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transcosmos launches a major thrust into ASEAN

Establishes MCM Asia Pacific in Singapore as a base for growing business in ASEAN and surrounding countries

Tokyo, June 8, 2007—Japan's leading outsourced services provider, transcosmos inc., the Marketing Chain Management company, announced that it establishing transcosmos MCM Asia Pacific Pte. Ltd. in Singapore today. The new company's launch marks the start of transcosmos's efforts to grow its business in ASEAN and surrounding countries.

The Internet markets of ASEAN and surrounding countries (Thailand, Singapore, India, Philippines, Malaysia, Indonesia, Vietnam, Australia) have grown very rapidly in recent years, and user numbers are expected to continue to rise steeply. The region also boasts many companies capable of leveraging English language capabilities to provide outsourced call center services to American and European companies.

transcosmos has successfully deployed its marketing chain management services in other Asian locations. These began with its May 2001 launch of call center services provider CIC Korea Inc., a joint venture with Korea's Dacom Corporation. From there, transcosmos has gone on to set up a number of other companies to serve as bases for extending its business presence in China and Korea, including transcosmos MCM Shanghai and transcosmos MCM Korea.

In the ASEAN region, transcosmos already has an alliance with Mitsian Tele-Service Co., Ltd., a Thai telemarketing company, to provide offshore services for Japan and other services targeting Thailand's market. With the establishment of MCM Asia Pacific as full-service business unit in Singapore, a regional base for a great many multinationals, transcosmos aims to provide its Web site-creation, online-advertising, and other digital-marketing services, as well as technical-support and other contact-center services to local and global companies with a presence in Singapore.

About transcosmos MCM Asia Pacific Pte. Ltd.

With head offices located at #10-03 Shenton House, 3 Shenton Way, Singapore 068805, transcosmos MCM Asia Pacific will be led by transcosmos Managing Director Tatsuhito Muramatsu. The company begins operations on June 8, 2007, and is capitalized at S\$250,000 (¥19.8 million @ S\$1/¥79.2). From this new business location, transcosmos intends to deploy in ASEAN and surrounding countries the same business technology and expertise that have delivered such solid results in Japan, China, and Korea. Through the new venture, transcosmos hopes to generate synergies with existing businesses and launch new activities that will contribute significantly to its revenues and profits.

About transcosmos

Shibuya-ku, Tokyo-based transcosmos inc. has been pioneering Japan's outsourced information services field since 1966. Led by President and COO Masataka Okuda and traded on the First Section of the Tokyo Stock Exchange (symbol: 9715), it had 10,356 full-time employees and annual sales of ¥141.5 billion (consolidated) in the year to March 2007.

Since its founding, transcosmos has continually striven to enhance client-corporations' competitiveness through innovations combining the strengths of human resources and technology

to offer outsourced services with higher value-added. Foreseeing how the quickening spread of broadband Internet and VoIP is going to facilitate more-direct communication of mutually valuable information between companies and consumers—and the implications this has for corporate marketing—in June 2002 transcosmos moved to transform itself into The Marketing Chain Management Company. With a new communications channel now taking shape through the integration of telephone, the Web, email, and even live video using Internet protocols, transcosmos realizes that Internet expertise will be indispensable in the running of contact and call centers. Continuing in its tradition of developing more advanced outsourcing services while adapting the latest Internet technologies, transcosmos is committed to continue maximizing these, its unique strengths, to help clients speed up business processes, expand sales, cut costs, and enhance customer satisfaction. To find out how transcosmos can help your company with its cutting-edge interactive solutions, you are invited to visit its Web site at <http://www.transcosmos.co.jp>.

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