

Press Release



November 11, 2015
transcosmos inc.

transcosmos Forms Capital and Business Alliance with Singapore's E-Commerce Fulfillment Company, Anchanto, with Sales Channels to E-Commerce Retailers in ASEAN Countries and India

transcosmos Expands Sales Channels of Clients' Products to Leading E-Commerce Retailers such as Qoo10 and Lazada in ASEAN, and Flipkart and Snapdeal in India

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) forms a capital and business alliance (capital contribution ratio: 34.3%) with Singapore's E-Commerce fulfillment company Anchanto Pte Ltd (Headquarters: Singapore, Representative: Co-founder & CEO Vaibhav Dabhade; hereafter, Anchanto), with sales channels to E-Commerce retailers in ASEAN countries and India.

Since its establishment in July 2011, Anchanto has been providing cross-border E-Commerce fulfillment services from overseas to Singapore, in addition to local E-Commerce fulfillment services including product receiving, inventory management, shipment and delivery management in Singapore, Malaysia, and Indonesia. They also provide clients with channel management service on ASEAN's leading E-Commerce retailers, including Qoo10 and Lazada, and India's industrial leaders, Flipkart and Snapdeal, by managing clients' inventories, product registration, and inventory control.

This capital and business alliance will enable transcosmos to deliver clients' quality products to consumers through E-Commerce retailers, such as Qoo10 and Lazada in ASEAN and Flipkart and Snapdeal in India. This can be done by integrating our "global E-Commerce one-stop services" know-how with E-Commerce fulfillment capabilities provided by Anchanto. In addition to Japan, China, Korea, Thailand, Indonesia, Vietnam and Philippines, transcosmos existing E-Commerce sales channels, now transcosmos has access to Singapore, Malaysia, and India market as well. transcosmos will also support clients deploying their own E-Commerce operations in ASEAN market, and will cooperate widely with Anchanto as a strategic partner in ASEAN and India.

- Company Overview of Anchanto

Company Name: Anchanto Pte Ltd
Representative: Co-founder & CEO Vaibhav Dabhade
Location: Singapore
Established: July 2011
URL: <http://www.anchanto.com/>



Anchanto

"Our vision is to let E-Commerce companies, sellers and brands focus on what they do best while we take care of providing world class fulfillment technology and infrastructure to them at scale, on demand. transcosmos inc. Japan is an ideal investor for us to realize our vision. Anchanto has grown by 17 times in the last 15 months. Our technology is perfected, tried and tested at a scale. Our customers are asking us for larger regional and global coverage." said Vaibhav Dabhade, Co-founder and CEO of Anchanto. "This partnership will help Anchanto tap into massive global fulfillment, logistics and customer support infrastructure of transcosmos Inc. to extend our fulfillment capability for our customers and invest in technology, sales and marketing. More than 2,500 of

transcosmos' partner customers and brands will now be able to enter South East Asia and India market seamlessly with our channel management service."

"Many of transcosmos existing clients and potential clients in Japan and overseas are seeing huge market potential for E-Commerce sales of their products in ASEAN countries." said Masataka Okuda, President and COO of transcosmos. "In order to meet such clients' needs, transcosmos has decided to invest in Anchanto to enforce our service capability in E-Commerce one-stop services in ASEAN as well as in India. The strategic alliance with Anchanto based in Singapore, the business center of ASEAN, brings to transcosmos tremendous business synergy, valuable integration of Anchanto E-Commerce fulfillment service and channel management service capability and transcosmos BPO operations and E-Commerce portfolio companies in ASEAN countries such as Thailand, Indonesia, Vietnam, Philippines, and Malaysia. Through this capital and business alliance, our clients will be able to enjoy a large scale of E-Commerce sales channels for their products as well as fully integrated E-Commerce one-stop services in the region."

* 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 154 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 36 countries. transcosmos aims to be the "Global BPO Partner" of our clients to provide them with high quality BPO services on a global scale.

Inquiries from the media should be forwarded to

transcosmos inc. Public Relations & Advertising Department

Email: pressroom@trans-cosmos.co.jp