



YUUZOO CORPORATION LIMITED
(Company Registration No: 36658)
(Incorporated in Bermuda)

**YuuZoo Corporation Awarded Patent for Advertising Technology by
The Intellectual Property Office of Singapore**

The Board of Directors of YuuZoo Corporation Limited (“YuuZoo Corporation”) wishes to announce that it has been awarded patent right for its invention of “SYSTEM AND METHOD TO SERVE ONE OR MORE ADVERTISEMENTS WITH DIFFERENT MEDIA FORMATS TO ONE OR MORE DEVICES” by the Intellectual Property Office of Singapore.

YuuZoo’s invention allows for Real-Time Contextual Advertisements, which can be used to help businesses manage connections between consumers across multiple networks. YuuZoo’s platform enables brands to deliver contextual advertisements in real-time to the consumer, so that the user can be offered customised advertisements that appeal to their profiles and cover specific areas of interest, while giving them the liberty to decline advertisements they are not interested in.

This invention also allows the media format of the advertisement to be customised and delivered to the user appropriated based on device type. For instance, when the user is using a mobile device, the advertisement may be served in text format while the same advertisement can take the form of a higher definition version when the user is logged into a laptop device.

YuuZoo Corporation is working to bring this technology to both existing and potential customers on pilot runs. “YuuZoo is well poised to tap into the growth of digital advertising market which this year alone is estimated to reach US\$186.2 billion¹. This patent complements YuuZoo’s five key drivers of Sports, Celebrities, Fashion, Beauty and Games which, through YuuZoo’s digital network platform and integrating marketing technology, provide a rich contextual experience in real-time to users based on their specific needs across multiple devices like mobile phones and computers. This licensure platform will bring forth higher engagements and satisfaction from users, which will in turn lead to an increase revenue on the e-commerce front.” said James Sundram, CEO of YuuZoo Corporation.

BY ORDER OF THE BOARD

Thomas Zilliacus
Executive Chairman
04 August 2016

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.

¹ Source: Worldwide digital advertising revenue <http://www.statista.com/outlook/216/100/digital-advertising/worldwide>