



AnyMind Group Receives Triple Certification from TikTok for Japan, Strengthening Support for Brands Entering Japan's Social Commerce Era

Following certifications across Southeast Asia, AnyMind becomes one of the few companies certified in all three TikTok Shop partnership categories in a single market

Singapore - June 30, 2025 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, today announced it has officially been certified by TikTok Japan as a TikTok Shop Partner (TSP), Creator Agency Partner (CAP), and TikTok Affiliate Partner (TAP). With this recognition, AnyMind becomes one of the few companies in Japan to earn all three TikTok Shop partnership certifications simultaneously.

This milestone demonstrates AnyMind's ability to support brands and creators across every stage of TikTok Shop success, offering end-to-end solutions that span account setup, video production, livestreaming, creator management, advertising, and logistics. Japan marks the company's sixth certified market, following certifications in Indonesia, Malaysia, the Philippines, Vietnam, and Prime Partner status in Thailand.

With the full rollout of TikTok Shop in Japan underway, this certification enables brands across Asia to partner with AnyMind and quickly scale cross-border social commerce operations in Japan, leveraging proven success and operational infrastructure developed across the region.

One-Stop Infrastructure for TikTok Shop Growth in Japan

AnyMind supports brands and creators through a suite of proprietary platforms and services that integrate live commerce, influencer marketing, e-commerce management, and global logistics:

- **AnyLive:** An [AI-powered live commerce platform](#) enabling multilingual livestreams using AI avatars. Automatically generates optimized scripts based on viewer and sales data from TikTok Shop, driving both operational efficiency and revenue growth.
- **AnyTag:** An [influencer marketing platform](#) that uses data insights to match brands with influencers, manage collaborations from casting to post-campaign analysis, and deliver real-time performance reporting.
- **AnyX:** An [e-commerce management platform](#) that centralizes sales and inventory data across multiple channels, including TikTok Shop, to optimize inventory, sales strategy, and business decisions.
- **AnyLogi:** A [global logistics platform](#) that automates warehousing, order processing, and fulfillment. Seamlessly connects with e-commerce carts and shipping providers to streamline cross-border delivery and customs.
- **MUNI:** A live commerce label under [GROVE](#) (an AnyMind company) that nurtures creators in beauty and lifestyle, supporting everything from talent development and livestream setup to brand collaborations and event appearances.

Overview of TikTok Shop Partner Certifications



- **TikTok Shop Partner (TSP):** Offers brands end-to-end support across store setup, account operations, content production, livestreaming, and advertising on TikTok Shop.
- **Creator Agency Partner (CAP):** Focuses on identifying and managing creators, supporting their development, and producing effective e-commerce content in collaboration with brands.
- **TikTok Affiliate Partner (TAP):** Enables scalable affiliate marketing through flexible brand–creator matchmaking, allowing merchants to launch campaigns efficiently with a wide range of influencers.

Kosuke Sogo, CEO and co-founder of AnyMind Group, said: “Receiving all three official TikTok Shop certifications in Japan is a strong validation of our BPaaS model - an integrated offering of proprietary platforms and operational expertise. We’ve built a proven track record across Southeast Asia, including Prime Partner status in Thailand and multiple TSP certifications. Now, by bringing our platforms like AnyLive, AnyTag, AnyX, and AnyLogi to TikTok Shop for the Japanese market, we aim to help brands and creators unlock new levels of growth through social commerce.”

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and creator monetization. AnyMind Group has over 2,000 staff across 24 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

As of March 2025, the company serves over 1,000 enterprises for marketing, 178 enterprises for e-commerce, 1,827 publishers and 2,400 creators. More information is available on the company’s [investor disclosure site](#).

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.