



FOR IMMEDIATE RELEASE

## Synagie Snags Deal with Global Sporting Goods Giant for Southeast Asia

- **Synagie to manage e-Commerce platform business and expand online sales of branded goods for Amer Sports in Southeast Asia**

**Singapore, 31 July 2019 – Synagie Corporation Ltd. (SGX: V2Y) (“Synagie”, “思腾控股有限公司”, 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 signed an agreement with Amer Sports Malaysia Sdn Bhd (“**Agreement**”), a subsidiary of NASDAQ Helsinki listed Amer Sports Corporation (HEL: AMEAS) (“**Amer Sports**”), a leading sporting goods company with internationally recognised brands including Suunto, Wilson, Salomon, Arc’teryx, Peak Performance, Atomic and Precor to manage its e-commerce platforms business in Southeast Asia.

Amer Sports has a presence in all major markets offering a broad portfolio of sports equipment, apparel, footwear, and accessories that covers a wide range of sports. Amer Sports sells its technically advanced products to consumers through brand stores, distributors, factory outlets, e-Commerce and trade customers in sporting goods chains, specialty retailers, mass merchants and fitness clubs. In 2018, Amer Sports-owned sales organisation covered 34 countries and in the same year, its net sales exceeded EUR2.6 billion. In late 2018, an Investor Consortium formed by ANTA Sports Products Limited, FV Mascot JV, LP., Anamered Investments Corporation and Tencent Holdings Limited made a cash tender offer for the entire issued and outstanding share capital of Amer Sports, which valued the company at EUR4.6 billion.

As part of the Agreement, Synagie will maintain and promote the online distribution and expand the online sales of Amer Sports brand products, manage all its authorised online channels and online stores as well as provide integrated services from promotion to customer service for Amer Sports and/or its appointed distributors to help grow their e-Commerce businesses in Southeast Asia.



Co-founder & Executive Director of Synagie, Ms Olive Tai said, ***“Amer Sports is one of the world’s leading sporting goods company with a robust portfolio of internationally recognised sports brands that are household names in Southeast Asia. We started working with Amer Sports in November 2018 and have a successful model managing their e-Commerce business in Malaysia. We look forward to replicating this successful model across different markets to help Amer Sports further expand its online distribution and sales in the region.”***

The Asia-Pacific Sports Apparel market is expected to generate a revenue of \$62.6 billion by 2020, registering a CAGR of 8.1% during 2015-2020.<sup>1</sup> The sale of sports apparel through online stores is also expected to register a CAGR of 14.5% during the same period. Synagie currently provides an integrated multi-channel e-Commerce solution and manages the online businesses for more than 280 brand partners in Southeast Asia. Synagie believes that it is well-positioned to help its brand partners harness the explosive growth of e-Commerce in the region by providing a one-stop solution that will help overcome the complexity of operating an e-Commerce business in Southeast Asia.

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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

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<sup>1</sup> <https://www.alliedmarketresearch.com/press-release/asia-pacific-sports-apparel-market.html>



of the Singapore Exchange Securities Trading Limited (“SGX-ST”) on 8 August 2018 (SGX:V2Y).

<https://synagie.com/>

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