



News Release

30 June 2017

SGX welcomes shopper360 Limited to Catalist

Singapore Exchange (SGX) today welcomed shopper360 Limited to Catalist under the stock code "1F0".

With 30 years of experience in in-store advertising, shopper360 Limited is a Malaysia-based provider of shopper marketing services in the retail and consumer goods industries. It offers marketing and advertising services to enhance shopper outreach and increase visibility of products, thereby optimising sales for its customers.

shopper360's current client base of local and multi-national customers includes Nestle, Colgate-Palmolive, F&N Beverage, Fonterra, Samsung, U Mobile and Huawei. It has a strong network of retail partners comprising hypermarkets and supermarkets such as Giant, Cold Storage, Econsave, Aeon, as well as convenience chain stores and chain pharmacies.

Chew Sue Ann, Executive Chairman and Group Managing Director of shopper360 Limited said, "Since our inception as an in-store advertising provider in 1986, we have grown organically and via M&As to become a full-fledged shopper marketing services company. The winning formula of our successful operations in Malaysia can be transplanted and adapted in other ASEAN markets. Today, we stand on the cusp of making inroads into Singapore and Myanmar. shopper360's listing in Singapore will further raise the visibility of the Group as we embark on our next phase of growth."

Mohamed Nasser Ismail, Head of Equity Capital Market (SME) and Head of Capital Market Development, SGX, said, "We are pleased to welcome the listing of shopper360 Limited, a 'one-stop' shopper marketing services company that adds another dimension to SGX's consumer cluster. We look forward to supporting the company's growth as it looks to focus more on digital marketing, in the changing retail landscape and rise of the e-commerce market."

With a market capitalisation of about \$33 million, the listing of shopper360 Limited brings the total number of companies listed on [Catalist](#) to 195, with a combined market capitalisation of about \$12 billion, and the number of consumer sector companies listed on SGX to 152, with combined market capitalisation of more than \$150 billion.

shopper360 Limited opened at \$0.345 today.

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About shopper360 Limited

shopper360 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.

shopper360 connects its customers with its retail partners with a view of reaching out to more shoppers and increasing the visibility of its customers' products, thereby optimising sales for our customers. It has access to in-store advertising to over 1,900 retail outlets, namely hypermarkets, supermarkets, pharmacies and convenience chain stores across 183 towns in Malaysia.

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About Singapore Exchange (SGX)

Singapore Exchange is Asia's leading and trusted market infrastructure, operating equity, fixed income and derivatives markets to the highest regulatory standards. As Asia's most international, multi-asset exchange, SGX provides listing, trading, clearing, settlement, depository and data services, with about 40% of listed companies and 75% of listed bonds originating outside of Singapore.

SGX is the world's most liquid offshore market for the benchmark equity indices of China, India, Japan and ASEAN and offers commodities and currency derivatives products. Headquartered in AAA-rated Singapore, SGX is globally recognised for its risk management and clearing capabilities. For more information, please visit www.sgx.com.

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