

MoneyMax Revolutionises Pawnbroking Industry with Launch of MoneyMax Online

- MoneyMax is Singapore's first pawnbroking chain to offer an online platform including a mobile app to shop, sell and appraise valuables
- Pioneering online valuation function provides intuitive user experience for appraising their valuables
- Increases customer convenience and satisfaction by appealing to a tech-savvy generation

Singapore, 10 February 2015 – MoneyMax Financial Services Ltd. (“MoneyMax” or the “Company”) today announced the launch of MoneyMax Online, making it Singapore's first pawnbroking chain to offer an online platform to shop, sell and appraise their valuables. With MoneyMax Online, MoneyMax believes it has achieved market leadership in the traditional brick-and-mortar pawnbroking industry by setting a new benchmark with its push into the digital space.

The key defining feature of MoneyMax Online is its pioneering valuation function which provides an intuitive user experience for appraising their valuables. Users only need to snap a picture of the item and then upload it via the MoneyMax Online website or the MoneyMax Online Mobile App. The user will then be informed within one business day of the item's indicative appraised value whereupon the user can decide whether to perform a transaction at any of MoneyMax's 38 outlets located across Singapore. Currently, MoneyMax Online is only available to users in Singapore and this service may be extended to customers elsewhere in the future.

With MoneyMax Online, customers can now experience greater convenience and satisfaction when shopping for pre-owned items ranging from watches to jewellery – from the comfort of their own homes or on-the-go via their mobile devices. MoneyMax Online would appeal to the tech-savvy generation who are digitally connected and comfortable with e-commerce offerings.

“We have successfully launched the first online platform in Singapore to shop, sell and appraise your valuables. MoneyMax Online enhances the customer experience and extends the reach of our services, particularly, to the tech-savvy generation. MoneyMax represents the future of pawnbroking excellence and we believe that MoneyMax Online will lay the foundation of growth for the Company.” said Mr. Peter Lim, Executive Chairman and Chief Executive Officer of MoneyMax, at the launch. “Our innovative 3-in-1 solution will further strengthen our promise on delivering great customer experience and allow us reach a wider pool of customers.”

The event was attended by an exclusive group of shareholders, business partners, analysts and media. Guests were given a “live” demonstration of the valuation process at a pop-up booth and were able to try their hands on the new tool using their mobile devices.

MoneyOnline can be accessed via the website link at www.moneymax.com.sg and the MoneyMax Online Mobile App can also be downloaded onto smartphones running on the Android operating system. The App will be made available on phones running on iOS within one or two weeks after the launch.

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About MoneyMax Financial Services Ltd.

Listed on SGX Catalist since 2 August 2013, MoneyMax Financial Services Ltd. (“MoneyMax”) is a pawnbroker, retailer and trader of pre-owned jewellery and watches. Since establishing its first outlet in Yishun in 2008, MoneyMax quickly expanded its reach to the mass market. Today, MoneyMax is one of the largest pawnbroking chains in Singapore, with 38 outlets conveniently and strategically located across the island in Singapore. In 2014, MoneyMax acquired a majority stake in a network of nine pawnshops in Malaysia, making it the largest pawnbroking chain with a presence in Singapore and Malaysia.

MoneyMax is proud to be awarded the *ISO9001 (ISO9001:2008)* for its commitment in meeting and delivering customers’ satisfaction and *CaseTrust Accredited Pawnbroker* in Singapore for fair trading and transparency. It is a recipient of the *Singapore Excellent Service Award* commissioned by SPRING Singapore. MoneyMax has also won the *Singapore Prestige Brand Award – Established Brands* two years in a row since 2013.

MoneyMax Financial Services Ltd. (the “Company”) was listed on Catalist of the Singapore Exchange Securities Trading Limited (the “SGX-ST”) on 2 August 2013. The initial public offering (the “IPO”) of the Company was sponsored by United Overseas Bank Limited (the “Sponsor”).

This announcement has been prepared by the Company and its contents have been reviewed by the Sponsor, for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this announcement.

The announcement has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact persons for the Sponsor are Mr Khong Choun Mun, Managing Director, Corporate Finance and Mr David Tham, Senior Director, Corporate Finance, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, Telephone: +65 6533 9898.