



## Synagie Appointed as Partner by Enterprise Singapore to help SMEs Internationalise through e-Commerce

- SMEs in Singapore to get 70% subsidy through Enterprise Singapore's grant for adopting Synagie's Multichannel e-Commerce Platform Solutions priced at \$20,000 for the first year

Singapore, 4 November 2019 – Synagie Corporation Ltd. (SGX: V2Y) (“Synagie”, “思騰控股有限公司”, the “Company”, or the “Group”), Southeast Asia’s leading e-commerce enabler assisting brands to execute their e-commerce strategies using its cloud-based platform, is pleased to announce today that it has been appointed as a partner by Enterprise Singapore to work on a developmental project, to help small and medium-sized enterprises (“SMEs”) internationalise through e-commerce.

SMEs in Singapore who adopt Synagie’s Multichannel E-commerce Platform Solutions to sell online in regional and international marketplaces using its cloud-based e-Commerce platform will receive 70% subsidy<sup>1</sup> for their subscription of its Solutions Package through Enterprise Singapore’s grant, starting from 1 November 2019. This will make cross-border e-commerce more accessible to SMEs and help them kick start their cross-border e-commerce business.

Synagie’s Multichannel E-commerce Platform Solution, which provides an end-to-end solution including business advisory, content development, big data analytics, cross-border warehousing and fulfilment, will be priced at S\$20,000 (as a package) per SME for the first year.

Executive Director of Synagie, Ms Olive Tai commented, ***“We are honoured to work with Enterprise Singapore to help our local SMEs to embrace the digital economy and expand sales globally. E-commerce presents SMEs with enormous opportunities to expand their target markets. As the leading e-Commerce enabler in the region, we believe our technological capabilities and regional network offer unique advantages and we look forward to helping these enterprises effectively manage and scale their businesses digitally across borders.”***

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<sup>1</sup> The 70% subsidy is subjected to SMEs meeting qualifying criteria and conditions set out for the project.



## **About Synagie Corporation Ltd.**

Synagie is a Singapore-founded e-commerce solutions provider and one of SE Asia's leading e-commerce enablers that provides end-to-end solutions to help brands and business shift online. Synagie is also a winner of the Deloitte Fast 500 Asia Pacific awards and is ranked No 1 fastest growing technology company in Singapore and No 22 in Asia Pacific in 2018. Synagie helps its Brand Partner which include SMEs and MNCs execute their e-commerce strategies by selling their goods or services to consumers online and providing one-stop services and integrated technology to manage their multi-channel e-commerce operations. The end-to-end commerce enablement and fulfilment solutions is achieved through the Group's cloud-based Synagie Platform which leverages on technology such as Cloud Computing, Big Data Analytics and Artificial Intelligence. This solution encompasses all aspects of the E-commerce value chain covering technology, online store operations, content and channel management, digital marketing, customer service to warehousing and fulfilment. Synagie has a platform-based, asset-light business model with three synergistic business segments, namely E-Commerce, E-Logistics and Insurtech that work together to offer innovative and efficiency driven solutions to its Brand Partners. Synagie is listed on Catalist of the Singapore Exchange Securities Trading Limited ("SGX-ST") on 8 August 2018 (SGX:V2Y).

<https://synagie.com/>

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