

# Press Release



October 28, 2015  
transcosmos, inc.

## **transcosmos and ASEAN Largest E-Book Store, "Ookbee," Launched Ookbee Mall Ookbee Mall, a One-Stop E-Commerce Portal That Aims To Transform Online Shopping in Thailand**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) agreed to a joint venture with Ookbee Company Limited to establish Ookbee Mall in Thailand. Ookbee Mall has launched a one-stop e-commerce portal that aims to transform online shopping in Thailand. The new online shop, a partnership between Ookbee, ASEAN's largest e-book store, and transcosmos, the largest Business Process Outsourcing company in APAC, will focus its initial product offer on magazines and books, beauty and cosmetics, and products sourced directly from Japan.

The rapid growth of e-commerce in Thailand, along with Thailand's love of Japanese culture and products, are the main drivers behind the creation of Ookbee Mall. The company will also introduce innovative marketing solutions via printed books and magazines which will allow consumers to read and shop at the same time. For example, if readers see a product they like, they can quickly scan an image that will take them direct to Ookbee Mall and give them the opportunity to buy it directly from the mall.

"As the e-commerce market matures, it's clear consumers are looking for more unique products and experiences. With this in mind, we have created Ookbee Mall, which will merge Ookbee's in-market know-how and brand awareness with the unique products transcosmos can help bring to Thailand. I am very excited about this partnership using transcosmos's established experience in the e-commerce business and the Tommy's knowledge of the Thai e-commerce industry. Our aim is to become the leading e-commerce site in Thailand by providing unique services to consumers, and a great platform for our partners, and we are looking forward to welcoming people to the store," said Natavudh Pungcharoenpong, founder and C.E.O. of Ookbee Company Limited.

Ookbee Mall has established an alliance with the Japanese Farmer's Market, Mizuho Bangkok, to sell fresh fruits direct from Japan, just one day after being harvested. The online shop will also bring unique products, food and tailored travel assistance for trips to Japan to establish itself as the premier platform for Japanese products in Thailand.

"The number of Thais travelling to Japan is increasing each year, with last year recording an increase of 145%. This is a key growth area and our aim is to make it more convenient for Thai consumers to access the food and products they love. We are also introducing new services as we will partner with AIS to bring a new data roaming service for visitors to Japan that will also include a specially produced magazine to help people learn more about the country," said Toshiya Matsuo, C.E.O. of Ookbee Mall (Thailand) Co., Ltd.

To celebrate the launch of Ookbee Mall, all purchases between 28th October and 15th November will receive a 20% discount. The top Ookbee Mall spender during the first month of business will receive special Japanese-themed gifts, including a travel package, a Fuji camera and a G-Shock watch.



From left to right: Natavudh Pungcharoenpong, founder and C.E.O. of Ookbee Company Limited; Toshiya Matsuo, C.E.O. of Ookbee Mall (Thailand) Co., Ltd.; Hiroki Tanigawa, Director of transcosmos Asia Pacific

#### **About Ookbee Mall**

Ookbee Mall (Thailand) Co., Ltd. is No.1 Online book and magazine store with variety of products, it's currently almost 90,000 items expanding continuously. The company formed by the partnership of two companies namely Ookbee is ASEAN's largest E-Book store with over 8 million application downloads and over 6.5 million users, offering services to Malaysia, the Philippines, Vietnam and Singapore and transcosmos is the biggest Business Process Outsourcing (BPO) company in APEC and Japan and full-experienced offering E-Commerce one-stop service to the ASEAN markets which has more than 150 branch around the world.

#### **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 151 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.

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