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Cool Japan Fund Inc.

Additional Investment for Buyandship, a company operating an overseas forwarding and proxy purchasing platform encouraging the overseas expansion of Japan's local e-commerce products

Cool Japan Fund Inc. (CJF) has invested 5 million USD as additional financial support in Buyandship Holdings Limited (Buyandship), a company operating an overseas forwarding¹ and proxy purchasing² platform encouraging the overseas expansion of Japan's local e-commerce³ products overseas.

The company has outstanding market awareness as an overseas forwarding and proxy purchase service platform particularly in Hong Kong, Taiwan and the Philippines, and has expanded its services to 13 countries and regions. Having expanded into numerous countries, maintaining a user base in each country, and offering many options for where the products will be purchased from, Buyandship has strengths as a platform. The platform also boasts a high repeat usage rate thanks to user community contributing to encourage repeat users and create new demand.

After CJF invested in Buyandship in September 2023, around half of its shipment volume in fiscal 2025 continued to be exports from Japan. It has also stepped-up marketing efforts aimed at overseas consumers, for instance by entering partnerships with manufacturers engaged in e-commerce domestically and domestic e-commerce platform operators. Buyandship's community of users has also been actively posting content about Japanese products, with high-quality toys, official trading cards and baby goods in particular enjoying strong popularity.

In consideration of these achievements, CJF has decided to provide additional support to fund further growth. By continuing to enhance marketing efforts aimed at Buyandship's overseas consumers, this additional investment is expected to further propel the overseas expansion of Japanese products.

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¹ Services that receive products that consumers have purchased on overseas e-commerce sites on their behalf, and then deliver the products to those consumers.

² Services that purchase products from overseas e-commerce sites on behalf of consumers.

³ E-commerce providers that sell and ship in Japan but do not overseas.