
**MONEYMAX FINANCIAL SERVICES LTD. ENTERS INTO JOINT VENTURE TO ESTABLISH B2B
ONLINE AUCTION PLATFORM FOR LUXURY BRANDED MERCHANDISE, GOLD AND DIAMOND
GOODS**

1 INTRODUCTION

The board of directors (the **“Board”** or **“Directors”**) of MoneyMax Financial Services Ltd. (the **“Company”**, and together with its subsidiaries, the **“Group”**) wishes to announce that MoneyMax Capital Pte. Ltd. (**“MMC”**), a wholly owned subsidiary of the Company, has entered into a joint venture with Aucnet Inc. (**“Aucnet”**) for the purpose of establishing a B2B online auction site (**“Joint Venture”**).

2 INFORMATION ON THE JOINT VENTURE

2.1 Information on the JV Company

Following the execution of a joint venture and shareholders agreement by MMC and Aucnet in relation to the Joint Venture on 22 September 2017 (**“JVA”**), MMC will proceed to incorporate a company limited by shares in Singapore under the name of SG e-Auction Pte Ltd (**“JV Company”**). The JV Company will be capitalised as follows:

- (a) On or before 31 October 2017, the initial issued and paid-up share capital of the JV Company shall be increased from USD1 to USD200,000 by way of an allotment and issue of new ordinary shares to be subscribed in cash by MMC and Aucnet in the proportions of 51% and 49% (**“Agreed Proportions”**) respectively.
- (b) On or before 1 February 2018, the total issued and paid-up share capital of the JV Company shall be increased from USD200,000 to USD600,000 by way of an allotment and issue of new ordinary shares to be subscribed in cash by MMC and Aucnet in the Agreed Proportions.

The JV Company will primarily be in the business of operating and managing an online B2B site that conducts real time live auctions which allow business buyers and sellers from the ASEAN region to make electronic bids on branded luxury merchandise, and gold and diamond goods.

2.2 Information on Aucnet

Established in 1985, Aucnet is Japan’s leading real-time auction platform company which provides B2B information distribution services. Aucnet started its operations with the world’s first TV auto auction of used cars and later developed its auction business by consistently adopting the latest technologies to include used motorcycles, used digital products, flowers, used luxury brand items and used medical equipment. Aucnet was listed on the Tokyo Stock Exchange in March 2017. Its wholly-owned subsidiary, AIS Inc., a third-party inspector of used vehicles in Japan, has conducted inspections on over 700,000 vehicles annually for the past 20 years. It is one of the most reliable standards in Japanese used car inspection.

For the year ended 31 December 2016, the total transaction on Aucnet's platform amounted to approximately ¥345.2 billion (equivalent to S\$4.22 billion) with a membership of 24,578 companies.

2.3 Rationale for and benefits of the Joint Venture

The Group continually seeks opportunities for the development and growth of its business and operations. The Directors believe that the Joint Venture leverages on the Group and Aucnet's strengths and scale across the whole value chain of online auction transactions. Further, the development of a B2B online auction platform services would enable the Group to develop an additional avenue for the Group's luxury branded merchandise, gold and diamond goods.

3 SOURCE OF FUNDS

MMC's initial capital contribution to the JV Company will be funded by internal resources.

4 FINANCIAL EFFECTS OF THE JOINT VENTURE

The Joint Venture is not expected to have any material impact to the net tangible assets and earnings per share of the Group for the financial year ending 31 December 2017.

5 RELATIVE FIGURES UNDER CHAPTER 10 OF THE CATALIST RULES

Based on the unaudited financial statements of the Group for the six-month period ended 30 June 2017, none of the relative figures computed on the bases set out in Rule 1006 of the Catalist Rules exceeds 5.0%. Accordingly, the Joint Venture is a non-discloseable transaction.

6 INTERESTS OF DIRECTORS AND CONTROLLING SHAREHOLDERS

To the best knowledge of the Directors, none of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the Joint Venture other than through their respective shareholding interests in the Company (if any).

7 SERVICE CONTRACTS

No person is proposed to be appointed as a director of the Company in connection with the Joint Venture. As such, no service contracts are proposed to be entered into between the Company and any such person.

8 DOCUMENTS AVAILABLE FOR INSPECTION

Shareholders should note that copies of the JVA will be available for inspection during normal business hours at the Company's registered office at 7 Changi Business Park Vista, #01-01 SOO KEE HQ, Singapore 486042 for a period of three (3) months from the date of this announcement.

9 DIRECTORS' RESPONSIBILITY STATEMENT

The Directors collectively and individually accept full responsibility for the accuracy of the information given in this announcement and confirm after making all reasonable enquiries, that to the best of their knowledge and belief, this announcement constitutes full and true disclosure of all material facts about the Joint Venture, and the Directors are not aware of any facts the omission of which would make any statement in this announcement misleading.

Where information in this announcement has been extracted from published or otherwise publicly available sources or obtained from a named source, the sole responsibility of the Directors has been to ensure that such information has been accurately and correctly extracted from those sources and/or reproduced in this announcement in its proper form and context.

BY ORDER OF THE BOARD

Dato' Sri Dr. Lim Yong Guan
Executive Chairman and Chief Executive Officer

22 September 2017

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor, United Overseas Bank Limited (the "**Sponsor**"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("**SGX-ST**"). The Sponsor has not independently verified the contents of this announcement.*

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Mr Chia Beng Kwan, Senior Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, telephone: +65 6533 9898.