

### transcosmos offers character-bot services via Facebook Messenger to Sanrio Puroland

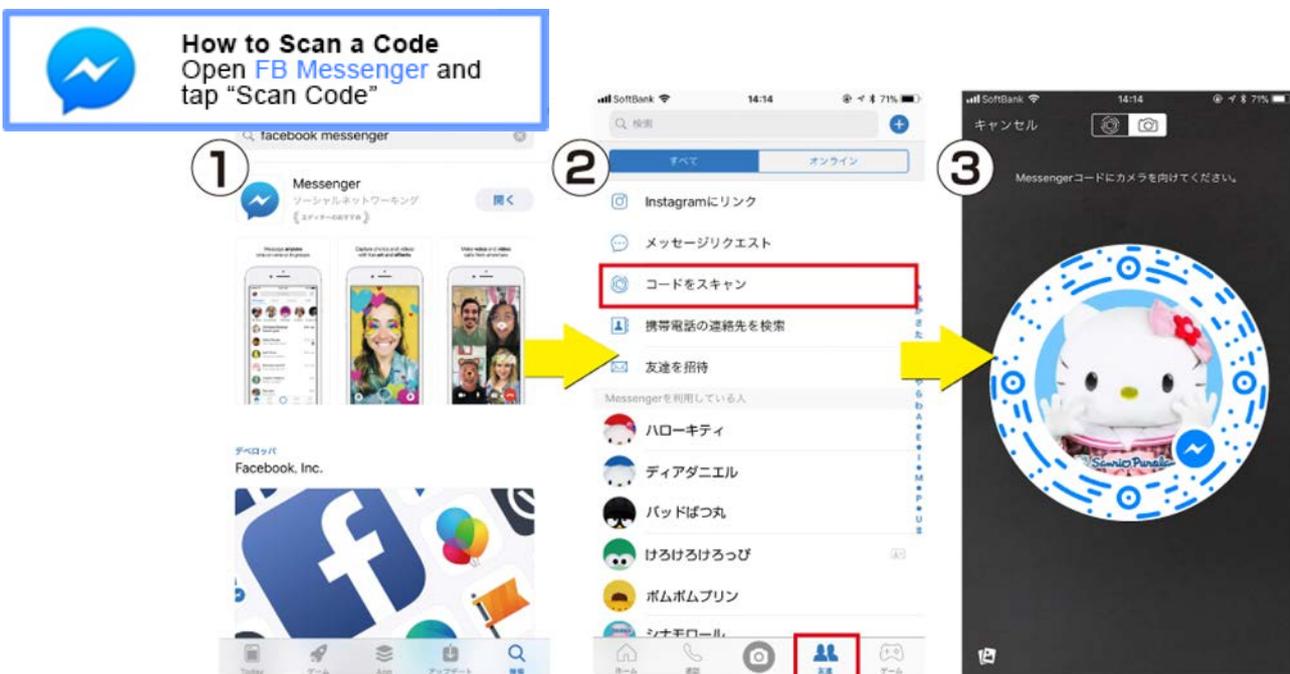
**Helps Puroland boost the value of their entertainment experience by promoting communication with guests.  
Delivers services in English & Traditional Chinese for guests from abroad.**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) enhanced “social gear Business+”, a community management software offered by its group company, SOCIAL GEAR PTE LTD (Headquarters: Singapore; CEO: Shunsuke Sato; SOCIAL GEAR), which helps clients achieve their business objectives on Facebook. transcosmos subsequently co-developed bot-based communication services with Sanrio Entertainment Co., Ltd. (Headquarters: Tokyo, Japan; Chairman, President and Chief Executive Officer of Sanrio Entertainment Co., Ltd: Shintaro Tsuji), an operator of the indoor theme park, Sanrio Puroland (Puroland).



With “Sanrio Puroland facebook messenger bot”, a character-bot service via Facebook Messenger released by Puroland, guests can enjoy communicating with character-bots by scanning Facebook Messenger Code at attractions and other facilities in the theme park (the codes are scheduled to be ready from February 2, 2018). Once connected to the character-bot, guests can receive various information such as a guide to enjoy Puroland, recommendations for attractions, seasonal items, foods, events and more from popular Sanrio characters like Hello Kitty. The character-bot also offers services in English and Traditional Chinese for ever increasing overseas guests. Going forward, transcosmos will expand contents, services, and languages that the character-bot offers to guests.

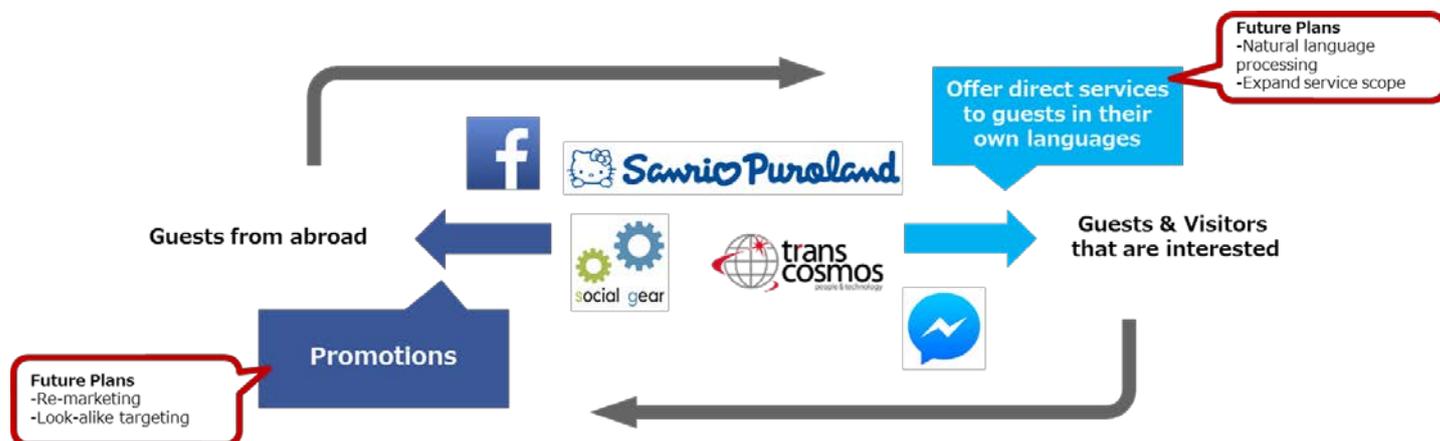
**How to Scan a Code**  
Open **FB Messenger** and tap “Scan Code”



1. Open the Facebook Messenger app.
2. Tap the "Scan Code" option in the search menu.
3. Scan the Hello Kitty character-bot code with the camera.

On top of chat services, this character-bot is bundled with Online-to-Offline solutions to enable Puroland to measure and drive offline traffic and sales without any installation of special hardware such as beacons or point-of-sales (POS) terminals. Ultimately, the character-bot delivers comprehensive services from ads to driving traffic, customer support, and re-marketing. transcocosmos continues to help Sanrio Entertainment make successful omni-channel and one to one marketing with its established know-how in designing customer communication and its proven record in supporting clients in the digital marketing area.

■ **Service (for illustration purposes only)**



● **SOCIAL GEAR Facebook Marketing Partners Profile**

<https://facebookmarketingpartners.com/marketing-partners/social-gear/>

transcosmos and SOCIAL GEAR combine their technology, knowledge, and people to support the execution of their clients' social media and digital marketing strategies in multiple languages around the globe. The group will continue to strengthen its capabilities in sales, marketing, and customer support whilst delivering innovative services tailored to meet the unique needs of each local market.

\* 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 177 locations across 33 countries with a focus on 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 49 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. (URL : <http://www.trans-cosmos.co.jp>)

**About Sanrio Entertainment Co., Ltd.**

Sanrio Entertainment operates theme parks where guests can meet Sanrio characters (Sanrio Puroland and Harmonyland). The company also plans and creates events for their parks. Visit Sanrio Puroland here: <https://en.puroland.jp/>

**【Puroland Official SNS】**

- Twitter : <https://twitter.com/purolandjp>
- Facebook : <https://www.facebook.com/purolandjp>
- Instagram : <https://www.instagram.com/purolandjp/>
- LINE : @purolandjp

©1976,2009 SANRIO CO., LTD. ©1976,1988,1993,1996,1999,2001,2018 SANRIO CO., LTD.

**Media Contact**

transcosmos inc.

Tomizawa, Public Relations & Advertising Department Tel: +81-3-4363-0123 Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)

Sanrio Entertainment Co., Ltd.

Public Relations Marketing G, Marketing Section, Sanrio Puroland Sales Department Tel: +81-42-372-6505 Fax: +81-42-372-6534 Email: [info@puroland.jp](mailto:info@puroland.jp)