



FOR IMMEDIATE RELEASE

YUUZOO SIGNS MOU WITH ACTIVISTIC, THE INNOVATIVE MICRO-DONATIONS AND MICRO-PAYMENTS PLATFORM FOR MOBILE, TO BRING DONATION FUNCTIONALITY TO THE YUUZOO NETWORKS THROUGHOUT THE WORLD

- *Deal would help to bring charity and donation functionality and commercialisation to the YuuZoo networks*
- *Initial focus will be on emerging markets where limited access to credit card payment tools restricts the donation base of organisations*
- *Platform adds a new dimension to the YuuZoo eco-system and another engagement path for Gen-Y in the developed markets*
- *Making donation inclusive for more consumers, charities and causes across the world*

Singapore, February 2nd 2015: Singapore-based YuuZoo Corporation (“YuuZoo” **SGX: AFC**), the world’s first third generation social e-commerce company has signed a Memorandum of Understanding (MOU) with **Activistic**, an Australian company specialising in micro-donations and micro-payments. The partnership is intended to provide a platform across the YuuZoo networks – especially in emerging markets – to enable the capture, management and distribution of micro-donations and micro-payments for charitable purposes. The Charitable Giving market in the US alone is worth over \$300 billion¹ (worldwide the figure is much larger) and 96% of giving today is one-off, and off-line. YuuZoo, a mobile-first third generation social network and Activistic a unique platform focused on micro-donating via mobile, will leverage their complimentary skills to help bring “Giving” into the 21st century.

Commenting on the new partnership Executive Director Kevin Baum of Activistic said, “The process of donating is stuck in the last century. In developed markets, Gen Y’s are the demographic that engage via mobile and the Activistic technology approach directly address this group. In developing markets cash is king, but the mobile phone is ubiquitous – donating using it, is the way to ensure scale and inclusion. In a world of over 6 billion mobile phones, partnering with YuuZoo to insert the Activistic platform into the YuuZoo mobile social networks is a natural complement to help bring the marketplace of donors and the charities and organisations that rely on donations to come together.”

Speaking on the partnership, Thomas Zilliacus, Chairman and CEO of YuuZoo remarked, “This is yet another step in the progression of YuuZoo. The YuuPay business that helps support payments and commerce within the YuuZoo networks is critical, but relies strongly on the traditional card based model. The Activistic partnership offers an exciting capability within our networks to enable potentially all of the millions of users we have to donate to a charity or cause and for us to engage more partner organisation that do charitable work. It is a commercial platform but we are proud to be able to use it to help support doing good works and essential projects around the world within the countries and the many networks we are developing.”

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ABOUT YUUZOO:

¹ National Philanthropic Trust (one of the most respected sources in the US) - article - <http://www.nptrust.org/philanthropic-resources/charitable-giving-statistics/>



Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 85 million registered users in 164 countries, YuuZoo in a unique way combines social networking and e-commerce in a mobile-optimized, fully localized virtual shopping mall, where the consumer can access hundreds of targeted social networks, targeted shops and targeted entertainment through one single login. All networks are localized for each market as comes to language as well as merchandise and design. To see the networks, log into: www.yuuzoo.com and www.yuuzoo.cn. For more information about the company, please log on to: www.yuucorp.com

ABOUT ACTIVISTIC:

Activistic has developed a revolutionary micro-donation technology that seamlessly connects the world's 6 billion smart phone consumers with charities and causes; local to global, at the lowest possible cost to both the donor and the industry via a cost efficient collection technology that enables regular payments or contributions utilising a mobile phone network.

Patronage of charities and other not for profit organisations has often been tempered by the donors frustration with the costs of collection. The collections system applicable to most fund raising activities has often proven both cumbersome and cost prohibitive. These costs vary materially between countries and collection regions due to both geographic and personnel limitations. Activistic solves these issues via its low cost, no fuss, secure payment technology.

For more information, please contact:

Corporate Communications:

Aru Adil Sayed
Head of Corporate Communications
DDI: +65-6577 0666
Mobile: +65-94249757
Email: aru.sayed@yuuzoo.com

Investor Relations:

Sabrina Tay
Head of Investor Relations
DDI: +65-6577 0667
Mobile: +65-9833 5833
Email: sabrina.tay@yuuzoo.com

Macquarie Capital (Singapore) Pte. Limited ("Macquarie") was the financial adviser to W Corporation Limited (now known as YuuZoo Corporation Limited) in relation to the acquisition of the entire issued and paid-up share capital of YuuZoo Corporation and its subsidiaries. Macquarie assumes no responsibility for the contents of this announcement.