



### **Giosis Pte Ltd Raises US\$82.1 Million in Series A Funding**

*Strengthens Qoo10's position as leading Pan-Asian e-commerce platform with US\$82.1 million funding round led by Singaporean media group Singapore Press Holdings*

**22 July 2015, Singapore** – Singapore-based **Giosis Pte Ltd** (Giosis), the parent company of Pan-Asian e-commerce platform **Qoo10**, has raised US\$82.1 million in a Series A funding round, led by SGX-listed Singapore Press Holdings Ltd (SPH), along with eBay, Saban Capital Group, UVM 2 Venture Investments LP, Brookside Capital and Oak Investment Partners.

**Qoo10** operates six online e-commerce marketplaces across Asia (Singapore, Japan, Indonesia, Malaysia, Hong Kong and China). **Qoo10** has 17.6 million registered users across the region and saw a combined total of US\$408 million in GMV in 2014. Of the six markets in which the company operates, **Qoo10** Singapore is the best performer with 1.8 million registered users as of June 2015 and US\$182 million in GMV in 2014.

Through this Series A investment, Giosis will deploy the new funds to accelerate **Qoo10's** technology growth and service development, while investing in additional infrastructure and talent acquisition.

The new funds will also help **Qoo10** strengthen its position as a leading Pan-Asian platform in its key markets Singapore, Japan and Indonesia, and accelerate its expansion in its other rapidly growing Asian markets Malaysia, Hong Kong and China.

As the lead investor in this Series A round, SPH will also partner with Qoo10 to explore strategic collaborations on the e-commerce platform across various content, marketplaces, retail, advertising and classifieds opportunities.

**Mr Alan Chan, Chief Executive Officer, SPH, said:** “**Qoo10** is the number one ranked e-commerce website in Singapore and its parent company Giosis has established itself as a market leader in the region's e-commerce space. The investment in **Qoo10** will enhance our portfolio of digital assets and open up opportunities for future marketing collaborations. With the region's e-commerce market poised to grow, this investment puts us in a good position to tap on the industry's growth and be an active player in this e-commerce space.”

A joint venture between Gmarket Inc. founder Mr Ku Young Bae and eBay, Qoo10 was founded in 2010 with US\$20 million seed capital, after Gmarket was acquired by eBay in 2009 for US\$1.2 billion.

**Mr Ku Young Bae, CEO, Qoo10, said:** “From the beginning **Qoo10** has strived to be a hyperlocal e-commerce platform which enables local merchants, big and small, to sell their products to a local and regional customer base across Asia. Today, 90% of our staff and merchants are local, in order to provide consumers with a seamless shopping experience in a specialised marketplace. With this new funding, we aim to further strengthen our position as the leading Pan-Asian marketplace.”

- End -

**For media queries, please contact:**

**James Lin**

**Senior Public Relations Executive**

Qoo10 Singapore

DID: +65 6571-6465

Email: [james.lin@qoo10.com](mailto:james.lin@qoo10.com)

**Chin Soo Fang (Ms)**

Head

Corporate Communications & CSR

Singapore Press Holdings Limited

DID: (65) 6319 1216

HP: (65) 9688 6209

Email: [soofang@sph.com.sg](mailto:soofang@sph.com.sg)

**Yeo Siew Chi (Mr)**

Manager

Corporate Communications & CSR

Singapore Press Holdings Limited

DID – (65) 6319 1586

HP- (65) 749 5105

Email – [yeosc@sph.com.sg](mailto:yeosc@sph.com.sg)



**About Qoo10**

Launched in June 2010, **Qoo10** Singapore is the No. 1 Singapore-based e-commerce platform (Alexa Country Rank #10), with 1.8 million registered users. A joint venture established between Gmarket founder Mr Ku Young Bae and eBay, **Qoo10** has marketplaces in Japan, Korea, Indonesia, Malaysia, Hong Kong and China.

Our mission is to establish a decentralised and open market e-commerce platform which provides everyone with the opportunity to buy and sell almost anything. With a holistic customer-centric business model, **Qoo10** is the **Qoo**-ler way to shop.

For more information about the company, please visit our website at <http://www.Qoo10.sg/>

**About Singapore Press Holdings Ltd**

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms, ranging from print, digital, radio and out-of-home media.

SPH owns award-winning newspapers, magazines and best-selling books in both print and digital editions, as well as online classified businesses in the region. In addition, SPH has two English radio stations and one Chinese radio station, an out-of-home digital advertising unit, a regional events and conferences arm, and runs a chain of modern retail convenience stores. SPH also has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-

to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall. SPH's latest retail development is The Seletar Mall located in Sengkang.

For more information, please visit <http://www.sph.com.sg/>.