



FOR IMMEDIATE RELEASE

Synagie Signs New Brand Partner with Luggage Giant, Samsonite

- Manage the online sales of Samsonite, Samsonite Red, American Tourister, Lipault and Kamiliant in Malaysia
- Marks the Group's entry into the Travel & Lifestyle e-commerce sector

Singapore, 06 May 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 delighted to announce that it has signed an agreement with Samsonite Malaysia Sdn Bhd (“Samsonite Malaysia”), a wholly owned subsidiary of Samsonite International SA (“Samsonite International”), the world’s largest luggage manufacturer, extending the Group’s burgeoning portfolio of over 270 brand partners, which has surged more than 45.2% since 2017.

Through this agreement, Synagie will assist in the management of the online sales of Samsonite International’s brands including Samsonite, Samsonite Red, American Tourister, Lipault and Kamiliant across leading e-commerce platforms - Lazada, Shopee and Zalora in Malaysia. The Group’s integrated platform will enable Samsonite Malaysia to engage online effectively, by managing or automating its e-commerce process. The onboarding of Samsonite Malaysia as one of its brand partners, marks the Group’s foray into the Travel & Lifestyle e-commerce sector, further diversifying the Group’s potential revenue streams from the region.

Executive Director of Synagie, Ms Olive Tai commented, ***“We are truly honoured to be awarded with this opportunity to work with Samsonite, the world’s largest luggage manufacturer. It is a continued testament to the trust and faith that established brands entrust in us, as well as an affirmation of our ability to help businesses shift online and meet consumers’ needs. We will continue our momentum to buttress our leadership position in the e-commerce enablement sector in Southeast Asia.”***



Online travel is the largest sector in Southeast Asia's e-commerce market and is projected to grow at a CAGR of 15% to reach US\$78 billion by 2025, according to a combined report by Google and Temasek.¹ Luggage is an integral part of travel and is now a lifestyle product due to growing urbanization and rising disposable income in the region. According to Samsonite International's annual report, US\$146.8 million, or 11.1%, of its net sales in Asia for 2018 came from e-commerce.

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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).

<https://synagie.com/>

¹ e-Economy SEA 2018 Southeast Asia's internet economy hits an inflection point: <https://www.thinkwithgoogle.com/intl/en-apac/tools-resources/research-studies/e-economy-sea-2018-southeast-asias-internet-economy-hits-inflection-point/>



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