



Y VENTURES GROUP LTD.

(Company Registration No.: 201300274R)

(Incorporated in the Republic of Singapore)

For Immediate Release

Y Ventures Group Signs Distributor Agreement with Beast Kingdom Co., Ltd. as the exclusive online distributor for Disney Products in Southeast Asia

- Tie up with major Disney licensee in Asia adds line of official Disney products to Y Venture's portfolio of Brands
- Y Ventures has the right to retail Beast Kingdom's products across popular online marketplaces in Southeast Asia
- Online stores of Y Ventures will be stocked with official Disney, Marvel, Star Wars and Pixar merchandise
- Categories of Beast Kingdom's products that Y Ventures will distribute include Figurines, Toys, Novelties and Stationery
- Partnership will enable Y Ventures to become a major online retailer of official Disney products in Southeast Asia

Singapore, 27 June 2018 – Y Ventures Group Ltd. (“**Y Ventures**”, the “**Company**” or together with its subsidiaries, the “**Group**”) a Singapore-founded data analytics driven e-commerce and technology company listed on the Catalist Board of Singapore Exchange Securities Trading Limited (“**SGX-ST**”) (the “**Catalist Board**”) has entered into a distributor agreement with Beast Kingdom Co., Ltd. (野兽国股份有限公司) (“**Beast Kingdom**”), a licensee for official Disney products in Asia, to act as their exclusive online distributor in Southeast Asia. The distributor agreement has an initial term of 3 years.

Apart from Beast Kingdom's own online platforms, Beast Kingdom's products will be exclusively available on Y Ventures' online webstores and also across online marketplaces in Southeast Asia. Y Ventures will also provide data analytics to augment product selection, optimise online marketing, ensure end-to-end delivery and handle after-sales support to customers. With this partnership, Y Ventures aims to be the largest online retailer of official Disney products in Southeast Asia.

This latest distribution agreement secured by Y Ventures marks its efforts to increase its distribution portfolio with strong and established brands. Regarding the Group's latest partnership, Mr. Adam Low, the Executive Chairman and Managing Director of Y Ventures, commented, “We are excited to work with Beast Kingdom to provide an effective avenue of online distribution for official Disney products

across Southeast Asia. We are confident the consumer will appreciate the selection and product availability of the most popular and well-loved characters from the Disney Universe and we are proud to play our part in making it possible.”

Mr. KK Yang, CEO of Beast Kingdom, stated, "Improving the overall customer experience is always a top business priority for Beast Kingdom. Therefore, we are delighted with our partnership with Y Ventures and look forward to introducing all these official licensed products, including top quality action figures, collectibles, stationery, and novelties, to the popular online marketplaces in Southeast Asia. Enjoy your online shopping with Y Ventures!"

-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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About Beast Kingdom Co., Ltd.

Beast Kingdom Co., Ltd. is a leading developer and global distributor of licensed merchandise based on some of the world's most recognizable movies, television, comic books and pop culture icons. Beast Kingdom started its business as the main exclusive distributor in Taiwan for major finely-crafted collectible suppliers and built a reputation globally with its articulated figure series Egg Attack Action®. Over the years, Beast Kingdom has acquired the official merchandising right in producing highly detailed and innovative products based on media properties, including Disney, Marvel, Pixar, Star Wars, Warner Brothers, Universal and many more. Apart from this, Beast Kingdom also operated many successful movie-themed exhibitions that used real life props and immersive interactive content to bring the fictional world to life.

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"). 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 assume 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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Y VENTURES GROUP LTD.
(公司注册编号.: 201300274R)
(公司成立于新加坡)

用于立即发布

Y Ventures Group 与野兽国股份有限公司 (Beast Kingdom Co., Ltd.) 签署经销商协议，被授权成为迪士尼产品在东南亚线上销售指定经销商

- 与亚洲主要的迪士尼授权商联手，为 Y Ventures 公司的品牌组合增添最新的官方迪士尼产品线
- Y Ventures 拥有在东南亚流行的线上市场销售野兽国(Beast Kingdom)产品的权利
- Y Ventures 网店的商品将进货于官方迪士尼, 漫威, 星球大战, 皮克斯生产商
- 产品类别包含高阶收藏雕像、高可动人偶、服饰配件与日常生活小物 (野兽国网店专属)
- 此次合作将使 Y Ventures 成为东南亚官方迪士尼产品的主要线上零售商

新加坡，2018 年 6 月 27 日 ——在新加坡证券交易所 (SGX) 上市的电子商务与网络技术公司 Y Ventures Group Ltd. 与亚洲区迪士尼官方产品的主要授权商野兽国股份有限公司 (Beast Kingdom) 签署经销商协议，Y Ventures Group Ltd. 成为迪士尼产品在东南亚线上销售指定经销商，此次协议的初始期限为 3 年。

野兽国(Beast Kingdom)的产品将在 Y Ventures 的网店以及东南亚的线上市场独家提供。该公司还将提供数据分析用以扩大产品选择范围，优化在线营销，确保货物终端运送，并对客户提供售后支持。通过这种合作关系，Y Ventures 的目标是成为东南亚地区最大的迪士尼官方指定线上零售商。

Y Ventures Group 的最新业绩标志着该集团努力扩大其分销形式，并建立了强大的知名品牌。针对集团最新的合作伙伴关系，Y Ventures 的执行主席兼董事总经理刘裕胜对此次合作表示：“我们很高兴与野兽国 (Beast Kingdom Co., Ltd.)和 Disney SEA 合作，为东南亚的迪士尼产品提供有效的线上分销渠道。我们很自豪能够为线上消费者提供 Disney Universe 中最受欢迎和喜爱的角色的官方正品，相信消费者一定会喜欢“

野兽国有限公司(Beast Kingdom Co., Ltd.)的 CEO 杨咏晓表示：「『提供更佳消费体验』一直是野兽国首重的经营目标。我们期待本次与 Y Ventures Group 的合作机会，透过他们在东南亚的在线销售平台，让消费者可以更及时的享受野兽国 (Beast Kingdom) 旗下完整商品线，其包含高质量、高质感的雕像、公仔、配件、文具与礼品等众多商品。衷心希望提供东南亚朋友们更棒的在线购物体验！」

-结束发布-

关于 Y Ventures Group

Y Ventures Group 是在新加坡成立的以数据分析为驱动的电子商务公司，分布在多个国家的多个线上市场。本集团的业务模式利用其数据分析能力所衍生的专有信息，用于在北美，欧洲和亚太地区不同在线市场的多个国家/地区进行采购，分销，数字营销和产品销售。利用其数据分析功能，Y Ventures Group 通过分析市场需求趋势，智能定价，消费者情绪和市场竞争等数据分析功能，做出正确的业务决策，从而提高其销售业绩和成本效益。该公司还通过虚拟焦点小组进行市场调研，梳理出消费者偏爱的产品特点 and 规格的定性数据，这对改进产品很有价值。Y Ventures Group 于 2017 年 7 月 11 日在新加坡交易所上市，旨在成为该地区领先的电子商务公司，利用可操作的数据洞察力在全球在线市场上销售。

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关于野兽国 (Beast Kingdom Co., Ltd.)

创立于 2009 年以台湾为研发中心的野兽国，长期深耕美系玩具与电影商品授权市场。旗下拥有多元商品线，包含高阶收藏雕像、高可动人偶、服饰配件与日常生活小物，深受喜爱欧美电影、动画的粉丝们欢迎。目前拥有迪士尼、漫威、星球大战、哈利波特、神奇动物在哪里、神偷奶爸等国际知名品牌授权，经销据点遍及世界各地。除此之外，野兽国也于国际上举办多场高规格的新型态大型电影主题展，提供全球消费者有别以往的全新体验。
