

Press Release



February 7, 2017
transcosmos inc.
Leonis & Co. Inc.

transcosmos Releases Communication Platform for Entertainment & Events with Leonis, Connecting LINE's Chatbot, E-Ticket and E-Commerce

Communicates with customers in/outside of the event site, from the time they receive e-ticket on LINE Goes live in mid-February, starting off from Sanrio Puroland

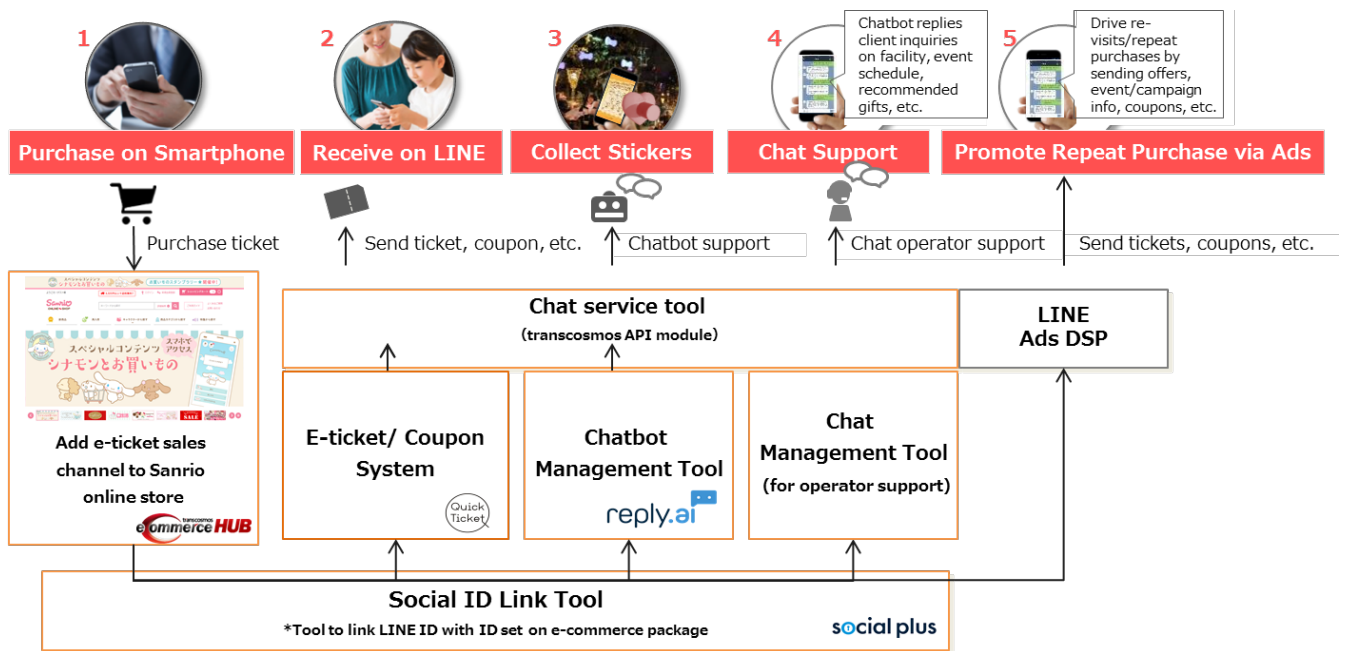
transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) and its subsidiary Leonis & Co. Inc. (Headquarters: Tokyo, Japan; Partners: Keiji Ito and Matsutomo Uenishi; hereafter, Leonis) have built and now releases communication platform for entertainment and events, connecting LINE's chatbot, e-ticket and e-commerce services. Starting with Sanrio Company, Ltd. (Headquarters: Tokyo, Japan; President Chief Executive Officer: Shintaro Tsuji; hereafter, Sanrio), the service will go live from mid-February, 2017.

The service enables brands to sell e-tickets on their e-commerce websites as well as issue tickets via LINE by connecting "transcosmos eCommerce HUB (hereafter eCommerce HUB)", an integrated e-commerce platform offered by transcosmos, and the feature to receive tickets via LINE, supported by "Quick Ticket", an e-ticketing system offered by Leonis. At the same time, by combining "Reply.ai", a platform to build and manage bot which transcosmos sells exclusively in Japan, with human support offered by transcosmos's chat operators, brands can offer one-stop service from selling/issuing e-tickets, distributing contents, to communicating with customers before and after their visits. Furthermore, the service realizes precise One to One marketing at real time, introducing character items when customers buy e-tickets as well as sending coupons for them to use in store when they enter the facility.

● As a start, delivers "Sanrio Puroland Online Passport (Quick Ticket)". Buy & Talk with Hello Kitty!

The service goes live in mid-February for Sanrio Puroland. Customers who purchase Sanrio Puroland e-tickets on Sanrio Online Shop (<https://shop.sanrio.co.jp/>), the company's official e-commerce website, will receive e-tickets from Sanrio's official LINE account. Those customers will receive thank you message from Hello Kitty as they purchase the tickets and can communicate even after they enter the land, receiving information on facility, character items, and more. The service allows Sanrio to communicate with their customers in and outside of the land from the time customers purchase e-tickets.

■ Service Framework (for illustration purpose only)



● **Build new communication with visitors via LINE, from the time they purchase e-tickets**

LINE-based e-ticketing further improves convenience as well as allows having close communication with the fans via LINE that drive greater brand affinity. It also offers new customer experience by sending contents from inside or outside of the facility, before and after customers' entry.

● **Reduce ticket selling cost**

Brands can sell e-tickets via online shops instead of selling traditional paper-based tickets that require high management/delivery cost and are hard to sell (or too costly to sell).

● **No additional entrance/staff training required**

"Quick Ticket" collects tickets just by "Stamping" on smartphone. Brands can apply the same operational process as the paper-based tickets, no special entrance required.

● **Promote related product purchase/repeat purchases**

By connecting communication tool, ticket system and online shop, brands can deliver messages that promote customers to purchase related items as well as promote repeat purchases by having continuous communication.

Building on this service, transcosmos and Leonis continue to drive developing innovative technology which transforms digital marketing for entertainment and events to support the clients.

About "transcosmos eCommerce HUB"

"eCommerce HUB" is an integrated e-commerce platform, concentrating our IT outsourcing operational excellence, showcasing our 49 years of proven track record in serving our clients. Seamlessly integrates all systems required for e-commerce business and link them real time. Our eCommerce HUB flexibly responds to diverse clients' needs by closely coordinating with logistics, payment, advertisement and various other related services.

(<http://www.trans-cosmos.co.jp/ec/platform/hub.html>)

About "Quick Ticket"

"Quick Ticket" is an affordable and easy to implement e-ticketing system. You can issue e-tickets via everyday communication tools including e-mail, Facebook Messenger and LINE, no special app development required. Applying "E-Stamp" standard which Leonis owns patent and provides the technology for various companies, the service enables smooth operation for both e-tickets and paper-based tickets at the event sites. (<http://leonis.quick-ticket.jp/>)

* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 169 locations across 31 countries with a focus in Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 48 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever changing business environment.

About Leonis & Co. Inc.

As a Business & Technology firm specializes in the omni-channel domain, we develop new technology and provide specialized consulting services focusing on Digital x Real. Under the theme of “services that never exist without us”, Leonis & Co. delivers varieties of Digital x Real services including “E-Stamp”, the world’s first stamp you can directly put on Smartphone, “OFFERS”, the smartphone marketing system implemented mainly by large retailers, and “Quick Ticket”, an e-ticketing system. Our clients include NTT DOCOMO, Tokyu Department Store, AUTOBACS and more, all aiming to create new Digital x Real framework. (<http://leonisand.co/>)

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