



shopper360 Limited

(Incorporated in Singapore)

(Company Registration Number: 201634929Z)

Press Release

shopper360 and Surge Ventures announce joint venture, Avinity Analytics



From left to right: James Ling (Director of Corporate Finance & Strategy of shopper360 Limited), Chew Sue Ann (Group Managing Director of shopper360 Limited), Vincent Ng (CEO of Surge Ventures) & Isaac Ng (Chief Technology Officer of Surge Ventures)

KUALA LUMPUR, MALAYSIA, 19 JANUARY 2022 - shopper360 Limited (shopper360) partners with **Surge Ventures Sdn Bhd (Surge Ventures)** to form joint venture to provide data analytics, data science, machine learning and artificial intelligence to retail, e-commerce, and marketing-related businesses and brands like Nestle, F&N, JDE and the like.

Shopper360 wants to capitalise on the global AI Software market, which has risen at 35.6% CAGR and will grow to approximately USD300 Billion by 2026¹. The overall AI market includes a wide array of applications such as natural language processing, robotic process

automation, and machine learning. The joint venture is poised to enable shopper360 clients to adopt these capabilities in their day-to-day business operations in retail.

The joint venture business, **Avinity Analytics Pte Ltd (Avinity Analytics)**², is incorporated in Singapore to leverage on the country as a regional hub for start-ups, acquiring regional business accounts and a magnet for assisting companies to grow into unicorns.

“We are very pleased to be embarking on a crucial service offering that will enhance the actionable data we can provide to our clients to help them grow and increase sales,” said Chew Sue Ann, Executive Chairman and Group Managing Director of shopper360.

“We are fortunate to be able to invest in a data team at Surge Ventures that has experience in acquiring clients of all sizes, and a track record of delivering successful data and tech projects. Their passion in data ensures that we will together always adopt the latest data technologies to create a competitive edge.” adds Sue Ann.

“We started working with shopper360 in 2020, and we were able to excite a few of their clients by providing them AI models with their data sets, which they are actively using for their day-to-day operations and decision making,” said Vincent Ng, Chief Executive Officer of Surge Ventures.

“We look forward to deepening this partnership to provide more of shopper360 group’s clients an integrated data dashboard that will help retailers and brands reduce out-of-stock, track in-store price changes and understand competitive brands with data. We are a team of success-hungry founders that has what it takes to grow Avinity Analytics into a successful regional tech company,” he adds.

With an investment of RM1 million¹ for 40% equity in Avinity Analytics, shopper360 is confident that it will further unlock the company’s potential in further developing retail analytics and AI technologies.

Meanwhile, Surge Ventures will inject contracts worth RM500,000 into Avinity Analytics with a potential pipeline of contracts worth RM1 million. This pipeline of potential contracts is not inclusive of shopper360’s current network of clientele which will be introduced over time to Avinity Analytics’ technology for automating data preparation, insight discovery, and AI model deployment for out-of-stock prediction, inventory management, and sales forecasting.

Retail analytics and predictive analysis will be the essence of this venture, helping FMCG Brands with accuracy in forecast and demand planning that will enable efficient stocks ordering.

¹ The consideration, paid in cash, was arrived at after considering current contracts injected and sales pipeline potential, business opportunities and capability of the current management and staff of Surge Ventures. Avinity Analytics is newly incorporated by Surge Ventures on 6 January 2022. As such, there is no book value or net tangible asset value of Avinity Analytics available. No independent valuation was commissioned on Avinity Analytics for the purpose of this investment.

Source:

¹<https://www.globenewswire.com/en/news-release/2021/06/28/2253975/0/en/Global-Artificial-Intelligence-Market-Size-2021-Rise-at-35-6-CAGR-Will-Grow-to-USD-299-64-Billion-by-2026-Facts-Factors.html>

²<https://avinityanalytics.com/>

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About shopper360 Ltd.

shopper360 is a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia with more than 30 years of experience in the in-store advertising industry. The Group offers a comprehensive range of field, digital and shopper marketing and advertising services such as in-store advertising, field force management, creative and digital solutions, sampling and promoter management and events activation. It also provides sales distribution services for products and brands. The Group consists of ten agencies in Malaysia, Singapore and Myanmar, namely Pos Ad, Jump Retail, Retail Galaxy, shopperplus Malaysia, Tristar Synergy, Gazelle Activation, Marvel Distribution, She Distribution, shopperplus Singapore and shopperplus Myanmar. Together, the group offers a truly holistic suite of shopper marketing and sales solutions.

For more information on the Group, please visit www.shopper360.com.my

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

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