Transcosmos
Our company at a glance

 Founded: June, 1966
Headquarters: Tokyo, Japan
   3-25-18, Shibuya, Shibuya-ku, Tokyo 150-8530
Capital: 29,066M yen
Sales (2014): 199,178M yen (approx. US$1.6B *$1=120yen)
Employees:
   Group 15,995
   Transcosmos, inc. 8,432
Business:
   CC Contact Center Services
   BPO Business Process Outsourcing Services
   DM Digital Marketing Services
   EC E-Commerce One-stop Services

(As of March 31, 2015)

http://transcosmos.com/
http://www.trans-cosmos.co.jp/English/
The measure of our clients’ satisfaction is the measure of value in our existence. We truly aspire to offer client oriented outsourcing services.

transcosmos launched operations in 1966. Since then we have combined superior “human resources” with up-to-date “technological” capabilities to enhance the competitive strength of our clients by providing them with superior and valuable services.

transcosmos currently offers Cost Reduction Services (Contact Center, HR/Financial/Sales Back Office, Order Management/SCM, System Development/Management etc.) and Sales Expansion Services (Big Data Analysis, Internet Advertising, Website Construction/Management, Smartphone/SNS Utilization, Telemarketing etc.).

transcosmos continues to pursue operational excellence by providing these services through our 134 locations in 18 countries with a focus in Asia.

Furthermore, following the expansion of E-Commerce market on the global scale, transcosmos provides a comprehensive, one-stop global E-Commerce service to deliver our clients’ excellent products and services to consumers in 39 countries.

transcosmos aims to be the “Global BPO Partner” of our clients to provide them with high quality BPO services on a global scale.

We ask for your continued support in the future.
Our History of Investments to Internet / Digital companies
till 2002

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<tbody>
<tr>
<td>Investments</td>
<td>6</td>
<td>1</td>
<td>7</td>
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<td>-</td>
<td>124</td>
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<td>IPOs (Sale)</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>15</td>
<td>6</td>
<td>(2)</td>
<td>0</td>
<td>27</td>
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* Selected Companies
Our History of Investments to Internet / Digital companies since 2003

<table>
<thead>
<tr>
<th>Year</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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<td>Investments</td>
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<td>7</td>
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<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>IPOs (Sale)</td>
<td>(2)</td>
<td>(1)</td>
<td>-</td>
<td>-</td>
<td>(2)</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Investments</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td>IPOs (Sale)</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>14</td>
</tr>
</tbody>
</table>

* Selected Companies

NASDAQ Market Trend

Focusing on E-Commerce
Strategic Investment in E-Commerce companies

U.S. / Europe, China, Japan and Southeast Asia
Global E-Commerce
U.S. / Europe

The leading E-Commerce End-to-End Solution Provider in U.S. and Europe
http://www.pfsweb.com

Company Profile

- PFSweb combines integrated technologies, professional services, and a worldwide network of systems and logistics infrastructure to deliver global commerce solutions for leading retailers and brands. We create Commerce Without Compromise by merging these customizable solutions to create branded online shopping solutions for all channels.

- May 2013, Transcosmos has tied up a strategic and equity partnership with PFSweb. Transcosmos acquired 19.99% of shares.

| Founded | 1994 |
| HQ | Allen, TX, USA |
| Revenue | $247M (2014) |
| Employees | Approx 1,700 |
| Locations |  |
| NORTH AMERICA | Dallas, Memphis, Minneapolis, Toronto [Live Area] New York, Seattle |
| EUROPE | Liège (Belgium) [Sales Office] London (UK), München (Germany) |
| ASIA | Bangalore (India) |

*As of Dec 2014
Global E-Commerce
U.S. / Europe

The leading E-Commerce End-to-End Solution Provider in U.S. and Europe
http://www.pfsweb.com

Selected Clients

more than 150 clients.
The premier online marketplace of Italian fashion boutiques and designers
https://www.italist.com/en

Company Profile

- Italist is the premier online destination for men’s and women’s fashion, gathering the world’s best fashion houses and the best talent alive representing the authentic "Italian style".
- On Italist.com shoppers will have access to the most exclusive products of top brands from such legendary brands like Balenciaga, Bottega Veneta, Celine, Givenchy, Gucci, Missoni, Prada, to the most promising emerging designers such as Giovanni Capannolo, MSGM, and Mary Katrantzou.
- Italist brings the very best of Italian fashion online and make it simple for shopper to purchase the best new and classic Italian luxury items directly.
- Every day, we strive to provide unique experiences to our customers by partnering with the best Italian emporiums to immerse you in the latest fashions of Italy.
- Italists’ team has more than 50 years of experience in the sector of online commerce and in the fashion industry.
- Feb 2015, Transcosmos invested in and partnered with Italist.

<table>
<thead>
<tr>
<th>Founded</th>
<th>2013</th>
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<tbody>
<tr>
<td>HQ</td>
<td>Mountain View, CA, USA</td>
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</table>
VAIMO is a full service E-Commerce solution provider specializing in developing E-Commerce solutions on the "Magento" platform. Since its establishment in 2008, it has launched more than 400 E-Commerce websites for clients all over the world.

During 2015, VAIMO has been awarded as the leading Magento eCommerce solution partner in the EMEA (Europe, the Middle East and Africa).

VAIMO has offices in Sweden, UK, Finland, Norway, Denmark, South Africa, Estonia and Ukraine. With more than 150 developers, VAIMO provides E-Commerce services for approximately 100 active clients.

Sep 2015, Transcosmos has tied up a strategic and equity partnership with VAIMO.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>VAIMO AB</th>
<th>Founded</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>HQ</td>
<td>Stockholm, Sweden</td>
<td>Employees</td>
<td>Approx 140 (Group total: 200)</td>
</tr>
</tbody>
</table>

VAIMO has offices in London (UK), Tallinn (Estonia), Copenhagen (Denmark), Helsinki (Finland), Oslo (Norway), Pretoria (South Africa)

Development Offices: Gothenburg (Sweden), Kiev (Ukraine), Oulu (Finland)

* As of Sep 2015

http://www.vaimo.com/
Global E-Commerce

China

The Leading Chinese Fashion E-Commerce Service Provider
http://www.nengmao.net/

Company Profile

- Magic Panda is an industrial leader of companies providing E-Commerce supporting service, expertise in apparel companies within China.
- Magic Panda prioritize customer experience such as merchandising, branding, marketing, customer support. They also provide O2O service.
- In addition, they have advantages in being familiar with trends and best sellers of merchandises concerning apparels, acquired from numerous experiences by supporting E-Commerce operations.
- Due to contributing to sales increase by involving in joint development of, products, merchandise, store design and marketing executions, Magic Panda is trusted by many brands.
- Furthermore, as a TMALL partner, Magic Panda receives Top-Level Gold Certification in apparel from TMALL, China's largest E-Commerce mall for 4 consecutive terms.
- June 2015, Transcosmos has tied up a strategic and equity partnership with Magic Panda.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Shandong Ya Nuoda E-Commerce Co., Ltd.</th>
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<tbody>
<tr>
<td>Founded</td>
<td>May 2011</td>
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<tr>
<td>Employees</td>
<td>Approx. 300</td>
</tr>
<tr>
<td>HQ</td>
<td>Jinan City, Shandong, China</td>
</tr>
</tbody>
</table>

As of Jun 2015
UNQ is the distributor for Japanese / Korean Cosmetics & Personal Care products in China. As the official E-commerce representative of the brand, they are in charge of the wholesale and sales promotion for China’s major online retailers such as JUMEI, The Store, JD.com, etc.

In addition, B2C sales will be provided by running operations such as brand flagship store for Tmall and their own UNQ flagship store.

UNQ is one of China’s largest distributors in the market that specializes in E-Commerce business for Cosmetics & Personal Care.

October 2014, Transcosmos has tied up to a capital and business alliance with UNQ to enter E-Commerce distribution business.
Company Profile

- FineEX owns delivery centers with a total working area of **44,000 square meters in Shanghai, Guangzhou, Hangzhou, and Beijing** and handles a series of E-Commerce fulfillment operations from storage of E-Commerce products in the warehouse, inspections, inventory management, order picking, packing, sticker labeling, order processing, shipping, delivery arrangements, to return processing.

- In addition, the unified management system for order processing and distribution, independently developed by FineEX, is connected to China’s major E-Commerce platforms, including China’s largest E-Commerce platform Taobao Tmall, JD.com, Yihaodian, QQWangguo, etc., making it possible to connect to the corporate clients’ E-Commerce-related systems.

- Furthermore, the delivery service is provided for over 2,866 cities, towns, and counties (Chinese administrative units), which nearly covers the entire region where Chinese E-Commerce users reside. Currently, orders to fulfillment to delivery agent operations are carried out on an average of 40,000 transactions per day and 150,000 transactions per day during the peak business season.

- **July 2013, Transcosmos has tied up a business and capital partnership with FineEX. Transcosmos has acquired 20% of the shares.**

<table>
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<tr>
<th>Founded</th>
<th>2008</th>
<th>HQ</th>
<th>Shanghai, China</th>
<th>Employees</th>
<th>Approx. 210</th>
</tr>
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As of Jul 2013
Company Profile

- Tensyn Interactive provides online marketing solution for enterprises, offering access to the top three media buying agencies of portal websites and video websites in China.
- Headquarter in Beijing, have branches in Shanghai and Guangzhou, with a nationwide service system.
- Currently serving industry involved: Games, Internet Service, Household Appliances, IT, Financial, Automotive, FMCG and other fields.
- Transcosmos has invested in Tensyn Interactive in June 2007.
- Tensyn Interactive was listed on ChiNext stock exchange in September 2014.

Selected Clients

<table>
<thead>
<tr>
<th>Selected Clients</th>
<th>Financials</th>
<th>IT</th>
<th>FMCG</th>
<th>Automobiles</th>
<th>Home Appliance</th>
<th>Others</th>
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Services

- **Online Advertising Services**
  - Big Data analytics, Strategy formulation
  - Targeting AD, Creative design, Media buying
  - Effect determination, Optimization of advertising effectiveness

- **Online Advertising Services**
  - Online Public Opinion Survey, Information collection and analysis
  - Using SNS and online events to strengthen brand image.
Company Profile

- Shopex is the leading company driving China’s E-Commerce technology, the company develops / sells solutions and systems for PC, mobile and O2O.
- Since its foundation in 2004, it has a track record of implementing nearly 1.5 million E-Commerce solutions and systems for a wide range of client companies, including digital, consumer electronics, fresh food, food products, professional services and retail.
- Shopex owns the top class market share in E-Commerce storefront systems.
- Sep 2014, Transcosmos has tied up a business and capital partnership with ShopEX.

#1 E-Commerce Storefront System Solution Company in China
http://www.shopex.cn/

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<tr>
<th>Founded</th>
<th>2004</th>
<th>HQ</th>
<th>Employees</th>
<th>Approx. 500</th>
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* As of Sep 2014

ShopEx Commerce enables developing BtoC / BtoB sales platforms, CRM and ERP. In particular, it owns the top class market share in E-Commerce storefront systems in China.
Global E-Commerce
Japan

Nihon-Chokuhan: E-Commerce site of TV shopping brand in Japan
https://www.666-666.jp/

Site Profile

- Nihon-Chokuhan is known as the famous TV shopping brand.
- Fashion, Furniture, Kitchen, Electronics, Healthcare Goods, Golf Goods, Gardening Goods etc...
- Nihon-Chokuhan has approx. 8.5 million members (as of March 2015)
- Transcosmos acquired Nihon-Chokuhan in Dec 2012.
Curated E-Commerce which is the gems of Japanese Products

http://fujimaki-select.com/

- Fujimaki-Select is launched by Mr. Fujimaki who is a famous buyer’s of #1 Japanese department store in May 2012.
- Fashion, Accessories, Stationary, Lifestyle Goods etc...
- Transcosmos acquired caramo, inc who operates Fujimaki-Select from Zappallas, inc. in July 2015.
MetroDeal is #1 coupon and daily deal site in Philippines.

- MetroDeal sells a range of products and services such as fashion, health, and beauty items as well as restaurant, spa, salon, and travel packages.
- **Transcosmos acquired MetroDeal in Mar 2015.**
HOTDEAL operates the daily deal E-Commerce site, "HOTDEAL.vn" and the travel vertical "yesgo.vn".

HOTDEAL's core business - "HOTDEAL.vn" utilizes group purchasing and flash marketing, combined with traditional e-tailing services out of their warehouses in Ho Chi Minh City and Ha Noi, to sell items such as voucher discount tickets for restaurants and spas, consumer products such as fashion, home electronics, daily necessities, accessories, toys, health and beauty equipment, books... and services such as travel tours.

Its dominant users are among the young adult segment in the two large cities of Vietnam, Ho Chi Minh City and Hanoi, boasting approximately 3.1 million unique monthly users with about 2.5 million members.

Transcosmos forms Capital and Business Alliance (30% shareholding ratio) with HOTDEAL in Aug 2015.

* As of Aug 2015
Ookbee is one of the most eminent software company in Thailand and specialized in mobile solution and application development in various mobile platforms such Apple iOS, Google Android and RIM Blackberry.

Ookbee has been developing services in other ASEAN countries (Malaysia, Philippines, Vietnam, Singapore) and this new increase of capital is intended for the purpose of expanding operations in each country, including Thailand.

The number of Ookbee’s e-Book application downloads has exceeded 6.5 million, placing it in the Top 10 grossing applications for over 700 days in Thailand’s Apple Store.

Ookbee has over 5.5 million members.

Transcosmos has tied up a strategic investment with Ookbee in April 2014. Transcosmos has share more than 10%.

As of Apr 2014
### Indonesia based Fashion E-Commerce site

http://berrybenka.com/

<table>
<thead>
<tr>
<th>Company Name</th>
<th>PT.BERRYBENKA</th>
<th>Founded</th>
<th>April 2012</th>
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<tbody>
<tr>
<td>HQ</td>
<td>Jakarta, Indonesia</td>
<td>Employees</td>
<td>Approx. 69</td>
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</table>

**Company Profile**

As of Nov 2013

- Berrybenka collaborates with both local and international fashion brands, focusing on fashionable yet affordable clothing lines for all Indonesian female, ranging from dresses, tops, outers, accessories, shoes to bags.
- Berrybenka works with fashion brands and also local designers, such that they can focus on designing the best and most fashionable clothing, while Berrybenka acts as the online platform to sell the products at affordable prices.
- Berrybenka has collaborated with more than 500 fashion brands.
- Transcosmos has tied-up a strategic investment with Berrybenka in Nov 2013. Transcosmos has share more than 30%.
Joint Ventures with Digital Companies in Asia
J-Stream

The leading company of video streaming and CDN services in Japan.

Company Profile

- J-Stream is the first company to offer streaming service in Japan.
- They boast a track record and experience in helping companies in the practical application of online video data unparalleled in Japan.
- With their CDN network for streaming in Japan, they support major streaming media, including Flash Video and Windows Media.
- They are an online video general solutions company that not only provides delivery, but also performs the design and production of videos / rich content, and provides peripheral solution services.
- Transcosmos established J-Stream with Real Networks, known as streaming technology company, and Japanese telecommunication companies in 1997.

| Founded  | May 1997 |
| Revenue (2015) | 4,864M yen (approx. US$40M*) |
| HQ | Tokyo, Japan |
| Employees | 323 |

Major Shareholders
- transcosmos inc.
- KDDI Corporation


Subsidiaries
- CO3 Inc.
- Crossco Co., Ltd.
- J Creative Works Inc.
- Up Arrows Inc.

http://www.co3.co.jp/
http://www.crossco.co.jp/
http://www.j-creativeworks.co.jp/
http://www.up-arrows.co.jp/

*1$=120yen  As of Mar 2015

Selected Clients

TV
- Fuji Television Networks, Inc.
- Tokyo Broadcasting System
- TV Asahi Corporation
- Nippon Television Network Corporation
- NHK (Public Broadcasting Services)

RECORD LABELS
- TOSHIBA-EMI LIMITED
- BMG JAPAN INC.
- COLUMBIA MUSIC ENTERTAINMENT, INC
- UNIVERSAL MUSIC K.K.
- Sony Music Entertainment (Japan) INC.
- WARNER MUSIC JAPAN INC.
- AVEX GROUP HOLDINGS INC.

NEWSPAPER
- Nikkei Inc.
- The Asahi Shimbun Company
- The Yomiuri Shimbun
- The Sankei Shimbun
- The Chunichi Shimbun
- Nikkan Sports News.

BANKS
- Mizuho Bank, Ltd.
- Mitsubishi UFJ Financial Group, Inc

SECURITIES
- NOMURA SECURITIES CO., LTD.
- Daiwa Securities Co.Ltd.

etc...
Joint Ventures

NetRatings

The leading online audience measurement company in Japan.

https://www.netratings.co.jp/

Company Profile

- No.1 company that provides online audience measurement analysis and online advertising measurement service. The analysis includes internet site ranking information from user behavior on site, sample user profile information per site, where the user came from and what site the user went to.

- NetRatings covers over 98% of the world’s internet population and Netratings Japan has over 18,000 sample panelists. Providing the world standard in audience movement information.

- Transcosmos established NetRatings Japan with NetRatings (current ‘The Nielsen Company’), known as internet audience measurement company in 1999.

<table>
<thead>
<tr>
<th>Founded</th>
<th>May 1999</th>
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<tbody>
<tr>
<td>HQ</td>
<td>Tokyo, Japan</td>
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<tr>
<td>Shareholders</td>
<td></td>
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<tr>
<td>• The Nielsen Company</td>
<td></td>
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<tr>
<td>• transcosmos inc.</td>
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http://www.nielsen-online.com/
Joint Ventures

JV with Media Company

**Forecast Communications, inc.**
http://www.4cast.co.jp/

**Digital Creation JV with NTV** (known as major Japanese TV Network)
Develops TV programs’ web site, paid contents, content for digital broadcasting

- **Founded**: Mar 2000
- **HQ**: Tokyo, Japan
- **Major Shareholders**:
  - Nippon Television Network Corp
  - transcosmos inc.
  - Yomiuri Shimbun
  - http://www.ntv.co.jp/
  - http://info.yomiuri.co.jp/

**Sankei Digital, inc.**
http://www.sankei-digital.co.jp/

**Digital Creation JV with Sankei Shinbun** (known as major Japanese newspaper company)
Manages design and production of news sites and digital content.

- **Founded**: Nov 2005
- **HQ**: Tokyo, Japan
- **Major Shareholders**:
  - Sankei Shinbun
  - transcosmos inc.
  - http://www.sankei.com/

**Fuji TV-lab, LLC**
http://www.watchme.tv/

**Digital Video JV with FujiTV** (known as major Japanese TV Network)
Manages video communication site “Watch Me! TV”

- **Founded**: May 2006
- **HQ**: Tokyo, Japan
- **Major Shareholders**:
  - Fuji Media Holdings
  - Teamlab Business Development inc. (transcosmos subsidiary)
  - http://www.fromsoftware.jp/
  - http://www.sankei.com/

**Cocore, inc.**
http://www.co-core.com/

**3D virtual community JV with Sankei Shinbun**
Development/Operation of a 3D virtual community “meet-me”

- **Founded**: Mar 2007
- **HQ**: Tokyo, Japan
- **Major Shareholders**:
  - transcosmos inc.
  - FromSoftware, inc.
  - Sankei Shinbun
  - http://www.sankei.com/
## Joint Ventures

### Others

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>Founded</th>
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</thead>
<tbody>
<tr>
<td>DoubleClick Japan</td>
<td><a href="https://www.google.com/doubleclick/">https://www.google.com/doubleclick/</a></td>
<td>1997</td>
</tr>
<tr>
<td>Become Japan</td>
<td><a href="http://www.become.co.jp/">http://www.become.co.jp/</a></td>
<td>2005</td>
</tr>
</tbody>
</table>

DoubleClick is a pioneer of digital marketing, used as world standard advertising delivery technology to provide a wide range of operation services for internet / business advertising and sales promotion strategies to a company's marketing divisions, ad agencies, portal sites, E-Commerce sites.

CyberSource provides a selected range of payment and risk management solutions, designed to help merchants maximize sales and minimize fraud.

Ask.jp boasts a leading search engine traffic ranking after Google, Yahoo, MSN and AOL in US. It is a Japanese version of each information portal as for the next generation type search engine. Traffic is increasing rapidly because of its original function and active service developments.

Comparison shopping search engine with new features.

NetSuite is the leading provider of on-demand, integrated business management software for growing and midsize businesses.

Brightcove is an online video platform service that empowers video producers and programmers to build broadband businesses while giving marketers more ways to communicate and engage with their consumers.
Partner Companies
Digital Marketing Technology Companies
SearchForce delivers leading-edge, high-performance online marketing tools that automate complex campaign design, deployment, and management processes across the digital marketing landscape – including search, social, display, and mobile channels.

In addition to sophisticated bid optimization and campaign management, SearchForce also offers strategic account and technology services, an integrated cross-channel attribution solution, automated campaign builder to speed implementation, support for localized campaigns worldwide, and the industry’s leading bid optimization solutions that dramatically improve ROI.

September 2007, Transcosmos has partnered with SearchForce as an exclusive right to use in Japan.

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<tr>
<th>Founded</th>
<th>2004</th>
<th>HQ</th>
<th>San Mateo, CA, USA</th>
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</table>

The leading company of SEM optimization platform
http://www.searchforce.com/
Partner Companies

Marin Software

The leading company of Cross-Channel performance advertising platform
http://www.marinsoftware.com/ NYSE : MRIN

Company Profile

- Marin Software provides a leading cross-channel performance advertising cloud for advertisers and agencies to measure, manage and optimize ad spend across the web and mobile devices.
- Offering an integrated SaaS platform for search, display and social advertising, Marin helps digital marketers improve financial performance, save time, and make better decisions.
- Advertisers use Marin to create, target, and convert precise audiences based on recent buying signals from users’ search, social and display interactions.
- **February 2013, Transcosmos has became Marin Software Certified Agency in Japan.**

<table>
<thead>
<tr>
<th>Founded</th>
<th>2006</th>
<th>HQ</th>
<th>San Francisco, CA, USA</th>
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</table>
TubeMogul is an enterprise software company for brand advertising. By reducing complexity, improving transparency and leveraging real-time data, their platform enables advertisers to gain greater control of their global advertising spend and achieve brand advertising objectives.

In 2010, TubeMogul created its own video network and in 2011 developed a platform with video advertisement targeting based on RTB, optimization, regional publishing, and analysis capabilities. This platform is able to respond to various advertising formats, including in-stream video advertising, in-display units with click-to-play capabilities by the viewers, interstitial advertising within applications which could withstand heavy-duty use in Japan via Smartphones, tablets, and alike.

At the time of video advertisement publications, as usual the appropriate sites and viewers to be researched are selected to clarify the targeting area. And in the background, TubeMogul’s brand-safe suite operates, blocking inappropriate/irrelevant content pages and accidental views, protecting the values of the brands.

October 2012, Transcosmos has formed an sales agent agreement with TubeMogul.

<table>
<thead>
<tr>
<th>Founded</th>
<th>2006</th>
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<tbody>
<tr>
<td>HQ</td>
<td>Emeryville, CA, USA</td>
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Signal

The leading company of Cross-Channel Marketing Technology

http://www.signal.co

Company Profile

- Signal(formerly BrightTag) is the global leader in real-time, cross-channel marketing technology, featuring cross-channel data collection platform “Signal Fuse” and it tag management service “Signal Tag."

- Signal’s Fuse Platform helps marketers collect data from any offline or online source, resolve identity across all consumer touch points, and deliver unified profiles to any marketing or analytics endpoint – all in real time. The platform is ecosystem-neutral and helps data and marketing technologies work better together, driving increased engagement, loyalty, and conversions.

- Signal Tag has been implemented to many companies in Japan as “Yahoo! Tag Manager” and transcosmos is proud to be an official partner of the “Yahoo! Tag Manager Certified Partner Program.”

- September 2014, Transcosmos has formed a business alliance in the ASEAN Region with Signal.
Investment Track Records
An Integrated Digital Marketing Agency

http://www.gearylsf.com/

Company Profile

- Geary LSF operates an online marketing agency and a publishing division that together attract new customers for companies and their advertising agencies through various Internet channels, including display advertising, e-mail, search and shopping engines, and viral marketing. Services include media planning and buying, ad placement through a network of publishers, consumer loyalty programs, private label Web sites, and search engine optimization.

| Founded | 1999 | HQ         | San Francisco, CA |

Selected Clients

- McDonald's
- WD-40
- Aramark
- Lacoste
- Netflix
- Kmart
- Foot Locker
- University of Phoenix
- Calvin Klein
- Speedo
- Bumble Bie!
- anon.
- vacation.com
- Kate Spade
- Coach
- Cirrus
- Expedia
- Meylan
- Perskie
- Citrus
- Lastminute
- BNP Paribas
- AVIS

An Omni-Channel Approach

For Integrated Digital Marketing

As marketers, Geary LSF lives in an exciting time where the consumer purchase path is shifting. It’s now more important than ever for brands to be present, brand message to be clear, and brand voice to be consistent. While the individual tactics of Paid, Earned and Owned Media no doubt have a positive impact on business, as a digital marketing agency, Geary LSF strategically combines all three to create an omni-channel approach that turns brands’ digital ambitions into business results.
Merlin Information Systems Group Ltd. is a provider of outsourced high specialist IT computer support services and solutions.

Merlin has four distinct areas - Managed services, Professional Services, Consultancy Services, and Technology solutions.

Managed Services provides high quality outsourcing solutions for Help Desk, Help Centre (Center), Customer Services, Technical Support and Systems Monitoring.

24/7 Multilingual Outsourcing Company - BPO Firm

http://www.misgl.com/

Company Profile

- Merlin Information Systems Group Ltd. is a provider of outsourced high specialist IT computer support services and solutions.
- Merlin has four distinct areas - Managed services, Professional Services, Consultancy Services, and Technology solutions.
- Managed Services provides high quality outsourcing solutions for Help Desk, Help Centre (Center), Customer Services, Technical Support and Systems Monitoring.

IT Support

IT services support for your users, systems, and applications. Based on the ITIL framework, the backbone of Merlin's IT services is its service management office, which provides strict quality assurance, as well as highly disciplined reporting, process, and implementation service.

Customer Support

Providing you with highly skilled and professional, multi-channel customer service centres that support your products and services for your clients.

Projects and Consultancy

Over the past 24 years, Merlin has built a successful global support services business. As a result, we have a wealth of experience and expertise that can help our clients implement, deliver, and improve their IT and customer support services as well as their technological solutions.

Selected Clients
Zynga is a leading developer of the world’s most popular social games that are played by millions of monthly consumers.

The company has created evergreen franchises such as FarmVille, Zynga Casino and Words With Friends. Zynga’s NaturalMotion, an Oxford-based mobile game and technology developer, is the creator of hit mobile games in popular entertainment categories, including CSR Racing, CSR Classics and Clumsy Ninja.

Zynga games have been played by more than 1 billion people around the world and are available on a number of global platforms including Apple iOS, Google Android, Facebook and Zynga.com.

<table>
<thead>
<tr>
<th>Founded</th>
<th>2007</th>
<th>HQ</th>
<th>San Francisco, CA</th>
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Featured Games

- FarmVille 2
- Words With Friends
- Clumsy Ninja
- “The Largest Poker Site In The World…” - ESPN
Investment Track Records

Zazzle

Zazzle is the world’s leading platform for quality custom products. Zazzle’s proprietary technology enables individuals, professional artists and major brands, including Disney and Hallmark, to create and offer billions of unique products for customers worldwide. Zazzle’s rapidly expanding product base covers every topic imaginable and includes t-shirts, business cards, invitations, in addition to a variety of custom gifts. Upon creation, products are instantly and accurately visualized on the site and offered in the Zazzle marketplace. When ordered, each product is made on-demand, typically within 24 hours. Launched in 2005 and based in Redwood City, California, Zazzle’s vision is to redefine commerce, powered by the world’s imagination.

Company Profile

- Founded: 1999
- HQ: Redwood City, CA

http://www.zazzle.com/
Investment Track Records

Become

The company of large syndication network for Product Ads
http://www.become.com/

Company Profile

- Become provides cloud-based performance marketing and SaaS solutions that benefit online retailers, web & mobile publishers and online shoppers (Product Ads, Channel Management, Feed Optimization, Analytics and more).

- Become helps merchants increase sales, publishers monetize traffic and consumers make more informed shopping decisions. With over 500 publishers, Become operates the world’s largest syndication network for Product Ads.

| Founded | 2004 | HQ | Sunnyvale, CA, USA |

- **Retailers** – Increase sales, visibility and traffic through our Product Ad Network by enhancing, distributing and managing your Product Ads on several hundred online channels. Leverage our easy-to-use but powerful analytics dashboard to help you understand and control your return on investment and cost of sales.

- **Publisher partners** – Use our configurable Product Ads to monetize your sites and expand your customer reach. Become Product Ads will allow you to provide a customized shopping experience on your sites in the US, Europe and Asia.

- **Online shoppers** – Find, research, compare, find deals and purchase the products you care most about! Connect with us through our Product Ad Network of partner sites or our own shopping portals.
## Investment Track Records

### Others

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>Founded</th>
<th>HQ</th>
<th>Location</th>
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<tr>
<td>Multiply</td>
<td><a href="http://multiply.com/">http://multiply.com/</a></td>
<td>2003</td>
<td>Jakarta, Indonesia</td>
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<tr>
<td>Optimost</td>
<td><a href="http://optimost.com">http://optimost.com</a></td>
<td>2001</td>
<td>San Jose, CA</td>
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<tr>
<td>SingShot Media</td>
<td><a href="http://singshot.com">http://singshot.com</a></td>
<td>2005</td>
<td>San Francisco, CA</td>
<td></td>
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<tr>
<td>6Rooms</td>
<td><a href="http://www.6.cn">http://www.6.cn</a></td>
<td>2005</td>
<td>China</td>
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<tr>
<td>Cinemanow</td>
<td><a href="https://www.cinemanow.com/">https://www.cinemanow.com/</a></td>
<td>1999</td>
<td>Marina del Rey, CA</td>
<td></td>
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<tr>
<td>Coremetrics</td>
<td><a href="https://coremetrics.com">https://coremetrics.com</a></td>
<td>1999</td>
<td>San Mateo, CA</td>
<td></td>
</tr>
</tbody>
</table>

Multiply

The largest marketplace in Southeast Asia.

Optimost

Optimost’s expertise and advanced technology can help a wide variety of businesses increase conversion rates and decrease creative development costs.

SingShot Media

Online Karaoke platform

6Rooms

6Rooms is a Chinese high-tech enterprise that operates an online video community.

Cinemanow

Internet-based digital video distribution company

Coremetrics

Coremetrics is the leader in marketing optimization. Its products help businesses relentlessly optimize their marketing programs to make the best offer, every time, anywhere, automatically.
## Investment Track Records
### Others

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<tbody>
<tr>
<td>Brightcove</td>
<td><a href="http://www.brightcove.com/">http://www.brightcove.com/</a></td>
<td>2004</td>
<td>Boston, MA</td>
<td></td>
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<td>meez</td>
<td><a href="https://www.meez.com/">https://www.meez.com/</a></td>
<td>2009</td>
<td>San Francisco, CA</td>
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<td>BuzzMedia</td>
<td><a href="http://www.spinmedia.com/">http://www.spinmedia.com/</a></td>
<td>2004</td>
<td>Los Angeles, CA</td>
<td></td>
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<tr>
<td>WangYou Media</td>
<td><a href="http://www.wangyou.com/">http://www.wangyou.com/</a></td>
<td>2005</td>
<td>Beijing, China</td>
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</table>

Brightcove is an online video platform service that empowers video producers and programmers to build broadband businesses while giving marketers more ways to communicate and engage with their consumers.

Skysoft Co., Ltd. is a legal online music service for Taiwan and Chinese market.

Meez is the only online virtual playground for teens to create social and multimedia activities to share with friends. Meez is a online community that combines a social virtual world with social networking, gaming, rich multimedia sharing and more.

Twelvefold Media is a digital media company with a data-driven ad platform built to optimize advertizing across the largest pool of trusted blog content on the web.

BuzzMedia is online entertainment publisher of pop culture, music and celebrity for enthusiasts worldwide.

WangYou Media is a diversified and integrated Chinese language media entertainment company with operations in Internet Service, Mobile Value Added Services and Multimedia Broadcasting.
## Investment Track Records

### Others

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<tr>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td>Vocalspace</td>
<td>Providing tools for audio / video blogging</td>
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<tr>
<td>Pheedo</td>
<td>A media advertising network working with publishers and advertisers to</td>
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<td></td>
<td>maximize their ROI through its RSS ad serving technology.</td>
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<tr>
<td>dlvr.it</td>
<td>Provides bloggers, publishers, and brands, both large and small, with a</td>
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<tr>
<td></td>
<td>way to expand their reach on the social web and into new channels.</td>
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<tr>
<td></td>
<td>Their tools make it easy to manage and measure the flow of your content</td>
</tr>
<tr>
<td></td>
<td>everywhere your audience is.</td>
</tr>
</tbody>
</table>

Pheedo and dlvr.it are both founded in 2005, with Vocalspace founded in 2005, and Pheedo and dlvr.it both founded in 2009. Vocalspace is headquartered in Flower Mound, TX, while Pheedo and dlvr.it are headquartered in Oakland, CA, USA and Portland, OR, USA, respectively.