

Press Release

August 29, 2019
transcosmos inc.

transcosmos continues to win a five-star rating service partner by TMALL, China's largest online marketplace

Offers omni-channel new retail services driven by data

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 a five-star rating as TMALL service partner for the first half of 2019 by TMALL, the largest online marketplace in China, on August 6, 2019. This marks the fourth consecutive year that transcosmos China has won the award since 2016.



TMALL star rating program evaluates all companies that provide e-commerce operations services on TMALL and TMALL Global every six months. 2019 evaluation standards include six indexes of capabilities, namely, e-commerce store operations, brand marketing, consumer operations, channel operations, new retail operations and data operations as well as collective operational capabilities such as scale of stores. TMALL evaluates each company's on-site performance as well as their innovative business solutions. Ultimately, TMALL determines each company's star-rating based on their collective service capabilities.

transcosmos's two capital and business partners in China, both e-commerce service operators, also won the five-star ratings as TMALL service partners once again. The two companies are Shanghai SPOT (commonly known as UNQ) and Shandong Ya Nuoda E-Commerce Co., Ltd. (Headquarters: Jinan City, Shandong Province, China; Representative: Selina Dong; commonly known as Magic Panda). UNQ is a leading online distributor and an e-commerce operations agency that specializes in cosmetics, personal care, maternity items and baby & kids products. Magic Panda is a one-stop solutions service provider specializing in fashion brand items, maternity items, baby & kids products, toys, personal care and homewares.



Along with China's e-commerce market growth coupled with the continuous development of its internet environment, market expectations towards e-commerce malls and brands for their new retail services are also on the rise. Accordingly, TMALL service partners are pressed to catch the latest policies and trends in the e-commerce industry in real time and in turn develop and improve their services. Under such an environment, transcosmos China formed a Uni-marketing department in 2018 with the aim of utilizing the Alibaba Databank. In April 2019, the company was certified as "Databank Services Partner" by Alibaba, thereby becoming one of the 29 certified "Alibaba Databank Services Companies." Today, transcosmos China's data analysis team of 35 data analysts executes a wide range of services that include data integration and analysis, strategy development, consumer operations, marketing initiatives and more.

Since transcosmos China launched its operations in Shanghai as a digital transformation partner for businesses in 2006, the company has continued expanding its business, and now has 10 service bases in seven cities in China. transcosmos China offers extensive services such as contact center services, new retail services and digital marketing services for over 70 Chinese and global brands. The company launched its e-commerce business in 2009. Now, in partnership with platforms such as TMALL, JD and WeChat, transcosmos China offers a variety of services that include e-commerce store/website development & operations, sales channel development, online and offline data integration, system development, consumer operations and integrated marketing services in the new retail industry (including cross-border e-commerce) to clients in diverse industries including the 3C Industry (Computer, Communications and Consumer Electronics), apparel, baby care, toy, sports, beverage, musical instruments, homewares, home theater/audio equipment and more.

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

* Other company names and product or services 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 167 locations across 30 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 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.

<https://www.trans-cosmos.co.jp/english/>

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