

Press Release



September 17, 2020

transcosmos inc.

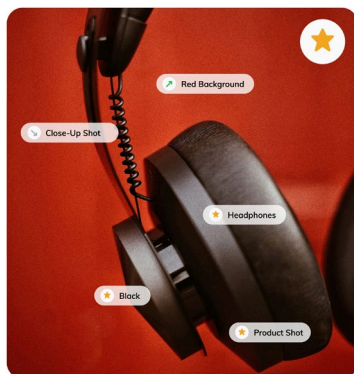
transcosmos signs exclusive selling agreement in Japan with Dash Hudson, leading AI-powered visual marketing software highly praised by top brands in the US & EU that succeed in social media and ecommerce marketing

Aiming to help Japanese brands increase revenue on social media channels like Instagram by predicting performance

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) is honored to announce that Dash Hudson (Headquarters: Nova Scotia, Canada; CEO: Thomas Rankin) has granted exclusive selling rights in Japan for their proprietary visual marketing software to transcosmos. As Dash Hudson begins to grow in the Japanese market, this exclusive selling agreement allows transcosmos to offer consulting and SNS operations services to Japanese clients on behalf of Dash Hudson.

Dash Hudson is a visual marketing software for the world's most important brands like Apple and Amazon, and well-known global brands including COACH, Kate Spade, Estée Lauder, and Condé Nast—a global media company that publishes VOGUE and GQ—as well as REVOLVE—a U.S. e-commerce fashion retailer famous for their success in influencer marketing.

With the power of Dash Hudson, transcosmos will help clients and brands increase results on Instagram, boost engagement rate, and achieve success in their social commerce efforts. Dash Hudson will provide solutions that will enable Japanese companies to grow significantly on social media at the speed of brands on a global scale.



★ Star Performer ▲ Above Average ▼ Below Average



DASH HUDSON

X



■ Dash Hudson: Distinctive features

▪ **Vision: AI-powered photo analytics technology, the core of Dash Hudson**

Vision uses proprietary AI technology tailored to your brand to analyze every feature of your owned and earned content and predict photo performance so you can develop a data-driven strategy for your creative content.

▪ **User Interface: Designed to achieve results simply on the fly**

With its modern and user-friendly interface, you can make decisions on the best photo and schedule your posts seamlessly, allowing you to save time and increase your marketing performance easily.

▪ **Centralized communication platform to build your community of fans**

The one-stop platform enables you to manage comments on your posts, automatically collect UGC, and communicate with influencers so that you can nurture and convert your core fans into your brand ambassadors.

▪ **LikeShop: Drive your audience from engagement to purchase, LikeShop seamlessly realizes social commerce**

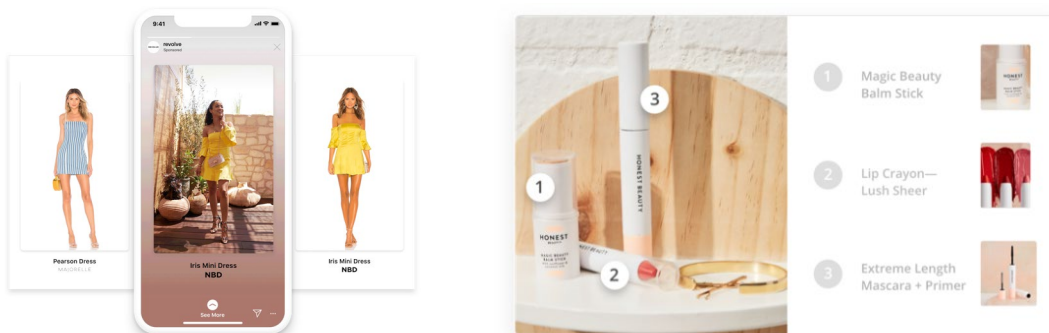
LikeShop allows you to create up to 25 links per post including links to your product detail page, webpage, social platforms, and YouTube videos. With this solution, you can provide your audience with more information about your products, and

ultimately provide them with a seamless shopping experience.

• Not only for Instagram but also for other social platforms

In addition to Instagram, Dash Hudson also supports Pinterest, Twitter, and Facebook, so you can manage your posts all in one place. With the link-in-bio solution, make your TikTok videos shoppable to appeal to your trend-conscious audience.

“At Dash Hudson, our main priority is to help the world’s most important companies to engage their audiences and drive revenue on social and ecommerce channels,” explained Thomas Rankin, CEO of Dash Hudson. “We are honored to announce this partnership with transcosmos, a true leader in digital marketing. Together, transcosmos and Dash Hudson will work to help the best brands and retailers in Japan grow significantly now, and in the future.” “The post-COVID world presents brands with an incredible opportunity to connect with their audiences in new and meaningful ways. Developing brand loyalty, as well as monetizing the channels where customers actually spend their time, like social media, has never been so important. The smartest companies will continue to prioritize and invest in their ecommerce and social media efforts — and ultimately maximize online revenue and long-term business growth.” says Rankin, “Dash Hudson provides companies with the business-critical solutions and data-driven insights they need to effectively optimize content to drive revenue and retain customers in this new era of online shopping.”



In one easy step, LikeShop takes your audience from your social media feed to your website.

The popularity of social media, such as Instagram, has spread to influencer marketing, and ushered in the era of social commerce. Due to the impact of the new coronavirus, it is expected that e-commerce will continue to grow in various other channels, making photos and videos more critical than ever before. Adding Dash Hudson to its service offerings, transcosmos will further enhance its one-stop e-commerce services that assist clients in end-to-end e-commerce business operations from marketing to customer services. Ultimately, transcosmos will help clients grow sales across channels including social media.

About Dash Hudson

The world’s most important companies use Dash Hudson to create and share photos and videos that people care about. Brands like Condé Nast, Apple, Sephora, and REVOLVE use Dash Hudson daily to make every interaction on social meaningful. URL: <https://hubs.ly/H0wCg-Z0>

Our visual marketing software provides a one-stop solution to create, measure, and predict performance, see trends, enhance engagement, and distribute content on your most important marketing and ecommerce channels. We take it to the next level with AI tools that will help you make better decisions, faster.

* 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 EC-X

transcosmos “EC-X Series,” a set of e-commerce solutions, offers best solutions that address specific challenges each client face. Visit here for EC-X special website (Japanese only): <https://transcosmos-ecx.jp/>

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 168 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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