

transcosmos will begin services to support businesses entering into the Chinese market

**~Taking advantage of transcosmos Group's synergistic leveraging power, transcosmos now offers
one-stop services from plan proposal and system development to client support~**

transcosmos, inc. (Headquarters: Tokyo, Shibuya Ward, President and COO: Masataka Okuda, Securities code: 9715. Hereafter, transcosmos), which supports all channels that connect businesses with consumers from the internet to real environments with IT outsourcing services, will, begin a new service called "China Marketing Support Services" that takes advantage of the synergistic leveraging power within its group enterprises based in China. Geared towards businesses wanting to broaden their market in China with similar quality service as in Japan, transcosmos will offer one-stop services from customer support for Chinese consumers to plan proposal and system development in Japanese.

The market share size of e-commerce in China was 312 million yuan (approximately 4680 billion yen) in 2006, a 61.6% gain from the previous year, and is expected to reach 1.460 billion yuan (2 trillion 190 billion yen) in 2010. Of the Japanese businesses marketing in China, more than 25% that went to "maintain or expand local sales," far exceeds the 15% that went for "production costs advantages."

Reference sources: "2007 Q3 Net Shopping Market Observation Report (iResearch November, 2007)
"2006 Net Shopping Market Report (iResearch March, 2007)
Ministry of Economy, Trade & Ministry 2004 Foreign Business Activities Basic Survey

Starting with the establishment of transcosmos System Development, Co., Ltd., in 1995, transcosmos has now acquired 14 group enterprises in China, establishing subsidiaries, as well as forming corporate joint ventures and investments with local businesses. While transplanting and localizing the operational know-how cultivated in Japan to China, by collaborating with a powerful local business versed in China's market, transcosmos is able to maintain similar service levels as in Japan, providing services adapted for the Chinese market. The main services provided by each group enterprise are as follows:

■ Digital Marketing Services

【Business Provider: OneXeno Limited, TENSYN Interactive Group, 01 Media Limited, WebDNA Interactive】

Together with a powerful local business versed in the market details of China, provide one-stop services from website construction to cross media promotion of Internet and real environments.

■ Call Center Services

【Business Provider: Shanghai Wecosmos Limited】

Conducts outbound calls for sales promotions and inquiry response for consumers in China. After localizing the knowledge and operational know-how acquired in Japan, a service design suitable for China's market will be offered.

■ System Development

【Business provider :transcosmos Information Creative, Limited】

Taking advantage of over 10 years of offshore development experience and a quality control system backed by CMMI level 5, ISO27001 certification, transcosmos is able to maintain system development equal or above the level in Japan and keep superior productivity and achieving cost effectiveness.

■ Data Entry (Business Process Solution) Services

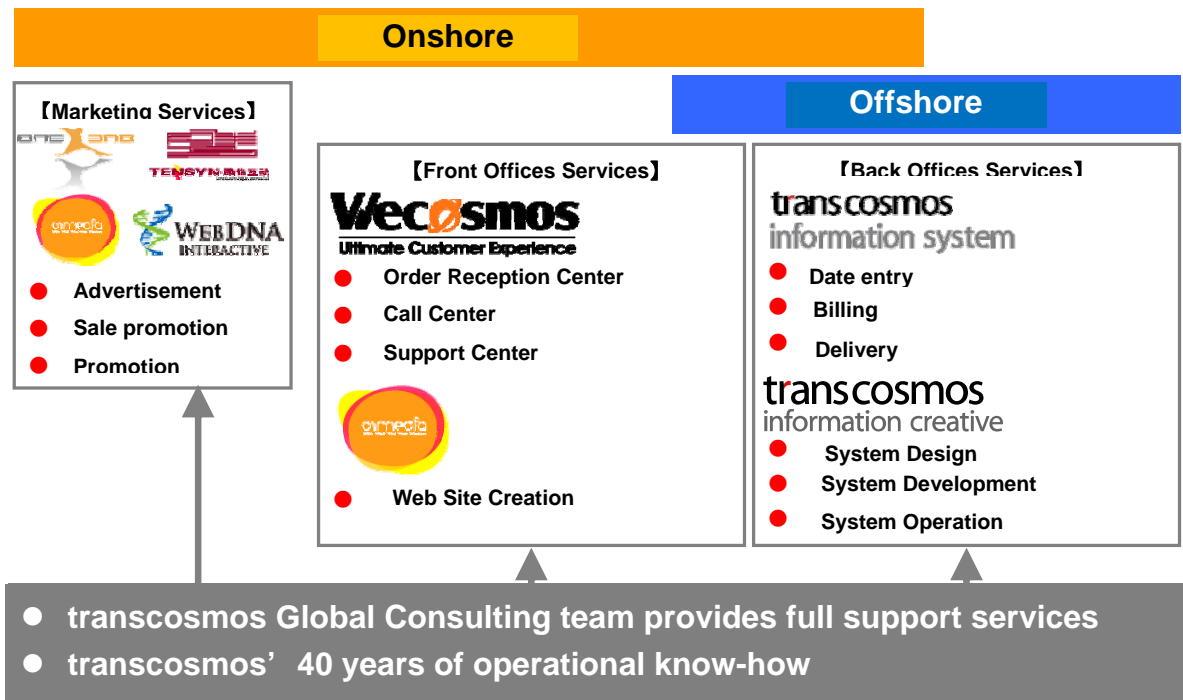
【Business Provider: transcosmos Information System, Co. Ltd (Sheyang, Benxi)】

Data entry of various application forms is processed. In order to maintain security, individual information will be inputted separately. In addition, taking advantage of an affluent and bright labor force in China, a scheme for “local based hiring and training” was developed, ensuring a high-volume entry structure with superior quality.

To attain its business concept, MCM (Marketing Chain Management = consolidated support and marketing solutions), from Internet to real environments, transcosmos offers services for the various needs of customers. For the China marketing support services being offered at this time, transcosmos aims for 500 companies by the year 2010, and it hopes to achieve 236 billion yen in sales by 2010. Aiming to be a global IT outsourcer, transcosmos will provide further globalized services to be undertaken in Japan and China.

※ Reference: Chart of Chinese market support services

One-stop provider of all non-core operations



(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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