

FOR IMMEDIATE RELEASE

Synagie signs New Brand Partners – Kanebo and sloggi

- **Brand partners have grown to over 250 from 186 since 2017**
- **Market and distribute Kanebo across Malaysia’s leading e-commerce platforms; and sloggi across Singapore’s leading e-commerce platforms**
- **Growing trend of brand partners demonstrates Synagie’s position in the Southeast Asia’s e-commerce solutions world**

Singapore, 24 October 2018 – Synagie Corporation Ltd. (SGX: V2Y) (“**Synagie**”, “**思腾控股有限公司**”, the “**Company**”, or the “**Group**”), Southeast Asia’s leading e-commerce enabler in the Body, Beauty and Baby (“**BBB**”) sector, today extended its list of brand partners with Kanebo Cosmetics¹ (“**Kanebo**”), a leading producer of high-quality cosmetics and skincare, head-quartered in Tokyo, Japan; and sloggi® (“sloggi”), the multi-faceted intimate apparel for both women and men in Europe, Asia, US and Canada. The addition of these brands will increase the Group’s total number of brand partners to over 250, more than a 30% increase from its 186 brand partners since 2017.

As one of Southeast Asia’s leading e-commerce solutions provider and enablers that provides end-to-end solutions to help brands and business shift online, Synagie will assist in the marketing and distribution of Kanebo across Malaysia’s leading e-commerce platforms such as Lazada and Shopee; and sloggi across Singapore’s leading e-commerce platforms such as Beautiful.me, Qoo10, Lazada, Shopee and Zalora.

¹ Kanebo Cosmetics Malaysia Sdn Bhd

“These are great brands to work with. Kanebo and sloggi are established brands with strong history and loyal customer base, which will offer us wider reach. The growth in our number of brand partners clearly demonstrates Synagie’s position in the BBB sector and Southeast Asia’s e-commerce solutions world, and our ability to effectively manage their online presence to order fulfilment and delivery.” said Mr Clement Lee, Executive Director and Chief Executive Officer of Synagie.

-End-

About Synagie Corporation Ltd.

Synagie is Singapore-founded e-commerce solutions provider and one of SE Asia’s leading e-commerce enablers that provides end-to-end solutions to help brands and business shift online. According to Frost & Sullivan, Synagie is the fastest growing e-commerce start-up in Singapore and one of the fastest growing in SE Asia. Synagie helps its Brand Partner which include SMEs and MNCs execute their e-commerce strategies by selling their goods or services to consumers online and providing one-stop services and integrated technology to manage their multi-channel e-commerce operations. The end-to-end commerce enablement and fulfilment solutions is achieved through the Group’s cloud-based Synagie Platform which leverages on technology such as Cloud Computing, Big Data Analytics and Artificial Intelligence. This solution encompasses all aspects of the E-commerce value chain covering technology, online store operations, content and channel management, digital marketing, customer service to warehousing and fulfilment. Synagie has a platform-based, asset-light business model with three synergistic business segments, namely E-Commerce, E-Logistics and Insurtech that work together to offer innovative and efficiency driven solutions to its Brand Partners. Synagie is listed on Catalist of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) on 8 August 2018 (SGX:V2Y).

<https://synagie.com/>

About Kanebo Cosmetics

Established in 1887 in Tokyo, Japan, Kanebo started as a successful cotton trading and textile company, shifting to silk thread production and fabric. Its modernisation of silk reeling laid the foundation for silk as a priority in the Japanese national industry, subsequently forming the inspiration behind Kanebo's cosmetics business using silk extracts for their products under a diverse portfolio of brands including Kanebo, Kate Tokyo, Suisai, and many more.

Today, Kanebo is operating in more than 50 countries around the world, under a Japanese conglomerate, Kao Corporation, a leading consumer goods, personal and home care company.

<https://www.kanebo.com/>

About sloggi

sloggi® brings true comfort to people's everyday by creating the most wearable, innovative bodywear in the world. Launched in 1979, the brand has long been the best-selling brief brand in Europe and today delivers unrivalled comfort across multi-faceted intimate apparel for both women and men across Europe, Asia, US and Canada.

Parent company, the Triumph Group, serves 40,000 wholesale customers and sells its products in 3,600 controlled points of sale as well as via several own online shops. It is a member of the Business Social Compliance Initiative (BSCI).

www.sloggi.com

FB: www.facebook.com/sloggiSG

Instagram: www.instagram.com/sloggisg

Investor Relations and Media Contact:

Choo Hui Quan

Mobile: +65 8349 8818

Email: HQ@gem-comm.com

Disclaimer

The information in this news release is substantially based on information found in the offer document dated 30 July 2018 (“**Offer Document**”) that has been lodged with and registered by the SGX-ST acting as agent on behalf of the Monetary Authority of Singapore.

This news release does not purport to be complete and is qualified in its entirety by, and should be read in conjunction with, the full text of the Offer Document, including but not limited to the “Risk Factors” and “Cautionary Note Regarding Forward-Looking Statements” sections of the Offer Document.

Synagie Corporation Ltd. does not make any representation or warranty, express or implied, as to the accuracy of the information contained herein, and expressly disclaim any and all liability based, in whole or in part, on such information, errors therein or omissions therefrom.

This news release may contain forward-looking statements that involve assumptions, risks and uncertainties, provided with respect to the anticipated financial position, business strategies, future plans and prospects of the Company and its subsidiaries (the “**Group**”). These forward-looking statements are only predictions, and there can be no assurance that such forward-looking statements will be realized. Actual future performance, outcomes, results and achievements may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. Predictions, projections or forecasts of the economy or economic trends of the markets are not necessarily indicative of the future or likely performance of the Group. Prospective investors are cautioned not to place undue reliance on these forward-looking statements. No representations or warranties are made as to the accuracy or reasonableness of these forward-looking statements.

This news release has been prepared by the Company and its contents have been reviewed by the Company’s sponsor, RHT Capital Pte. Ltd., for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited. The Sponsor has not independently verified the contents of this news release.

This news release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made, or reports contained in this news release.

The contact person for the Sponsor is: -

Name: Mr Khong Choun Mun, Registered Professional, RHT Capital Pte. Ltd.

Address: 9 Raffles Place #29-01, Republic Plaza Tower 1, Singapore 048619

Tel: +65 6381 6757