

Press Release



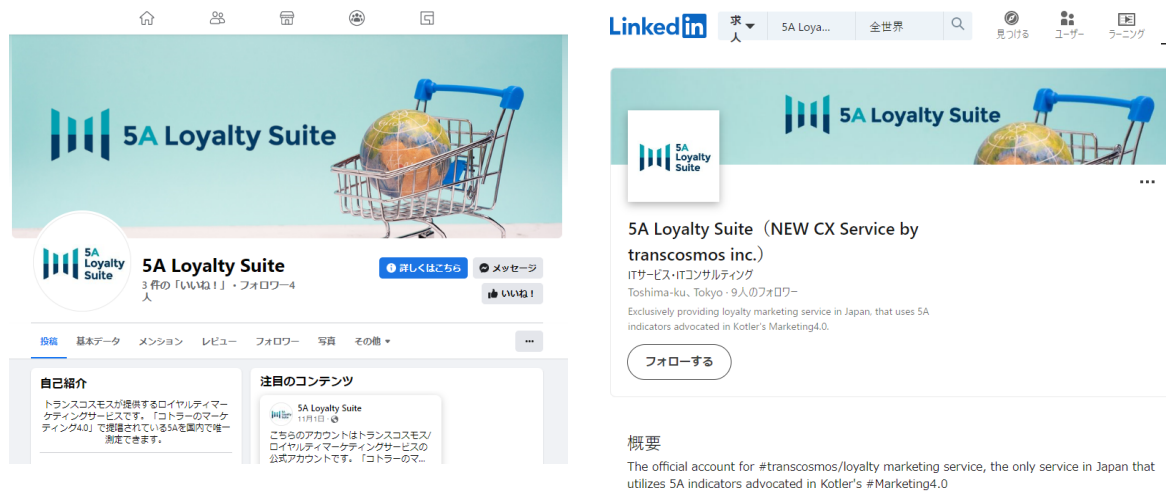
December 16, 2022

transcosmos inc.

transcosmos opens its official social media pages featuring its 5A Loyalty Diagnostics services

In addition to service introduction and news, disseminates latest marketing trends and webinar information

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) hereby announces that the company has launched its official Facebook and LinkedIn pages for its 5A Loyalty Suite, a suite of 5A loyalty diagnostic services that helps businesses build their loyalty marketing strategies.



1. Facebook: <https://www.facebook.com/5aLoyaltySuite/>
2. LinkedIn: <https://www.linkedin.com/company/5a-loyalty-suite/>

On the two official social media pages, transcosmos posts not only details of its 5A loyalty diagnostic services and related news, but also the latest marketing trends and topics, as well as webinar information. Please visit and follow the pages, and find out useful information for your business.

The 5A's is a new customer path proposed in "Marketing 4.0/5.0" by Phillip Kotler. In March 2019, transcosmos formed a business alliance with MarkPlus Inc., an Indonesian marketing consulting and research firm founded by Hermawan Kartajaya, the co-author of "Marketing 4.0/5.0." Since then, transcosmos has been offering 5A loyalty diagnostic services - its proprietary loyalty marketing service suite - with the exclusive right to use the measurement based on the 5A's in Japan.

* Visit and find out more about our latest marketing theories built on Kotler's model.

Website: <https://www.pkmarketing.jp/en/>

Twitter: <https://twitter.com/5aSuite>

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*Other company names and product or service 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 172 bases across 28 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 46 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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