



shopper360 Limited



FOR IMMEDIATE RELEASE

New Group Chief Executive Officer appointed to drive innovation and accelerate delivery of strategy

- New Group Chief Executive Officer (“**CEO**”), Matthew Ho (“**Mr Ho**”), to leverage 15 years of diverse industry experience to lead business transformation and growth.
- Current Executive Chairman and Managing Director, Ms Chew Sue Ann (“**Ms Chew**”), to focus exclusively on the Executive Chairman role and drive group strategy.

Singapore, 13 December 2018 – shopper360 Limited (“**shopper360**” or the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce the appointment of Mr Ho as Group CEO. Mr Ho brings considerable experience in business development and marketing, most recently as client partner of Facebook (Malaysia) where he managed the local and regional businesses. As Group CEO, he will assume the responsibility for driving the growth of the Group, including accelerating the development of shopper360’s strategic offerings.

Mr Ho has over 15 years of experience working in different industries across the Asia Pacific region and the United States. Prior to his time with Facebook, Mr Ho was the South Pacific Regional Director and Head of Digital at Huawei Technologies from August 2015 to January 2017, and between 2012 and 2015, he was a general manager at MEC, a leading global media agency, where he focused on new business development and led the digital practice.



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Mr Ho's appointment as Group CEO will allow Ms Chew to focus exclusively on her role as the Executive Chairman. Ms Chew will continue to lead the Company's board of directors ("**Board**"), while accelerating shopper360's expansion into international markets and deepening relationships with strategic partners.

Ms Chew said "The Board is delighted to appoint Mr Ho as Group CEO. He has extensive experience in driving business transformation and an unparalleled network of industry contacts. Our ambition is to truly deliver services that help brands and retailers to 'sell smarter', whether offline or online. We are reviewing several mergers and acquisitions opportunities and joint ventures that will strengthen our digital offering. I look forward to partnering with Mr Ho to seize those opportunities, that will complement our core competencies, and help us build a sustainable business for the future."

Commenting on his appointment, Mr. Ho said: "I am delighted to be part of shopper360 and its expansion across the region. It is truly an exciting time for the business as we continue to build capabilities for our partners, deepen our market presence and deliver meaningful impact as a shopper marketing agency. I look forward to working with the team to drive the development and execution of our corporate strategy going forward."

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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 over 30-years' 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

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*This press release has been prepared by shopper360 Limited (the “**Company**”) and its contents have been reviewed by the Company’s sponsor (the “**Sponsor**”), ZICO Capital Pte. Ltd., for compliance with the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) Listing Manual Section B: Rules of Catalyst. The Sponsor has not independently verified the contents of this press release.*

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