PRESS RELEASE

YUUZOO MAKES FIRST INROAD INTO MASSIVELY LUCRATIVE MOBILE GAMES BUSINESS

Singapore, 29th October, 2014: Singapore-listed YuuZoo Corporation Limited ("**YuuZoo**") (SGX: **AFC**) is pleased to announce the launch of its first mobile game, Honey Snatch (available on iOS), developed in partnership with Thailand-based Sandbox (www.sandboxglobal.com), a leading mobile and online game developer.

Barely a week after its launch on iTunes, Honey Snatch already has over 5,000 installs with very positive player feedback, with a strong short term retention at 30 - 40 percent among the players. Sixty percent play more than three minutes on each session — an impressive figure in today's distraction-driven world. In addition to iOS, the game is set to be published on Google Play Store later this year.

Commenting on Honey Snatch, Thomas Zilliacus, Chairman and CEO of YuuZoo remarked, "I am very excited with this new product, which opens up significant new revenue opportunities for YuuZoo. Gaming is a very lucrative and strongly growing market segment, which sits very well with our targeted social e-commerce strategy. Combining the outstanding creativity and game development skills of Sandbox with the distribution networks of YuuZoo, which today has a reach to more than 2 billion consumers through its franchisees and partner networks, I am confident that we will be able to build a strong position in this highly lucrative mobile game market."

Global revenue for mobile games is projected to reach US$23.9 billion by 2016[1]. Several recent mobile game launches have generated massive revenue and value for its creators. China, where YuuZoo has a marketing partnership with the second largest TV network in the country which marketing partnership also covers gaming, is estimated to have a mobile game market of US$3 billion this year. Average Revenue Per User ("ARPU") for well-performing mobile games reach between US$20 and US$50 per year.

About Honey Snatch

The world's first physics-based, match-3 mobile puzzle game follows the world of Queen Bee Polly's bee hive, in pursuit of the most amount of honey. The objective is simple: match nectars of the similar colour to release the honey-zapping little bees. The entire game is set prettily in a floating, "no gravity" environment, making it visually highly appealing. Three unique game types across 100 levels are waiting for players, and with every achievement, a player earns in-game currency. Honey Snatch is integrated with Facebook so that players can challenge their friends to beat their high score.

[1] http://www.applift.com/The-Global-Mobile-Games-Market.pdf

It sets itself apart by adopting a user-centric approach with theme and style that are particularly suited for large segments of casual gamers. New challenges based on existing gameplay mechanics and social features are being developed and will be added soon.

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ABOUT YUUZOO®:
Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 65 million registered users in 164 countries, YuuZoo in a unique way combines social networking and e-commerce in a mobile-optimized, fully localized virtual shopping mall, where the consumer can access hundreds of targeted social networks, targeted shops and targeted entertainment through one single login. All networks are localized for each market as comes to language as well as merchandise and design. To see the networks, please log onto: www.yuuzoo.com. For more information about the company, please visit: www.yuucorp.com

ABOUT SANDBOX GLOBAL:
Headquartered in Thailand, Sandbox thrives to build new games people will love. With a user base of 5.5 million from its first game and its second game successfully launched, and with a highly skilled and creative multi-cultural team, Sandbox is already working on new games that can be monetized not only across Southeast Asia, the world's fastest growing gaming region, but throughout the world. For more information, please visitwww.sandboxglobal.com