

Press Release



September 5, 2018
transcosmos inc.

transcosmos again honored FIVE STAR SERVICE PROVIDER by TMALL, China's largest online marketplace

**Delivers e-commerce one-stop services that include e-commerce store operations, order management,
customer care, online promotion, and sales channel development**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is delighted to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary was once again awarded FIVE STAR SERVICE PROVIDER for the second half of 2018 by TMALL, the largest online marketplace in China.



TMALL's star rating program, the TMALL service provider program evaluates all companies that provide e-commerce operations services on TMALL and TMALL Global on a scale of 1 to 5 stars based on 3 standards, namely, e-commerce store operations capabilities (traffic acquisition capabilities, conversion rate, merchandising capabilities, store efficiency, service capabilities, logistics capabilities), collective operational capabilities (GMV, store transaction volume, sales growth rate, number of stores operated, capabilities to operate new stores), and added values ("New Retail" support capabilities, data skills, globalization, marketing capabilities, content operations capabilities, contribution to the industry). transcosmos China received the TMALL Gold Partner Award (Operation Service Category) in 2016 and was named a FIVE STAR SERVICE PROVIDER in 2017. Now, recognized for its superior service capabilities and collective strength, transcosmos China once again was awarded FIVE STAR TMALL SERVICE PROVIDER.

What's more, highly praised for providing operations services to multiple famous Japanese innerwear brands, transcosmos China also attained the No.2 spot for the innerwear industry in the Q2 2018 TMALL Top 5 Player Rankings by Industry. Shanghai SPOT, a member of transcosmos's capital and business partner UNQ group (Headquarters: Shanghai, China; CEO & Founder: Wang Yong), also received the FIVE-STAR SERVICE PROVIDER and ranked fifth in the food industry.



As a global company with a 52-year history, transcosmos localizes and delivers the high-quality services with global standards, building upon the company's longstanding operational experience. transcosmos supports prominent Asian and Western brands to make inroads into the global market by reducing necessary cost and time for market entry whilst contributing to the brands in expanding sales and strengthening their competitiveness in the global market.

Since transcosmos China launched its operations in Shanghai in 2006, the company has continued expanding its business, and now has 9 service bases in 6 cities in China. transcosmos China offers extensive services such as contact center services, e-commerce one-stop services, digital marketing services, and system development services for over 80 prominent Chinese and global brands. The company launched its e-commerce business in 2009. Now, in partnership with platforms such as TMALL, JD.com, and WeChat, transcosmos China offers e-commerce one-stop services that include e-commerce store/website development and operations, agency services (ROG, packing, and shipping), customer support, online marketing promotions, data analysis, and sales channel development and management services to clients in diverse industries including the 3C Industry (Computer, Communications, and Consumer Electronics), apparel, baby care, toy, sports, beverage, musical instruments, household products, and more.

* 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 optimization through our 171 locations across 32 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp