



Y VENTURES GROUP LTD.

(Company Registration No.: 201300274R)  
(Incorporated in the Republic of Singapore)

For Immediate Release  
Press Release

## Y Ventures Group establishes new subsidiary to develop a Global Buying Concierge, signs collaboration MOU with SingPost



From left: Vivienne Ong, Senior Marketing Executive (Y Ventures Group); Cedric Choy, Head of Corporate Development (Y Ventures Group); Lee Hon Chew, Vice President – vPost Services (SingPost); Adam Low, Executive Chairman and Managing Director (Y Ventures Group); Alex Low, Chief Executive Officer and Executive Director (Y Ventures Group); Goh Hui Ling, Deputy CEO – International Mail Services (SingPost); Joshua McLarin, Vice President – Regional Sales (SingPost); Lee Yi Shan, Director – Regional Sales (SingPost)

- Y Ventures Group establishes a new subsidiary in Singapore, Luminore 8 Pte. Ltd., to develop a world-class E-commerce buying platform that will focus on cross-border purchases on behalf of consumers across Asia
- MOU for collaboration signed with SingPost to develop platform as well as logistics-related technology to enhance efficiency across the vertical logistics chain and to accelerate global expansion of both parties

**Singapore, 05 March 2018** - Catalyst-listed Y Ventures Group Ltd. (the "Company" or "Y Ventures" or the "Group") is pleased to announce that the Group has established a new subsidiary in Singapore with the goal to develop the AORA platform, a global buying concierge, that will focus on cross border purchases on behalf of consumers in Asia.

The Group has also signed a MOU with Singapore's leading eCommerce logistics and trusted communications service provider, Singapore Post Limited. Among other things the MOU states that both companies will seek to explore collaborations on developing a world-class E-commerce platform with reliable last mile delivery services, taking advantage of new E-commerce business opportunities in Asia, and the sharing of data on buying trends and consumer preferences in new markets.

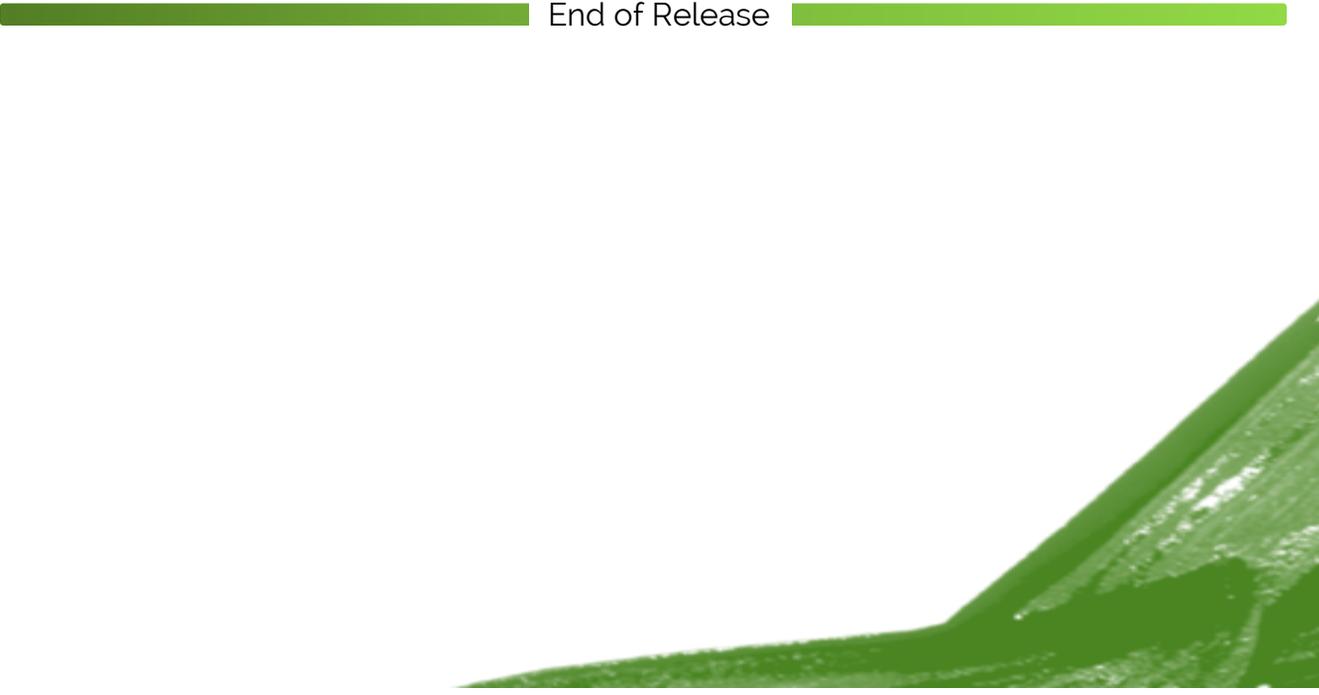
The Group's wholly-owned subsidiary, Luminore 8 Pte. Ltd., will also focus on the development of logistics-related technology and algorithms to enhance efficiency across the vertical logistics chain to accelerate global expansion of both parties.

Commenting on the new subsidiary's establishment and MOU, Mr. Adam Low, Chairman, Y Ventures Group, said, "AORA was set up as we saw opportunities with the increasing demand in overseas goods from consumers in Asia. Our technological capabilities, familiarity with online retail, and proprietary data analytics capability, have given us the competitive edge in developing an enhanced global buying concierge platform that will provide consumers a seamless and hassle-free cross-border buying experience. We are pleased to develop this platform together with SingPost and ride on the growth of eCommerce in Asia."

Mr. Lee Hon Chew, Vice President of vPOST from Singapore Post Limited said: "We are excited to work with Y Ventures in their development of a robust platform that facilitates the growth of eCommerce in the region especially among the fast growing middle class consumers. This collaboration reflects SingPost's commitment in building a strong ecosystem for eCommerce logistics and we will continue exploring opportunities that contribute towards this goal."

The AORA buying platform is slated for a limited beta launch in the third quarter of this year, more information can be found at [www.aoraglobal.com](http://www.aoraglobal.com)

End of Release



About Y Ventures Group  
([www.yventures.com.sg](http://www.yventures.com.sg))

Y Ventures Group is a Singapore-founded data analytics driven E-commerce company with a global presence. 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 worldwide across different online marketplaces in North America, Europe and Asia Pacific. Capitalising on its data analytics capabilities, Y Ventures' enhances sales results and cost efficiency by employing its data analytics capabilities of analysing demand trends, pricing intelligence, consumer sentiment and market competition to inform its business decisions. The company also analyses qualitative data and conducts market research through customer engagement / virtual focus groups to tease out key insights on consumers' preferences on features and specifications which is valuable for improvement of merchandise. In 2017, Y Ventures made its debut on the Catalist Board of the Singapore Stock Exchange (Stock Code - SGX:1F1), becoming the first homegrown E-commerce and Technology firm to do so.



#### Media & Investor Relations Contact

[invest@yventures.com.sg](mailto:invest@yventures.com.sg)

*This press release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, RHT Capital Pte. Ltd. (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST").*

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*The contact person for the Sponsor is:*

*Name: Mr Leong Weng Tuck, Registered Professional, RHT Capital Pte. Ltd.*

*Address: 9 Raffles Place, #29-01 Republic Plaza Tower 1, Singapore 048619*

*Telephone: (65) 6381 6757*