

Press Release



August 24, 2015
transcosmos inc.

transcosmos Forms Capital and Business Alliance with HOTDEAL, Vietnam's Largest Daily Deal EC Company

Delivering the Excellent Products and Services of Client Companies to Consumers in Vietnam

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) has agreed to form a capital alliance (30% shareholding ratio) with Hotdeal Co., Ltd. (Headquarters: Ho Chi Minh City, Vietnam; Representative: CEO & Founder Nguyen Thanh Van An, hereafter, HOTDEAL), which is Vietnam's largest daily deal E-Commerce site, "HOTDEAL.vn's" operating company.

HOTDEAL was established in December of 2010, and it currently operates the daily deal E-Commerce site, "HOTDEAL.vn" and the travel vertical "yesgo.vn".

HOTDEAL's core business - "HOTDEAL.vn" utilizes group purchasing and flash marketing, combined with traditional e-tailing services out of their warehouses in Ho Chi Minh City and Ha Noi, to sell items such as voucher discount tickets for restaurants and spas, consumer products such as fashion, home electronics, daily necessities, accessories, toys, health and beauty equipment, books...and services such as travel tours.

Its dominant users are among the young adult segment in the two large cities of Vietnam, Ho Chi Minh City and Hanoi, boasting approximately 3.1 million unique monthly users with about 2.5 million members, making it Vietnam's largest daily deal website.

Based on this capital and business alliance, transcosmos will implement its abundant operational know-how in "Global E-Commerce One-Stop Service" that transcosmos has cultivated, and to deliver the excellent products and services of transcosmos's clients to the consumers of Vietnam from Japan and beyond.

In addition, the E-Commerce platform that HOTDEAL possesses will be combined with the operations of transcosmos to continue broad cooperation as partners in the ASEAN region, including support for client companies that are expanding E-Commerce to the ASEAN market.

HOTDEAL Company Profile

Company name: Hotdeal Co., Ltd.
 Representative: CEO & Founder
 Nguyen Thanh Van An
 Location: Ho Chi Minh City, Vietnam
 Established: December 2010
 URL: <http://www.hotdeal.vn/>



Comments from Mr. Nguyen Thanh Van An, CEO & Founder of Hotdeal Co., Ltd.

“I strongly believe that the strategic tie-up with transcosmos would be a breakthrough for Hotdeal.vn in improving our quality of services, and to strengthen business expansion in Vietnam and the South East Asia’s fastest-growing market. In addition, this partnership will introduce Hotdeal.vn to international brands, transfer know-how in the ecommerce and trading industry, as well as internationalization of management and cross-border trading capabilities...to provide high-quality products and great shopping experiences to the customers.”

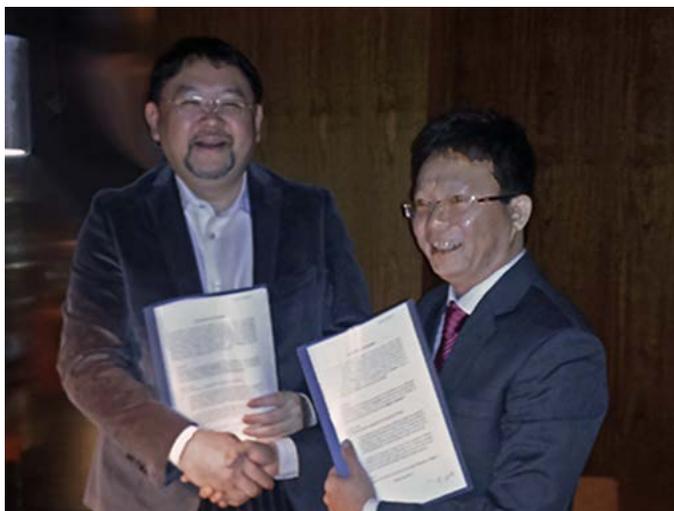


Photo right: Mr. Nguyen Thanh Van An, Hotdeal Co., Ltd. CEO & Founder

Photo left: Mr. Masataka Okuda, transcosmos President & COO

transcosmos offers global E-Commerce One-Stop Services to deliver the excellent products and services of client companies to consumers in 34 countries around the world. In the future, business development will be further accelerated in the ASEAN region, which will continue to experience significant change and expansion.

* 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 148 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.

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