

# Press Release



September 12, 2019  
transcosmos inc.

## transcosmos (Thailand) becomes a Preferred Partner of Lazada Thailand in Q1 2019

**Recognised for its excellence in eCommerce operations services, the company is the one and only Japanese-affiliated company that has received the “Lazada Preferred Partner” certification for Thailand**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is delighted to announce that its subsidiary, transcosmos (Thailand) Co., Ltd. (Headquarters: Bangkok, Thailand; Managing Director: Kiyonori Takechi; transcosmos (Thailand)) has received a “Lazada Preferred Partner” certification for the first quarter of FY2019. transcosmos (Thailand) has been awarded this certification for its service quality and expertise in eCommerce store management. transcosmos helps manage the store of several brands on Lazada, adhering to the LazMall service standard in Q1.



### LAZADA PREFERRED PARTNER

“Lazada Preferred Partner Programme” is a programme through which Lazada certifies partners who perform beyond standard requirements, provide excellent store management services, fast and efficient operations, quality customer service and contribute to help grow the eCommerce ecosystem for brands. This acknowledgement is validation of transcosmos (Thailand)’s expertise in helping brands win in business and stand out from other sellers on Lazada.

Mr.Yann Fontaine, Chief Business Officer of Lazada Thailand said, “We believe that no brand is too big and no seller too small to become successful eBusinesses. We are focused on equipping Lazada brands and sellers with knowledge, services and tools like our Super Solutions to help them achieve sustainable growth on Lazada platform. Expert partners like transcosmos (Thailand) are key in helping us to continuously uplift these services and solutions for our brands and sellers.”

The Lazada Preferred Partner Program was launched in January 2019 to recognise and benefit our partners in three key ways; **Earn Trust from Brands** – Endorsement of their eCommerce expertise; **Brands Development** – Opportunity to expand business leveraging Lazada’s network and **Connect with Lazada** – Access to special events, trainings, new projects and other platforms.

Since its foundation in 2008, transcosmos (Thailand) has been offering integrated CRM outsourcing services including contact center services and e-commerce one-stop services for the Thailand local market. On top of providing support to clients in Thailand, the company assists companies that plan to expand into Thailand from Japan and other countries. In 2015, transcosmos Thailand formed a capital and business alliance with SAHA GROUP (Headquarters: Bangkok, Thailand; Chairman: Boonsithi Chokwatana).

transcosmos offers e-commerce one-stop services that fit clients’ e-commerce business and brand strategies across 48 countries including Japan, Europe and the United States, China, Taiwan, South Korea, ASEAN, India and Latin America. With the aim of contributing to clients in enhancing brand value and expanding sales, transcosmos will continue to deliver the best services to each country in this fast-changing e-commerce market.

## ■ About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

\* 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 (Thailand)

Established in 2008, transcosmos (Thailand) has been offering services in Thailand for 11 years. Along with the expansion of e-commerce market on a global scale, transcosmos (Thailand) now provides e-commerce one-stop services and digital marketing services to help clients deliver their excellent products and services to their customers. transcosmos (Thailand) provides 100% customizable solution packages that fit clients' business needs and objectives.

## 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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