



May 8, 2018  
transcosmos inc.  
me&stars.inc.

## **me&stars, a company which offers stars' premium experiences via live streaming videos appoints Kosuke Kitajima, a gold medalist of Athens and Beijing Olympics as its CSO**

### **Simultaneously, forms business alliance with IMPRINT, an athlete management company**

me&stars.inc. (Headquarters: Tokyo, Japan; President and CEO: Shunsuke Sato), a subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and an operator of the platform "me&stars" which offers stars' premium experiences in the live commerce market, is delighted to announce the appointment of Kosuke Kitajima, a professional swimmer and multiple gold medalist at the Athens and Beijing Olympics as its CSO (Chief Sports Officer). At the same time, the company formed a business alliance with IMPRINT (President / CEO: Kosuke Kitajima, Noriko Okubo).



#### **● Kosuke Kitajima Profile**

Born in 1982, Kosuke won 2 gold medals in the 100m and 200m breaststroke at 2004 Athens Olympics. And at 2008 Beijing Olympics he won gold medals in both breaststroke events and became the first Japanese swimmer ever to win 2 gold medals in 2 consecutive Olympic Games. In the midst of his active career as a competitive swimmer, Kosuke established IMPRINT in 2009, a company which operates various facilities that include KITAJIMAQUATICS a swimming school, and AQUALAB a unique swimming facility for personal training. In 2015 he established Perform Better Japan. He announced his retirement from competitive swimming in 2016. Kosuke currently acts as Chief Olympic Officer for Coca-Cola, serves as Director of the Tokyo Swimming Association, and sponsors "KOSUKE KITAJIMA CUP".  
[www.kitajima-kosuke.com](http://www.kitajima-kosuke.com)

#### **■ Comment by Chief Sports Officer Kosuke Kitajima**

I have decided to join this project because I see potential in "me&stars". As a platform, it can communicate what athletes, including former athletes, have to offer in addition to their respective athletic talent. I believe "me&stars" can bring athletes and their fans closer together, make live video viewers interested in athletes and sports, and ultimately turn them into new fans. As the CSO, I will invite athletes not only in Japan but also from around the globe to join this project and hold exciting events in order to boost the sports industry.

#### **■ With a business alliance with the athlete management company, IMPRINT, discover "stars" with a focus on Olympic athletes**

IMPRINT is an athlete management company where Kosuke Kitajima acts as President / CEO (Co-CEO). The company manages athletes that include Kosuke Kitajima, Kosuke Hagino, a professional swimmer and Rio de Janeiro Olympic gold

medalist and Tadahiro Nomura, a Judo competitor and three-time gold medalist at Atlanta, Sydney and Athens Olympics. IMPRINT will introduce and discover “stars” with a focus on athletes through their business alliance with me&stars.

■ me&stars.inc. overview

Company Name: me&stars.inc.

Headquarters: 3-25-18, Shibuya, Shibuya-ku, Tokyo, Japan

Directors : President & CEO Shunsuke Sato  
Director & CIO (Chief Innovation Officer) Takayuki Yamada  
Director & CSO (Chief Sports Officer) Kosuke Kitajima

Date of Foundation: September 1, 2017

Business: - Premium e-commerce content platform business  
- Consulting services

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\*me&stars is a trademark or registered trademark of me&stars.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 me&stars.inc.**

Co-established by transcosmos and the actor Takayuki Yamada on September 1, 2017, me&stars is a live commerce company with a mission to let powerful social influencers “bring premium experiences” to their fans. me&stars aims to create a trustful, secure and limited market for influencers and their fans through the power of transcosmos’s proven record in customer support and e-commerce services. In society which is overwhelmed by information and goods, me&stars will deliver premium items and experiences to fans that are not otherwise available in the market via live streaming videos.

■ me&stars official website

<https://meandstars.com/>

■ Download “me&stars” apps here

iOS version: <http://bit.ly/2DMekc1>

Android version: <http://bit.ly/2DJFMqZ>

**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 171 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.

**Media Contact**

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