



shopper360 Limited

(Incorporated in Singapore)

(Company Registration Number: 201634929Z)

Press Release

shopper360 Capitalises on Gig Economy, Invests in Gig Workers Employment Platform, Troopers

KUALA LUMPUR, MALAYSIA, 27 August 2021 - **shopper360 Sdn Bhd** (“shopper360”, a wholly-owned subsidiary of shopper360 Limited, the “**Company**” and together with its subsidiaries, the “**Group**”) has subscribed to a minority interest in **Troopers Innovation Sdn. Bhd.** (“**Troopers**”).

Troopers is a digital manpower solutions company that specialises in part-time recruitment, human resource management and technology enabled job matching for the gig-economy. Troopers aims to provide a safe and secure working environment for individuals while providing clients with access to a well-trained and talented flexible workforce. Troopers is revolutionising the existing part-time recruitment culture and structure in Malaysia in order to create an eco-system that is reliable, efficient and effective for its stakeholders to maximise their time, money and resources. Troopers conducts all its recruitment, selection and training in-house and has hired more than 100,000 headcounts over the past 3 years.

Troopers recently launched its recruitment app and managed to efficiently place more than 20,000 job sessions in a short turnaround time. Gig workers apply and are filtered through the app and once they have been matched to a job position, they are able to use the same app to check-in for work, make relevant field reports and get notified when payment is made to them. Leveraging on the government’s funds to promote the gig economy, Troopers is taking full advantage of ‘Penjana Gig Protection’ scheme and pioneering the effort in providing insurance coverage and protection to gig workers such as delivery riders and vaccination centre volunteers through its Troopers Protect programme. This seamless experience with the emphasis on providing gig workers and part-timers with social protection benefits, the ability to track their earnings in real time and have full control on how they get paid differentiates Troopers from other gig workers platform.

“We are thrilled to have Troopers as our new strategic partner. As our core businesses are highly reliant on sourcing and recruiting suitable talent, this investment allows us to improve our own recruitment processes through increased efficiency and data,” said Sue Ann Chew, Executive Chairman and Group Managing Director of the Company.

“Mobile continues to be a major platform for people to consume media, shop and pay for goods and services. Therefore, it is only natural that we allow people to also search for jobs and short-term work through a mobile app. Since we launched the Troopers app in June 2021, more than 35,000 people have applied for work through our platform. We see ample synergies with shopper360 to grow our business further,” said Joshua Tan, founder and CEO of Troopers.

“shopper360 is now positioned to further develop its services upstream. This partnership gives us entry into new and underserved markets while aligning with and strengthening our regional expansion. The Troopers team has demonstrated that it has the capabilities, experience, and resources to help propel shopper360 to its fullest potential,” adds Sue Ann Chew.

With an investment of RM2,000,000¹ for 21.5% equity interest in Troopers, shopper360 is confident that this partnership will further unlock the Group’s potential in:

- Improving core businesses through improved recruitment processes;
- Expanding services upstream through capturing large underserved clients, gaining entry into new markets such as non-FMCG industries, and capitalising on anticipated favourable market conditions;
- Providing qualified sales leads for the group to harvest; and
- Increasing income through sale of shares with the growing value of recruitment platforms.

For more information, please contact:

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About shopper360 Ltd.

shopper360 is a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia with more than 30 years of experience in the in-store advertising industry. The Group offers a comprehensive range of field, digital and shopper marketing and advertising services such as in-store advertising, field force management, creative and digital solutions, sampling and promoter management and events activation. It also provides sales distribution services for products and brands. The Group consists of ten agencies in Malaysia, Singapore and Myanmar, namely Pos Ad, Jump Retail, Retail Galaxy, shopperplus Malaysia, Tristar Synergy, Gazelle Activation, Marvel Distribution, She Distribution, shopperplus Singapore and shopperplus Myanmar. Together, the group offers a truly holistic suite of shopper marketing and sales solutions.

¹ The consideration, paid in cash, was arrived at after taking into account factors such as Troopers’ growth prospects and potential, as well as synergy with the Group. Based on the latest management report of Troopers as at 31 May 2021, each of the net assets value and the net tangible assets value of Troopers amounted to approximately RM0.82 million as at 31 May 2021. No independent valuation was commissioned on Troopers for the purpose of this investment.

For more information on the Group, please visit www.shopper360.com.my

This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor (the "Sponsor"), ZICO Capital Pte. Ltd., in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("SGX-ST") Listing Manual Section B: Rules of Catalyst.

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

The contact person for the Sponsor is Ms Alice Ng, Director of Continuing Sponsorship, ZICO Capital Pte. Ltd. at 8 Robinson Road, #09-00 ASO Building, Singapore 048544, telephone (65) 6636 4201.