

## **transcosmos establishes a B to C Media Marketing Consulting Company ~Engaging in a comprehensive consulting business collaboration with two companies in China, transcosmos begins “Style-age.com,” a fashion magazine-related EC site, the first of its kind in China~**

transcosmos, inc. (Headquarters: Tokyo, Shibuya Ward, President and COO: Masataka Okuda. Hereafter, transcosmos), which supports all channels that connect businesses with consumers from the internet to real environments with IT outsourcing services, has established Style-Age (Shanghai) Co, Ltd, (Headquarters: Shanghai City, COO: Koji Nakai, Hereafter Style Age), a B to C media marketing consulting joint venture that targets wealthy women in China.

Style Age will engage in a comprehensive consulting business collaboration with Shanghai Style-age Commerce & Trade Co.,Ltd as well as Shanghai Yongyao Advertising Co., Ltd (Headquarters: Shanghai City, CEO: Wang Yiming) and will operate media consulting services and advertisement operations geared for fashion magazines, with fashion magazine-related EC Site, “Style-age.com” as its central business operation.

In China, the economic growth of the past few years have increased the number of wealthy people and those wanting authentic brand items as well as a gradual increase in the percentage of internet users and internet shopping. In an expansive country like China, it is a fact that products published in magazines are only accessible for purchase within the cities. “Style-age.com”, which was opened in November 2007, acts as a purchase provider for products that are published in magazines, geared towards women that live in areas that lack stores, but where magazine purchase is possible.

Also, focusing on apparel brands of fashion magazines, shopping mall services that directly connect China’s readers with advertisers will be offered from mid-March of 2008. Full services, ranging from product inquiry, payment, to delivery, will be provided. Further, in October of 2008, the company’s own brand mail order is scheduled to begin. Next, on March 28, 2008, there are plans for an E-commerce tie-up with the Xavel, Inc. operated “TOKYO GIRLS COLLECTION in Beijing, where brand items that appear on the stage of “TGC in Beijing” may be purchased online.

Style Age is developing cross-media operations that connect web and real environment (fashion magazines and events), and aims for 80,000 users and sales of 55 million yen by 2008.

### **◆Consulting business details of Style.Age’s undertaking with two business partners:**

#### **① Operation of fashion magazine related EC site, “Style-age.com (<http://www.style-age.com>)**

“Style-age.com” is the China version of “Oggi,” a shopping site engaged in primarily fashion magazines, where all products published in a magazine can be obtained from “Style-age.com.” Therefore, for those people living in regions that lack stores, but can obtain magazines, by accessing “Style-age.com,” they can easily obtain items available in magazines from home.

## ② Advertisement business for Japanese fashion magazines

To correspond with store businesses branching into shopping malls, announcements will be made about advertisements in Japanese fashion magazines. Furthermore, for advertisers in fashion magazines, free advertisement and introductions to transactions within the site will be offered.

## ③ Media consulting business

For Japanese businesses wanting to expand sales in China, media consulting associated with fashion magazines and “Style-age.com” will be offered. Also, test marketing support through “Style-age.com” and promotional consulting for sales area and distribution channel expansion will be offered for businesses that have yet to advance into China, as well as those that are already marketing in China.

## ◆ Site image of “Style-age.com”



<Top Page>



<WEB closet image>

This business operation is provided with the cooperative efforts of various transcocosmos companies

- “Style-age.com” site system configuration transcocosmos Information Creative (China) Co., Ltd
- “Style-age.com” site design 01 Media Limited (01 Media)
- Response to inquires from users Wecosmos incorporated in China

## ◆Corporate profile

- 【Name】 斯黛尔商务咨询(上海)有限公司 (Style-age (Shanghai) Co.,Ltd)
- 【Head Office】 Room 2303 Huaihai Zhonghua Bldg, No.885 Renmin Road, Shanghai, China 〒200010
- 【Incorporated】 December 5 2007
- 【Capital】 9,800,000RMB
- 【COO】 Koji Nakai (transcocosmos inc.Overseas Business Division)
- 【Employees】 22

**(About transcocosmos inc.)**

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers' enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out "Marketing Chain Management Company" as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcocosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises. (URL : <http://www.trans-cosmos.co.jp>)

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