

<Japanese to English Translation Summary >

Techmark Japan KK  
August 8, 2019  
<http://www.techmark.co.jp>

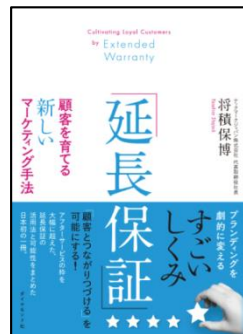
## **Techmark Japan celebrates 25<sup>th</sup> anniversary since starting extended warranty business in Japan**

**Publication commemorating the company's 25<sup>th</sup> anniversary:**

**“Extended Warranty – A new method to cultivate customer loyalty”**

**-Available in bookstores nationwide from August 8, 2019 (Thursday) -**

Techmark Japan, provider of extended warranty planning and operation, will celebrate its 25<sup>th</sup> anniversary in August, 2019. To commemorate the occasion, Techmark Japan will publish the first book about extended warranty service in Japan – “Cultivating Loyal Customers by Extended Warranty” – with an easy-to-understand explanation of extended warranty and its practical application for marketing. The publication will be available in bookstores nationwide from Thursday, August 8.



### **25 years since starting extended warranty business in Japan**

In 1994, Techmark Japan started business in Japan as Techmark Services Limited Japan Branch. August 2019 will mark Techmark Japan's 25<sup>th</sup> year since the start of business.

“Extended warranty” is a service that provides free repairs in the event of a mechanical or electrical breakdown for a certain period of time after the end of its manufacturer's warranty. It is a service for customers who want to continue to safely use the product with peace of mind until the product's average life cycle ends. Extended warranty services that Techmark Japan provides are designed, developed and operated based on client needs. A wide range of products offer extended warranties, including electronics, housing equipment, automobiles, and AI speakers. As of the end of 2018, the number of total applications for Techmark's extended warranty service reached nearly 147 million, and the number of accumulated processed claims reached around 9.8 million.

Leveraging 25 years of accumulated knowledge and expertise, Techmark Japan will continue to provide extended warranty services as a leader in the industry, striving to provide products and services trusted by our customers in order for them to continue to use the products that they love for a long period of time.

**25<sup>th</sup> anniversary: First Book in Japan on Extended Warranty's possibilities for marketing**

In commemoration of Techmark Japan's 25<sup>th</sup> anniversary, President Yasuhiro Shojack will publish Japan's first book on the subject of extended warranty service. In this book, extended warranty is described as an important part of growth strategy to gain loyal customers, exploring its application and possibilities. It covers marketing methods that go past the framework of "after-service," which means continuing to stay in touch with customers in order to build a stronger brand. It is a must-read for all business people.

**Publication details**

【Title】 Extended Warranty – A new method for cultivating customer loyalty

【Author】 Yasuhiro Shojack, President, Techmark Japan K.K.

【Price】 1,500 yen (w/o tax)

【Publisher】 DIAMOND, Inc.

【Date of Publication】 Thursday, August 8, 2019

【Distribution】 Book stores nationwide

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- 6 Extended warranty framework
- 7 What to do when implementing an extended warranty
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Chapter 3: "Continue to play piano with peace of mind" under extended warranty support

Chat with Yasuhiro Shojack and Mr. Toshiaki Hirose, CEO, Shimamura Music Corporation

**About the Author**

**Yasuhiro Shojack ( President, Techmark Japan)**

Born in 1957 and a graduate of Keio University Faculty of Business and Commerce. After working in sales for a major life insurance company, he relocated to New York City and worked in asset management. After spending 7 years as a representative of the company, he returned to Japan, where he started and managed his own medical-related start-up company. In November 2007, he was elected to serve as Techmark Japan's president.



**Techmark Japan Company Profile**

Address : ARCA East, 1-2-4 Kinshi, Sumida-ku, Tokyo

Capital Fund : 490 Million Yen

President : Yasuhiro Shojack

Stock Holder : AIG Japan Holdings KK (100%)

Core Businesses : Consulting and operating extended warranty programs

<For More Information About This News Release, contact below>

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