

September 14th, 2011
Marubeni Corporation

Logistics and Call Center Services for Shiseido's Internet-Order Business in China

Marubeni Corporation (Marubeni) will provide the logistics and call center services for an internet-order business in China which Shiseido Co.,Ltd. (Shiseido) is planning to launch on September 15th through Shiseido China Co.Ltd., Shiseido's 100%-owned subsidiary.

Beijing Waihong International Logistics Co., Ltd. (BWH), Marubeni's subsidiary in the 3PL (third party logistics) business in China and Value Communication Services (Shanghai, Inc. (VCS), a 100%-owned subsidiary of Telemarketing Japan, Inc., a Marubeni affiliate in the call center business, will provide the logistics and call center services based on BWH's newly established logistics center in Shanghai as a platform for this internet-order service.

With regard to the call center, an expert team, which has completed Shiseido's training, will be aiming to provide a superior level of service which will include personal consulting.

Marubeni's experience and know-how has led to this business tie-up as BWH has been providing distribution services for Shiseido's cosmetics to approximately 1,600 stores in North China since 2005, and VCS has been providing call center services in China mainly for Japanese companies.

In China it is said that around 200 million people use internet-order services, and the market is expected to continue its high growth in unison with China's economic growth. Beginning with this business tie-up, Marubeni plans to fully develop its high quality internet-order service platform for Japanese companies and help them expand their internet-order business in the Chinese market

【BWH】

Company Name: Beijing Waihong International Logistics Co., Ltd.
[Chinese Name] 北京外紅国际物流有限公司
Headquarters: Beijing
Established: May, 1996



Chairman: Atsushi Shimizu
President: Naohiko Nagai
Paid in Capital: US\$600,000
Shareholders: Marubeni Corporation 90%、 Sinotrans Beijing 10%
Business: 3PL, Warehousing, Domestic Distribution, Distribution Processing, International Forwarding
Employees: 170
Branch Office: Tianjin, Shenyang, Shanghai, Urumqi
Facilities: Trucks, Platform, Forklift, Racks, WMS, TMS, Digital Picking Systems

【VCS】

Company Name: Value Communication Services (Shanghai) Inc.
[Chinese Name] 益峰客戶關係管理(上海)有限公司
Headquarters: Shanghai
Established: July, 2002
Chairman & CEO: Kemmei So
Paid in Capital: US\$4,650,000
Share Holders: Telemarketing Japan, Inc. 100%
Business: Call Center, CRM Consulting, Market Research, Broker
Employees: 502 (as of May, 2011)
Call Center Capacity: Maximum 1,300 booths (the biggest Japanese call center in China)