



FOR IMMEDIATE RELEASE

YUUZOO STRENGTHENS BOARD OF DIRECTORS AND SENIOR MANAGEMENT TEAM

- Appointments support YuuZoo's continuous global expansion
- New CFO joins from leading global e-commerce payment company with over US\$ 5 billion in transaction volume
- Ex-Managing Director of Goldman Sachs joins as new Independent Board member

Singapore, December 5th, 2014: Singapore-based YuuZoo Corporation ("**YuuZoo**" **SGX: AFC**), the world's first third generation social e-commerce company today announced that it has made two new key appointments to strengthen its senior management team and board. The appointments add significant knowhow and expertise in payments, gaming and e-commerce, areas that are key to YuuZoo's continued global growth. They also add significant knowhow in key functions including key management processes, cross-border M&A, business development and financial management.

YuuZoo's new CFO, Linda Hoglund, joins the company from Klarna, one of the world's fastest growing e-commerce payments and service providers with over US\$ 5 billion in yearly transaction volume. Klarna is financed by some of the world's largest PE firms including Sequoia, General Atlantic, Digital Sky Technologies and Atomico.

At Klarna, Ms. Hoglund was Group CFO from 2011 to September 2013, and from October 2013 until now Head of Klarna's Asian operations. Before Klarna, Ms. Hoglund has been Group CFO for Relacom, a global telecom service provider with 12,000 employees and revenues of US\$ 1 billion, and CFO Europe games for Electronic Arts, one of the world's largest game publishers with revenues of over US\$ 4 billion. She has also been both CFO and deputy CEO of a large listed company.

Kee Poir Mok, who joins YuuZoo's Board of Directors as a new Independent Director, is a former Managing Director of Goldman Sachs. He has also held senior positions at Nikko Commercial Bank and United Overseas Bank. He is currently a Managing Partner of 125Capital LLC.

Commenting on the two key appointments for YuuZoo, Mr. Thomas Zilliacus, Chairman and CEO of YuuZoo said, "YuuZoo has made these two strategic appointments in the



knowledge that we will be able to draw on the vast knowhow and experience of both Linda and Poir Mok as we bring YuuZoo to the next level and continue to grow across multiple markets. We welcome both to the YuuZoo family and look forward to working with them in growing a profitable business.”

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ABOUT YUUZOO:

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 85 million registered users in 164 countries, YuuZoo in a unique way combines social networking and e-commerce in a mobile-optimized, fully localized virtual shopping mall, where the consumer can access hundreds of targeted social networks, targeted shops and targeted entertainment through one single login. All networks are localized for each market as comes to language as well as merchandise and design. To see the networks, log into: www.yuuzoo.com. For more information about the company, please log on to: www.yuucorp.com

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Macquarie Capital (Singapore) Pte. Limited (“Macquarie”) was the financial adviser to W Corporation Limited (now known as YuuZoo Corporation Limited) in relation to the acquisition of the entire issued and paid-up share capital of YuuZoo Corporation and its subsidiaries