



To whom it may concern

August 1,2024  
Hamee Corp.  
(Securities Code: 3134)  
President and CEO: Ikuhiro Mizushima

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**Notice of encer mall started providing a product listing promotion  
app for clients of Next Engine with GMV of JPY1.1 trillion**

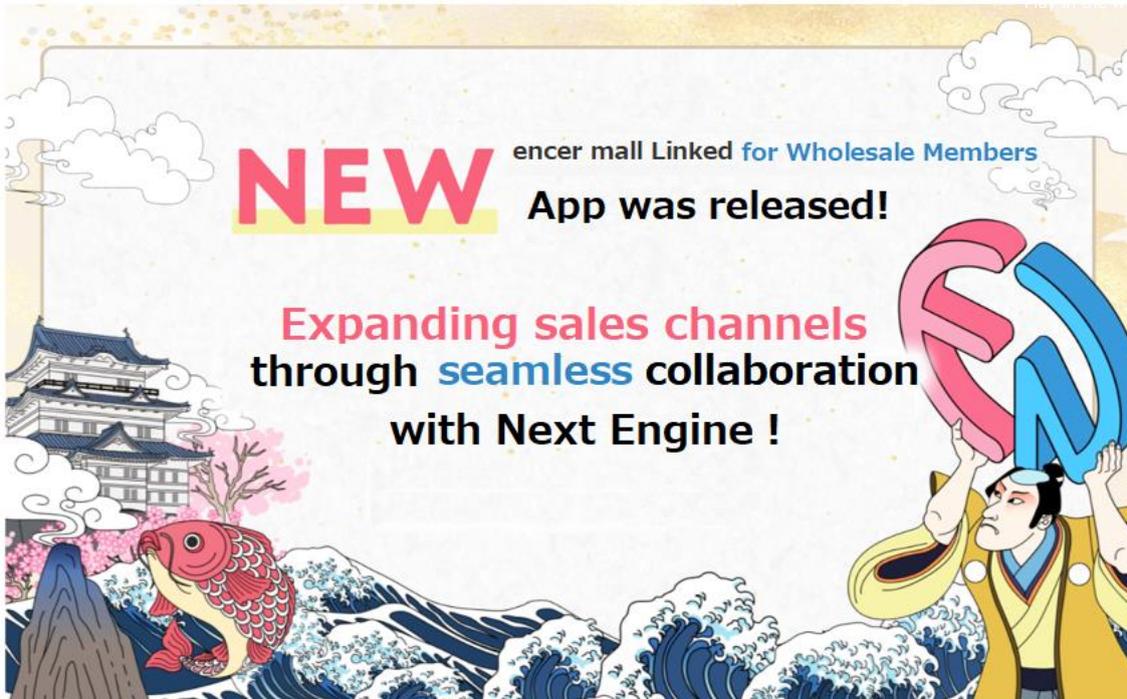
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NE Inc.(Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Ikuhiro Mizushima, Securities Code: TSE Standard Market 3134 ), announced that Thursday, August 1, 2024 that it released its Next Engine app "encer mall Linked for Wholesale Members," which links the wholesale marketplace "encer mall" with the cloud (SaaS) type EC Attractions "Next Engine." So we announce it as shown in the attached appendix.

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**Notice of encer mall started providing a product listing promotion app for clients of Next Engine with GMV of JPY1.1 trillion.**  
**-It will be possible to link orders, inventory and listings with Next Engine. Released "encer mall Linked for Wholesale Members" app, a monthly free-service-**

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NE Inc. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp., announced that Thursday, August 1, 2024 that it released its Next Engine app "encer mall Linked for Wholesale Members," which links the wholesale marketplace "encer mall" with the cloud (SaaS) type EC Attractions "Next Engine." This will provide more than 6,200 Next Engine clients with the chance to use encer mall to expand their BtoB-EC sales channels.

## ■ Background

In January 2024, "encer mall," wholesale marketplace was released as a  $\beta$  version.

There are a large number of Next Engine clients who handle their own products and OEM products, and about 50% of them are already engaged in BtoB-EC (hereinafter "wholesale.") In the questionnaire, nearly 70% of clients responded that they were interested in wholesale.

On the other hand, as a challenge for entering the wholesale market, there is a need to strengthen the competitiveness of SMEs relative to the established distribution networks of major companies. While it is important to have multiple sales channels and to increase brand awareness in new markets in order to diversify the risks of being too dependent on a particular market or customer, the development of new sales channels is labor and cost-consuming and is a major hurdle, especially for SMEs. Whenever we try to develop wholesale in a new sales channel, there will be an increase in work, and that will be the same for retailers that make purchases.

There are many clients that feel the need to expand sales channels in order to increase sales, but are unable to achieve the goal.

To meet this need and challenge, we first released the Next Engine app "encer mall Linked for Wholesale Members" for wholesale members.

## ■ Outline of "encer mall Linked for Wholesale Members"

By using the Next Engine app "encer mall Linked for Wholesale Members," clients will be able to list items on encer mall based on the data from Next Engine. In addition, like Rakuten Ichiba, Yahoo! Shopping, Amazon, etc., clients will be able to link inventories and manage orders through Next Engine.

### <Main Functions>

- Function to create pages

Clients can list items on encer mall based on the data from Next Engine.

- Function to link inventories (to be added during August)

Inventory data in Next Engine is linked to encer mall.

- Function to link orders (to be added during August)

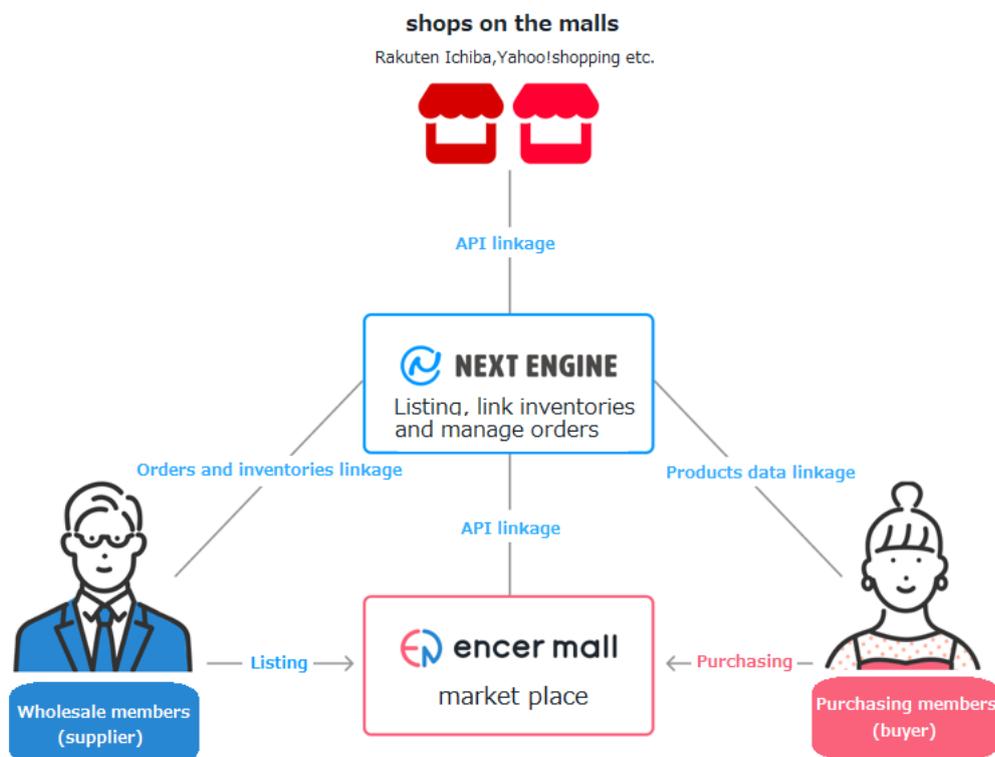
Orders and shipping information are linked between encer mall and Next Engine.

Service name	encer mall Linked for Wholesale Members
Release date	August 1, 2024
Usage fee	Free
Detailed URL	<a href="https://base.next-engine.org/apps/5773/detail/">https://base.next-engine.org/apps/5773/detail/</a>

## ■ About the future

With the recent release of the Next Engine app "encer mall Linked for Wholesale Members," the possibility that products from more than 6,200 Next Engine clients will be posted on encer mall has expanded. We expect that the increased numbers of listed products will further enhance the appeal of encer mall as a marketplace and widely recognize it in the marketplace as an optimal trading venue.

In addition, following the release of Next Engine app "encer mall Linked for Wholesale Members," we plan to release a collaborative app exclusively for purchasing members in October 2024. This app simplifies the process of buying items from encer mall to selling them to stores such as Rakuten Ichiba, Yahoo! Shopping and Amazon, and reduces lead times until markets begin. This will enable us to quickly and efficiently introduce new products to the market and provide powerful support for clients to expand their sales channels and improve sales.



NE will continue to provide innovative and efficient services in all areas of commerce, including e-commerce, based on a purpose of "frenzy into Commerce." By aiming for the development and growth of the market together with our stakeholders and continuing to create new value, we hope to engage all people, including consumers, in a vortex of "new enthusiasm."

## ■ "Encer mall Linked for Wholesale Members" Release Campaign

To commemorate the start of linkage with Next Engine, we will conduct a [special campaign](#). Please take this opportunity to consider using this service.

Period: August 1, 2024 to October 31, 2024

### **[Outline of encer mall]**

- URL : <https://encer-mall.com>
- A wholesale marketplace that matches manufacturers with retailers
- Consolidate functions necessary for wholesale and purchase, such as order management, inventory management, brand page creation, and messages sending and receiving

### **[Outline of Next Engine]**

- URL : <https://next-engine.net/>
- System born from the frontline of its own Internet shop operations
- Consolidate functions required for online shops, such as receiving orders, placing orders, purchasing, inventories, and analysis
- Registered shops are 50,471  
(Listed companies as of April 30, 2024 including shops that have won the Rakuten shop of the Year Award)
- Functions can be expanded with the "Next Engine App" for purchasing additional required options
- Providing a platform for creating and selling apps linked to "Next Engine"

### **[Outline of NE Inc.]**

Company : NE Inc.

Representative : Noriyoshi Higo President and CEO

Address : 6F Katsumata Gumi Bldg, 1-6-4, Sakae-cho, Odawara City, Kanagawa Prefecture,  
250-0011 Japan

Incorporation : May 2, 2022

Parent company: Hamee Corp.(100%)

Business : EC support, SaaS business, Regional revitalization and local government support  
business and Consulting business

Business Website: <https://ne-inc.jp>

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