

KOSÉ partners Lazada and Synagie to expand e-Commerce footprint in Southeast Asia

Singapore, 11 October 2019 – KOSÉ Corporation (TYO: 4922) (“**KOSÉ**”), Lazada Group (“**Lazada**”), and Synagie Corporation Ltd. (SGX: V2Y) (“**Synagie**”) are proud to announce the grand opening of KOSÉ’s first official flagship store on LazMall in Southeast Asia.

The KOSÉ LazMall store will carry the Japanese multinational beauty company’s popular SEKKISEI range of beauty products. Premiering in Singapore, Malaysia and Thailand on 14 October 2019 at midnight, customers will be able to shop exclusive SEKKISEI bundles, including renowned products like SEKKISEI Lotion and SEKKISEI Whitening Mask.

First released in 1985, SEKKISEI is a long-selling skincare brand by KOSÉ that boosts oriental plant extracts aimed at creating fine-textured, moist and translucent skin like snow. The famed refreshing lotion enhances skin translucency while improving skin texture, reduces pigmentation and refines pore troubles.

As part of this venture, Synagie will be KOSÉ’s exclusive solutions enabler to facilitate its end-to-end online commerce process in Lazada including the management and operations of KOSÉ’s flagship stores on Lazmall to propel the brand’s effort to engage consumers across the region.

Executive Director of Synagie, Ms Olive Tai commented, “We are truly honoured to collaborate with KOSÉ and Lazada. As KOSÉ’s exclusive eCommerce enabler, we believe our technology capabilities and regional network will be a value-added edge to assist KOSÉ’s plans to expand its regional growth.”

Lazada Group Co-President Jing Yin said, “I am pleased that KOSÉ has chosen to come on board with Lazada as part of its business plans to strengthen its eCommerce footprint in Southeast Asia. This is also part of our commitment to expand and provide access to a wider range of beauty offerings on LazMall for our loyal customers. I look forward to a meaningful and fruitful partnership with KOSÉ.”

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About KOSÉ Corporation

KOSÉ Corporation was founded in 1946 by Kozaburo Kobayashi with a vision and passion to provide people with dreams and hope during the post-war period.

KOSÉ continues the legacy of its founder with a commitment to its customers of creating quality products that exceeded expectations. With research and innovation at its core, a portfolio of 30 brands that sell to multiple channels across Asia, Europe and Americas including department stores, specialty stores, drug stores and direct.

About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

About Synagie Corporation Ltd.

Synagie is a Singapore-founded e-commerce solutions provider and one of SE Asia's leading e-commerce enablers that provides end-to-end solutions to help brands and business shift online. Synagie is also a winner of the Deloitte Fast 500 Asia Pacific awards and is ranked No 1 fastest growing technology company in Singapore and No 22 in Asia Pacific in 2018. Synagie helps its Brand Partner which include SMEs and MNCs execute their e-commerce strategies by selling their goods or services to consumers online and providing one-stop services and integrated technology to manage their multi-channel e-commerce operations. The end-to-end commerce enablement and fulfilment solutions is achieved through the Group's cloud-based Synagie Platform which leverages on technology such as Cloud Computing, Big Data Analytics and Artificial Intelligence. This solution encompasses all aspects of the E-commerce value chain covering technology, online store operations, content and channel management, digital marketing, customer service to warehousing and fulfilment. Synagie has a platform-based, asset-light business model with three synergistic business segments, namely E-Commerce, E-Logistics and Insurtech that work together to offer innovative and efficiency driven solutions to its Brand Partners. Synagie is listed on Catalist of the Singapore Exchange Securities Trading Limited ("SGX-ST") on 8 August 2018 (SGX:V2Y).

<https://synagie.com/>

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