



Press Release

shopper360 acquires 11% interest in Instanture Holdings Sdn. Bhd., owner of proprietary B2B commerce solutions platform

MALAYSIA, 11 OCTOBER 2017 – **shopper360 Sdn Bhd** (“**s360**”, a wholly-owned subsidiary of shopper360 Limited, the “**Company**” and together with its subsidiaries, the “**Group**”) has subscribed to a minority interest in **Instanture Holdings Sdn. Bhd.** (“**Instanture**”).

Instanture is an investment holding company and the sole owner of **Boostorder Sdn Bhd** (“**Boostorder**”). Boostorder is a cross platform business to business (“**B2B**”) commerce solutions provider. Its solutions provide its customers a targeted set of digital capabilities to accelerate product deployment, promote sales and enhance retail experience. Boostorder processes RM10 million worth of B2B sales orders monthly and helps 12,000 distributors manage and fulfil orders of more than 40,000 stock keeping units (SKUs) listed on its platform.

“We are excited to take our partnership with Boostorder to a new level with our participation in Instanture’s first seed funding exercise,” said Sue Ann Chew, Executive Chairman and Group Managing Director of the Company. *“Boostorder’s vision of helping Brands, Manufacturers and Distributors to digitize and manage the B2B sales process is very much in line with the Group’s vision of helping its pool of retailers and brands to sell smarter. With the proposed investment in Boostorder, we believe this will firmly position us to not just work with our partners on the B2C front but also enhance and deepen our long-standing partnerships and demonstrate our ever-evolving capabilities in fulfilling their needs on the B2B front.”*

Based on industry knowledge, the estimated market size in Malaysia for B2B software automation is approximately MYR1.3 billion with approximately 67,000 active businesses. Boostorder aims to convert at least 1% or MYR13.5million of the market into recurring revenue for Instanture. S360 is confident that this strategic partnership will further unlock the Group’s potential in:

- scaling up its digital and technological offerings on B2B application thus adding value to the Group’s existing proprietary software and existing customer base as well as an offering that can be bundled to acquire new customers for the Group;

- allowing the Group to tap onto the Instanture's capabilities in technology and software development to enhance the Group's digital and technical capabilities; and
- allowing the Group to seize the growing business opportunities in the software services, e-commerce and retail industry whether in Malaysia or regionally, thus enabling the Group to create new revenue streams.

-End of Press Release-

Note to media: Please read this press release in conjunction with the Company's announcement released on SGXNet on the same date.

For more information, please contact:
Lee Jun Ling, GM of Operations & Business Development
jl.lee@shopper360.com.my

About shopper360 Limited

shopper360 Limited is a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia with 30 years of experience in the in-store advertising industry. The Group offers a comprehensive range of marketing and advertising services that integrate along the entire shopper journey, through in-store experience to loyalty, retention and repeat purchase. The Group consists of five agencies: Pos Ad, Jump Retail, ShopperPlus, Tristar Synergy and Gazelle Activation and offers a truly holistic suite of shopper marketing solutions.

For more information, please visit www.shopper360.com.my

*This press release has been prepared by shopper360 Limited and its contents have been reviewed by the Company's sponsor (the "**Sponsor**"), ZICO Capital Pte. Ltd., for compliance with the SGX-ST Listing Manual Section B: Rules of Catalist. The Sponsor has not independently verified the contents of this press release.*

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

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.

