

Press Release



March 22, 2016
transcosmos inc.

transcosmos and Magic Panda Provide Angeliebe a Chinese Cross-Border E-Commerce One-Stop Service

“Angeliebe TMall Global Flagship Store,” the First Website Linking Type Store Sales for a Japanese Corporation, to be Opened

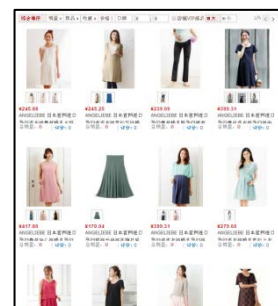
transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) and its affiliate Shandong Ya Nuoda E-Commerce Co., Ltd. (Headquarters: Jinan City, Shandong Province; Representative: Yina Dong, commonly known as Nengmao Studio; hereafter, Magic Panda), an E-Commerce supporting service provider with specialty in apparels in China, have opened “Angeliebe TMall Global Flagship Store,” a Chinese cross-border E-Commerce website of Angeliebe (Head Office: Shinagawa-ku, Tokyo; President: Shinji Iwamoto; hereinafter, Angeliebe), an established online-shopping company for maternity clothing, baby clothing, and baby gifts, on March 1, 2016 and started sales on the same day.

Angeliebe TMall Global Flagship Store is the first “price matching” store for a Japanese corporation which sells the same products for the same prices as in Japan. In order to strengthen sales, it is necessary to understand the Chinese culture and the tastes and preferences of the consumers who visit TMall Global Flagship Store in order to make sales promotion to match their needs, rather than simply transferring a Japanese website to China. And it would also be necessary to accommodate back-office duties including product management and receiving/shipping orders. This time, as a business partner who could support in both of those aspects, transcosmos’ affiliate Magic Panda, a Chinese apparel E-Commerce support provider and a TMall partner, is providing support from establishment application to opening the store, and to management, in one-stop.

In the world’s marketplace expanding regardless of borders, transcosmos, which handles E-Commerce for Japanese products, and Magic Panda, which sells apparel corporations’ products from Japan and various countries in the world in the Chinese E-Commerce market, will deliver Angeliebe’s maternity and baby clothing, with soaring popularity in the Japanese domestic E-Commerce market, to the Chinese consumers.

- Angeliebe TMall Global Flagship Store

URL: <https://angeliebe.tmall.hk>



Mr. Shinji Iwamoto, President of Angeliebe, has commented as the following:

“We have been able to launch the sales on Angeliebe TMall Global Flagship Store with the support of transcosmos and Magic Panda with this project. In China, 16 million infants are born annually. With the China's One Child Policy out of the way, even further market growth is expected, and Angeliebe's further business expansion will be made with the support of transcosmos and Magic Panda.”

* 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 156 locations in 26 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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