



**shopper360 Limited**

**FOR IMMEDIATE RELEASE**

## **shopper360 appoints marketing veteran as CEO for Pos Ad and ShopperPlus Malaysia**

**KUALA LUMPUR, MALAYSIA, 30 August 2018** – shopper360 Limited (“**shopper360**”, and together with its subsidiaries, the “**Group**”), a well-established shopper marketing services provider for the retail and consumer goods industry in Malaysia, has hired marketing and communications veteran, Mr Michael Tan Swee Seng (“**Mr Tan**” or “**Michael**”), as the new chief executive officer of its two subsidiaries, Pos Ad Sdn. Bhd (“**Pos Ad**”) and ShopperPlus Sdn. Bhd. (“**ShopperPlus Malaysia**”).

Mr Tan, who has close to three decades of regional and senior level integrated marketing experience, will take the lead in the strategic planning and overall management of Pos Ad and ShopperPlus Malaysia’s operations. His role will also include business development, client and retailer partnerships as well as talent management for the two business units.

Prior to joining shopper360, Mr Tan held senior level director roles at a number of international integrated marketing firms in Singapore, Hong Kong, China and Malaysia. They included VHQ Media in Singapore, Project: Worldwide and Saatchi & Saatchi X in Guangzhou, China, and Ogilvy & Mather Asia Pacific in Hong Kong among others.

**shopper360 Executive Chairman and Group Managing Director, Ms Chew Sue Ann** said “Michael comes from an outstanding integrated marketing background and I am delighted to have someone of his calibre to be part of shopper360’s core leadership team. He has proven time and again in his previous roles that he can effectively deliver business transformation and growth. Brick and mortar retailing is very much alive and thriving in Malaysia, where shoppers have a fondness for in-store experiences and purchases. I look forward to Michael’s insights and holistic experience to leverage and integrate technology into the business, and enhance our current suite of products and services, as we take shopper360 forward as one of Malaysia’s top names in shopper marketing.”

– Ends –



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### **About shopper360 Limited**

Established in 1986, and listed on the Catalist of Singapore Exchange Securities Trading Limited ("SGX-ST") in June 2017, shopper360 Limited (SGX: 1F0) is a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia with 30 years of experience in the in-store advertising industry. The Group offers a comprehensive range of marketing and advertising services that integrate along the entire shopper journey, through in-store experience to loyalty, retention and repeat purchase. The Group consists of six agencies: Pos Ad, Jump Retail, ShopperPlus, Tristar Synergy, Gazelle Activation and Retail Galaxy, and offers a truly holistic suite of shopper marketing solutions.

For more information, please visit [www.shopper360.com.my](http://www.shopper360.com.my)

### **Prepared by August Consulting on behalf of shopper360 Limited.**

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