

FOR IMMEDIATE RELEASE

YuuZoo Signs Exclusive Partnership Agreement With JW Lottedi (Mega Mall) in China

- ***Exclusive partnership between YuuZoo China and Mega Mall (China) will offer Chinese consumers a unique Offline-to-Online (O2O) business model.***
- ***YuuZoo will become the exclusive e-commerce platform for JW Lottedi Mega Mall throughout China.***

Singapore, February 06, 2015: Singapore listed YuuZoo Corporation (**“YuuZoo”** SGX: **AFC**), the world’s first 3rd generation mobile social e-commerce company, today announced it has signed an exclusive partnership for the development of a social e-commerce network for the JW Lottedi Mega Malls in China.

JW Lottedi is part of Jingwei Group, which owns several companies nationwide and has total group assets of **2.6 billion RMB (US\$416 million)**. JW Lottedi Mega Mall is a new Korean-themed shopping, entertainment, and leisure mall concept. The first Mega Mall will be ready in August 2015 and is expected to be one of the most fashionable shopping complexes in the country, **with some 600 merchants**.

Under the terms of the agreement, YuuZoo will develop JW Lottedi Mega Mall’s own social e-commerce network, which will sit within YuuZoo’s fully localized and mobile-optimized social e-commerce virtual shopping mall for China, www.yuuzoo.cn.

Through the exclusive tie-up, all the merchants of any JW Lottedi Mega Mall will be able to provide their products to the **700 million consumers** reached by YuuZoo China’s virtual shopping mall through YuuZoo’s exclusive partnership with Great Sports Media Co Ltd, the fully owned sport, lifestyle and casual gaming division of Shanghai Media Group.

The Mega Mall social e-commerce networks will be supported by significant marketing exposure both through TV advertising and during TV shows through banner advertisements, QR codes and studio host announcements. JW Lottedi will promote the network extensively in all the brick-and-mortar Mega Malls. Through this offline-to-online (O2O) business model, the visitors to any Mega Mall and its various stores will become members of the YuuZoo.cn network, effectively converting offline customers to members of YuuZoo’s social e-commerce network and into online consumers.

According to eMarketer, retail ecommerce sales in China, excluding travel, increased by 35% to US\$426.26 billion in 2014¹. Retail ecommerce sales growth rates will remain in double digits through 2018, when sales should comfortably exceed US\$500 billion. China will exceed US\$1 trillion² in retail ecommerce sales by 2018, accounting for more than 40% of the total worldwide sales. By 2020, China’s e-commerce market is forecasted to be larger than those of the US, Britain, Japan, Germany, and France combined³.

Speaking on the tie-up, Yuandong Qu, Managing Director, Jingwei Group remarked, “YuuZoo has a unique business model and it is the perfect means to help tap in the huge and fast-growing China retail e-commerce market. YuuZoo is giving us the perfect platform to expand our reach in China and even the rest of the

¹Source : Emarketer- [http://totalaccess.emarketer.com/Chart.aspx?R=164167&dsNav=Ntk:relevance%7cecommerce+china%7c1%7c,Ro:4,N:422-423-424-425-426-434-427-431-432-435-429-428-430-1271-436-476.Nr:NOT\(Type%3aComparative+Estimate\)](http://totalaccess.emarketer.com/Chart.aspx?R=164167&dsNav=Ntk:relevance%7cecommerce+china%7c1%7c,Ro:4,N:422-423-424-425-426-434-427-431-432-435-429-428-430-1271-436-476.Nr:NOT(Type%3aComparative+Estimate))

²Source www.emarketer.com/Article/Retail-Sales-Worldwide-Will-Top-22-Trillion-This-Year/1011765#sthash.phBNes9u.dpuf

³Source: <http://www.kpmg.com/CN/en/IssuesAndInsights/ArticlesPublications/Newsletters/China-360/Documents/China-360-Issue15-201401-E-commerce-in-China.pdf>



world through its unique social e-commerce platform and huge franchise and partner network. We are investing 3 billion RMB (US\$480 million) in new properties and we intend to grow our business bigger by bringing it to the Internet through YuuZoo.”

Commenting on this new partnership, Thomas Zilliacus, Chairman and CEO of YuuZoo said, “YuuZoo is delighted to partner with a Chinese industry stalwart. Mega Mall has a unique Korean theme concept and China is experiencing a Korean products craze from rice cookers to creams and K-Pop. Anything South Korean is red-hot in China right now. Through YuuZoo, Mega Mall is extending its presence online in China and through the offline-to-online model, YuuZoo is offering its customers a unique buying experience wherein they can touch and try the products in the Mall, then buy exclusive merchandise they like from the comfort of their home, or alternatively view the products online then buy them in the Mall. This offline-to-online model is pioneered in China through the partnership between YuuZoo and Mega Mall. It is an exciting new development of our business in China, and we expect it to show significant new revenues very soon.”

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ABOUT YUUZOO®:

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 85 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, log into: www.yuuzoo.com and www.yuuzoo.cn. For more information about the company, please log on to: www.yuucorp.com

ABOUT JINGWEI GROUP:

Jingwei Group is a comprehensive services company that offers property management, assets appraisal, accounting, real estate development, and microfinance services. Its group total assets amount to 2.6 million RMB (US\$416 million). Jingwei Lottedi (JW Lottedi) is a 120,000-squaremeter Korean style shopping mall under the Jingwei Group. It consists of three themes: a business office, a mega mall, and a 24-hour high street. Jingwei Lottedi is expected to be one of the most high end fashionable complexes in China. www.Jingweilottedi.com.

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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.

雅族网已与中国吉林省延吉市经纬集团旗下的经纬乐天地 (大型购物中心) 签署独家协议共同合作

* 此次是社交平台 Yuuzoo 中国和中國大型購物商場的首次合作以落實雙方共同推廣的 O2O 商業模式。

* YuuZoo 中國將通過延吉經緯樂天地的首家實體店傳播到中國各地百貨商場和購物中心。

新加坡，2月XX，2015：新加坡上市公司 YuuZoo (SGX:AFC) 是全球第一家第三代社交電子商務平台公司，於今日宣布已於中國延邊延吉市經緯樂天地簽署了獨家協議為新開的大型購物商場構建社交電子商務平台。

經緯樂天地是經緯集團的附屬公司，集團總資產 26 億元人民幣。經緯樂天地是一家集購物，娛樂，休閒於一體的大型韓式購物商場。第一家擁有 600 個商戶的大商場將於 2015 年八月開放並力爭將其打造為最高端，最具時尚的城市綜合體。

條款下，Yuuzoo 中國雅族網將會為經緯樂天地構建一款社交電子商務平台，一款完全本地化並且手機電腦共同優化的在線購物平台 www.yuuzoo.cn。

通過獨家的合作，並結合此前 Yuuzoo 雅族網與上海東方衛視下五星體育達成的推廣協議可共同推廣雅族網，經緯樂天地的所有商戶能夠通過電視將其產品推送給 Yuuzoo 合作夥伴五星體育擁有的 7 億多用戶。

此購物商場的電子商務網絡平台將會由電視廣告和節目通過廣告牌，條形碼，主持人等進行推廣。經緯樂天地將會在其所有的大型商場推廣 Yuuzoo。通過此線下到線上的模式，用戶可以拜訪商場和 Yuuzoo 提供的線上商店，更有效的將先下顧客轉化為雅族網社交電子商務的線上平台用戶。

根據數字市場家 (eMarketer)，在中國除去旅遊以外的零售電子商務銷售額在 2014 年增了 35% 到 4262.6 億美金⁴。零售電子商務銷售增長率到 2018 年保持在 2 位數將會超過 5000 億美金。中國電子商務銷售額將在 2018 超過 1 萬億美金⁵，佔據世界的 40% 的銷售量。到 2020 年，中國電商市場將會超過美國，英國，日本，德國和法國的總和⁶。

經緯集團的董事長曲元東先生說：“雅族網具有獨特的商業模式，與我們中國電子商務快速發展和巨大市場潛力的現狀非常吻合。Yuuzoo 給我們了一個极好的電子商務平台給中國以及世界其他地區的用戶。我們投資 30 億人民幣（相當於 4 億 8000 萬美金）在新建造的商場地產並計劃通過雅族網 Yuuzoo 線上平台壯大我們的業務。”

⁴ Source : Emarketer-[http://totalaccess.emarketer.com/Chart.aspx?R=164167&dsNav=Ntk:relevance%7cecommerce+china%7c1%7c,Ro:4,N:422-423-424-425-426-434-427-431-432-435-429-428-430-1271-436-476.Nr:NOT\(Type%3aComparative+Estimate\)](http://totalaccess.emarketer.com/Chart.aspx?R=164167&dsNav=Ntk:relevance%7cecommerce+china%7c1%7c,Ro:4,N:422-423-424-425-426-434-427-431-432-435-429-428-430-1271-436-476.Nr:NOT(Type%3aComparative+Estimate))

⁵ Source www.emarketer.com/Article/Retail-Sales-Worldwide-Will-Top-22-Trillion-This-Year/1011765#sthash.phBNes9u.dpuf

⁶ Source: <http://www.kpmg.com/CN/en/IssuesAndInsights/ArticlesPublications/Newsletters/China-360/Documents/China-360-Issue15-201401-E-commerce-in-China.pdf>



YuuZoo 雅族网的主席和总裁 Thomas Zilliacus 说 “YuuZoo 很开心能和中国精英行业合作。经纬乐天地是一个独特的韩式主题商场而中国正在流行一股韩潮。通过 YuuZoo，经纬乐天地商场将会通过线下到线上的模式扩大其在中国的线上事业，雅族网提供给用户独特的购买体验，用户可以在商场里切身体验产品并在自己家里舒服下单，亦或是在线上了解产品情况然后到商场购买产品。通过雅族网和经纬乐天地的合作使得这种线下线上的模式在中国首屈一指。对于我们而言是一个很好的开发业务的机会我们并且很期待接下来会有很大的新的收益。

-完结-

关于 YuuZoo:

YuuZoo 的总部设在新加坡，并在全球 164 个国家拥有 4200 多万用户。YuuZoo 是新一代社交网络的代表，并将在全球引发移动端的革命。YuuZoo，目标精准的社交电子商务平台，对所有移动设备，智能手机，功能手机都进行了优化。所有网站从语言，商品，设计上进行本地化。关于更多关于 YuuZoo 的公司信息，请登录 www.yuucorp.com

关于经纬集团:

经纬集团作为综合性服务机构——是由北京经纬东元资产评估有限公司，旗下有地产管理，资产评估，会计，地产开发等服务，集团总资产 26 亿元人民币（4 亿 1600 万美金）。经纬乐天地是经纬集团下的一家总面积为 12 万平米韩式大商场，由商务写字楼，大型商业广场，24 小时不夜城室外步行街三大主题构成，将立志打造成为最高端最具时尚特色的城市综合体。www.Jingweilottedi.com

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