

shopper360



shopper360 Limited

Press Release



From Left: Noomi Fessler (CFO of Lapasar), Laskhmandas (COO of Lapasar), James Ling (Director of Corporate Finance & Strategy, shopper360 limited), Sue Ann Chew (Executive Chairman, shopper360 limited), Matthew Ho (Advisor to the Chairman, shopper360 limited), Thinesh Kumar (CEO of Lapasar), and Dannis Raj (CPO of Lapasar)

shopper360 invests in online B2B wholesale platform Lapasar

MALAYSIA, 4 MAY 2021 – **shopper360 Sdn Bhd** (“**S360**”, a wholly-owned subsidiary of shopper360 Limited, the “**Company**” and together with its subsidiaries, the “**Group**”) has subscribed for a minority interest in **Tenderin Sdn. Bhd.** (“**Tenderin**”).

Tenderin is a technology company based in Kuala Lumpur and the operator of Lapasar, a business-to-business (“**B2B**”) platform that allows companies and minimarkets to purchase supplies for their businesses via an online marketplace. Lapasar connects corporations and minimarket stores to suppliers of products and services across Malaysia with the aim of making purchasing more efficient.

“This strategic investment is in line with the Group’s plans to offer services to *traditional trade* retailers. We see this group of retailers - small mom & pop shops, provision shops and local neighbourhood stores, being underserved by principal brands and distributors. Lapasar seeks to bridge that gap,” said Sue Ann Chew, Executive Chairman and Group Managing Director of the Company. “They are currently serving 2,000 retailers and strive to bring this to 10,000 by 2022. Through our recent investment in Potboy Groceries and now Lapasar, we are pleased to be able to participate in another part of the B2B and business-to-consumer (B2C) ecosystem for Fast Moving Consumer Goods (FMCG) companies.

“Traditional trade retailers are welcoming ecommerce platforms like Lapasar for convenience and efficiency in stocks replenishment, rather than visiting wholesalers to purchase their goods during this global pandemic. Along with the rapidly changing business environment and trend of digitisation, we project continuous growth and opportunity for all parties,” adds Sue Ann Chew.

S360 is confident that this partnership will further unlock the Group’s potential in:

- expanding its own product distribution to Lapasar’s network;
- offering financing services in future to traditional trade retailers;
- enhancing the Group’s digital and technical capabilities by tapping on the experience of the management team of Tenderin in technology and software development, and
- seizing the growing business opportunities in Malaysia as well as regionally, in the software services, e-commerce and retail industry, thus enabling the Group to create new revenue streams.

Note to media: Please read this press release in conjunction with the Company’s announcement released on SGXNet on the same date, in relation to the completion of the proposed investment in Tenderin.

For more information, please contact:

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About shopper360 Ltd.

shopper360 is a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia with more than 30 years of experience in the in-store advertising industry. The Group offers a comprehensive range of field, digital and shopper marketing and advertising services such as in-store advertising, field force management, creative and digital solutions, sampling and promoter management and events activation. The Group consists of eight agencies in Malaysia, Singapore and Myanmar, namely Pos Ad, Jump Retail, Retail Galaxy, shopperplus Malaysia, Tristar Synergy, Gazelle Activation, shopperplus Singapore and shopperplus Myanmar. Together, the group offers a truly holistic suite of shopper marketing solutions.

For more information, please visit www.shopper360.com.my

*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor (the "**Sponsor**"), ZICO Capital Pte. Ltd., in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("**SGX-ST**") Listing Manual Section B: Rules of Catalist.*

This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release including the correctness of any of the statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Ms Alice Ng, Director of Continuing Sponsorship, ZICO Capital Pte. Ltd. at 8 Robinson Road, #09-00 ASO Building, Singapore 048544, telephone (65) 6636 4201.