

# Press Release



June 25, 2015  
transcosmos inc.

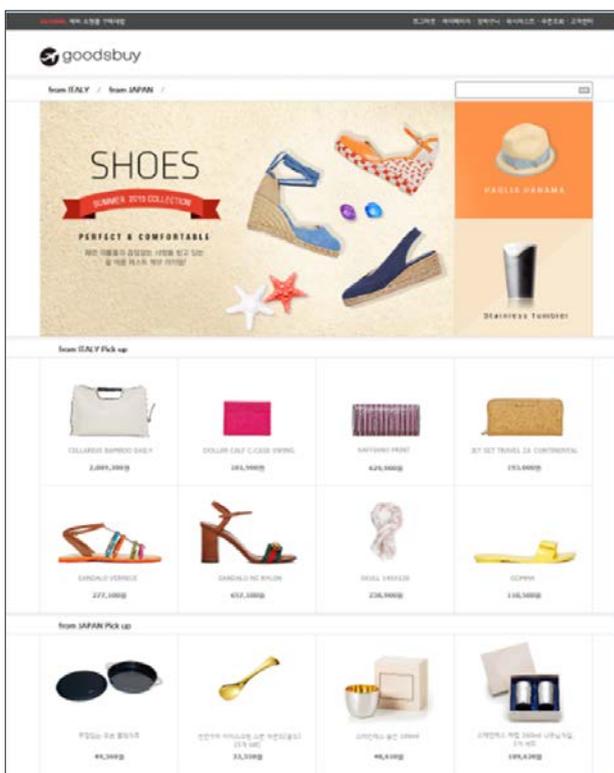
## transcosmos Opens Cross-border E-Commerce Website, “goodsbuy”, for the Korean Market

### “goodsbuy” Delivers Excellent Products and Services of transcosmos’s global Clients to Korean Consumers

On June 25, 2015, transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) opens “goodsbuy”, a cross-border E-Commerce website that offers products to consumers in the Korean market. As part of the global E-Commerce one-stop services, “goodsbuy” delivers excellent products and services of transcosmos’s global Clients to Korean Consumers.

The size of the world’s cross-border E-Commerce market is continuously expanding, and it is expected to increase to \$307 billion in 2018 (Source: U.S. PayPal “Modern Spice Route”). The Korean cross-border E-Commerce market expanded by about nine times in six years, from \$170 million in 2009 to \$1.55 billion in 2014, and the rapid increase that has been seen in overseas product purchases by Korean consumers utilizing E-Commerce is expected to expand further in the future (Source: Korea Customs Service). A wide variety of products are already being sold in the domestic Korean E-Commerce market, but the great willingness of Korean consumers to purchase even better products is one of the factors behind the expansion of their cross-border E-Commerce market.

“goodsbuy” is operated by transcosmos Korea, Inc., which is a Korean subsidiary of transcosmos. It will develop cross-border E-Commerce business throughout Korea. transcosmos’s clients can easily develop sales channels into Korea without expending time, effort and cost by simply entrusting their merchandise to transcosmos. In addition, logistics services in Japan are performed by E-Commerce One-Stop Center Kita-Kashiwa, handles everything, including customs clearance, transportation, sales and support.



- Overview of “goodsbuy” (As of June 25, 2015)

- Name: goodsbuy
- URL: <http://goodsbuy.co.kr/>
- Products: Apparel, Handbags, Shoes, Accessories, Kitchen Appliances, etc.
- Number of items: Approximately 300 varieties



## **- About "goodsbuy"**

### **1. Sales of European luxury brands**

A variety of luxury brands will be sold, ranging from famous European brands to new star brands. In addition, rare curated items will be sold which are not now available in Korea.

### **2. Sales of Japanese value-added products**

Products including those with superior functionality where Japanese manufacturers stand out, as well as clever novelty products, will be sold to the Korean market where there is a high degree of confidence in Japanese quality.

### **3. Expansion of curated items on a global scale**

The handling of curated items will be increased for Korean consumers as a variety of products are discovered in each area around the globe where transcosmos has operation bases.

Since transcosmos entered the Korean market in 2001, in addition to call center services it has also been providing services such as direct mail, field services and digital marketing services in Korea with a base of customer assets that includes more than 100 major Korean companies. Within the E-Commerce one-stop services that have been its focus in recent years, transcosmos has a proven track record for support including operation of the "Cecile Online Shop (<http://www.cecileonline.kr/>)" and overseas sales for Gmarket (eBay group), Korea's largest online shopping mall.

transcosmos offers global E-Commerce one-stop services to deliver the high-quality products and services of client companies to consumers in 45 countries around the world. transcosmos will continue to accelerate business development in the cross-border E-Commerce market, which will continue to undergo major changes and expansion in the future.

\* transcosmos is a registered trade name or trademark of transcosmos inc. in Japan and other countries.

\* Other company names and product or service names mentioned are registered trade names or trademarks of various other companies.

### **About transcosmos inc.**

transcosmos launched operations in 1966. Since then we have combined superior "human resources" with up-to-date "technological" capabilities to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers Cost Reduction Services (Contact Center, HR/Financial/Sales Back Office, Order Management/SCM, System Development/Management etc.) and Sales Expansion Services (Big Data Analysis, Internet Advertising, Website Construction/Management, Smartphone/SNS Utilization, Telemarketing etc.). transcosmos continues to pursue operational excellence by providing these services through our 143 locations in 25 countries with a focus in Asia. Furthermore, following the expansion of E-Commerce market on the global scale, transcosmos provides a comprehensive, one-stop global E-Commerce service to deliver our clients' excellent products and services to consumers in 45 countries. transcosmos aims to be the "Global BPO Partner" of our clients to provide them with high quality BPO services on a global scale.

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