



shopper360 Limited

FOR IMMEDIATE RELEASE

shopper360 secures exclusive agreement to offer in-store advertising services at NTUC FairPrice supermarkets

- *Marks first significant development in shopper360's growth plans to break into Singapore market.*
- *To offer in-store advertising services to consumer brands at 68 NTUC FairPrice supermarkets across the island.*

SINGAPORE, 22 October 2018 – shopper360 Limited ("**shopper360**", the "**Company**" and together with its subsidiaries, the "**Group**"), a well-established shopper marketing services provider for the retail and consumer goods industry in Malaysia, has achieved a major breakthrough in Singapore through an exclusive agreement (the "**Agreement**") with the island state's largest retailer, NTUC Fairprice Co-operative Ltd ("**NTUC FairPrice**"), to offer in-store advertising services to consumer brands at 68 hypermarkets and supermarkets here.

The Agreement, which is shopper360's first with a supermarket chain in Singapore, was inked between the Group's wholly-owned subsidiary ShopperPlus Singapore Pte. Ltd. ("**ShopperPlus Singapore**") and NTUC FairPrice.

shopper360 Executive Chairman and Group Managing Director, Ms Chew Sue Ann, said: *"We are very excited as this Agreement with NTUC FairPrice is a significant development in the Group's growth plans to gain a foothold in the Singapore market. We look forward to building a strong legacy and partnership with them in Singapore. Currently in Malaysia, the in-store advertising and digital marketing segment contributes 30% of our Group's profit and we can't wait to leverage on our network, experience and expertise to develop strong partnerships with fast moving consumer goods ("FMCG") brands in Singapore."*

Under the terms of the Agreement, ShopperPlus Singapore will be the exclusive provider of in-store advertising to FMCG brands by securing media space from NTUC FairPrice and installing and maintaining in-store advertising mediums for FMCG customers, including digital and non-digital media formats. The objective is to create multiple touch points in driving sales through increasing brand awareness, trial and conversion to loyalty, retention and repeat purchase amongst shoppers as well as to promote NTUC FairPrice as the preferred retail chain.



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First established in Malaysia over 30 years ago, shopper360 is firmly entrenched in Malaysia's retail and consumer goods industries, providing a comprehensive range of marketing and advertising services that integrate along the entire shopper journey, from the use of online media to influence a consumer's planning and brand consideration, to in-store media and shopper engagement through sampling and events. The Group has a strong network of retail partners that provide access to in-store advertising in over 2,840 retail outlets across 184 towns in Malaysia, comprising hypermarkets and supermarkets, convenience stores, pharmacy chains and petrol marts. Its clients in Malaysia consist of household names such as Nestlé, Reckitt Benckiser, Dutch Lady, Colgate-Palmolive, F&N Beverage, Fonterra, Samsung, U Mobile and Huawei.

Ms Chew said: *"Our track record with Malaysian retailers has been stellar and they have stayed and grown with us over the past 30 years. Having expanded into Myanmar, it took us 6 months to set up our office, organize client meetings and finally executing our first in-store campaign in Myanmar. We believe we can replicate the speed and if not sooner, in order to kick start our first client in-store campaign in Singapore!"*

shopper360 will be deploying a team from Malaysia to support its local team to facilitate knowledge transfer. To further expand shopper360's presence in Singapore, the Group hopes to leverage its longstanding relationships with FMCG clients in Malaysia that are also in charge of the Singapore market.

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About shopper360 Limited

Established in 1986, and listed on the Catalist Board of Singapore Exchange Securities Trading Limited ("SGX-ST") 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 30 years of 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

About NTUC Fairprice Co-operative Ltd

NTUC Fairprice Co-operative Ltd was founded by the labour movement in 1973, with a social mission to moderate the cost of living in Singapore. From one supermarket, it has grown to become Singapore's largest retailer serving over 600,000 shoppers daily, with a network of over 200 outlets, comprising FairPrice supermarkets, FairPrice Shop, FairPrice Finest, FairPrice Xtra and Unity Pharmacies. Its convenience arm comprises a network of over 160 FairPrice Xpress and Cheers



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convenience stores, which serves over 100,000 customers daily. FairPrice On caters to over 400,000 subscribers offering a hassle-free online shopping experience. NTUC FairPrice also owns a Fresh Food Distribution Centre and a centralised warehousing and distribution company. For more information on NTUC FairPrice, visit <http://www.fairpriceon.com.sg>.

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