YuuZoo launches in China social e-commerce network linked to top-rated Chinese Football TV show and including football lottery in major opening to China's more than 1.8 trillion RMB e-commerce market

Key Highlights-

- *First social network linked to TV show through first exclusive partnership between western social e-commerce platform company and Chinese TV network*
- *First opening to 1850 billion RMB Chinese e-commerce market*[1]
- *Football lottery offered with NYSE-listed 500.com adds new exciting dimension to e-commerce*

Singapore August 12th, 2014: YuuZoo Corporation ("**YuuZoo**"), a leading global 3rd generation social e-commerce platform company which has received AIP to list on the main board of the Singapore Stock Exchange, today announced it is launching its first major social e-commerce and sports lottery network linked to a top-rated TV show in China.

The social e-commerce network links directly to the top-rated weekly prime-time football show 中国好足球 on the Great Sports Media network, a wholly owned subsidiary of Shanghai Media Group, China's second largest TV network with a national reach of over 700 million viewers. Viewers will, through extensive marketing and advertising during, before and after the TV show, be encouraged and directed to:

a. Go to the online shop set up in the football social e-commerce network to buy football-related merchandise and services

b. Go to the social e-commerce network to participate in a football lottery offered in partnership with NYSE-listed 500.com

c. Go to the social network to continue there the discussion around the themes discussed on the TV show

The launch of the social e-commerce network has the potential to significantly increase the revenue and profits of YuuZoo Corp, and to build for YuuZoo a strong position in the Chinese

[1] Barclays: JD.com – Going the extra mile; initiate at OW (1 July 2014)

online e-commerce market, which last year was estimated to be worth over 1850 billion RMB (over 300 billion USD).

Through the signed exclusive partnership with Xin Lei Network Technology (Shanghai) Co Ltd and Great Sports Media Co Ltd, the fully owned Sport, Lifestyle and Casual Gaming division of Shanghai Media Group, YuuZoo's social e-commerce networks will ultimately be able to reach over 700 million TV viewers in China.

The social e-commerce networks will be supported by significant marketing exposure both during the TV shows and through banner advertisements, QR codes and studio panelists as well as on advertisements in between TV shows. With an average conversion rate for a well-executed TV campaign based on available data being around 25%, the reach will enable YuuZoo, through its partnership, to aspire to become a leading e-commerce player in China, generating revenue both from e-commerce as well as from advertising.

YuuZoo will also introduce its patent-pending mobile advertising and loyalty card solutions in China which enables full personalization of mobile ads. With the mobile advertising market booming, YuuZoo's patent-pending mobile advertising solution has the potential to grab significant market share.

Commenting on the launch of the new social e-commerce network, **Thomas Zilliacus, Chairman and CEO, YuuZoo** said, "We are very excited to launch the first of many new social networks we plan to launch through our partnership with Great Sports Media and Xin Lei. China is the world's largest market by number of consumers and the world's largest e-commerce market with more than 1.8 trillion RMB in 2013 revenues. The partnership represents a significant opportunity for YuuZoo. We have every reason to believe that the combination of offline TV and online targeted social e-commerce will generate significant and material customer interest and revenues."

"Our full focus is on offering Chinese consumers new and better solutions, by bringing in new features such as mobile-optimized social e-commerce, offering both local and global merchandise, and personalized hyper-targeted advertising that the consumer can control, combined with mobile loyalty cards. Great Sports Media is the ideal partner to market this to the Chinese consumers. We are confident that our partnership with Xin Lei and GSM will result in the emergence of a new leading social e-commerce market player in China". He further added.

ABOUT YUUZOO®:

Headquartered in Singapore, with access to over 42 million registered users in 164 countries, YuuZoo represents the next generation of social networks powered by the global mobile revolution. YuuZoo's targeted social e-commerce networks are device-agnostic but optimized for all mobile phones, smartphones as well as feature phones. All networks are localized for each market as comes to language as well as merchandise and design. For more information about the company, please log onto: www.yuucorp.com

ABOUT GREAT SPORTS MEDIA AND SHANGHAI MEDIA GROUP:

As China's largest provincial media conglomerate, SMG has 44.5 billion RMB in assets and 21 billion RMB annual income by the end of 2013. SMG operates 11 radio frequencies, 15

television channels, 15 digital pay TV channels, and nine newspapers and magazines titles. Reaching an audience of almost one billion consumers in China and overseas markets, SMG has been striving to expand by developing cross-media and cross-region businesses. GSM is the division that is in charge of all programs related to sports, lifestyle associated with sports, and online casual gaming. The social e-commerce networks developed on YuuZoo's platform link to all of these areas, and present the perfect complement to GSM's and SMG's business aspirations in embracing new social networking and e-commerce.

ABOUT THE TV SHOW:

The Chinese top rated TV football show is called 中国好足球。The show is a co-production between the subsidiary of SMG, 星神体育传播有限公司 and 上海俊星文化传播有限公司。

ABOUT 500.COM:

500.com is a leading online sports lottery service provider in China. The Company acts as an aggregator and processor of lottery purchase orders from its registered user accounts and currently derives substantially all of its revenues from service fees paid to 500.com by provincial sports lottery administration centers for the purchase orders of sports lottery products that are directed to such centers. 500.com offers a comprehensive and integrated suite of online lottery services, information, user tools and virtual community venues to its users. The Company is among the first companies to provide online lottery services in China, and is one of the two entities that are authorized by the Ministry of Finance to provide online lottery sales services on behalf of China Sports Lottery Administration Center, the government authority in charge of the issuance and sale of sports lottery products in China. Through continued and significant investments over the past 12 years, 500.com has built a prominent brand, 500wan, which means "five million" in Chinese and is the typical amount of top prizes of most lottery products in China.

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