



FOR IMMEDIATE RELEASE

SingPost & Synagie partner to provide on-demand warehousing and logistics solutions for SMEs in Singapore and Southeast Asia

- **Synagie to collaborate with Singapore Post to provide cloud-based warehousing and fulfilment solutions.**
- **Collaboration will enable small and medium-sized enterprises to utilise state-of-the-art warehousing services in Singapore and Southeast Asia**

Singapore, 15 May 2019 – Singapore Post (“SingPost”) and Synagie Corporation Ltd. (“Synagie”) today announced that they will collaborate to provide on-demand warehousing and fulfilment solutions to SMEs in Singapore and Southeast Asia (SEA).

Southeast Asia’s small and medium-sized enterprises (SMEs) will now be able to utilise state-of-the-art warehousing and fulfilment services provided by SingPost subsidiary Quantum Solutions, and powered by Synagie’s cloud commerce platform. The partnership will enable SMEs to capitalise on the strong growth in eCommerce order volumes while enjoying the same enterprise grade logistics capabilities used by industry leaders. It also offers SMEs a one-stop solution for greater operational efficiency and faster turnaround times in both the traditional and eCommerce markets.

SEA’s Internet economy is growing at an unprecedented rate and is expected to exceed US\$200 billion by 2025. High mobile penetration is driving growth of eCommerce transactions in the region, which surpassed US\$10 billion in 2017¹.

SingPost’s partnership with Synagie to provide on-demand warehousing allows brands and SMEs to save on the heavy upfront capital expenditure required to set up or operate their own warehouse, as they are able to acquire integrated warehousing services on a pay-as-you-use basis without long-term commitments. This highly scalable solution will better help them cater

¹ <https://www.myskillsfuture.sg/content/portal/en/career-resources/career-resources/lmi-industry-news/6-southeast-asia-e-commerce-trends-in-2018.html>



to the spikes in warehousing demands during peak seasons (such as mega sales events) and provide greater cost savings and better inventory management.

Designed to provide multi-channel fulfilment for both offline and online businesses, the on-demand warehousing solution will be offered to SMEs in Singapore and SEA from 3rd quarter this year.

Commenting on the partnership, Synagie's Executive Director and CEO, Clement Lee said: ***"We are honoured to collaborate with SingPost to provide one of the region's first fully integrated on-demand warehousing and fulfilment solution focused at helping SMEs manage their multi-channel supply chains. By combining our solutions and infrastructure, we can provide a fulfilment ecosystem for brands and SMEs that will bring about greater efficiencies and cost savings for both their offline and online businesses."***

Group CEO of SingPost, Paul Coutts added: ***"We are pleased to partner Synagie on this endeavour. SMEs can leverage our extensive presence in Southeast Asia to grow their business in the region, as well as capitalise on the rapid growth of eCommerce worldwide."***

SMEs can start a free trial of Synagie's commerce platform now by signing up online via Synagie's website at <https://synagie.com/sign-up/> and will be notified when the on-demand warehousing solution is ready.

-End-

About Synagie Corporation Ltd.

Synagie is 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. According to Frost & Sullivan, Synagie is the fastest growing e-Commerce start-up in Singapore and one of the fastest growing in SE Asia. 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).

<https://synagie.com/>

About Singapore Post Limited

For 160 years, Singapore Post (SingPost) as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets. Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

Singpost – Media Contact:

Name Philip Lim

Mobile: 9816 9395

Email: philiplim@singpost.com

Synagie – Investor Relations/Media Contact:

Chan Hui Si

Mobile: 8298 4408

Email: hui@gem-comm.com

Disclaimer

*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (“**Sponsor**”), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited.*

The Sponsor has not independently verified the contents of this press release. This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made, or reports contained in this press release.

The contact person for the Sponsor is: -

Name: Mr Khong Choun Mun, Registered Professional, RHT Capital Pte. Ltd.

Address: 9 Raffles Place #29-01, Republic Plaza Tower 1, Singapore 048619

Tel: +65 6381 6757