

Press Release



December 3, 2018
transcosmos inc.

transcosmos establishes “transcosmos Commerce,” its e-commerce subsidiary in Indonesia

Delivers clients' quality products from all over the world to Indonesia

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) established its e-commerce subsidiary “PT. transcosmos Commerce (transcosmos Commerce)” (Headquarters: Jakarta, Indonesia; President Director & CEO: Naoto Osada) in Indonesia and launched its operations in November 2018. The new company will deliver the excellent products of their clients in Japan and around the world into the hands of Indonesian consumers.



Indonesia has a population of 260 million which ranks number 4 in the world with an annual economic growth rate at 5 to 6%, showing unparalleled growth in terms of both population and economy. According to a survey conducted by transcosmos, Indonesia's B2C e-commerce market size was around USD 15.3 billion in 2017, achieving 135% year-over-year growth and is expected to continue growing at an average annual rate of 14.8%. The market is expected to reach around USD 60.8 billion by 2027. In line with the statement of Indonesia President Joko Widodo, “Make the Indonesian e-commerce market worth USD 130 billion by 2020,” the government is leading its e-commerce roadmap.

In the ever-growing Indonesian e-commerce market, transcosmos Commerce will help facilitate its expansion as a sales partner that connects Indonesian consumers to their clients in Japan and around the world. The extensive e-commerce operations and store opening support services include consulting, sales strategy and marketing plan development, e-commerce website development, customer support, inventory management, and delivery. On top of that, transcosmos Commerce will open transcosmos e-commerce stores (BlanceCare, GentleFresh, and PrismaCart) on four local leading marketplaces (Lazada, Tokopedia, Bukalapak, and Shopee) and sell their clients' quality products. As a first step, the stores will offer products from Beauty & Health and Home & Lifestyle categories.

■ transcosmos Commerce Overview

Company name: PT. transcosmos Commerce
Representative: President Director & CEO Naoto Osada
Location: Jakarta, Indonesia
Business launch: November 2018



■ Visit BalanceCare, opened on Tokopedia here: <https://www.tokopedia.com/balancecare>

The screenshot shows the Tokopedia storefront for BalanceCare. The header includes the shop name, a tagline "Balance Care for your personal care and beauty", and a description: "Menjual produk perawatan & kecantikan ori berkualitas. Open on weekdays 09.00-17.00. Order setelah pukul 13.30 akan di proses besok". It also displays shop speed, reputation (5 stars), 338 items sold, and 20 followers. Below the header, there are tabs for "Product", "Talk About It", "Reviews", and "Shop Information". The main section is titled "Produk Unggulan" and features five product cards:

- BABY BATH & WASH** 230ml: Cetaphil Baby Ultra Moisturizing Bath & Wash. Price: Rp 92.000.
- SKIN CLEANSER** 125ml: Cetaphil Gentle Skin Cleanser. Price: Rp 81.500.
- FACE LOTION** 170ml: Hada Labo Gokuyun Premium Lotion. Price: Rp 210.000.
- LOWEST PRICE**: Redbox Soap (100gr). Price: Rp 14.400.
- VALUE PACK**: Bouncia Body Wash + Shower Puff. Price: Rp 54.000.

Below the products is a search bar and a "Sort By" dropdown menu set to "Default". A "Showcase" sidebar on the left lists categories like "All Showcase", "Products Sold", "Not Available", "Shampoo", "Face Wash", "Hair Wax", "Body Wash", and "Baby Wash". The "All Showcase" section displays five more product cards:

- FACE WASH + FACE MASS**: Paket Nature Republic Aloe Vera. Price: Rp 149.000.
- VALUE PACK**: Paket Kapas bulat bayi Medisoft. Price: Rp 33.900.
- VALUE PACK**: Paket Hot Gatsby Wax Grey 80gr. Price: Rp 120.000.
- FACE WASH + FACE LOTION**: Paket hemat Cow style Skinlife Facial. Price: Rp 129.000.
- VALUE PACK**: Paket Sabun mandi Cow Style. Price: Rp 46.000.

transcosmos established PT. transcosmos Indonesia in June 2013, and offers call center and digital marketing services to the Indonesian market. Now, transcosmos Commerce will deliver e-commerce one-stop services that are tailored to the trends and needs of Indonesian consumers building on transcosmos Indonesia's proven record and know-how in offering outsourcing services.

* 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 optimization through our 172 locations across 31 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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