

Press Release



December 21, 2021
transcosmos inc.

transcosmos assists meeth, a brand that sells “& SKIN OIL,” in winning the top beauty award in Taiwan with its local marketing services

With its e-commerce one-stop services in Taiwan, transcosmos serves meeth in becoming the beauty award winner for two consecutive years

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) is delighted to announce that transcosmos Taiwan inc. (Headquarters: Taipei, Taiwan; General Manager: Shunsuke Matsuda; transcosmos Taiwan), its wholly-owned subsidiary, has assisted meeth inc., Ltd. in winning a beauty award presented by a Taiwanese media company with its e-commerce one-stop services.



- Visit 女人我最大 Queen 2021 粉美賞 Beauty Award here: <https://beautyawards.tvbs.com.tw/2021/>

Sponsored by “女人我最大 Queen,” Taiwan’s popular TV program that introduces the latest cosmetics and fashion items, the “粉美賞 Beauty Award” is the equivalent of the Academy Award in Taiwan’s beauty industry, to which not only beauty brands from Taiwan enter but also brands from around the world. This year, multi-use beauty oil by meeth won the “Total Body Oil Award” in the 2021 body care product category.

transcosmos Taiwan has been providing meeth with its e-commerce one-stop services that range from developing sales strategies and marketing campaign initiatives to operating its e-commerce website, serving meeth in boosting its brand recognition and expanding sales.

“We are honored that 女人我最大 Queen chose us as the winner of 粉美賞 beauty award, the prestigious beauty award in Taiwan, for two consecutive years,” Sonmi, the president of meeth co., Ltd. said. “Our &SKIN OIL works wonders on your body, hair as well as on your face. You can enjoy &SKIN OIL, the only oil you’ll ever need, in your own favorite way. We have developed &SKIN OIL with the wish that all of our customers will love it. &SKIN OIL is gentle on your skin, packed with ingredients primarily rice bran oil, and it is suitable for delicate skin. We will constantly strive to make meeth a supported brand among many more people in Taiwan.

We want to thank all of our customers. We won the 女人我最大粉美賞 beauty award for the second year in a row, because you voted for our product. Under our



brand concept, “Beautiful Skin is the Best Jewelry,” we will renew our commitment and make further efforts in developing products for everyone. Thank you for your continued support on meeth.”

In 2021, meeth began selling their products in the Taiwanese local market together with transcocosmos Taiwan in order to enhance and expand their sales activities in the country. transcocosmos Taiwan will continue to help make meeth a familiar brand for many more consumers in Taiwan.

Founded in September, 2016, transcocosmos Taiwan has established its unique market position focusing on digital, with both strong sales skills in e-commerce and branding capabilities. Today, the company provides clients with diverse services including e-commerce one-stop services, digital marketing and contact centers. transcocosmos Taiwan will continue to provide marketing services that fit the Taiwanese market, thereby contributing to clients in boosting their brand recognition and expanding their e-commerce sales.

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About transcocosmos inc.

transcocosmos 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. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 171 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, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 48 countries/regions around the globe. transcocosmos 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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