FOR IMMEDIATE RELEASE

YUUZOO ADDS BUKOMBIN- TURKEY'S LEADING SOCIAL FASHION E-COMMERCE PLATFORM – TO ITS SOCIAL E-COMMERCE MALL IN CHINA

Singapore September 25th 2014: Singapore listed YuuZoo Corporation ("**YuuZoo**" SGX: **AFC**), a leading global 3rd generation social e-commerce shopping mall, today announced it has signed an exclusive partnership agreement for China with Turkey's largest Social fashion e-commerce aggregator-**Bukombin (www.bukombin.com)**.

Under the agreement, YuuZoo will launch Bukombin in China as part of its fully localized and mobile-optimized social e-commerce shopping mall-www.yuuzoo.cn .

www.yuuzoo.cn is being marketed in China in an exclusive partnership with Great Sports Media Co Ltd **('GSM')** the fully owned Sport, Lifestyle and Casual Gaming division of Shanghai Media Group ('**SMG'**), China's second largest TV network with a reach to over 700 million viewers in China.

Bukombin is The **largest Social fashion e-commerce aggregator in Turkey** and is ranked as the country's **fourth** most powerful brand on social media there. Within 18 months from launch, Bukombin has generated US$ 40 million of business and 2.4 million followers on Facebook, through its unique approach to e-commerce.

Commenting on the partnership with YuuZoo, **Can Demirer, CEO of Bukombin** said, "China is the world's largest and fastest growing e-commerce market. The tie up with YuuZoo is of utmost strategic importance for our growth. Industry estimates are that in 2013, the e-commerce market in China was 300 billion USD[1]. We are expecting to achieve 1% of this, or 3 billion USD, in our first year of operations with YuuZoo. We are confident that we as a part of YuuZoo's unique socially driven, mobile-optimized and fully localized Chinese e-commerce marketplace can achieve this".

Commenting on the tie up **Thomas Zilliacus, Chairman and CEO YuuZoo** said" "YuuZoo is very excited about the partnership and very happy that Bukombin chose YuuZoo for its market entry into China. Bukombin has been phenomenally successful in Turkey, another fast developing e-commerce market with a commerce infrastructure very similar to China. I am confident Bukombin will be very well received also by the Chinese consumers. Adding Bukombin to our fast-growing stable of strong brands in our social e-commerce shopping mall will drive additional traffic, which will benefit all brands."

[1] Source: http://blogs.forrester.com/kelland_willis/14-01-27-chinas_online_retail_sales_passed_300_billion_in_2013

ABOUT BUKOMBIN:

Launched in Turkey in March 2013, Bukombin quickly became a hit among the female users and organically attracted 3 million followers on Facebook and Instagram within 18 months. The platform currently hosts more than 1 million products aggregated from online retail inventories of more than 200 fashion brands. Members of the platform have created over 1 million combinations so far. Bukombin is the ultimate social fashion network where users follow each other's styles as well as the global and local brands providing the latest trends.

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, log into: www.yuuzoo.com. For more information about the company, please log onto: www.yuucorp.com

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For further information please contact:

Aru Adil Sayed- Head of Corporate Communications
Email: aru.sayed@yuuzoo.com Mobile: +65-94249757