



FOR IMMEDIATE RELEASE

Synagie Breaks New Record for 11.11 Singles Day with GMV Sales of more than S\$3.0million

- Synagie clocked in Gross Merchandise Value (“GMV”) sales of more than S\$3.0 million with a Y-O-Y increase of approximately 3 times on 11.11 Singles Day 2019

Singapore, 12 November 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 assisting brands to execute their e-commerce strategies using its cloud-based platform, is pleased to announce that it logged more than S\$3.0 million GMV sales during this year’s 11.11 Singles Day bonanza, recording an increase of approximately 3 times compared to 2018 in the 24-hour online shopping marathon.

Singles Day, also called the Double Eleven (11.11) shopping event originating from the calendar date November 11, with the four Ones of 11-11 signifying singles, is the world’s largest online shopping event created by Alibaba with sales exceeding Black Friday and Cyber Monday sales in the United States. Within 24-hour period, all major e-commerce programs in Southeast Asia offer amazing bargains and promotions for online shoppers. Millions of shoppers across Southeast Asia swamped the leading e-commerce programs such as Lazada to scoop up merchandise that came with free gifts or had attractive discounts.

This mega event has become an annual ritual for Synagie’s Brand Partners with Synagie’s team working months in advance with e-commerce channels to plan, manage and execute promotions and logistics for its Brand Partners’ products.

Key Highlights from 11.11 Singles Day 2019

- GMV sales were more than S\$3.0 million with a Y-O-Y increase of approximately 3 times
- Synagie’s new and established Brand Partners participated in the event across the region in Singapore, Malaysia, Thailand, Vietnam and Philippines
- Synagie helped its Brand Partners engage more than 500,000 consumers in the region over the 24-hour period



- Top selling brands saw an increase of more than 500% in GMV sales Y-O-Y
- Synagie's Beauty category saw the highest increase of more than 220% in GMV sales Y-O-Y

Co-founder & Executive Director of Synagie, Ms Olive Tai said, ***“We are delighted to have maintained our positive momentum each year to meet the demands of millions of shoppers in the region during large-scale online shopping events like Singles’ Day, which has marked a new milestone for us as we set another higher record this year. The remarkable GMV sales performance within a 24-hour period has signified the continuous uptrend of e-commerce and the rising purchasing power of consumers and millennials. As the leading e-commerce enabler in Southeast Asia, we are poised to ride on the e-commerce boom and look forward to setting more sales record in the near term.”***

The Group's Brand Partners portfolio has grown to more than 280 since 2018, which further demonstrated its market leadership position in Southeast Asia's e-commerce solutions world. Synagie currently has regional presence in Singapore, Malaysia, Vietnam, Philippines and Thailand and plans to extend its footprint into Indonesia in 2020.

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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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