishi Li E-commerce Co., Ltd., (Brand Name, "JUXI")—such as the live commerce business, repair business, and administrative departments—from Jishi Li E-commerce Co., Ltd., which was disclosed on March 4, 2026 ("Notice Regarding the Conclusion of a Basic Agreement with Jishi Li E-commerce Co., Ltd. (Brand Name: JUXI) for Strengthening Overseas Expansion") (the "Transfer"). Thereafter, we envisage additionally acquiring the equity of the joint venture through BuySell China, our consolidated subsidiary.

If these are realized, the Group will establish a live commerce sales network for brand bags, watches, jewelry, and other items within China, while also expanding live commerce sales of S/A-rank items to overseas markets such as the United States. In addition, the Group will build a one-stop system in China that covers everything from repair to live commerce sales for C/D-rank brand bags, small items, and other goods purchased domestically in Japan. Furthermore, through this Transfer, the Group will newly build a powerful asset of in-house streamers, including those capable of speaking English, as well as an enablement organization responsible for everything from recruiting to training streamers, and an operational structure for live commerce. This will enable the Group to significantly open the door to live commerce for overseas markets (such as the United States) through the assignment of powerful streamers, moving beyond the current system that relies on limited streamer dispatch from China and recruitment/training within Japan. As a result, this is expected to contribute significantly to the improvement of Group earnings and the development of overseas sales channels, which the Group aims to achieve.

(Reference) Overview of Jishi Li E-commerce Co., Ltd.,

Jishi Li E-commerce Co., Ltd. is one of China's leading groups of live commerce specialists. It is a pioneer in live commerce that has obtained certification for TikTok overseas sales accounts in China and employs 80 in-house streamers, including those capable of communicating in English. In addition, a brand appraisal organization officially recognized by the Chinese government is stationed in-house, establishing a strict system for managing authentic products, and it has internalized everything from repairs to studio operations.

2. Overview of the Joint Venture (Planned)

| | |
|---|---|
| (1) Name | To be determined |
| (2) Location | Qiantang District, Hangzhou, People's Republic of China |
| (3) Representative | Mr. Wu Changhao (Founder of JUXI) |
| (4) Business Description | Live commerce business, repair business, etc. |
| (5) Capital | 500 thousand Chinese yuan (approx. 12 million yen) |
| (6) Date of Establishment | Scheduled for September 2026 |
| (7) Fiscal Year-End | December |
| (8) Major Shareholders and Shareholding Ratio | Wu Changhao 90.0%, BuySell China 10.0% |

3. Overview of the Joint Venture Partner

| | |
|---|---|
| (1) Name | Wu Changhao |
| (2) Address | Hangzhou, Zhejiang Province, People's Republic of China |
| (3) Relationship between the Listed Company and the Individual | There are no capital, business, or personal relationships, nor any matters to be noted as a related party. |

4. Schedule

| | |
|---|---|
| Date of Board of Directors Resolution | August 14, 2026 |
| Date of Conclusion of Formal Agreement | September 2026 (scheduled) |
| Date of Establishment of Joint Venture | September 2026 (scheduled) |
| Date of Commencement of Joint Venture Business | September 2026 (scheduled) |

5. Future Outlook

Based on this basic agreement, the Group plans to engage in discussions toward the conclusion of legally binding contracts regarding the establishment of the joint venture, the transfer, and the additional acquisition of equity in the joint venture. However, as the details are currently undetermined, we will promptly disclose them as soon as they are finalized. In addition, while we expect the impact of this matter on the consolidated financial results for the fiscal year ending December 2026, to be minor, we believe it will contribute to the improvement of the Group's net sales and profits in the medium term. We will promptly announce the details if any impact on our financial results is identified.

End.