

Press Release



June 19, 2015
transcosmos inc.

transcosmos Enters Into a Strategic and Equity Partnership With a Major Chinese E-Commerce Supporting Service Provider in Apparel, Magic Panda

Partnership With Magic Panda Will Deliver Products of Apparel Client Companies From Countries All Over the World, Including Japan, to Consumers in China

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 8715; hereafter, transcosmos) has agreed to enter into a strategic and equity partnership in E-Commerce outsourcing with Shandong Ya Nuoda E-Commerce Co., Ltd. (headquarters: Jinan City, Shandong Province, Representative: Yina Dong, commonly known as Nengmao Studio; hereafter Magic Panda), an E-Commerce supporting service provider expertise in apparels in China. A signing ceremony was held on May 29.

Magic Panda is an industrial leader of companies providing E-Commerce supporting service, expertise in apparel companies within China. Magic Panda prioritize customer experience such as merchandising, branding, marketing, customer support. They also provide O2O service. In addition, they have advantages in being familiar with trends and best sellers of merchandises concerning apparels, acquired from numerous experiences by supporting E-Commerce operations. Due to contributing to sales increase by involving in joint development of, products, merchandise, store design and marketing executions, Magic Panda is trusted by many brands. Furthermore, as a TMALL partner, Magic Panda receives Top-Level Gold Certification in apparel from TMALL, China's largest E-Commerce mall for 4 consecutive terms.

■Company overview of Magic Panda

Company name: Shandong Ya Nuoda E-Commerce Co., Ltd.
Representative: President Yina Dong
Location: Shandong Province Jinan City Gaoxin District Shunhua Road, Building 8, 2000 Shuntai Plaza 1-2402
Established: May 2011
Number of employees: Approximately 300
URL: <http://www.nengmao.net/>



■Office of Magic Panda

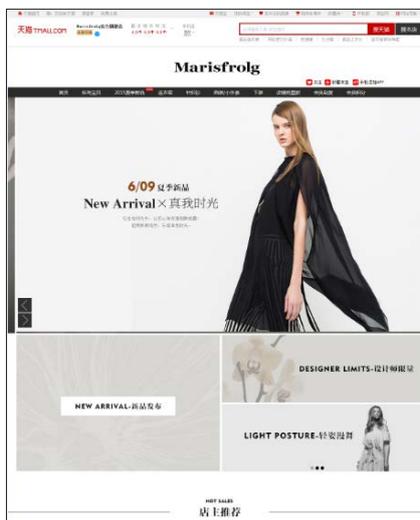


We have received the following comment from Ms. Yina Dong, the President of Magic Panda: "I am confident that Magic Panda's strategic tie-up with transcosmos will connect to improvement in international fulfillment response capability, introduction to global brand resources as well as globalization of the management team, and therefore will be able to provide richer and high quality solutions to our clients. In addition, all of our employees strongly believe that this strategic tie-up will lead us to a brighter future, and have been gaining confidence and courage."

■Apparel E-Commerce websites supported by Magic Panda (within TMALL)



<http://lee.tmall.com/>



<http://marisfrolg.tmall.com/>



<http://jorya.tmall.com/>

Since entering China in 1995, transcosmos has expanded its business, including off-shore development, callcenters, BPO's, digital marketing, and E-Commerce one-stop services. Recently, transcosmos has been committed especially on business expansion and promotion of E-Commerce one-stop service within the Chinese market. transcosmos has a strong presence as an End-to-End E-Commerce outsourcing provider in China. transcosmos received Top-Level partner certification in 4 departments, including apparel, baby, commodity, and automobile from TMALL in 2014.

From this tie-up, transcosmos is aiming to become the industrial leader by merging the know-hows that transcosmos and Magic Panda have, and advancing in further business expansion within the apparel field.

■State of the signing ceremony held on May 29



On the right: Ms. Yina Dong, President of Magic Panda

On the left: Masato Ogino, Director of transcosmos

* 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 141 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.

Inquiries from the media should be forwarded

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