

# Press Release



September 15, 2008  
transcosmos, Inc.

**transcosmos Establishes a Thailand Call Center Company as a Subsidiary  
With additional stocks acquired, Mitsiam Tele-Services Co., Ltd. is now 100% owned,  
Creating a new subsidiary, transcosmos (Thailand) Inc.**

transcosmos, inc. (Headquarters: Shibuya Ward, Tokyo, President and COO: Masataka Okuda, security code: 9715. Hereafter, transcosmos), Japan's leading IT outsourcing services provider connecting businesses and their customers via a full suite of communication channels from person-to-person to the Internet, with the acquisition of all the remaining stock of Mitsiam Tele-Services Co., Ltd. (Hereafter, MTS) —a call center business based in Bangkok, Thailand— it was established as a wholly owned subsidiary of transcosmos Group in September of 2008. As such, the name of the company has been changed to transcosmos (Thailand), Inc.

MTS was established in June of 1997. With multinational and domestic clients, such as Thailand mobile phone communications companies and Japanese cosmetic companies, it provided Japanese and Thai language based call center services. After acquiring 49% of MTS stock in July of 2004, transcosmos has provided support by transferring its know-how cultivated in Japan, but with its new status as a wholly owned subsidiary, transcosmos will further strengthen the transfer of its call center operational know-how to expand this business.

## ■Thailand Domestic Call Center Services

The present outsourcing rate for the Thai domestic call center market is just less than 20% and an annual growth rate of 25% is expected for the next few years (Source: Frost & Sullivan). With this as the backdrop and with transcosmos' Japan call center operation track record, transcosmos aims to position itself as the No. 1 call center outsourcer in the Thai market.

## ■Offshore Call Center Services for Japan

By combining the operational know-how and Japanese employees hired and cultivated by MTS along with transcosmos' call center operational know-how obtained in Japan, transcosmos aims to further strengthen the business foundation and provide for stability. By utilizing Japanese nationals already living in Thailand, the same high quality of service provided for in Japan can be maintained as well as keeping labor and office operation expenses low, thus being able to provide services at lower costs.

Along with the establishment of this subsidiary, two staff members from transcosmos will be sent to establish and follow through on the business plan and service development plan. Further, all the services and solutions, as well as the educational process and quality management know-how, etc. from transcosmos in Japan, Korea and China will be transplanted so that by 2010 we will have the number of seats and expansion needed to meet a sales target of 1 billion yen.






■Summary of transcosmos (Thailand) Inc. (URL: <http://www.trans-cosmos.co.th/>)

[Company Name] transcosmos (Thailand) Co., Ltd.  
 [Headquarters Location] Exchange Tower 37th Floor, 388 Sukhumvit Road, Klongtoey, Klongtoey Bangkok 10110 Thailand  
 Tel: (+66) 0 2613 0600 Fax : (+66) 0 2259 6896  
 [Capital] 26,229,000 Baht (Japanese Yen, about 73 million yen)  
 [Managing Director] Tatsuhito Muramatsu  
 [No. of Seats] 150 seats  
 [No. of Employees] 100 people (Japanese: 90, Thai: 10)  
 [Business Outline] Call Center (Inbound, outbound) business, BPO business, Digital Marketing business.  
 [FY 2007 Sales] 94 million baht (Japanese Yen, about 330 million yen) (Mitsiam Tele-services. Co., Ltd.)

■New Logo

**transcosmos thailand**

■transcosmos Call Center Development

Country	Locations	Number of seats <sup>+</sup>	Languages
Japan 	21	10450 Seats <sup>+</sup>	Japanese
Thailand <sup>+</sup> 	Bangkok (1)	150 Seats <sup>+</sup>	Thai, Japanese
Philippines 	Manila (1)	300 Seats <sup>+</sup>	English <sup>+</sup>
China <sup>+</sup> 	Beijing/Shanghai (3)	560 Seats <sup>+</sup>	Chinese, Japanese
Korea 	Seoul/Fusan(Pusan)/ Chongju(Chonju)/Kim (3)	2240 Seats	Korean

(About transcosmos 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, transcosmos 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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