

# Press Release



July 12, 2021  
transcosmos inc.

## transcosmos's affiliated company UNQ, a leading Chinese e-commerce solutions provider launches IPO on the HKEX main board

### The No.1 player in the Japanese-branded FMCG category in the China e-commerce market aims to further expand its business through the IPO

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that UNQ Holdings Limited. 優趣匯控股有限公司 (Incorporated in the Cayman Islands with limited liability; Chairman: Wang Yong; "UNQ HD"), the parent company of UNQ (Shanghai) Supply Chain Management Co.,Ltd 優趣匯(上海)供應鏈管理有限公司 (Headquarters: Shanghai; "UNQ"), a leading e-commerce business solutions provider and an equity-affiliate of transcosmos, launches its IPO on the HKEX main board on July 12, 2021 (stock code: 2177). transcosmos has acquired the shares of UNQ in 2014, and its ownership ratio in UNQ HD will be approximately 34.52% immediately after the listing.



UNQ's e-commerce business in the China market covers online store operations, branding, digital marketing, customer services, and fulfillment. UNQ runs both domestic e-commerce and cross-border e-commerce businesses on mainstream and emerging e-commerce platforms such as Tmall, 京東 (JD.com), Kaola, RED (小紅書), Pinduoduo (拼多多), and more. As of the end of June, 2021, the company operated a total of 88 online stores and provided e-commerce solutions to 66 brands, among which 58 were from Japan.

According to a major Chinese consulting company 灼識諮詢 (CIC) report, the market size of the Japanese-branded FMCG that includes cosmetics and personal care products reached RMB73.3 billion (approximately JPY1.2 trillion, Calculated at 1 CNY = 17 JPY, the same applies hereafter) in the China e-commerce market in 2019, and UNQ ranked first among e-commerce solutions providers in China in terms of GMV (Gross Merchandise Value) with a market share of 5.5%.

According to the CIC report, the market size of the imported brand segment in the China e-commerce market is expected to increase to RMB829.3 billion (approximately JPY14 trillion) in 2024. Making the most of funds raised from the IPO, UNQ intends to further expand its business by focusing on cosmetics, personal care and healthcare businesses.

#### ■ UNQ Group overview

Representative: Wang Yong  
Founded: 2010  
Business: e-commerce business for the China market  
Employees: 732 (as of December 31, 2020)  
Principle locations: Shanghai (China headquarters), Beijing, Hangzhou, Guangzhou, Tokyo, Hong Kong  
URL <http://www.youquhui.com/En>

transcosmos supports companies expanding from Japan to China by providing e-commerce services in line with the local market in partnership with UNQ. transcosmos will continue to strengthen its alliance with UNQ, and strongly promote a direct

sales model that sells the excellent products of its clients to the China market.

\*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.

\*This press release is for information purposes only and should not be construed as investment advice or an offer or solicitation to buy or sell securities.

#### **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 166 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 to consumers 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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