



# SYNAGIE CORPORATION LTD.

Synagie Corporation Ltd.  
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## INVESTMENT HIGHLIGHTS

- Fastest Growing E-commerce Start-Up In Singapore And One Of The Fastest Growing In SE Asia\*
- Revenue CAGR of 551.8% From 2015 to 2017
- Asset Light, Platform Based Business Model
- Experienced Management Team With Proven Track Record
- End-To-End E-commerce Solutions Used By More Than 250 Brand Partners

Issue Manager & Full Sponsor



RHT Capital Pte Ltd  
(Company Registration No. 201109968H)

Underwriter & Placement Agent



UOB Kay Hian Private Limited  
(Company Registration No.197000447W)

## SE Asia's Leading BBB E-commerce Enabler\*

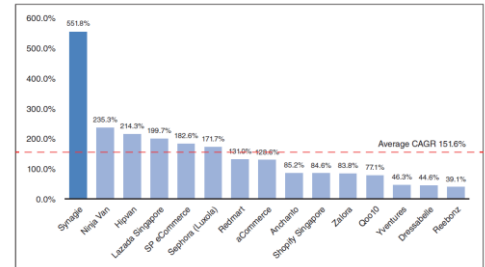
### OVERVIEW

Synagie is the leading E-commerce solutions provider in SE Asia in the Body, Beauty and Baby or BBB sector\*. We help our Brand Partners 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 (which include e-logistics) is achieved through our 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 commerce value chain covering technology, online store operations, content and channel management, digital marketing, customer service to warehousing and fulfilment.

According to Frost & Sullivan, we are the fastest growing E-commerce startup compared to other major E-commerce startups in Singapore and one of the fastest growing in SE Asia, having achieved the highest historical revenue CAGR of 551.8% from the year of our launch, in 2015, to 2017.

Historical Revenue CAGR of E-commerce Startups, Singapore, 2011 – 2017



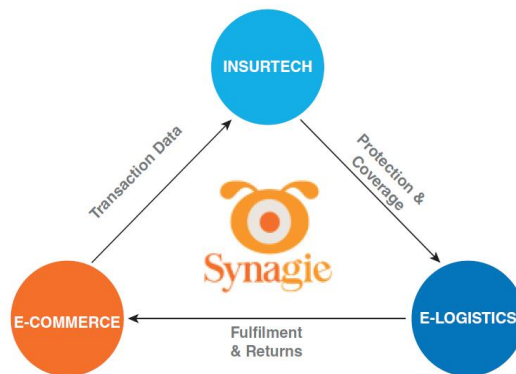
Source: Frost & Sullivan Report

We have more than 250 Brand Partners in the BBB sector, with well-known brands such as, Johnson & Johnson, Kimberly Clark and Shiseido, which use our E-commerce solutions. Our other Brand Partners include China Union Pay that intends to use Synagie's E-Logistics Platform to provide China out-bound parcel delivery services to over 50 countries for their 6.8 million China SMEs and 2,000 China courier customers.

\*Source: Frost & Sullivan Report

### OUR BUSINESS MODEL

Our Group has a platform-based, asset-light business model with three (3) synergistic business segments, namely, E-commerce, E-logistics and Insurtech that work together to offer innovative and efficiency driven solutions to our Brand Partners.



- **E-commerce business segment:** Our Group helps our Brand Partners transform their traditional business models into an online model.
- **E-logistics business segment:** Our Group provides our Brand Partners with on-demand warehousing services and delivery services.
- **Insurtech business segment:** Our Group provides our Brand Partners with third party administration solutions for extended warranty and accidental damage protection services as well as after sales support and call centre services.

### KEY STRENGTHS

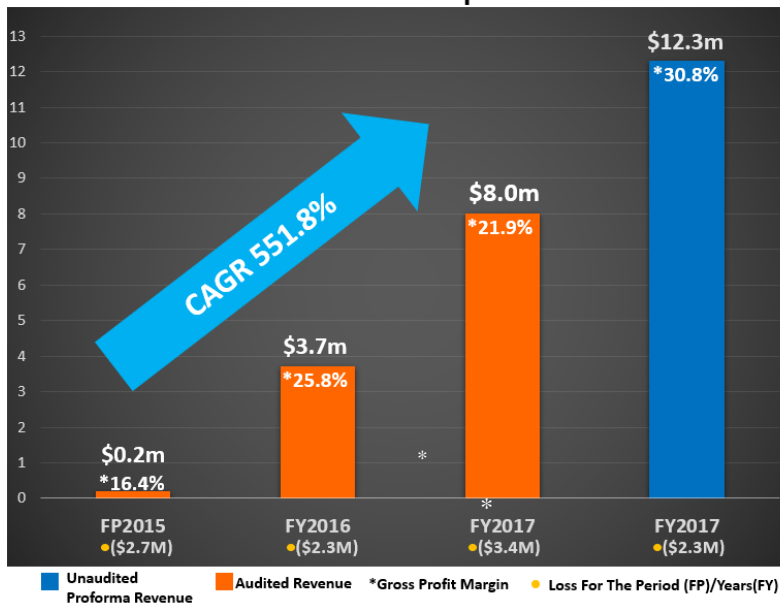
- Capability to provide end-to-end E-commerce solutions across the E-commerce value chain via our Synagie Platform.
- Scalable asset-light E-logistics model that is easily transferable across industries and jurisdictions.
- Existing ecosystem of consumers, brand partners, distribution channel partners, logistic partners and insurance partners.
- Ecosystem driven growth powered by cloud platform with technologies such as Artificial Intelligence and Big Data.



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## FINANCIAL HIGHLIGHTS

### Combined Statements Of Comprehensive Income



\* Our Pro Forma revenue and loss for the year recorded \$12.3m and \$2.3m in FY2017 respectively after incorporating Insurtech business segment, on the assumption that the acquisition had occurred on 1 January 2017 (the actual acquisition was completed in April 2018)

## BUSINESS STRATEGY & FUTURE PLANS

- Further increase the number of our Brand Partners and optimise our product mix**  
 We plan to increase the number of our Brand Partners through regional expansion and by cooperating with our ecosystem partners for Brand Partner referrals. We believe that our strong track record and reputation in Singapore for providing quality end-to-end E-commerce solutions gives us an advantage in new Brand Partner acquisition.
- Expansion of our ecosystem and geographical markets**  
 We launched our Malaysian operations towards the end of 2017. Our Group aims to continue our geographical market expansion into new jurisdictions in SE Asia such as Thailand and Indonesia by replicating our business model and customising our Synagie Platform to meet local requirements.
- Enhance our Synagie Platform and Big Data analytics capabilities**  
 Enhance our Synagie Platform through the launch of a Synagie SaaS Services Platform targeted at small and medium enterprises. The Synagie SaaS Services Platform will offer an on-demand warehousing and fulfilment solution and our self-serve, pay-as-you-use E-commerce solutions that will help small and medium enterprises manage their E-commerce solutions from our Synagie Platform for a low monthly subscription fee.
- Expansion of our Group's business via acquisitions, joint ventures and/or strategic partnerships**  
 We will explore acquisitions, joint ventures and/or strategic partnerships with prudence and will consider opportunities which will complement our existing operations and are also beneficial to our strategic long-term objectives.
- Enhance our current Insurtech business model**  
 We intend to leverage our Synagie Platform's Artificial Intelligence and Big Data analytics capability to provide the infrastructure for our ecosystem distribution channel partners or their merchants to offer warranty and protection services to consumers who purchase 3C products online.

## PROSPECTS\*

### Exponential Growth Of E-commerce Industry In SE Asia

The total GMV of SE Asia's E-commerce industry grew from US\$5.3 billion in 2014 to US\$16.6 billion in 2017 and is forecast to reach US\$45.6 billion by 2022 at a CAGR of 22.3%.

### High Market Penetration and Growth Potential For The Online BBB Industry In Singapore and SE Asia

The SE Asia online BBB market managed to reach US\$1.1 billion by the end of 2017, growing by 40.8% compared to 2016 and is forecasted to reach US\$2.57 billion by 2022 growing at CAGR of 25.2%.

### Singapore Holds A Strategic Market Position For Brands Looking To Expand Their Online Presence

With the highest E-commerce penetration rate over total retail volume in SE Asia, Singapore holds a strategic market position for brands looking to expand their online presence.

### E-commerce enablers will play an important and critical role for the future development of the E-commerce industry in Singapore and SE Asia

E-commerce enablers help brands to optimise E-commerce Go-to-market or GTM strategies with high level of product control across different online sales channels.

\*Source: Frost & Sullivan Report

**DISCLAIMER** This document contains certain forward-looking statements that are not statements of historical fact. Investors can identify some of these statements by forward-looking terms such as 'anticipate', 'believe', 'could', 'estimate', 'profit estimate', 'expect', 'intend', 'may', 'plan', 'will' and 'would' or similar words. However, you should note that these words are not the exclusive means of identifying forward-looking statements. These statements are based on current expectations and assumptions about future events. Although we believe that these expectations and assumptions are reasonable, these forward-looking statements are subject to unknown risks, uncertainties and assumptions that may affect its business operations. As such, the forward-looking events referred to in this document may not occur and actual results may differ materially from those expressly or impliedly anticipated in these forward-looking statements. Investors are advised not to place undue reliance on these forward-looking statements. By accepting this document, you represent and warrant that you are either an institutional investor as defined under Section 4A(1) of the Securities and Futures Act, Chapter 289 of Singapore ('SFA'), a relevant person as defined under Section 275(2) of the SFA or persons to whom an offer is being made, as referred to in Section 275(1A) of the SFA; and agree to be bound by the limitations and restrictions described herein. This document does not constitute or form part of any offer or invitation for sale or subscription or solicitation or invitation of any offer to or recommendation to buy or subscribe for any securities, nor shall it or any part of it form the basis of or be relied on in connection with any contract, commitment or investment decision in relation thereto in Singapore or any other jurisdiction. This fact sheet may not be distributed, either directly or indirectly, to the public or any member of the public in Singapore, other than in compliance with the Catalyst Rules, the SFA and the regulations made thereunder. Failure to comply with this directive may violate applicable laws.