

# Press Release



February 27, 2023  
transcosmos inc.

## **transcosmos ranks “TMALL Five-Star Service Partner” for 7 consecutive years, and wins the title of “Excellent Service Partner in the Toy Industry” by Taobao & TMALL**

**Helps clients grow with its Short & Direct selling (short video & live streaming), metaverse development and various other digital business solutions**

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) is proud to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; General Manager: Toshiya Okada; transcosmos China), its wholly-owned subsidiary, was once again awarded a five-star as a TMALL Service Partner and was also named an Excellent Services Partner in the Toy Industry for the second half of 2022 by Taobao & TMALL 2022 Second Half Ecological Partner Rating announced on January 18, 2023.



In the 2022 Second Half certification program, Taobao and TMALL evaluated their ecological partners' service abilities in serving Taobao & TMALL stores in terms of product value, customer visits, member counts, content marketing, and brand power. In addition, the two platforms included the partners' abilities in service operations, digital innovation and digital business talent development to the evaluation criteria in judging the partners' integrated strengths. transcosmos China was highly recognized for its store operations capability and digital business solutions using consumer data, and received the 5-Star Service Partner certification by Taobao and TMALL again for seven straight years since 2016.



In addition, to present service partners' industry insight and digital operations ability from multiple aspects per specific industry, Taobao and TMALL created an excellent service partner list for 12 differing industries. Partners are evaluated by various standards including contributed value to the industry, industry experts' review, and feedback from brands in the industry. transcosmos China has been playing a significant role in the toy industry for a long time as a Taobao & TMALL ecological partner, and now, the company has named as an excellent services partner in the toy industry. During the 2022 Double Eleven shopping festival, transcosmos China helped its e-commerce services client brand execute a series of merchandising strategies targeting toy and figure lovers, selling limited items and lucky bags, which made the brand score a spot in the TMALL GMV Top 10 brands in the toy products category.

As content platforms - TikTok being one of the most popular among all – continue to merge even deeper with e-commerce platforms in recent years, live commerce is gaining power. Responding to this trend, transcosmos China is working on developing new sales channels and tactics. Through offering video content creation and livestream shopping services, transcosmos China assists companies in growing their business while establishing their online presence by carrying out marketing initiatives designed specifically for brand positioning and also targeting audiences via Short & Direct selling, which combines short videos and live streaming. Moreover, transcosmos China is focusing on developing applications for the metaverse to offer more personalized experiences to consumers by merging the virtual and real worlds. Ultimately, transcosmos China assists brands in boosting brand awareness and growing business value.

In partnership with its clients, transcosmos China will develop more unique digital services and innovative solutions to enhance its services for the e-commerce industry, expand sales channels while raising clients' brand awareness, thereby helping clients achieve sustainable sales growth.

#### ■ About transcosmos China

transcosmos entered the Chinese market and launched its offshore services business in 1995. Today, transcosmos has its bases and subsidiaries across 22 cities in China including Shanghai, Beijing, Tianjin, Hefei, Xi'an, Changsha, Wuhan, Neijiang, Suzhou, Taipei and more. The company offers extensive services such as business outsourcing including contact centers, e-commerce one-stop, digital marketing and system development for both Chinese and global brands.

transcosmos China was founded in Shanghai as a digital transformation partner for businesses in 2006 and launched its e-commerce business in 2009. Now, in partnership with platforms such as TMALL, JD, PDD, WeChat, and Douyin, 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, live streaming, virtual human creation, consumer operations, intergrated marketing, and other digital & intelligent 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), cosmetics, apparel, baby care, toy, sports, beverage, musical instruments, homewares, home theater/audio equipment, and more.

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

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**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/>

**Contact for Media Inquiries**

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)