

Aucfan Co., Ltd.
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Monthly Update of the Aucfan Group's Registered Business Users—August 2021

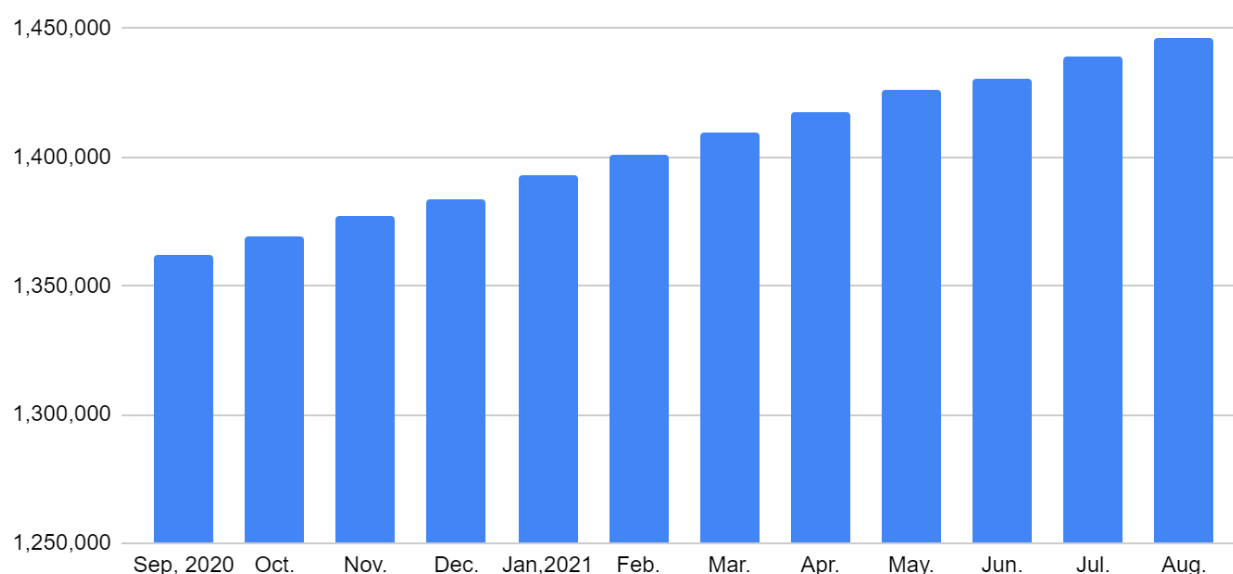
Tokyo, 15 September 2021—the Aucfan Group*1 boasts 1,446,066 registered business users*2 as of August 2021.

The Number of the Aucfan Group's Registered Business Users

Recently, SDGs*3 and disposal loss from unsold goods have drawn considerable attention. The annual value of the disposal reaches 22 trillion yen in Japan and 100 trillion yen worldwide. To stand up to resolve this challenge, the Aucfan Group redefined itself as a “RE-INFRA COMPANY.” “RE” indicates reviewing, redesigning, and reorganizing what people already have for improvement. Connecting and integrating different “RE” services to redistribute product/human value best, the group strive to solve the social issue caused by disposal loss.

For more details, see the corporate website. (<https://aucfan.co.jp/>)

The Number of the Aucfan Group's Registered Business Users



The transaction data accumulated since establishment and AI-powered technology visualizes inventory market value. Based on the collected insight, the Aucfan Group has developed a prediction model that optimizes selling price and sales channels. This model enables the group to roll out total e-commerce support solutions mainly for SMEs, independent business proprietors, and side jobs in retail and distribution fields.

*For more details, see “Aucfan Services” below.

Various services are available to business users, including “aucfan.com,” a market price search and comparison website for online shopping and auction sites, “NETSEA,” a B2B wholesale platform, and “TATEMPO GUIDE,” a centralized system to operate and manage online shops. August 2021 totaling 1,446,066 registered users.

Going forward, the Aucfan Group will best combine various services from functions to commercial distribution to offer the total e-commerce support solutions, with aucfan.com playing a core role. The solutions cover extensive businesses, from large retail/distribution companies to side jobs/personal users. The Aucfan Group connects and integrates different “RE” functions in each service to build a one-stop platform for the medium-to-long term. This platform will enable corporate inventories to estimate their value and redistribute, helping the group solve the social issue of enormous disposal loss.

The monthly number of registered business users

	Sep, 2020	Oct.	Nov.	Dec.	Jan,2021	Feb.
Increase	7,996	7,595	7,726	6,392	9,320	8,245
Total	1,361,736	1,369,331	1,377,057	1,383,449	1,392,769	1,401,014

	Mar.	Apr.	May.	Jun.	Jul.	Aug.
Increase	8,638	7,562	8,833	7,069	5,955	6,995
Total	1,409,652	1,417,214	1,426,047	1,430,303	1,439,071	1,446,066

*1 Refers to Aucfan Co., Ltd. and its subsidiaries, including SynaBiz Co., Ltd. and Smartsourcing, inc.

*2 Total of aucfan.com members, NETSEA suppliers/buyers, TATEMPO GUIDE enterprise users, and Otameshi suppliers

*3 SDGs: Sustainable Development Goals, to be achieved by 2030 set by the United Nations in 2015

Aucfan Services

Inventory Management Solution

Commercial Distribution



Overview of aucfan.com

Aucfan.com is a market price search and price comparison website for online shopping and auction sites launched in 2001. The site offers “Aucfan Premium,” a search engine providing the past decade’s price information, and “Aucfan Pro Plus,” a research website for online merchandise and retail.

- Aucfan.com: <https://aucfan.com/>
- Aucfan Pro Plus: <https://pro.aucfan.com/static/pro/product/>
- Aucfan connect: <https://aucfan.com/static/user/connect/business/>

Overview of NETSEA

NETSEA is short for “procuring online (*Net-de-shii-re*, in Japanese),” offering services to enterprises of all kinds, from leading companies to SMEs. The annual transaction value is about 8 billion yen among 430 thousand registered buyers, boosting NETSEA to one of the largest domestic B2B websites. SynaBiz, a subsidiary of Aucfan, operates the service.

- NETSEA: <https://www.netsea.jp/>

Overview of Aucfan

Company Name: Aucfan Co., Ltd.

President and CEO: Shuichi Takenaga

Establishment: June 2007

Capital: Approx. 884 million yen (as of the end of September 2020)

Employees: 146 (*Consolidated, as of the end of September 2020)

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Corporate Website: <https://aucfan.co.jp/>

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