For Immediate Release

## *YuuZoo and its Franchisees Launch YuuHalal, Singapore's and SouthEast Asia's first Social Commerce Halal Lifestyle App*

- *YuuHalal was launched at The Muslim World event at Singapore Expo over the weekend*
- *Singapore is chosen as the test bed for YuuHalal before it is launched in bigger markets like Malaysia, Indonesia and Thailand*
- *YuuHalal offers users a combination of social networking and eCommerce, whilst offering them a wide range of Halal-only products*
- *The global halal market size was valued at USD 5.73 trillion in 2016 with a CAGR of 10.5% from 2017 to 2024*[1]

**Singapore, 17th April 2018:** Singapore Exchange listed YuuZoo Corporation Limited ("YuuZoo"SGX:AFC), together with its Singapore franchisees Singnet Solutions Pte Ltd ("SINGNET") and Hub International Pte Ltd ("PUREGOOD") launched YuuHalal for beta testing in Singapore at The Muslim World event at the Singapore Expo which was held last weekend. Attending guests included Zainudin Nordin, former member of Parliament, the former Mayor of the Central Community Development Council and the former Chairman of the Football Association of Singapore, as well as dignitaries from several Asian countries.




The literal meaning of the Arabic word *'Halal'* is "permissible". It is used in reference to food and drinks that are permitted for Muslims under Islamic Law, as defined in the Quran. It lays down instructions specifying what food can be consumed, as well as, the method of preparation, addressing mostly meat items and animal tissue.

Halal lifestyle extends beyond Muslims. "Halal" is a way of life and a new lifestyle. It is about making healthier and socially responsible and ethical choices that extend beyond food intake.

As the Halal industry continues to expand beyond the food sector, there are many other industries that stand to benefit from this lifestyle shift. They include cosmetic and personal care, pharmaceutical and healthcare, tourism, fashion, even logistics, whereby the end-to-end supply chain are Halal-certified from the producers to the consumers.

YuuHalal will allow companies to showcase a wide range of businesses, products and services that cater to the global Islamic economy.

With nearly 1.8 billion Muslims, or close to two thirds of the global Muslim population in Asia, Asia's Halal market has been mainly driven by India, Malaysia, Pakistan, Indonesia and

China. The global halal market size was valued at USD 5.73 trillion in 2016 with a CAGR of 10.5% from 2017 to 2024.

*"We are happy and proud to launch this very meaningful new venture with Singnet and Puregood. We believe YuuHalal can serve the Halal-lifestyle global community in new and exciting ways. We look forward to feedback from the users as comes to how they want to interact with each other on the platform. The app will be an extension of the Halal lifestyle of the user, and will be further developed and built around insights and feedback from them"* says Mohandas, Chief Executive Officer of YuuZoo Corporation Limited.

*"YuuHalal is here to make an impact not only to the lives of millions of Muslims worldwide, but to all those who practice Halal as their way of life. Technology can play a significant role in enriching this lifestyle. Over the years, we have seen apps, travel packages and entertainment services that cater to the Islamic community. YuuHalal will be a bridge that links all of these facets of Islamic living into one dynamic platform"* says Anes Mohd, MD for Singnet Solutions




Watch videos from the YuuHalal Youtube channel here: https://bit.ly/2HpqN6v.

**ABOUT SINGNET:**

Singnet Solutions, a technology specialist based in Singapore, offers custom ERP Solutions for various sectors that includes Manufacturing, Trading, Travel, Politics, Education, Retail, Hospitality, Tourism, Textile, and much more. The company has also proved its expertise in developing mobile applications, e-commerce sites and providing managed services such as manpower outsourcing, project management, service & maintenance.

**ABOUT PUREGOOD:**

Pure Good is a global food safety and Halal focused business initiative created and developed by Singapore based company, Hub International Pte Ltd. A leading integrated trade service provider for HALAL products in ASEAN countries and China with trade offices and distribution centers in Singapore, Malaysia, Thailand, Indonesia, Japan and China. Its strategic acquisition of an established China based international trading company has further strengthened its existing trade and distribution networks in China market. Other partnerships include a business partnership with DMDI (Dunia Melayu Dunia Islam) Malaysia, and a Halal logistics partnership with KONTENA NASIONAL Bhd. (A Member of MMC Group). PureGood also comes with International Halal compliance capabilities and network collaborations with globally recognized Halal certification bodies worldwide.

**ABOUT YUUZOO:**

Listed on the mainboard of the Singapore Stock Exchange (SGX: AFC), YuuZoo has offices in France, China, Nigeria, Thailand and Singapore. YuuZoo is an investment holding company. One of its subsidiaries has built a mobile and online technology platform on which several in-house developed products in a unique, and for each market fully localised manner, offer hundreds of vertical social networks, eCommerce, gaming, video and payments. Through a global network of franchisees and marketing partners, the services cover several countries in Asia, Africa and Europe with a combined population of more than 4 billion. To see the YuuZoo platform and learn more about the company, log on to: http://www.yuuzoo.com.

**Reference:**

[1] https://www.prnewswire.com/news-releases/the-global-halal-market-size-was-valued-at-usd-573-trillion-in-2016-300575826.html

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