



FOR IMMEDIATE RELEASE

Synagie generates 24-hour GMV sales of more than \$1.0 million during 9.9 online shopping event

- **Synagie generated gross merchandise value¹ (GMV) sales of more than \$1.0 million with Y-O-Y increase of over 300% on 9 September 2019**

Singapore, 11 September 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 that it generated more than \$1.0million GMV sales in 24 hours during this year’s 9.9 online shopping event, recording an increase of more than 300% compared to 2018.

9.9 is an annual online shopping event that takes place across Southeast Asia on the 9th of September each year with participating marketplaces that include Lazada, Shopee and Qoo10. Consumers in the region are drawn to the event which offers super deals, flash sales and attractive discounts for products purchased online on that day.

Key Highlights from 9.9 Online Shopping Event 2019

- Total 24-hour GMV sales was more than \$1.0 million, an increase of more than 300% compared to 2018
- More than 190 of Synagie’s brand partners participated in the event
- Over 42% of consumers bought products from luxury beauty brands
- Top selling brands saw an average increase of more than 20X daily sales

Co-founder & Executive Director of Synagie, Ms Olive Tai said, ***“We witnessed the strength and rise of Southeast Asia’s online shopping economy during this year’s 9.9 event with consumers across the region rushing to purchase our brand partner’s products at the stroke of midnight. Our servers were filled with thousands of orders just minutes after***

¹ Gross merchandise value (GMV) is the value of merchandise sold, processed or fulfilled by Synagie.



the launch of the event which provided an exciting platform for our brand partners to engage with new and returning consumers. We look forward to setting more sales records during the other major online shopping events that are planned for the rest of this year.”

As Southeast Asia’s leading e-commerce enabler, Synagie is present in Singapore, Malaysia, Philippines, Vietnam and plans to expand its footprint into Thailand by end of 2019, followed by Indonesia in 2020. Synagie is well-positioned to continue to ride on the e-commerce boom in the region with its integrated technology and regional network.

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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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