



FOR IMMEDIATE RELEASE

Synagie delivers Record-breaking Brand Launch for KOSÉ in Southeast Asia

- Synagie, the exclusive e-commerce solutions enabler of KOSÉ marked a record-breaking launch of its first official flagship store on LazMall in Southeast Asia

Singapore, 17 October 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 the record-breaking launch of KOSÉ, a Japanese multinational beauty brand in Singapore, Malaysia and Thailand on Lazada.

KOSÉ, launched its official flagship store on LazMall - Lazada’s official brands channel - in Singapore, Malaysia and Thailand on 14 October this year, with Synagie as the exclusive e-commerce solutions enabler of KOSÉ who helped to facilitate its end-to-end online commerce process on Lazada including the management and operations of its flagship stores in the region.

Highlights of KOSÉ Flagship Store Launch:

- Engaged more than 5 million consumers over 24 hours in the region
- Achieved record sales for a Beauty brand launch on LazMall in Singapore and Malaysia
- Surpassed sales target after 12 minutes of launch in Malaysia

Executive Director of Synagie, Ms Olive Tai commented, ***“We are heartened by the overwhelming response to KOSÉ’s inaugural launch on LazMall in Southeast Asia. As KOSÉ’s exclusive e-commerce solutions enabler, we are immensely gratified to be given the opportunity to manage its flagship stores and achieve a high volume of orders for the brand. We will continue to propel its efforts for further expansion in the region. We look forward to setting new sales record in our partnership with KOSÉ and Lazada through our integrated end-to-end commerce platform.”***



As Southeast Asia's leading e-commerce enabler, Synagie manages the online operations of more than 280 brands including KOSÉ with a regional presence in Singapore, Malaysia, Philippines, Vietnam and Thailand. Synagie also plans to expand its footprint into Indonesia in 2020 as it continues to ride on the e-commerce boom.

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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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