

**SHOPPER360 LIMITED**  
(Incorporated in the Republic of Singapore on 27 December 2016)  
(Company Registration Number: 201634929Z)

---

**ANNUAL GENERAL MEETING FOR FY2020  
- RESPONSE TO QUERIES FROM SHAREHOLDERS**

---

The board of directors (the “**Board**”) of shopper360 Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the Notice of Annual General Meeting for the financial year ended 31 May 2020 (“**FY2020**”), which was issued on 14 September 2020. The following is the response from the Board to the questions received from certain shareholders of the Company.

**QUESTION 1**

What is the outlook for the Company going forward?

Company’s response:

The outlook for the Company is cautiously optimistic as it is uncertain how long the COVID-19 will continue to affect the global economy, in particular, in Malaysia where the Group is primarily based in. As for Singapore and Myanmar, how the local government manages the COVID-19 pandemic will also impact the Group’s business. If there are lockdowns in the aforesaid countries, the lack of movement will impact the Group’s staff ability to install in-store point-of-sales material and conduct sampling and events. Whilst fast moving consumer goods brands in Malaysia, Myanmar and Singapore continue to look for shopper engagement ideas through digital marketing, in-store advertising, events, activation and roadshows, the Group is involving more digital applications on top of the physical executions. The Group is called in for pitches because of its long and trusted reputation, and in order to win projects, the Group has to give creative and innovative ideas that are also affordable/cost-sensitive. Many companies serving in its industry are reducing their cost to client in order to win projects, so at times, the Group is able to win projects while at times it is not, due to pricing. In order to remain relevant, the Group is looking at companies that it can invest in that will help it leverage its industry network and reputation and offer new services that clients are looking for. In the meantime, the Group is concentrating on payment collection, cost control and efficiencies through digitalisation. The Group is looking at expanding its services to other markets should overseas travel to other countries open up over the course of the year.

**QUESTION 2**

How has the movement control order (“**MCO**”) in Malaysia affect the Company's line of business?

Company’s response:

The MCO essentially puts a stop / pause to physical movement in Malaysia. This had affected the general economy in Malaysia, and the Group has not been spared. The MCO had affected the Group’s client servicing staff from seeing clients though they can still meet over virtual calls. However, practically, when there is a lockdown, clients’ attention will be on mitigating internal business issues and focused less on moving marketing activities planned for the year. Furthermore, the Group’s advertising and sampling field operations personnel and promoters are not seen as essential services. Hence, such activities are cancelled and the Group is unable to execute 'new' campaigns in-store. In the case of merchandising and field force segment, the Group was negatively impacted but the impact was not as severe as the other two segments.

**By Order of the Board**

**Chew Sue Ann**  
**Executive Chairman and Group Managing Director**

**28 September 2020**

---

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "**Sponsor**"), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("**SGX-ST**") Listing Manual Section B: Rules of Catalyst.*

*This announcement 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 announcement.*

*The contact person for the Sponsor is Ms. Alice Ng, Director of Continuing Sponsorship, ZICO Capital Pte. Ltd., at 8 Robinson Road, #09-00 ASO Building, Singapore 048544, telephone (65) 6636 4201.*