



FOR IMMEDIATE RELEASE

Synagie Expands into “New Retail” Distribution for Global Beauty Care Giant in the Region

- Synagie to manage and expand both online and offline distribution and sales of Henkel’s brand products in Singapore, Malaysia, Vietnam, Philippines and Indonesia

Singapore, 15 August 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 has signed a binding Memorandum of Understanding (“MOU”) with Henkel Singapore Pte Ltd (“Henkel”), a subsidiary of Frankfurt Stock Exchange listed Henkel AG & Co. KGaA (HEN:GR), a global leader in adhesive technologies, beauty care, laundry and home care to manage and expand the online and offline distribution and sales of Henkel’s beauty care brands including Schwarzkopf, Dial, Theramed, FA and Syoss in Singapore, Malaysia, Vietnam, Philippines and Indonesia.

Henkel is a global leader in beauty care, ranked third globally in professional haircare and first and second in Europe in the hair styling and hair colouration markets respectively. Henkel recorded a revenue of €19.9 billion in 2018 with 20% of its revenue coming from the beauty care segment.

Pursuant to the MOU, Synagie will start rendering its “New Retail” distribution services immediately and both parties shall enter into a distribution agreement within 60 days from the date of signing of the MOU.

“New Retail” is the combination and integration of both online and offline commerce to provide a seamless shopping experience for consumers. As part of its “New Retail” services, Synagie will secure and promote the distribution and sales of Henkel’s brand products on online channels such as e-marketplaces and offline channels such as brick and mortar beauty chain



stores or supermarkets in the region. Synagie will also provide an integrated solution from online brand store and channel management to marketing and customer service to help grow the sales of Henkel's brand products.

Co-founder & Executive Director of Synagie, Ms Olive Tai said, ***“We are proud to be able to expand our services into the region for Henkel, our valued brand partner whom we have started working with in Singapore since 2018. We believe that “New Retail” is the future of retail in Southeast Asia, where brands will be able to provide a seamless experience regardless of whether the consumer is shopping online or offline. When implemented, consumers will no longer need to think in terms of separate shopping channels and will be able to use both at the same time for product research, comparison and product purchase including home delivery for their orders.”***

In the retail trade, physical store distribution and e-Commerce sales were traditionally managed by separate distributors, each with its own databases, customer relationships, loyalty program and business targets. This creates disparate supply chains that make it difficult for brands to manage their multi-channel business. Synagie believes that with its technology and regional network, it is well-positioned to help its brand partners grow their sales by providing integrated solution for both offline and online channels in Southeast Asia.

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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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