

Press Release

April 25, 2018
transcosmos inc.

Magic Panda, a member of transcosmos group, received multiple awards from Alibaba Group that include The Customer Experience Excellence Award of 2018

The largest e-commerce service provider in China with a sharp focus on the fashion apparel category

Shandong Ya Nuoda E-Commerce Co., Ltd. (Headquarters: Jinan City, Shandong Province, China; Representative: Selina Dong; commonly known as Nengmao Studio; Magic Panda), a Chinese e-commerce service provider specializing in the apparel industry and a group company of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has received various awards from Alibaba Group from 2017 to April 2018, that include The Customer Experience Excellence Award of 2018, the award which recognizes a company that showcased the best performance in 2017 in the customer experience category.



MAGIC PANDA INTERNATIONAL

熊猫国际集团

The Chinese e-commerce market is one of the fastest evolving and hugely rewarding markets in the world, where innovative business models, technologies, merchandise, data science, and consumer experience emerge every day. The fashion apparel category is the largest product category in terms of GMV (Gross Merchandise Value) in the Alibaba ecosystem. The complexity of operating fashion apparel brands in China's e-commerce environment requires e-commerce service partners to evolve from a purely operational partner to one that offers optimum services including business strategy.

Magic Panda has been the hidden champion behind the success of nearly hundreds of fashion apparel and lifestyle brands in China's e-commerce marketplace since it opened its door in 2005, including Saks Fifth Avenue, Barneys New York, ADASTRIA, MONNIER Frères, Urban Outfitters, Free People, Miki House, Line Friends and Stadium Goods. Today, more than 400 professionals in strategy, merchandise, design, marketing, operations, and after-sales service are leading the company's e-commerce service with a sharp focus on the fashion apparel category.

Magic Panda helps famous international brands make a successful entry into the Chinese market by proposing a business model which suits the Chinese market by revising their conventional wholesaler-retailer market entry strategy to an e-commerce to retailer model. This has proven to be hugely successful and the company received the following awards for its excellent performance as the most trusted Tmall Service Partner.

The Customer Experience Excellence Award of 2018

The New Force of 2017

The Most Favorite Brand of Young Consumers Award

The most Fashionable Brand Award 2017

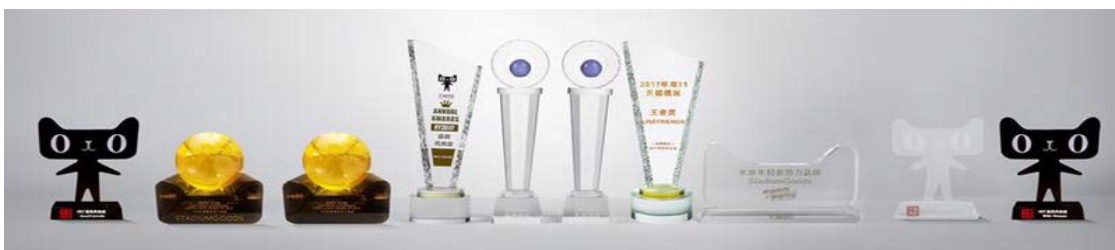
The Business Growth of 2017 Award

The Best Growth of Children's Footwear Award of 2017

The Outstanding International Apparel Award

The Dark Horse Award of International Fashion Brand 2017

The King of Double 11 Award of 2017



Recognizing its performance, Alibaba Group has identified Magic Panda as one of the key New Retail Partners in the fashion apparel category. Magic Panda is currently seeking opportunities to work with international fashion apparel brands that include DIAN von FURSTENBERG, Lafayette148, GOAT, Urban Outfitters and Free People in order to implement Alibaba's "New Retail Strategies" that connect online with offline. This will connect the brands with over 500 million prospective consumers inside the Alibaba ecosystem and largely improve brands' conversion and traffic to their retail stores effectively.

Selina Dong, Founder and CEO of Magic Panda Group explains the group's strategy in this way, "As an independent e-commerce service group, we must keep defending brands' interests, leverage platform resources to the max, and grow with the brands." Working in the best interests of brands, Magic Panda will continue to grow as the most trusted, professional hidden champion of the e-commerce services industry in China.

*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.

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 reduction through our 171 locations across 33 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 to consumers in 49 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.

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