



**FOR IMMEDIATE RELEASE**

## **Y Ventures announces Appointment of New Executive Chairman and Director**

- **The Group appoints Mr Lew Chern Yong (“Eric Lew”), former Executive Director of Wong Fong Industries Limited (SGX:1A1) with 19 years of diverse experience in corporate strategy & business development.**
- **Mr Eric Lew to take the lead in the execution of the Group’s business operations.**
- **Principal Founders of Y Ventures, Mr Low Yik Sen (“Adam Low”) and Mr Low Yik Jin (“Alex Low”) to focus on their core expertise in Data Analytics in Publications and Products.**

**Singapore, 1 March 2019 – Catalyst-listed Y Ventures Group Ltd. (SGX: 1F1) (“Y Ventures”,** or collectively with its subsidiaries and associated companies, the **“Group”**), a Singapore-founded, data-analytics driven e-commerce Company with a global presence, is pleased to announce the appointment of Mr Eric Lew as its Executive Chairman and Director of Y Ventures with effect from 1 March 2019. Mr Eric Lew, the former Executive Director of Wong Fong Industries Limited (**“Wong Fong Industries”**) will lead the Group through its next phase of transformation and improve the Group’s growth, with his 19 years of diverse experience in corporate strategy and business development.

Mr Eric Lew has invaluable experience in transforming a conventional engineering business into a public-listed industry leader. He led the senior management in the execution of Wong Fong Industries’ overall strategic planning, business development, research and development, as well as human resources department. He has managed to improve operational efficiencies through leveraging on greater economies of scale and harnessing of synergies with strategic partners, acquisitions and technology development.



Assuming the new role of Executive Chairman and Director in Y Ventures, Mr Eric Lew will provide a strategic review of the Group's existing business and future prospects, as well as help to solidify the vision of the Principal Founders, Mr Adam Low and Mr Alex Low's, and rendering operational support.

*Chief Executive Officer and Executive Director of Y Ventures, Mr Alex Low commented: “We are pleased to welcome Mr Eric Lew on board and look forward to the transformation of Y Ventures. Together with a stronger management team, we will be able to confidently manoeuvre through our next phase of growth. With fresh eyes, Eric’s vast experience and extensive network are valuable additions to the Group. We see tremendous opportunities for his value creation in our development, that further augment our business and vision for growth. With his capabilities and support, we are confident of bringing the business to greater heights as we continue to focus on monetizing our core capabilities in data and technology, drive operational excellence and expand to newer product domains.”*

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### **About Y Ventures Group Ltd.**

Y Ventures Group Ltd. is a Singapore-founded, data-analytics driven e-commerce company with a global presence. The Group's business model leverages on the proprietary information derived from its data analytics capabilities for the procurement, distribution, digital marketing and sale of products worldwide across different online marketplaces in North America, Europe and Asia Pacific. Capitalising on its data analytics capabilities, Y Ventures' enhances sales results and cost efficiency by employing its data analytics capabilities of analyzing demand trends, pricing intelligence, consumer sentiment and market competition to inform its business decisions. The company also analyses qualitative data and conducts market research through consumer engagement/virtual focus groups to tease out key insights on consumers' preferences on features and specifications, which is valuable for improvement of merchandise.

In 2017, Y Ventures made its debut on the Catalist Board of the Singapore Stock Exchange (Stock Code - SGX:1F1), becoming the first homegrown e-commerce and technology firm to do so.

For further information about Y Ventures, please visit <https://yventures.com.sg>

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*This press release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, RHT Capital Pte. Ltd. (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this press release.*

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