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YuuZoo's Football Show Goes Live with Celebrity Hosts in China on TV Channel having 300 Million Viewers, Addressing China's Trillion-RMB E-Commerce and TV Advertising Market

Key Highlights:

- ***YuuZoo's social network-linked TV has on Monday May 4th 2015 gone live in China***
- ***TV show & network forms first partnership between western social e-commerce company and a major Chinese TV network***
- ***TV show has been launched on channel with 300 million TV viewers nationwide***
- ***YuuZoo will be able to make money from TV advertising, online advertising, e-commerce, gaming and virtual currency games***



Singapore May 5th, 2015: YuuZoo Corporation Limited ("**YuuZoo**"), one of the world's fastest growing 3rd generation social e-commerce networks, is pleased to announce that on Monday May 4th 2015, it has gone live as the title sponsor of a primetime football TV show in China, on a TV channel with 300 million[1] TV viewers nationwide. The channel is managed by Great Sports Media ("GSM"), the sport, lifestyle and gaming network of Shanghai Media Group ("SMG"), China's second largest TV network.

GSM's weekly primetime football show 中国好足球 is under a signed agreement for the next 24 weeks sponsored by YuuZoo. The show will market YuuZoo, and will provide a direct link to YuuZoo's Chinese virtual shopping mall, www.yuuzoo.cn.

YuuZoo's virtual shopping mall for China includes many football-related social e-commerce networks and shops, including fan networks for all leading China Super League teams. The virtual shopping mall also includes networks and shops linked to other brands and themes, with the entire experience localized for the Chinese audience.



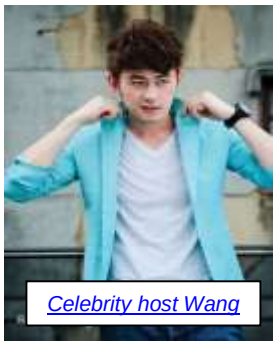
TV Host Zhang Jie

The TV show is hosted by some of China's best-known and most popular TV hosts including Zhang Jie (picture below). Guests on the TV show includes top club officials from China and abroad, current and former China Super League players and visiting overseas stars, as well as coaches, referees and fans. The TV show, which will run twice a week, premiered last night at 9 pm. It will run for at least 24 weeks, airing each Monday at 9 pm with a repeat telecast on Wednesday evening. The channel where the show runs has a viewership of over 300 million as of 2014, reaching viewers in Shanghai, Chongqing, Jiangsu, Hubei, Hainan, Fujian, Zhejiang, Liaoning and Guangdong.

[1] Source: GSM marketing collateral

In addition to the TV show, Great Sports Media will also run a 5-minute YuuZoo "advertorial" twice a week, hosted by well-known celebrity host Wang Rui (picture below), which will present top local football players and market YuuZoo and www.yuuzoo.cn to the 300 million viewers of the TV channel.

During the TV show viewers are encouraged, through ads and reminders by the TV show hosts, to go to www.yuuzoo.cn, where they can continue the discussion in the social networks after the show amongst fans and with visiting football stars. They will also be encouraged to shop in the social e-commerce football shops, and to download YuuZoo's mobile games, which will include specific football-related games.



Celebrity host Wang

Viewers will also be able to participate in sports games, where they are provided with odds and place bets in YuuZoo's virtual currency ZooCash on upcoming football games. Viewers buy ZooCash on YuuZoo's payment platform using real money.

The launch of the TV show will enable YuuZoo to generate e-commerce income, gaming income, payment income and advertising revenue not only online but also on TV. China is the world's third-largest advertising market, and is expected to generate more than US$70 billion by 2016[2]. In China—as in the world's two biggest ad markets, the United States and Japan—television remains the largest single category (roughly 40 percent) of ad spending[3]. The Chinese online e-commerce market has already surpassed the US to become the world's largest[4].

Commenting on the launch of the TV show, **Thomas Zilliacus, the Chairman and CEO of YuuZoo** said, "We are very excited about having gone live as title sponsors of a primetime football show on TV in China. Football interest is booming in China. China is the world's largest market by number of consumers, the world's largest e-commerce market and the world's third largest TV advertising market. We believe that building targeted social e-commerce networks linked to specific TV shows in general and to sports shows in particular, and marketing them during the shows will generate significant consumer interest and drive users to our virtual shopping mall where we can monetize them in several ways.

We are offering Chinese consumers new and better solutions, by bringing in new features such as mobile-optimized social e-commerce, offering both local and global merchandise, and offering personalized targeted mobile advertising that the consumer can control, combined with mobile loyalty cards. Shanghai Media Group, with a total group reach of over 1 billion Chinese TV viewers[5], is an ideal partner to market this to Chinese consumers."

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ABOUT YUUZOO®:
Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access, directly and through clients, partners and franchisees to over 85 million registered users and over 800 million TV viewers in 164 countries, YuuZoo in a unique way combines social networking, e-commerce, gaming and payments 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, log into: www.yuuzoo.com and www.yuuzoo.cn. For more information about the company, please log on to: www.yuucorp.com or www.yuuinvestor.com.

[2] http://www.mckinsey.com/insights/media_entertainment/taking_the_pulse_of_chinas_ad_spending
[3] http://www.statista.com/statistics/275916/forecast-of-advertising-expenditure-at-the-worlds-largest-ad-markets/
[4] http://www.morganstanley.com/ideas/china-e-commerce-revolution/
[5] GSM marketing collateral

ABOUT GREAT SPORTS MEDIA AND SHANGHAI MEDIA GROUP:
As China's largest provincial media conglomerate, SMG has 44.5 billion RMB in assets and 21 billion RMB annual income by the end of 2013. SMG operates 11 radio frequencies, 15 television channels, 15 digital pay TV channels, and nine newspapers and magazines titles. Reaching an audience of over one billion consumers in China and overseas markets, SMG has been striving to expand by developing cross-media and cross-region businesses. GSM is the division that is in charge of all programs related to sports, lifestyle associated with sports, and online casual gaming. The social e-commerce networks developed on YuuZoo's platform link to all of these areas, and present the perfect complement to GSM's and SMG's business aspirations in embracing new social networking and e-commerce.

ABOUT THE TV SHOW:

The Chinese top rated TV football show is called **中国好足球**。The show is a co-production between the subsidiary of SMG, **星神体育**传播有限公司 and **上海俊星文化**传播有限公司。

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Macquarie Capital (Singapore) Pte. Limited ("Macquarie") was the financial adviser to W Corporation Limited (now known as YuuZoo Corporation Limited) in relation to the acquisition of the entire issued and paid-up share capital of YuuZoo Corporation and its subsidiaries. Macquarie assumes no responsibility for the contents of this announcement