

Press Release



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transcosmos inc.

transcosmos's clients GMV on Double 11 (China's biggest shopping festival) exceeds 65.2 billion yen

Helps clients expand their brand recognition and achieve sales by featuring viya, the top Taobao KOL and other celebrities as well as nurturing its own influencers

Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), is proud to announce that the gross merchandise value (GMV) clients generated on e-commerce platforms such as TMALL and JD where it provides services to such clients surpassed 4.183 billion yuan (approximately 65.2 billion yen, converting 1 yuan to 15.58 yen) within 24 hours on Double 11 (the biggest shopping festival in China). transcosmos China successfully assisted clients in expanding their sales by featuring viya, the No. 1 Taobao Key Opinion Leader (KOL) and executing new marketing initiatives such as nurturing its own influencers.



TMALL's Double 11 GMV hit a new record of 268.4 billion yuan (approximately 4 trillion and 180.7 billion yen, converting 1 yuan to 15.58 yen), up nearly 26% from a year earlier. As sales volume increases, it is critical for sellers, service providers and e-commerce platformers to have a higher level of technology and high-quality services and sales models more than ever before. Alibaba Group places a sharp focus particularly on influencer live commerce which is generally recognized as the most effective sales tactics in the Chinese market.

Being a TMALL 5-Star service partner, transcosmos China partnered with Taobao's top influencers and popular celebrities from the Double 11 pre-sales period, thereby helping clients broaden their market awareness and exceed their sales KPIs.

■ Sales jumped through the partnership with viya, the top Taobao KOL

"CORKCICLE," a stainless bottle brand from America, officially opened "CORKCICLE Official Flagship Store" (URL: <https://corkciclej.tmall.com/>) on TMALL in August, 2019. As the brand's e-commerce services partner, transcosmos China offers end-to-end services that range from store opening to operations at one-stop. With the aim of enhancing and expanding the power and awareness of "CORKCICLE" brand as well as growing sales in the Chinese market, transcosmos China formed a partnership with viya, the top influencer on the Taobao Live Commerce Ranking (in terms of sales volume) with 10 million followers, and made viya promote "CORKCICLE" brand stainless bottles during two live streaming sessions. As a result, the bottles sold out within just a few minutes during the first live stream on October 27, drawing around 800 thousand viewers to its store.

■ **Established a dedicated influencer team to improve service value**

Through live commerce which does not have any restriction on images and texts, consumers can get information about brands and their products more intuitively and directly than any other media whilst watching the live stream. With the aim of delivering consumers more detailed and accurate product information than ever before, thereby improving the value of services, transcosmos China not only used online influencers but also nurtured its own influencers and developed a specialized influencer team this year and distributed live streams featuring these influencers. By introducing and reviewing products, influencers motivate consumers' buying appetite and lead such consumers to make purchases which ultimately drive sales.

transcosmos China's initiative to nurture its own influencers resulted in the strengthened power of brands and their products whilst deepening its own employees' knowledge about clients' products. transcosmos China contributed to Canon in increasing sales on "Canon Official Flagship Store," a store that transcosmos operates, by running various campaign initiatives including Double 11 pre-sales, live streaming of their popular products, promotional events, and more. As a result, Canon was ranked in the TMALL "100 million yuan Club," a club of stores with sales of 100 million yuan or more.



transcosmos China employees live streaming on TMALL "Canon Official Flagship Store (URL: <https://canon.tmall.com/>)" during Double 11



Rehearsal in transcosmos China e-commerce operations area before the live streaming

■ **Assisted clients explode sales during Double 11**

During the 2019 Double 11 campaign period, clients offered Double 11 Limited Items. BANDAI Official Flagship store (URL: <https://bandai.tmall.com/>) began selling a total of 1,600 limited items, in three different models, on November 11, which ran out in just 5 minutes. The number of transactions in 11 hours exceeded that of a whole day recorded a year earlier.

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.

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, WeChat and PDD, 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), cosmetics, apparel, baby care, toy, sports, beverage, musical instruments, homewares, home theater/audio equipment, stationeries and more.

With the aim of enhancing its e-commerce operations capabilities, transcosmos China formed a Uni-Marketing department and released Databank services in 2018. Since then, transcosmos China has been offering data operations services thereby assisting clients in executing their targeting strategies. By featuring popular celebrities and influencers, transcosmos China will continue to help clients raise their brand awareness whilst growing their sales in the Chinese market.

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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 168 bases across 30 countries/regions 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/regions 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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