

September 2, 2019

amadana corp.

transcosmos inc.

amadana and transcosmos establish a joint venture “GV inc.”

GV will deliver end-to-end business solutions from brand planning, to product design, to selling products on e-commerce websites

amadana corp. (Headquarters: Tokyo, Japan; President & CEO: Hiroshi Kumamoto) and transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) have announced that the two companies established a joint venture company “GV inc.” on August 30, 2019.

GV inc. logo design



By fully utilizing amadana’s proven record in brand consulting and product planning and design capabilities together with transcosmos’s track record in e-commerce platform development and operations, merchandising know-how and digital marketing capabilities, GV inc. will deliver the following services:

1. Brand planning, product planning & design, merchandising strategy development, and product sales on e-commerce websites and other channels
2. New business planning and marketing initiative planning & execution

Here are comments received from amadana corp.

“We are honored to announce the establishment of this joint venture company with transcosmos. We will deliver our creative solutions to more companies than ever before in the lifestyle segment, which is amadana group’s field of expertise, thereby dynamically expanding our new business.”

Here are comments received from transcosmos inc.

“We are delighted to form this joint venture company with amadana. amadana owns excellent design capabilities and proven experience in providing consulting services to various companies and brands including consumer electronics and apparel. With the aim of growing this joint venture, we will also make the most of relationships with professional sports teams as well as e-commerce platforms and digital marketing capabilities that transcosmos group owns.”

■ GV inc. company overview

Trade name: GV inc.
Founded: August 30, 2019
Representative: Jun Matsumoto (Executive Officer at amadana)
Officers: Hideki Kodama (Director & COO at amadana)
Yoshinori Okada (CMO at amadana, President at amidus)
Tomoyasu Urata (amidus)
Takeshi Kamiya (Director, Senior Corporate Executive Officer at transcosmos)
Ken Inazumi (Director, Senior Corporate Executive Officer at transcosmos)
Takeshi Sankawa (Senior Corporate Executive Officer at transcosmos)
Toshiki Habutsu (President at Skylight Consulting)
Auditors: Hiroyuki Tomita (Auditor at amadana)
Atsuhiko Suwahara (General Manager at transcosmos)
Headquarters: 3-25-18, Shibuya, Shibuya-ku, Tokyo, 150-8530 Japan
Business overview: E-commerce, merchandizing, and consulting services

【amadana corp. overview】

Trade name: amadana corp.
Representative: President & CEO Hiroshi Kumamoto
Headquarters: Jinnan building 5F, 1-3-4, Jinnan, Shibuya-ku, Tokyo 150-0041 Japan
Founded: November 14, 2002
Paid-in capital: ¥150 million
Business: Creative solution services
Planning, design and sales of electronics products

【transcosmos inc. overview】

Trade name: transcosmos inc.
Representative: President and COO Masataka Okuda
Headquarters: 3-25-18, Shibuya, Shibuya-ku, Tokyo 150-8530 Japan
Founded: June 18, 1985
Paid-in capital: ¥29,065,968,631
Business: Contact center, digital marketing and BPO (business process outsourcing) services

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