

July 1, 2025  
VECTOR INC.

**VECTOR signs an exclusive partnership agreement with  
Redu E-Commerce, the largest officially recognized affiliate provider  
for the Chinese version of TikTok Shop, to enter the Japanese market  
Establishment of live commerce Inc. to Provide Comprehensive Support for  
TikTok Commerce**

VECTOR INC. (Headquarters: Minato-ku, Tokyo; Representative Director, Chairman, and CEO: Keiji Nishie; TSE Prime market: 6058; hereafter, “VECTOR”) has established live commerce Inc. (Headquarters: Minato-ku, Tokyo; President: Yuki Mori; hereafter, “live commerce”) as a subsidiary under VECTOR, specializing in TikTok commerce.

Additionally, VECTOR has signed an exclusive partnership agreement with Redu (Hangzhou) E-Commerce Technology Co., Ltd. (Headquarters: Hangzhou City, Zhejiang Province; Representative Director: Ma FuPing; hereafter, “Redu”), the largest officially recognized affiliate provider of the Chinese version of TikTok Shop<sup>i</sup>, for the Japanese market.

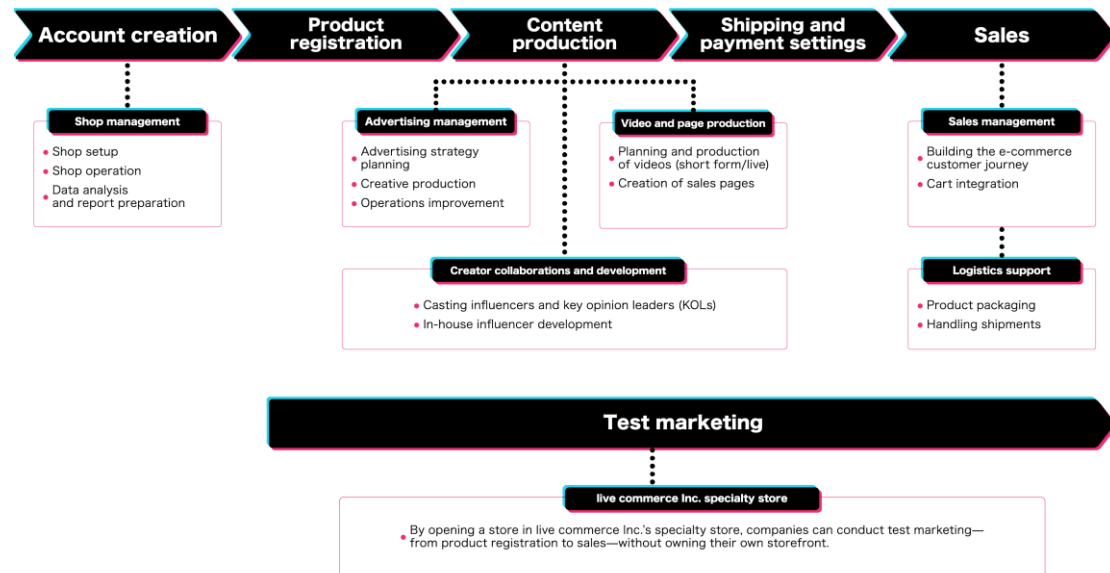


TikTok Shop is an e-commerce feature within the TikTok app that enables users to browse and purchase products seamlessly. It has already been launched and is experiencing rapid growth in China, Southeast Asia, the United Kingdom, and other regions. According to an announcement by Bytedance Inc., the service officially launched in Japan on June 30, 2025, and is expected to become an indispensable sales channel for Japanese companies as well.

Redu operates one of China’s largest affiliate platforms, boasting an annual gross merchandise volume of 10 billion RMB (approximately ¥160 billion) in fiscal 2024, with over 400,000 registered manufacturers and more than 1.5 million products handled. This partnership agreement enables VECTOR to leverage Redu’s extensive expertise to provide comprehensive support for Japanese companies and creators in maximizing their use of TikTok Shop. Furthermore, VECTOR will support cross-border e-commerce expansion into the Japanese market by approximately 400,000 Chinese companies and brands registered on Redu’s affiliate platform.

**■ Services Provided by live commerce Inc.**

Comprehensive support for TikTok Shop—including setup, operation, video production, live streaming, promotion, performance measurement, and sales management—will be provided by live commerce. Building on the strategic PR expertise cultivated by the VECTOR Group, live commerce will manage accounts aligned with the worldview and marketing strategies of companies and brands. Furthermore, by integrating influencer initiatives, live commerce will provide seamless support from brand awareness to purchase promotion, contributing to maximizing sales on TikTok Shop.



## ■ Service Features

### 1. Leveraging expertise from China's largest affiliate provider in the Japanese market

Collaboration with Redu will focus on the following areas, adapting the expertise and proven track record gained from Redu's Chinese TikTok Shop operations for the Japanese market.

- Provision of social commerce sales expertise**  
 By leveraging Redu's extensive expertise in operating TikTok Shop in the Chinese market, support for Japanese companies and brands in accelerating their sales will be enhanced.
- Deployment of solutions including affiliate marketing and AI analysis**  
 By leveraging Redu's affiliate marketing techniques and AI-powered data analysis, optimal sales and marketing strategies will be tailored for each product.
- Support for cross-border e-commerce of Chinese companies entering the Japanese market**  
 Approximately 400,000 Chinese companies and brands registered on Redu's platform will be supported in expanding their cross-border e-commerce operations into Japan using TikTok Shop.

### 2. Test marketing realized through consignment sales using live commerce's select shop

A specialty store focusing mainly on beauty and health categories will be launched, offering consignment sales services. Companies can conduct test marketing on TikTok Shop by simply providing products, without managing the storefront.

### 3. Expansive reach through collaboration with approximately 15,000 creators

Operated by Initial Inc., a subsidiary of VECTOR, the monthly subscription-based influencer matching platform Influencer Works connects with approximately 15,000 TikTok creators. Product introduction videos and live streams featuring these creators will be utilized to support effective promotion.

## ■ Comment from Yuki Mori, President of live commerce Inc.

I am honored that, with the launch of live commerce, we have secured an exclusive partnership agreement with Redu, a company with outstanding achievements in the Chinese version of TikTok Shop. The social commerce market is currently at a major turning point on a global scale. Through this partnership, we have built a robust system that enables Japanese companies to fully leverage TikTok as a sales platform. We are dedicated to providing comprehensive support to help Japanese companies maximize the potential of TikTok commerce.

## Profile

After joining CyberAgent, Inc. in 2005, Yuki Mori was engaged in the advertising business and overseas expansion. He launched the advertising business in Shanghai, China, and served as a director of MicroAd, Inc. overseeing the Greater China region (China, Hong Kong, and Taiwan). In 2019, he joined VECTOR INC. Since then, he has served as president of multiple Group companies, bringing extensive experience in marketing support and e-commerce between Japan and China. In 2025, he was appointed president of live commerce Inc., a position he currently holds.

The VECTOR Group is committed to driving innovation in the next-generation marketing landscape centered on TikTok. Through its strategic partnership with Redu, the Group aims to lead the future of social commerce, delivering fresh momentum and transformative growth for businesses.

### ■ Contact Information

For inquiries regarding details, pricing, or other questions, please feel free to contact the following. A representative will respond to your inquiry personally.

TikTok Shop support

Email: [info@live-commerce.co.jp](mailto:info@live-commerce.co.jp)

### About Redu

Established in August 2020 in Hangzhou City, Zhejiang Province, Redu has expanded to over 10 cities across China and had approximately 1,200 employees as of 2024.

It is one of China's largest affiliate service providers (ASP), specializing in short video platforms such as the Chinese versions of TikTok and Kuaishou. Recognized by Douyin EC, the Chinese version of TikTok Shop, as an official affiliate service provider, Redu recorded an annual gross merchandise value (GMV) of over ¥160 billion in fiscal 2024.



Redu E-Commerce (Headquarters: Hangzhou City, Zhejiang Province)

### **Overview of Redu (Hangzhou) E-Commerce Technology Co., Ltd.**

Company name: Redu (Hangzhou) E-Commerce Technology Co., Ltd.  
Address: Room 4053, 4th Floor, No. 168, Gengwen Road, Qianjiang Farm, Xiaoshan Economic and Technological Development Zone, Xiaoshan District, Hangzhou City, Zhejiang Province, China  
Established: August 2020  
Representative: Ma FuPing  
Share capital: 1.729 million RMB (approximately ¥34.6 million)  
Calculated using the exchange rate of 1 Chinese yuan = ¥20.  
Business description: Operation of affiliate platforms / Provision of matching and AI analytics tool solutions / Support for creator development / Cross-border e-commerce business  
URL: <https://www.redu.com/> (in Chinese only)

### **Overview of live commerce Inc.**

Company name: live commerce Inc.  
Address: Akasaka Garden City 17th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan  
Established: April 2025  
Representative: Yuki Mori  
Share capital: ¥50 million  
Business description: Operation of TikTok Shop, live commerce, influencer casting, and cross-border e-commerce businesses  
URL: <https://live-commerce.co.jp/> (in Japanese only)

**Overview of VECTOR INC.**

Company name: VECTOR INC.

Address: Akasaka Garden City 18th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052,  
Japan

Established: March 30, 1993

Representative: Keiji Nishie

Share capital: ¥3,038 million (as of February 29, 2024)

Business description: PR services, press release distribution, video release distribution, direct marketing,  
media services, HRTech business, digital marketing, startup investment business,  
and others

URL: <https://vectorinc.co.jp/en>

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<sup>i</sup> The term “Chinese version of TikTok Shop” used here is a colloquial expression and more accurately refers to China’s “Douyin E-Commerce” (<https://douyinec.com>).

**Press inquiries:**

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