



**FOR IMMEDIATE RELEASE**

**SHOPPER360 LIMITED'S IPO DRAWS STRONG INVESTOR INTEREST**

- ***Intends to distribute an annual dividend of not less than 20.0% of profit attributable to equity holders of the Company in respect of FY2017 and FY2018***
- ***Close of Placement on 28 June 2017 and first day of trading expected on 30 June 2017***

**Singapore, 29 June 2017** – shopper360 Limited (“**shopper360**” or the “**Company**” and together with its subsidiaries, the “**Group**”), a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia, announced today that it has successfully completed its placement of 38,000,000 shares – comprising 18,000,000 new shares and 20,000,000 vendor shares (the “**Placement**”), on 28 June 2017. The Placement attracted strong interest from institutional investors and the investing community.

The Placement, at S\$0.29 for each share, raised gross proceeds of approximately S\$11.0 million. The Group’s market capitalisation is approximately S\$33.2 million, based on the post-placement share capital of 114,400,000 shares.

ZICO Capital Pte. Ltd. is the Sponsor and Issue Manager in connection with the initial public offering (“**IPO**”). UOB Kay Hian Private Limited is the Placement Agent for the Placement.

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Ms Chew Sue Ann, Executive Chairman and Group Managing Director of shopper360 said, “We are encouraged by the enthusiastic response from investors for our IPO. This is a clear sign of confidence in shopper360’s investment story. The capital raised from the IPO will go towards our next growth phase which is geared towards the expansion of our Group both locally and overseas. With the success of our IPO, I am optimistic that we are well-placed to propel shopper360’s business forward by leveraging our know-how, established track record and network to gain access to new markets, new customers, as well as new business opportunities.”

“We are glad that with our listing, our stakeholders will now be able to participate alongside shopper360’s growth,” added Ms Chew.

Whilst the Company does not have a fixed dividend policy, it intends to distribute annual dividends of not less than 20.0% of net profit attributable to equity holders of the Company in respect of FY2017 and FY2018.

The net proceeds of approximately S\$3.4 million raised from the issue of new shares, after deducting related expenses, will be used to fund business expansion through increasing service offerings as well as network of customers and retail partners, expanding into new geographical locations (such as Myanmar and Singapore) and forming of strategic alliances, acquisitions and joint ventures, as well as for general working capital purposes.

Ms Chew elaborated, “As a listed company, we are now in a better position to fortify our market position and stay ahead of the competition. The increasing importance for shopper engagement and experience, bolstered by a proliferation of brick-and-mortar retail stores, bode well for us, as the synergistic nature of our business segments enables us to provide integrated solutions to our customers at every touch point – from pre-store, in-store to post-store. We also have a strong pipeline to introduce new innovative mediums to our existing suite of services, and are well-placed to capture opportunities in the digital economy.”

The Placement closed at 12.00 noon on 28 June 2017, and listing and trading of shopper360's shares on Catalist of the SGX-ST is expected to commence at 9.00 a.m. on 30 June 2017.

## **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 its customers. The Group 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.

shopper360's current client base of local and multi-national customers includes Nestle, Colgate-Palmolive, F&N Beverage, Fonterra, Samsung, U Mobile and Huawei. The Group has a strong network of retail partners comprising hypermarkets and supermarkets such as Giant, Cold Storage, Econsave, The Store, Billion, MYDIN, Aeon, and convenience chain stores such as 99 Speedmart, as well as chain pharmacies.

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ISSUED ON BEHALF OF : shopper360 Limited  
BY : Citigate Dewe Rogerson, i.MAGE Pte Ltd  
55 Market Street  
#02-01  
SINGAPORE 048941  
CONTACT : Mr Winston Choo / Mr Aaron Ng  
at telephone  
DURING OFFICE HOURS : 6534-5122  
EMAIL : [winston.choo@citigatedrimage.com](mailto:winston.choo@citigatedrimage.com)  
[aaron.ng@citigatedrimage.com](mailto:aaron.ng@citigatedrimage.com)

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### **IMPORTANT NOTICE**

Capitalised terms used herein shall, unless otherwise defined, bear the same meanings assigned to them in the Offer Document of shopper360 Limited (the “**Company**”) dated 21 June 2017 (the “**Offer Document**”).

This press release contains statements that constitute forward-looking statements which involve risks and uncertainties. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers with respect to the results of business operations and financial condition, industry, environment and future events and plans of the Company. These statements can be recognised by the use of words such as "anticipate", "believe", "could", "estimate", "profit estimate", "expect", "intend", "may", "plan", "projection", "will", "would", or words of similar meaning. Such forward-looking statements are not guarantees of future events, performance and actual results may differ from those in the forward-looking statements as a result of various factors and assumptions. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. In light of these risks and uncertainties, actual events, results and developments could differ materially from those expressed or implied by the forward-looking statements. The information

herein does not purport to be complete and should be read in conjunction with, and is qualified in its entirety by the detailed information in the Offer Document.

This press release has been prepared by shopper360 and its contents have been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "**Sponsor**"), for compliance with the relevant rules of the Singapore Exchange Securities Trading (the "**SGX-ST**"). 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.