



PRESS RELEASE

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## **YuuZoo Appoints Fred Lim as New Chief Financial Officer**

***Fred Lim Brings more than 20 Years of Financial Expertise to YuuZoo's Social e-Commerce Business***

### **Key Highlights:**

- *YuuZoo brings aboard new CFO, Fred Lim, with more than 20 years' experience in Finance and Accounting*
- *Fred Lim joins YuuZoo on 1<sup>st</sup> August 2016 with a quest to establish a sound budget for YuuZoo's business aspirations and strengthen investor confidence in key markets*
- *With proven experience operating at CFO-level for SGX-listed companies and the China and Southeast Asian markets, Fred Lim is poised to help bring YuuZoo's business to a whole new level*

**Singapore, 2 August 2016** – Singapore-based YuuZoo Corporation Limited (“**YuuZoo**” **SGX: AFC**), one of the world's first third-generation social e-Commerce company announced the appointment of **Fred Lim** as its new Chief Financial Officer (CFO).

Fred joins YuuZoo Corporation as CFO, bringing with him 20 years of experience in Finance and Accounting, as well as extensive management and leadership experience at all levels.

Formerly Executive Director and CFO of China Fanwo Public Security Limited, Fred assisted in fund raising to grow the company's security and surveillance business in China. With a proven track record in Investor Relations and rich experience in managing companies for IPO, Fred was CFO for SGX-listed Sunningdale Tech Limited from 2004-



2006, actively improving the company's Investor Relations program. During his incumbency with another SGX-listed company Zagro Asia Limited from 2000-2004, Fred was General Manager and CFO.

As CFO of YuuZoo Corporation, Fred will be charged with all financial aspects of YuuZoo's operations, development and Investor Relations. Fred's appointment is vital as YuuZoo focuses on finalising its capital structure. One of his main assignments will be setting up a sound budget which is consistent with YuuZoo's business aspirations. Fred will also undertake Investor Relations with a mission to invigorate the currently static investor climate, seeking to acquaint existing and potential investors alike with information on YuuZoo's dynamic business model.

"The addition of Fred Lim as CFO is another major step forward as we continue building YuuZoo's leadership team," said YuuZoo CEO James Sundram. "Fred brings with him more than 20 years' experience with an extensive knowledge of corporate finance. His experience working with listed companies will be an asset to an SGX-listed company like YuuZoo. Furthermore, his proficiency and knowledge of relevant markets like China and Eastern Europe will, no doubt, provide value in helping bring the YuuZoo business to another level in our key markets."

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## **ABOUT YUUZOO**

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 118 million registered 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. YuuZoo grows its international business through a network of franchisees and partners. The network currently covers 68 countries.

To see YuuZoo's tribal marketplace, log into: [www.yuuzoo.com](http://www.yuuzoo.com).

For more information about YuuZoo, please log on to: [www.yuucorp.com](http://www.yuucorp.com)



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