

Press Release



January 24, 2023
transcosmos inc.

transcosmos helps D2C business for medical institution-only supplement powered by Shopify

Offers one-stop services for Meiji Seika Pharma from building and managing its e-commerce site, logistics, customer service, and more

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) is proud to announce that the company has built an e-commerce platform for Meiji Seika Pharma Co., Ltd. (Headquarters: Tokyo, Japan; President and Representative Director: Daikichiro Kobayashi; Meiji Seika Pharma). Leveraging Shopify, the company has fully supported Meiji Seika Pharma to successfully launch its first Direct-to-Consumer (D2C) business, offering one-stop services from e-commerce site operations, sales management, logistics, to customer services.



meiji meiQua official online site: <https://meiji-meiquashop.com/>

transcosmos customer case study (English translation coming soon): https://www.transcosmos.co.jp/customercase/customer/meiji_seika_pharma.html

Meiji Seika Pharma has been exploring the possibility of launching a new D2C business with “meiQua,” its supplement brand that brings together the Meiji Group’s expertise in food and pharmaceuticals, which is designed specifically for medical institutions. Given that the supplements are only accessible for customers who have been referred to by medical institutions, the company must build a special sales scheme to link customers with medical institutions, create services convenient for customers, and connect the website to associated systems to make it happen.

Receiving the request by Meiji Seika Pharma, transcosmos helped Meiji Seika Pharma deliver its first D2C business with a focus on the following factors backed by its proven record in offering one-stop services for the D2C business, and in particular its achievements in supporting e-commerce businesses in the pharmaceutical industry.

- ① Develop a proprietary scheme using the medical institution code to ensure a closed-market that is only accessible to customers with a medical institutions’ referral. In parallel, build a system that can confirm sales generated from customers with a referral by medical institutions.
- ② Create trustworthy UI/UX designs that fit the product feature - medical institution only - and build the website with Shopify themes and apps.
- ③ Building on its successes in offering one-stop services, deliver one-stop services from designing and building to

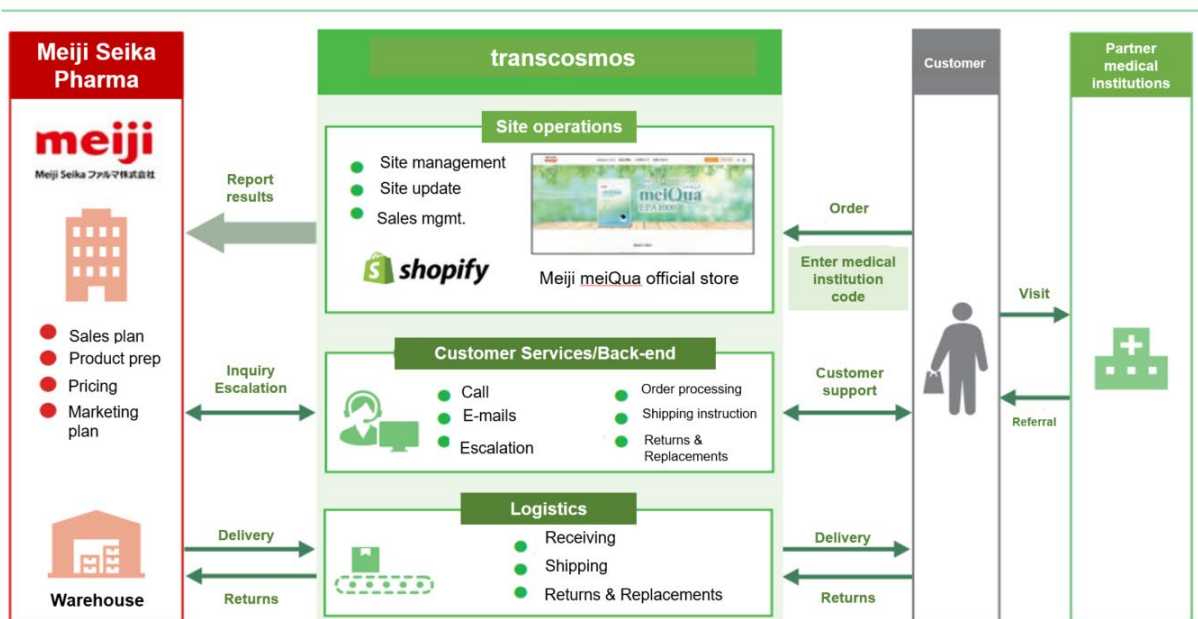
operating business processes specifically for this unique scheme. The services cover the entire e-commerce business process from site operations such as site management and updates, sales management, shipping and receiving, logistics management such as product returns and replacement, to customer services via emails and calls.

● **Comment from Meiji Seika Pharma Co., Ltd.**

Launching an e-commerce site for the D2C field was challenging as it was our first attempt to go into the field, and so we did not have sufficient resources and knowledge for the business.

transcosmos not only helped us build the e-commerce site, but they have also continued to offer a wide range of services after the launch including site operations, back-office, contact centers, and logistics. Given its abundant achievements in the pharmaceutical industry and being a Shopify Plus Partner - the top rank partner - transcosmos is a reliable company and we have no concerns at all in asking transcosmos for its services. We appreciate transcosmos' ongoing support as we continue to run our business that serves medical institutions and patients.

Services for Meiji Seika Pharma



● **About Shopify Inc.**

Founded in 2006, Shopify Inc. is a leading global commerce company listed on the New York Stock Exchange (NYSE). Shopify Inc. makes commerce better for everyone with "Shopify," the multi-channel commerce platform that offers a wide variety of features including design customization, multi-sales channels that are linked to social network services, and back-office functions such as marketing, inventory management, accounting, customer support and more. Shopify powers over one million businesses in more than 175 countries and is trusted by many brands. *Visit Shopify here: <https://www.shopify.jp/>

● **About transcosmos e-commerce support services**

Recognizing the e-commerce market expansion, transcosmos offers a variety of service menus to assist clients in expanding e-commerce sales, and launching and rebuilding their e-commerce business, taking into consideration the size and the positioning of the business within their company. With its end-to-end services from providing consultation, to developing e-commerce systems, to defining operations to outsource, to developing marketing strategies, to customer support, to delivery, transcosmos help clients succeed in their e-commerce business.

(About EC-X)

transcosmos "EC-X Series," a set of e-commerce solutions, offers best solutions that address specific challenges each client faces. Visit here for EC-X special website (no translation available): <https://transcosmos-ecx.jp/>

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*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 bases across 28 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 to consumers in 46 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. Visit us here <https://www.transcosmos.co.jp/english/>

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