



Synagie Partners with GroupM to Offer E-Commerce Store Management and Fulfilment Services

- **Synagie to offer GroupM’s clients in Southeast Asia end-to-end e-commerce platform store management and fulfilment services.**
- **The solutions would help brands to quickly set up their online presence and sell across multiple digital platforms across the region.**

Singapore, 15 June 2020 – Synagie Corporation Ltd. (SGX: V2Y) (“Synagie”, “思騰控股有限公司”, the “Company”, or the “Group”), Southeast Asia’s leading e-commerce enabler, has entered into a commercial partnership with GroupM Asia Pacific Pte Ltd (“**GroupM**”), the media investment group of WPP, to provide end-to-end e-commerce platform store management and fulfilment services for GroupM’s clients in the region. It would help these businesses to quickly set up their online presence and sell across multiple digital platforms across Southeast Asia.

Ms Olive Tai, Synagie’s Executive Director, said, **“There has been an acceleration in e-commerce adoption around the world, driven by more consumers opting to do their shopping online. Southeast Asia will see a substantial increase in the size of its internet economy as more people connect digitally. Brands can no longer ignore the importance of online commerce. We are thrilled to work with GroupM in helping their clients capture a piece of this lucrative e-commerce pie.”**

Chief Operating Officer of GroupM Asia Pacific, Mr Jon Thurlow, commented: **“Partnering with Synagie creates greater integration for clients where we can look holistically from omni-channel planning, through campaign execution and consumer experience to delivery and ensuring value is being built at each stage.”**

GroupM is the world’s leading media investment company with three of the top five global media agencies and is responsible for more than US\$50 billion in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis.



The partnership will make use of Synagie’s cloud-based platform, powered by artificial intelligence and real-time big data analytics, through which companies can manage their entire e-commerce value chain together, from inventory to warehousing and last mile delivery, from a single, integrated “back-office.”

Southeast Asia’s Internet economy is growing at a rapid pace and is expected to grow to \$300 billion by 2025, driven by the expansion of e-commerce due to fundamental shifts in consumer behaviour. E-commerce in Southeast Asia is predicted to reach \$153 billion in gross merchandise value by 2025.¹

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About Synagie Corporation Ltd.

Synagie is a Singapore-founded e-commerce solutions provider and one of SE Asia’s leading e-commerce enablers that provides end-to-end solutions to help brands and business shift online. Synagie is also a winner of the Deloitte Fast 500 Asia Pacific awards and is ranked No 1 fastest growing technology company in Singapore and No 22 in Asia Pacific in 2018. In 2020, Synagie was ranked top for ‘The Straits Times and Statista – Singapore’s Fastest Growing Companies as well as the 4th fastest growing company in Asia Pacific by Financial Times. Synagie helps its Brand Partner which include SMEs and MNCs execute their e-commerce strategies by selling their goods or services to consumers online and providing one-stop services and integrated technology to manage their multi-channel e-commerce operations. The end-to-end commerce enablement and fulfilment solutions is achieved through the Group’s cloud based Synagie Platform which leverages on technology such as Cloud Computing, Big Data Analytics and Artificial Intelligence. This solution encompasses all aspects of the e-commerce value chain covering technology, online store operations, content and channel management, digital marketing, customer service to warehousing and fulfilment. Synagie has a platform-based, asset-light business model with three synergistic business segments, namely e-Commerce, e-Logistics and Insurtech that work together to offer innovative and efficiency driven solutions to its Brand Partners. Synagie is listed on Catalist of the Singapore Exchange Securities Trading Limited (“SGX-ST”) on 8 August 2018 (SGX:V2Y). <https://synagie.com/>

¹ https://www.blog.google/documents/47/SEA_Internet_Economy_Report_2019.pdf



About GroupM

GroupM is the world's leading media investment company responsible for more than \$50B in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM's portfolio includes Data & Technology, Investment and Services, all united in vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates and generates sustained value for our clients wherever they do business.

Discover more about GroupM at www.groupm.com.

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