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ETISALAT, ONE OF THE WORLD'S LARGEST MOBILE OPERATORS, PARTNERS WITH YUUZOO TO LAUNCH SOCIAL E-COMMERCE NETWORKS IN NIGERIA, AFRICA'S BIGGEST MARKET

- ***Deal opens the door for YuuZoo to the highly lucrative mobile telco market***
- ***Agreement is YuuZoo's second in a short time in Nigeria, Africa's largest market***
- ***Partnership targets Etisalat's growing base of 20 million subscribers and SME's in Nigeria, with a potential total revenue of over US$500 million[1]***
- ***YuuZoo expands global footprint and sets up Nigeria office to support growing customer base and high demand from Africa's largest economy[2]***

Singapore, 26 November 2014: Singapore-based YuuZoo Corporation **("YuuZoo" SGX: AFC),** the world's first third generation social e-commerce company has signed a ground-breaking deal with Etisalat, the fastest growing telecommunications network in Africa's most populous country, Nigeria. The partnership targets Etisalat's more than 20 million subscribers in NIgeria, including thousands of SME's. It brings YuuZoo's unique social e-commerce model to Nigeria, where current annual e-commerce revenue is over US$500 million and has an annual potential of US$10 billion.[3]

Nigeria is a key market for Etisalat. In Nigeria, Etisalat has during its six years of operations won a reputation as the most innovative, reliable and service-minded telco in the country. In 2013, it announced a US$ 500 million investment programme to further boost quality and subscriber growth.

Some of Etilsalat's Nigerian services include the Etisalat Football Community, offering fans breaking news, tips, stories, match highlights and all the goals as they are scored from all major football leagues across the world including the EPL, Serie A, Bundesliga, La Liga, etc, a partnership for Nigeria with FC Barcelona, and the sponsorships for Africa's Next Top Model and the Nigerian Idol.

Speaking on the partnership, Thomas Zilliacus, Chairman and CEO of YuuZoo remarked, "This is a very exciting project which opens up a completely new business segment, partnerships with mobile operators, for us. Etisalat is a very strong and highly admired brand in Nigeria. Nigeria is the largest market in Africa, with a population of over 170 million. Etisalat's marketing is focused on the huge youth market where its growth has been very strong. The partnership with Etisalat adds a reach to an additional 20 million subscribers to our existing base of over 65 million in 164 countries. We will work closely with Etisalat and build the business quickly, and have therefore opened an office in Lagos. We see a huge potential in Africa and are very happy to start in Nigeria, the largest country in the region."

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[1] E-commerce ARPU 25 USD, advertising ARPU 0.75 USD, gaming ARPU 4 USD

[2] http://www.economist.com/news/leaders/21600685-nigerias-suddenly-supersized-economy-indeed-wonder-so-are-its-still-huge

[3] http://www.ngrguardiannews.com/business/182195-nigeria-s-550m-e-commerce-sector-grapples-with-logistics-funding-challenges

ABOUT ETISALAT:

Etisalat (www.etisalat.com), the world's 12 largest mobile operator, is a UAE-based telecommunications firm whose business spans 18 countries across the Middle East, Asia, and Africa. In Nigeria, Etisalat offers a wide range of mobile communication services for both B2B and B2C markets. In Nigeria, it is famous for the innovative '0809' campaign which enabled Nigerians to choose their own mobile numbers. It holds the local rights to *Nigerian Idol* and is the official partner of FC Barcelona and *Africa's Next Top Model.*

The company enjoys a sterling reputation for customer service and is the only telecommunications operator in Nigeria that continually exceeds all the quality benchmarks set by the local industry regulator, Nigerian Communications Commission. Recently, they announced an 18% growth among users in less than a year.

ABOUT YUUZOO:

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 85 million registered users in 164 countries, YuuZoo in a unique way combines social networking and e-commerce in a mobile-optimized, fully localized virtual shopping mall, where the consumer can access hundreds of targeted social networks, targeted shops and targeted entertainment through one single login. All networks are localized for each market as comes to language as well as merchandise and design. To see the networks, log into: www.yuuzoo.com. For more information about the company, please log on to: www.yuucorp.com

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Macquarie Capital (Singapore) Pte. Limited ("Macquarie") was the financial adviser to W Corporation Limited (now known as YuuZoo Corporation Limited) in relation to the acquisition of the entire issued and paid-up share capital of YuuZoo Corporation and its subsidiaries