

October 7, 2014
 Takashimaya Co., Ltd.
 transcosmos inc.

Takashimaya and transcosmos Have Agreed to Open Preparatory Office Towards Establishing a Wholesale and Retail Sales Joint Venture

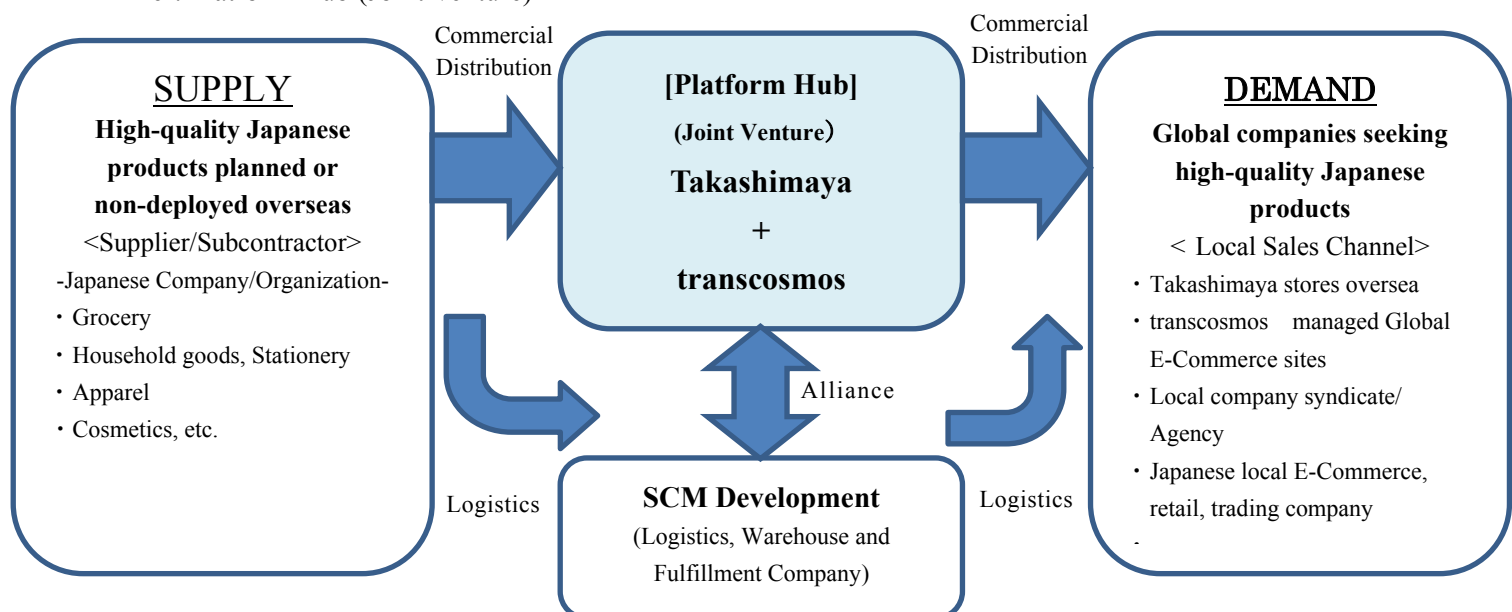
The Joint Venture Build a New Platform Hub That Offers Eye-Catching, High-Quality Japanese Products Overseas.

Takashimaya Co., Ltd. (Headquarters: Osaka, Japan; President: Shigeru Kimoto; hereafter, Takashimaya) and transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; hereafter, transcosmos) have agreed to open a preparatory office towards establishing a wholesale and retail sales joint venture. The joint venture offers eye-catching, high-quality Japanese products overseas.

The needs and demands for Japanese contents, products and services have been increasing in economically emerging countries and their consumer markets. However many Japanese eye-catching, high-quality products are still buried domestically despite the global needs. This is due to various challenges that Japanese industries face such as exports and import procedures, different market environment, complex sales channels, and language barriers. Takashimaya and transcosmos will create a new and effective business scheme which will offer eye-catching, quality Japanese products by developing an overseas sales network.

The joint venture between Takashimaya and transcosmos creates an opportunity to fuse together both companies' know-how and skills. Takashimaya has expertise in the department store business for many years and is credited for their procurement capabilities and merchandising. Furthermore, Takashimaya Singapore has high awareness in the ASEAN countries. On the other hand, transcosmos has sales network in alliance with leading E-Commerce corporation. transcosmos also has expertise of end-to-end E-Commerce outsourcing business. Both companies aim to create a new platform hub to have Japanese companies that offer eye-catching, high-quality products and international companies that seek those products to join together.

<Ref: Platform Hub (Joint Venture)>



[Key Milestones]

- Agreement of Preparatory Office Establishment October 2, 2014
- JV Preparatory Office Establishment Mid October, 2014
- Launch Joint Venture Spring 2015 (Tentative)

[Takashimaya Co., Ltd. Overview]

Company Name	Takashimaya Co., Ltd.
Representative	President Shigeru Kimoto
Address	1-5, Namba 5-chome, Chuo-ku, Osaka 542-8510, Japan
Established	August 20, 1919
Capital	¥56,025,125,471
Business Description	Department Store Business, Corporate Business, Mail Order Business, Group Business

[transcosmos inc. Overview]

Company Name	transcosmos inc.
Representative	President & COO Masataka Okuda
Address	3-25-18, Shibuya, Shibuya-ku, Tokyo 150-8530 Japan
Established	June 18, 1985
Capital	¥29,065,968,631
Business Description	Business Process Outsourcing