



Y VENTURES GROUP LTD.

(Company Registration No.: 201300274R)

(Incorporated in the Republic of Singapore)

For Immediate Release

Y Ventures Group's subsidiary, Faire Leather Co. breaks Singapore's Crowdfunding Kickstarter Record with their Tech-focused, Functional Luxury Leather Goods

- Latest endeavour is part of Y Ventures Group's push for distribution and retail of new brands online

Singapore, 23rd January 2017 – On November of last year, Faire Leather Co. launched its first online direct to consumer (DTC) collection of luxurious yet functional leather products on Kickstarter, a premier online global crowdsourcing platform. The brand's Kickstarter campaign, The Bond Collection, quickly gained momentum across the online space achieving a crowdfunding record of S\$406,000 in under 50 days, becoming the highest funded Kickstarter ever launched from Singapore.

Faire Leather Co., is a joint venture collaboration between SGX listed E-commerce company Y Ventures Group and homegrown leather goods company Tocco Toscano.

This latest achievement by Y Ventures Group marks the group's efforts to create innovative, Singapore-branded consumer products for the global market using online retail data analytics for product design and customer targeting. Faire will continue to leverage on the capabilities of Toscano and Y Ventures Group, to develop exciting new products for millennial consumers globally. This augments Y Venture's worldwide retail and distribution model for established brands.

In 2017, Y Ventures Group has secured online distribution rights for 20 over new brands such as, personal care brand Footpure, consumer electronics brand Lowepro, health and wellness brand Shanti Switchel, F&B brand Mavella, maternity brand Mater Mothers' Hospital, amongst many others.

Regarding the group's expansion efforts in 2018, group chairman Adam Low commented, "We are pleased the market has validated our rigorous data-driven development concept for consumer products. With our experience in retailing online and multitude of digital retail channels, we are

confident we will be able to capitalise on the greater opportunities that will arise in the online and technology space.”

-End of Release-

About Y Ventures Group

Y Ventures Group is a Singapore-founded data analytics driven E-commerce company with a presence on various online marketplaces in multiple countries. The Group’s business model leverages on the proprietary information derived from its data analytics capabilities for the procurement, distribution, digital marketing and sale of products in multiple countries across different online marketplaces in North America, Europe and Asia Pacific. 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 data on consumers’ preferences on features and specifications which is valuable for improvement of merchandise. Listed on the SGX-ST on 11 July 2017, Y Ventures Group seeks to become a leading e-commerce company in the region, using actionable data insights to sell across online marketplaces globally.

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