



FOR IMMEDIATE RELEASE

Synagie Inks Exclusive Cross-Border Deal with Asia's Biggest Celebrity Food Brand for Southeast Asia

- Synagie to manage and expand online and offline cross-border distribution and sales for Hong Kong based Chef Nic's brand products in Southeast Asia

Singapore, 4 September 2019 – Synagie Corporation Ltd. (SGX: V2Y) (“Synagie”, “思騰控股有限公司”, the “Company”, or the “Group”), Southeast Asia's leading e-commerce enabler that assists brands to execute their e-commerce strategies using its cloud-based platform, is pleased to announce that it has inked an exclusive deal with Chef Nic (Hong Kong) Limited (“Chef Nic”), a Hong Kong based food company founded by celebrity Mr Nicholas Tse (“Tse”, “谢霆锋”), to manage and expand the cross-border online and offline (“O2O”) distribution and sales of Chef Nic brand's range of packed food products including artisanal cookies, confectionery products and Chinese delicacies across Southeast Asia.

Chef Nic (鋒味) was founded by Tse, one of Asia's biggest names in show business and the first person in history to be conferred “Friend of Michelin” title by the Michelin Guide to honour his positive contribution to the gastronomic scene. Known as a household name in Asia, Tse is also well known for his exceptional culinary skills and is the host of Chef Nic (十二道鋒味/鋒味) food travelogue, a television series that has a huge following in Mainland China, Hong Kong and Asia.

Tse personally develops all the recipes for Chef Nic's range of artisanal confectionery and food products that have received overwhelming responses in the Greater China region with consumers queuing for hours during the launch of Chef Nic's flagship store in Hong Kong to purchase these products. In China, Chef Nic also operates its online flagship stores on major ecommerce platforms such as JD.com, Wechat and Tmall, a branded ecommerce marketplace owned by Alibaba Group Holding Ltd to cater to local Chinese consumers. Most recently, Chef Nic teamed up with Xiaomi, an internet company with smart phone and smart



hardware to launch an eponymous brand induction cooker that can be controlled by a mobile application.

Synagie will provide its cross-border solutions to Chef Nic which include the setting up of online flagship stores on ecommerce marketplaces in the region, managing online store operations, customer service, marketing and promotions as well as handling end-to-end cross-border logistics from Hong Kong to Southeast Asia.

Co-founder & Executive Director of Synagie, Ms Olive Tai said, ***“We are truly honoured with this opportunity to provide our expertise to help Chef Nic grow its cross-border business in Southeast Asia. More than just an artisanal food brand, we believe that Chef Nic has become a lifestyle concept that will be well-received in our regional markets where millennial consumers are constantly looking for innovative food products. We look forward to replicating the success that Chef Nic has in Greater China and will be working closely with them to develop new product ideas that will appeal to our local markets.”***

Synagie’s cross border solution is a new advancement of the Group’s ecommerce enablement business where it provides end-to-end services that covers the entire ecommerce value chain for brands and businesses looking to enter Southeast Asia’s. Through strategic partnerships with key industry players in the region, Synagie’s network is now capable of helping brands distribute, sell and fulfil online orders intra Southeast Asia, from Southeast Asia to China and from Greater China to Southeast Asia. Synagie believes that it is well-positioned to help regional businesses tap on the fast growing cross-border ecommerce markets in Southeast Asia and China with its integrated technology and regional network.

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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).

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