



**FOR IMMEDIATE RELEASE**

## **Y Ventures Group ties up with luxury leather brand Tocco Toscano to create an online-only private label from Singapore**

- Y Ventures Group, a data analytics driven e-commerce retailer and distributor recently listed on the SGX-ST, has entered into a joint venture agreement with Toscano Pte. Ltd. for the marketing, distribution and online retail of men's leather accessories under an online-only private label line, Faire Leather Co.
- The joint venture marks the first time Y Ventures Group is using its proprietary data analytics to develop private labels with a brand partner

**SINGAPORE, 14 AUGUST 2017 – Y Ventures Group Ltd.** ("Y Ventures Group", the "Company" or together with its subsidiaries, the "Group"), a Singapore-founded data analytics driven e-commerce retailer and distributor that recently listed on the SGX-ST, announced today that it has entered into an agreement to establish a joint venture ("JV") with **Toscano Pte. Ltd.** ("Toscano") for the marketing, distribution and online retail of men's leather accessories under an online-only private label line, **Faire Leather Co.** ([www.faireleather.co](http://www.faireleather.co)).

The JV marks the first time the Group is expanding the use of its proprietary data analytics to develop private labels with a brand partner. Currently, the Group uses its technology capabilities to help brand partners sell effectively online by garnering insights on consumer preferences and price points. Faire Leather Co. will manufacture for sale quality luxury men's leather products at a value driven price point – this includes padfolios, card cases, briefcases, backpacks and small leather goods.

Y Ventures Group will help steer the direction and operations of the JV company, Faire Pte Ltd., by providing core actionable data insights through its analysis of demand trends, pricing intelligence, consumer sentiment and market competition, culled from its proprietary data analytics software. In addition, Y Ventures Group will be coordinating the necessary online distribution and fulfilment of products.

Toscano, on the other hand, will be responsible for the design, branding, procurement of raw materials and production. Tocco Toscano, the operating name of Toscano Pte. Ltd., originated in Florence, Italy with the Stefano family, and specialises in bespoke leather products. Toscano is currently helmed by the father and son team James Lor and Joseph Lor.

Speaking on the JV, Mr. Alex Low, Chief Executive Officer and Executive Director of Y Ventures Group, said: "We are excited to be announcing this new development and are honoured to be partnering with a well-regarded brand in the industry that shares the same vision of building a global brand online from Singapore.

"With Toscano's in-depth experience and expertise in OEM leather work for various global luxury brands and with our analytics and specialisation in online retail and distribution channels, we are positive on capturing the men's accessories market globally."

The day-to-day operations of Faire Pte Ltd. will be overseen by Mr. Joseph Lor, who is also the Chief Executive Officer of Toscano Pte. Ltd..

Mr Lor commented: "We are proud to be partnering one of the leading e-commerce firms in the region. With our online direct to consumer model, we intend to create a brand that makes functional, luxury products without the traditional markup, bringing value to consumers worldwide."

Mr. Alex Low added: "As a complement to our own in-house private label 'JustNile', we are hopeful that this JV not only showcases our data analytics capabilities to drive sales online for brands, but also to develop proprietary products with brands that will help to grow both businesses.

"In addition, we are pleased that this development has shaped up right at the heels of our July 11 listing on the SGX and are hopeful that it will be the first of several meaningful partnerships as we grow Y Ventures Group into a significant player in the industry."

The split of the initial shareholdings in the JV would be 51% and 49% between Y Ventures Group and Toscano respectively.

The proposed JV is not expected to have any material impact on the consolidated net tangible assets per share and earnings per share of the Group for the current financial year ending 31 December 2017.

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This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor ("**Sponsor**"), RHT Capital Pte. Ltd. for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this press release.

This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made, or reports contained in this press release.

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***About Y Ventures Group Ltd.***

Y Ventures Group is a Singapore-founded data analytics driven e-commerce company with a presence on various online marketplaces in multiple countries.

As an e-commerce retailer and distributor, the Group drives sales for third party brands and its private label "JustNile" on online marketplaces such as Amazon, eBay, Qoo10, Lazada and Tokopedia with insights that it derives from its proprietary data analytics capabilities. The Group's business model leverages on these proprietary information for the procurement, distribution, marketing and sale of products in multiple countries across different online marketplaces.

Capitalising on its data analytics capabilities, Y Ventures Group enhances its sales results and cost efficiency by employing its data analytics capabilities of analysing demand trends, pricing intelligence, consumer sentiment and market competition to make informed business decisions. The Company also conducts market research through virtual focus groups to tease out qualitative insights on consumers' preferences on features and specifications which is valuable for improvement of merchandises.

Furthermore, the Group's established reputation on the various online marketplaces, coupled with its data analytics capabilities, offers third party brands a channel to strengthen sales and brand

recognition without having to establish or maintain their own e-commerce infrastructure and multiple seller accounts on different online marketplaces in multiple countries.

Listed on the SGX-ST on 11 July 2017, Y Ventures Group is a fast-growing and profitable company that seeks to become a leading e-commerce company, using actionable data insights to sell across online marketplaces globally.

[www.yventures.com.sg](http://www.yventures.com.sg)

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***About Toscano Pte. Ltd.***

Tocco Toscano, meaning "Touch of Tuscany" in English, originated in Florence, Italy with the Stefano family, who specialised in bespoke leather products sold in a small exclusive boutique. The spirit of Tuscany is centered on the pursuit of beauty and infusion of art into the aspects of everyday life. Similarly, the label strives to create dynamic works of living art in the form of functional items.

With a focus on handbags and other small leather goods, Tocco Toscano offers a wide range of different product types and styles that complement all aspects of the modern individual's lifestyle.

Each Tocco Toscano product is hand-crafted by experienced professionals and known for its durability, richness, smooth texture and lack of physical imperfections. In addition, the leather is tested and certified by International Quality Certification Firms. Only high quality hardware parts (brass and zinc alloy) are used. Each piece is individually plated, polished and brushed to ensure consistency and ultimately – perfection.

Today, Tocco Toscano is present in several countries. With a strong flair for design and an accumulation of 30 years of manufacturing expertise, the brand is helmed by the father and son team James and Joseph Lor, who manage the business from the production end and the front end respectively.

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**FOR MEDIA QUERIES**

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