

# Press Release



July 30, 2020  
transcosmos inc.

## **transcosmos China forms a strategic business alliance with MOEN, a world renowned faucet manufacture, and expands its online business**

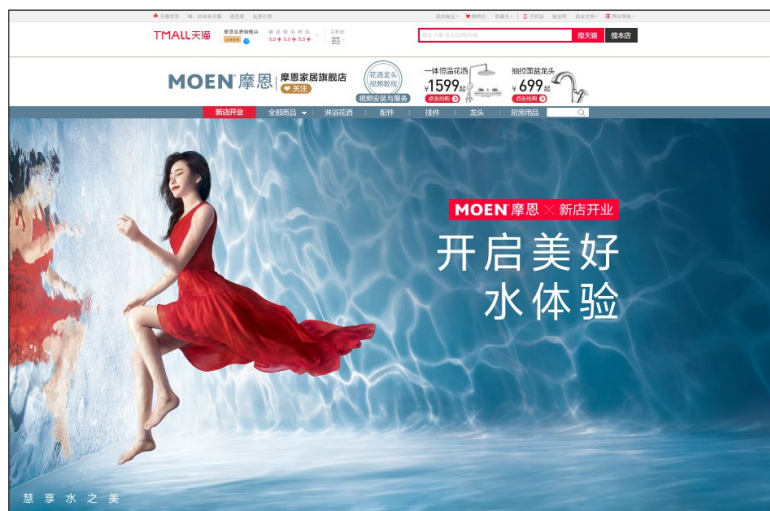
### **Aims to make the homeware market go online by grasping consumer needs in the post Covid-19 era**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is pleased to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary, held a joint press conference, and signed a strategic business alliance agreement with MOEN, a world-renowned consumer faucet brand under FORTUNE BRANDS Home & Security-GPG, in Shanghai, China, on July 29, 2020. Under this partnership, transcosmos China will assist MOEN in opening its flagship store (<https://moenjiaju.tmall.com/>) on TMALL, the leading e-commerce mall in China operated by Alibaba Group. As a MOEN's online distributor, transcosmos China will contribute to MOEN in enhancing customer experience and increasing sales in the post-Covid-19 era through the provision of store operation and customer support services.

# MOEN®

The spread of Covid-19, a disease caused by the novel coronavirus, brought unprecedented challenges to many businesses, whilst drastically changing consumer purchasing behavior in each country. At the same time, amid the rise of China's new economy, businesses are striving to adjust and make their business strategies fit the post Covid-19 era, thereby achieving new growth to reach a broader range of customers effectively. As a TMALL Ecological Partner and online distributor, transcosmos China has access to various digital tools offered by Alibaba that include the Alibaba databank and strategy center. Leveraging such tools, transcosmos China will analyze user interests in client brands and user purchasing habits, and other factors from diverse perspectives, and operate a customer-centric e-commerce business for the brands. Ultimately, transcosmos China helps the clients expand sales and achieve digital transformation.

The post Covid-19 era will bring in a dramatic change to the homeware market. Already, an increasing number of younger consumers prefer unique items, and buy online. With highly efficient logistics services and 24/7 customer support, TMALL offers high-quality products where consumers can shop anytime, anyplace. What's more, customers are now able to get product information via live streaming on TMALL prior to their purchases. Building on its extensive experience and expertise in China's new retail and online channel development, transcosmos China helps clients enter into the Chinese market.



MOEN Homeware Flagship Store (<https://moenjiaju.tmall.com/>)

MOEN has recently opened MOEN Homeware flagship store (<https://moenjiaju.tmall.com/>) on TMALL, selling sinks, faucets, and bathroom accessories. transcosmos China will not only offer daily operational services for its flagship store but also help MOEN expand its sales through live streaming and Alibaba big data.



At the signing ceremony. Left: George Wu, President of Asia Pacific Region, FORTUNE BRANDS Home & Security-GPG

Right: Toshiya Okada, General Manager, transcosmos China

Here are the comments received from George Wu, President of Asia Pacific Region, FORTUNE BRANDS Home & Security-GPG.

“MOEN, the consumer faucet brand under FORTUNE BRANDS Home & Security-GPG expanded into the Chinese market in 1994. Now MOEN has become one of the favorite brands for Chinese consumers. By developing and offering new products, we will continue to provide Chinese consumers with a better brand experience than ever before. As a global business process outsourcing company, transcosmos has abundant experience in China’s new retail and online marketing. We are confident that we can further enhance our online business through the partnership with transcosmos China and the support of TMALL Houseware and FurnitureBusiness Department.”

Here are the comments received from Toshiya Okada, General Manager of transcosmos China.

“We, transcosmos, are honored to be chosen from many other companies by FORTUNE BRANDS Home & Security-GPG and MOEN as their partner. We would also like to extend our sincere gratitude to Alibaba Group and TMALL for providing us with considerable support in opening the MOEN flagship store, and selling their products on TMALL. Leveraging the databank and digital tools for consumer operations, transcosmos China will provide MOEN brand’s shopping experience to many more customers. Through this initiative, we will work on making the homeware product shopping go online.”

## ■ About MOEN

Moen Inc. is one of the most famous consumer faucet manufactures founded in 1939. Since day one, MOEN has been dedicated to designing and delivering beautiful products that last a lifetime – all over the world.

## ■ About transcosmos China

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 7 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.com, and WeChat, 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), apparel, baby care, toy, sports, beverage, musical instruments, household products, home theater/audio equipment, and more.

\* transcosmos is a trademark or registered trademark of transcosmos inc. In Japan and other countries.

\* Other company names and product or services 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 169 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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