

FOR IMMEDIATE RELEASE

## **YUUZOO SIGNS FRANCHISE AGREEMENT FOR MEXICO WITH MAJOR MEXICAN GROUP, TARGETTING ANNUAL ONLINE BUSINESS OF OVER USD 200 MILLION**

- *Franchise agreement gives YuuZoo access to Mexico's 120 million population and 34.4 million gamers.*
- *Agreement, signed with Media Rock S.A de C.V, aims to use YuuZoo's payment (YuuPay) platform for all payments of all Media Rock's clientele, which last year recorded revenues of over USD 200 million.*

**Singapore, April 21<sup>st</sup> 2016:** Singapore-listed YuuZoo Corporation Limited ("**YuuZoo**" **SGX: AFC**), one of the world's fastest growing third generation social e-commerce networks, today announced that it has signed a major new franchise agreement for Mexico with Media Rock S.A. de C.V. ("**Media Rock**"), a leading Mexican digital entertainment agency. The franchise agreement, through Media Rock's clientele, gives YuuZoo access to one of the world's largest and fastest growing online markets. Mexico has a population of 120 million people, of which an estimated 34.4 million<sup>1</sup> are gamers.

Media Rock's lead client is Busca Corp., which owns [www.levelup.com](http://www.levelup.com) – one of Latin America's leading online video game sites. Other primary online properties owned by Busca Corp. include [www.core.com](http://www.core.com), [www.metatube.com](http://www.metatube.com), [www.sandiegored.com](http://www.sandiegored.com), and [www.tomatazos.com](http://www.tomatazos.com).

Media Rock has a strong engagement with Busca Corp. Partnerships with leading digital and entertainment firms, including Yahoo, Sony, Terra Networks, CBS, and Warner Brothers, enable it to grow quickly in the high growth area of entertainment, games and digital services in Latin America and the U.S. Hispanic market.

The new franchisee aims to incorporate YuuZoo's fully-owned payment platform YuuPay into the online stores run by Media Rock's clients. Annual online transactions in Mexico's video game market top USD 200 million per year, with Busca the leading player.

[www.store.levelup.com](http://www.store.levelup.com), is one of the top online video game sites in Latin America. Together with [www.levelup.com.it](http://www.levelup.com.it) has a combined traffic of over 3 million unique visitors per month. It manages its online store with no third-parties involved, allowing it to set its own prices, discounts, and promotions.

In addition to payments, the immediate next step is to offer YuuZoo's complete, integrated social e-commerce platform in Mexico. Through the platform, consumers in Mexico will be able to engage in tribal social networking, e-commerce and games through one single log-in. The revenues generated from advertising, e-commerce, gaming and payments are shared between YuuZoo and Media Rock, under the business model used by all YuuZoo franchisees.

Mexico is a large and fast growing e-commerce market.<sup>2</sup> Its B2C ecommerce sales are directed at reaching USD15.11 billion by 2017<sup>3</sup>. At present, the average e-commerce spending per user per annum

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<sup>1</sup> [www.statista.com](http://www.statista.com)

<sup>2</sup> <http://www.cnbc.com/id/102501385#>

<sup>3</sup> [Statista](http://www.statista.com)



is USD1.307<sup>4</sup>, average digital advertising spend is USD18.47 per user, and average gaming revenue per user is USD24.32<sup>5</sup>.

**Says YuuZoo CEO James Sundram:** *“As a large and fast-growing economy in Latin America, Mexico is a very exciting market for us to enter. The local gaming industry is one of the drivers of its progress in the digital economy. We are very happy to form relationships with Media Rock and Busca Corp. Our business goals are aligned, and the new business relationships that YuuZoo has recently entered into maximise our synergies. We are confident that this new addition to our franchise network will generate significant new revenue and new users.”*

**Says Ramon Toledo, President and CEO of Busca Corp.:** *“I am very happy to bring YuuZoo and YuuPay to our users in Mexico. Their innovative solutions in payments, social networking, e-commerce and games will allow us to extend exciting new offerings to our users. Their mobile optimisation and bespoke payment solutions will enable us to generate solid revenue in addition to the revenue from e-commerce and gaming”.*

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**ABOUT YUUZOO:**

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 110 million users in 164 countries, YuuZoo uniquely combines social networking, e-commerce and gaming in a mobile-optimised, fully localised tribal marketplace, where the consumer can access hundreds of tribal social networks, shops and entertainment through one single login. All networks are localised for each market as comes to language as well as merchandise and design. To see the networks, log into: [www.yuuzoo.com](http://www.yuuzoo.com). For more information about the company, please log on to: [www.yuucorp.com](http://www.yuucorp.com)

**ABOUT BUSCA CORP.:**

Busca Corp. is a leading digital entertainment network in Mexico, Latin America and the U.S. Hispanic market. The company has offices in La Jolla (California), Tijuana and Mexico City (Mexico), Santiago, (Chile), and Bogota (Colombia). Busca Corp. is a culturally rich and diverse corporation, leveraging partnerships with leading firms, including Yahoo, Sony, Terra Networks, CBS, and Warner Brothers. Their primary properties include [www.levelup.com](http://www.levelup.com), [www.store.levelup.com](http://www.store.levelup.com), [www.core.com](http://www.core.com), [www.metatube.com](http://www.metatube.com), [www.sandiegored.com](http://www.sandiegored.com) and [www.tomatazos.com](http://www.tomatazos.com). For more information or media inquiries, visit <http://www.buscacorp.com/> or contact [press@buscacorp.com](mailto:press@buscacorp.com) or (858) 454-5111.

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<sup>4</sup> [eMarketer](#)

<sup>5</sup> [Statista](#)