

DRAFT PRESS RELEASE

YUUZOO PATENTS & LAUNCHES GAMIFIED E-COMMERCE – KICKS OFF MOVE FROM B2B TO B2B2C WITH MAJOR CONSUMER MARKETING CAMPAIGN

Key Highlights:

- Consumers can earn discounts by playing fun and engaging games on Yuu-Zoo's new upgraded platform**
- YuuZoo is the first social e-commerce network to offer gamification of e-commerce**
- Patent-pending solution will be marketed directly to consumers through major marketing campaign kicked off together with partners and franchisees**
- Several new initiatives have seen YuuZoo's global Alexa ranking jump over 830,000¹ positions over last three months, and over 11² million positions in China**

Singapore, June 11th, 2015: Singapore-listed YuuZoo Corporation Limited ("**Yuu-Zoo**" SGX: **AFC.SI**) one of the world's fastest growing social e-commerce networks, today announced it has gamified its social e-commerce platform, using a patent-pending new offering that enables consumers to earn discounts by playing engaging but simple games. A video of the platform can be viewed at: <http://bit.ly/1lp7Atq>.



YuuZoo also announced that it with the new gamified social e-commerce platform will expand from B2B to B2B2C, and will embark on a major marketing campaign together with its partners and franchisees over the next few months, with the target of significantly growing its MAU (monthly active user) base, which is a key factor in growing e-commerce and advertising revenue.

Gamification of e-commerce has widely been recognized as a major game-changer, for example in a recent Forbes³ article, thanks to its ability to make shopping fun and engaging, and create brand-and site loyalty amongst online shoppers. The Gamification market⁴ is estimated to grow from \$ 421.3 million in 2013 to \$5.502 billion in 2018. This represents a compound annual growth rate (CAGR) of 67.1% from 2013 to 2018. Market reports state that in the current scenario, the 'consumer goods and retail' vertical continues to be the largest adopter of gamification solutions. In terms of regions. Gartner⁵ estimates that 70% of large companies will incorporate some form of gamification applications as part of their internal or external operations.

¹ Note: Current Alexa Ranking for YuuZoo.com is 323,979 source : <http://www.alexa.com/siteinfo/www.yuuzoo.com> (As of 10/6/2015)

² Note: Current Alexa ranking for YuuZoo.cn is 1,399,035 Source: <http://www.alexa.com/siteinfo/www.yuuzoo.cn> (As of 10/6/2015)

³ Source <http://www.forbes.com/sites/maribellopez/2011/12/19/gamification-is-more-than-a-game-for-businesses/>

⁴ Source: <http://www.marketsandmarkets.com/PressReleases/gamification.asp>

⁵ Source: <http://www.europeanbusinessreview.com/?p=2650> Sept. 2012



YuuZoo's new gamified social commerce platform follows the company's announcement of expanding from B2B to B2B2C.

Commenting on the gamification of YuuZoo's social e-commerce platform, Thomas Zilliacus, Chairman and CEO of YuuZoo said, "Gamification in ecommerce is considered the "Holy Grail" to successfully monetize customers and provide a superior customer experience, making shopping fun and engaging"

"Our patent pending Gamified Social E-commerce Solution has significant potential that can change the dynamics of customer engagement and customer loyalty in all the 68 countries where we currently have partners and franchisees.

Several recent new initiatives have significantly boosted YuuZoo's Alexa rankings. Globally, we have risen over 830,000⁶ positions in the last 3 months, and in China an astonishing 11⁷ million positions. With the major new marketing program we are launching over the next 3 months we expect to see both rankings as well as MAU's, the key driver for growth in e-commerce and advertising revenue, continue to grow strongly" he further added.

ABOUT YUUZOO®:

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

-END-

For more information, please contact:

Corporate Communications:

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

Investor Relations:

Sabrina Tay
Head of Investor Relations
DID: +65-6577 0667
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.

⁶ Note: Current Alexa Ranking for YuuZoo.com is 323,979 source : <http://www.alexa.com/siteinfo/www.yuuzoo.com> (As of 10/6/2015)

⁷ Note: Current Alexa ranking for YuuZoo.cn is 1,399,035 Source: <http://www.alexa.com/siteinfo/www.yuuzoo.cn> (As of 10/6/2015)