



**shopper360 Limited**

**FOR IMMEDIATE RELEASE**

## **shopper360 strengthens leadership team**

- *New chief executive officer (“CEO”) for Jump Retail, Mr Ooi Chee Kee, has 18 years of experience in the Fast Moving Consumer Goods industry.*
- *General Manager of Business Development and Operations, Ms Lee Jun Ling, will take on the concurrent role of helming Retail Galaxy.*

**KUALA LUMPUR, MALAYSIA, 2 July 2018** – shopper360 Limited (“shopper360”, the “Company” and together with its subsidiaries, the “Group”), a well-established shopper marketing services provider for the retail and consumer goods industry in Malaysia, has appointed a new CEO and enlarged the role of an existing team member to strengthen its core leadership team and better serve its clients in the fast moving consumer goods (“FMCG”) space.

The Group has named Mr Ooi Chee Kee (“Mr Ooi”) as its new CEO for Jump Retail Sdn. Bhd. (“Jump Retail”), a wholly-owned subsidiary of the Company and one of Malaysia’s largest retail field force management companies, with effect from 23 July 2018. Mr Ooi will be responsible for strategic planning and management as well as overseeing its administration and operations of Jump Retail. He will also spearhead the business development function to drive sales of Jump’s manpower services and proprietary merchandising system.

Ms Lee Jun Ling (“Ms Lee”), who is currently shopper360’s General Manager of Business Development and Operations, will take on an expanded role to helm the Group’s recently incorporated wholly-owned subsidiary, Retail Galaxy Sdn. Bhd. (“Retail Galaxy”), which houses conflicting brands in the field force segment. In addition to her existing responsibilities, she will also oversee the growth of this new business arm, following a string of successes in driving sales for the field force segment through Shell Convenience Retail Consultancy and Mead Johnson Malaysia.

Mr Ooi has more than 18 years of FMCG experience in various capacities including sales and operations, trade marketing, brand marketing, client management, account servicing and customer and distributor management. Ms Lee has extensive experience in business development, IT and business intelligence, operations and cross functional partnerships.



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According to **shopper360 Executive Chairman and Group Managing Director, Ms Chew Sue Ann (“Ms Chew”)**, grocery shopping remains dominant in Malaysia as shoppers still prefer to experience brands through their five senses and this makes in-store superior to e-commerce shopping.

*“Shoppers still love to peruse deals in-store and they respond rather enthusiastically to touch points and activities organised by various consumer brands. In response to this shopper behaviour, our clients are very keen to carry out more in-store engagements. From multi-media platforms and channels to in-store displays and activation, brand owners want seamless execution of innovative engagement activities that will increase both brand and product awareness among consumers and this is where we come in. In the intensely competitive FMCG space, we are their arms and legs in the last mile to capture shoppers’ attention.”*

*“The market environment appears positive and we see great potential to grow our reach and influence in this industry. I believe that both Mr Ooi and Ms Lee have the right experience to take us forward and the Group will tap on their strengths to reinforce our position in the field of shopper marketing,”* added Ms Chew.

– Ends –

### **About shopper360 Limited**

Established in 1986, and listed on the Catalist Board of Singapore Exchange Securities Trading Limited in June 2017, shopper360 Limited (SGX: 1F0) 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. The Group consists of six agencies: Pos Ad, Jump Retail, ShopperPlus, Tristar Synergy, Gazelle Activation and Retail Galaxy, and offers a truly holistic suite of shopper marketing solutions.

For more information, please visit [www.shopper360.com.my](http://www.shopper360.com.my)

**Prepared by August Consulting on behalf of shopper360 Limited.**

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