

Press Release



July 31, 2015
transcosmos inc.

transcosmos Acquires Business Operation of “Fujimaki Department Store”, Japan-themed Merchandise and Products E-Commerce Site

transcosmos Will Provide Attractive Japan-themed Merchandise and Products Which Are Exclusively Available at Fujimaki Department Store

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) has signed a basic agreement to acquire by transfer 100% of the shares of caramo, inc., which is a new company to be established by ZAPPALLAS, INC. (Headquarters: Shibuya-ku, Tokyo, Japan; President & CEO: Mari Tamaki; TSE First Section: 3770, hereafter, ZAPPALLAS) on August 6 through a corporate split-up. The new company will perform operations for the E-Commerce website “Fujimaki Department Store.”

“Fujimaki Department Store” is an E-Commerce website operated by ZAPPALLAS that was opened in May of 2012 as a pioneer in curation type commerce. It features an offering of attractive Japan-themed merchandise and products not found on other E-Commerce websites. They are exclusively available to purchase at Fujimaki Department Store site. The merchandise and products, carefully selected with gratitude of craftsman, bring richness to a broad tier of customers.

-“Fujimaki Department Store” Website Overview

Business Start-up: May 2012

URL: <http://fujimaki-select.com/>

Main Products: Bags & Briefcases
Stoles, Mufflers & Scarves
Accessories & Pin Broaches
Stationery, Pocket notebooks & Calendars
T-shirts, Dress shirts & Coats
Wallets & Coin purses
Household goods, etc.

- caramo, inc. Company Overview

Company Name: caramo, inc.

Representative: Akira Nakamura

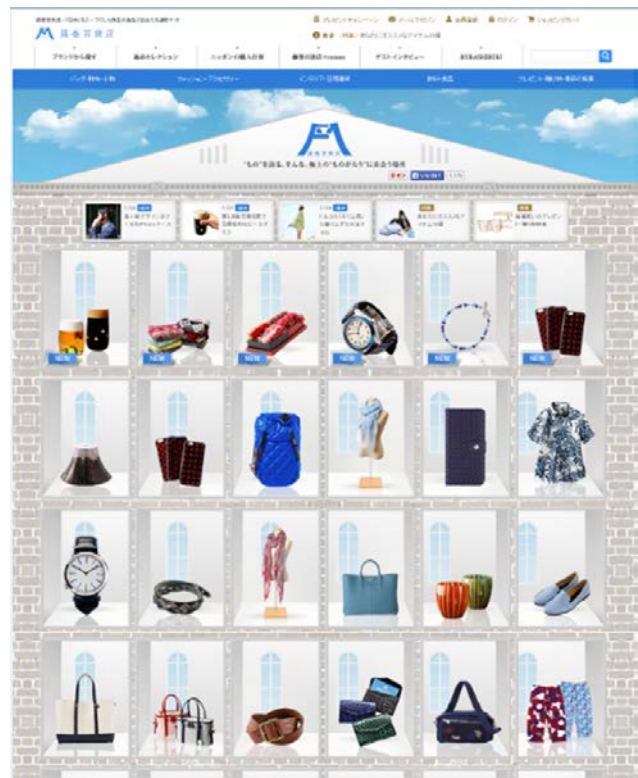
Location: Totate International Bldg.
2-2-19, Shibuya, Shibuya-ku,
Tokyo, Japan

Number of Employees: 10 (planned)

Capital Structure: transcosmos 100%

Establishment: August 6, 2015

Business Description: Operation of "Fujimaki Department Store" E-Commerce Website



In the future transcosmos plans global expansion of the "Fujimaki Department Store" with a focus on Asia. transcosmos will offer attractive Japan-themed merchandise and products through Fujimaki Department Store to consumers all over the world. Through taking advantage of this business acquisition, transcosmos will further accelerate the development of global E-Retail business.

* 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 147 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 34 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
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