

For Immediate Release

YuuZoo Launches Tribe Nation, the first subscription app of its kind in the Indian market; connecting consumers directly to farmers

- *Tribe Nation's launch was marked by a big event headlined by popular Indian artist Lucky Ali, with over 10,000 people in attendance*
- *Through the Tribe Nation app, farmers and consumers will better be able to access and conveniently use this subscription-based 'supermarket'*

Singapore, 5th October 2017: Singapore Exchange listed YuuZoo Corporation Limited ("YuuZoo" SGX:AFC) launched Tribe Nation this past week in India. Tribe Nation is an app that allows consumers to subscribe and directly buy fresh and farm-grown products from rural farmers. The launch was followed by an event headlined by Lucky Ali (popular Indian singer-songwriter) which saw an attendance of more than 10,000 people.



This first-of-its-kind app aims to bridge the gap between the rural and urban communities in India. Tribe Nation is the strategic extension following YuuVillage's launch with iComp Digital Media (YuuZoo's Indian franchisee for Tribe Nation) in March, for India's rural population. Through the YuuVillage platform, local farmers can bypass the middleman and sell directly to end consumers, ensuring sustainability of local farmers.

This is enhanced with Tribe Nation, which functions as a competitive 'supermarket', offering products at lower prices than existing market rates, for extended periods of time. With farmers experiencing challenges with retailing their produce – such as not getting the right price for their produce, lack of knowledge on market demand and exploitation by middlemen – Tribe Nation seeks to empower local farmers and rural villagers to become competitive business owners and traders.

Within the Tribe Nation app, consumers are given the flexibility of monthly or yearly subscriptions. Nonetheless, annual subscriptions are encouraged to gain a better forecast of

the products in demand, to reduce the produce that goes to waste. This subscription model benefits farmers as they are able to obtain advice and feedback on the type of produce (e.g. fruits, vegetables) that are in higher demand. This allows them to adjust the amount of crop they grow based on consumer demand, resulting in opportunities for farmers to earn more.



“For the first time in the world, YuuZoo through Tribe Nation has introduced a subscription model platform in the field of fruits, vegetables and groceries. In this age of digitisation, and with a high adoption of smart phones by people in the rural areas, an app would be the most efficient way for both merchants and consumers to maximise this system. More importantly, it allows farmers to earn a fair return for the blood and sweat growing their crop rather than allow middlemen to unnecessarily erode their earnings,” says Mohandas, Chief Operating Officer of YuuZoo Corporation Limited.



Lucky Ali with Uma Mahesh

“Through this joint effort with YuuZoo, consumers will have the added assurance that their produce is healthy and fresh, coming directly from the farms. This not only benefits the farmers and allows them to earn a greater income, but allows customisation of their ‘supermarket’ buys and ease for the consumers. To date, more than 1,000 farmers are getting benefits from this program,” added Uma Mahesh, Managing Director at iComp Digital Media.

Aside from having a personal ‘supermarket basket’, consumers on the Tribe Nation app will have their orders conveniently delivered to their doorstep. Consumers will also have the added assurance that because their produce comes directly from the farms,

they offer far more cost-effective prices for their goods of choice.

To see the YuuVillage platform, log-in to: <http://www.yuuvillage.com/>.

To watch the Tribe Nation launching event, please visit: <https://youtu.be/eWPzfkJ6gTQ>.

ABOUT YUUZOO:

Headquartered in Singapore, listed on the SGX mainboard (SGX: AFC), with operations across the globe in Asia, Africa and Europe, YuuZoo has built a partly patented mobile and online technology platform on which several in-house developed products in a unique, and for each market, fully localised manner, offer targeted social networking, eCommerce, gaming and payments to hundreds of millions of consumers across all continents.

With franchisees and partners covering 69 countries with more than 4 billion consumers, YuuZoo reaches a huge global audience through smartphones, computers and TV sets. To see the YuuZoo platform, log on to: <http://www.yuuzoo.com>. For more information about the company, please log on to: <http://www.yuucorp.com>.

ABOUT ICOMP DIGITAL MEDIA:

iComp Digital Media Pte Ltd is a technology company focused on implementing digital solutions throughout India. They work with businesses to transition their brands and products from traditional to digital. Leveraging on the potential of the web, they have been giving companies the added edge to stand apart and stay ahead of their competition. iComp Digital is part of the iComp Solutions Group whom are the leading distributor and the largest partner for Apple India. The iComp group has won many awards in the industry, including Outstanding Performance and Most Number of Apple Products sold in India for 2015 and 2016. Their primary clients include most of the top Fortune 500 companies, the Government of India (Federal and State), major media companies and startups. The iComp group is headquartered in Bangalore and maintains strategic offices in Chennai, Mumbai, Delhi, Hyderabad and Kerala. They also have commercial relationships with more than 200 resellers in India.

ABOUT LUCKY ALI:

Lucky Ali, an Indian singer-songwriter, composer and actor, made his debut on the Indian music scene with the album *Sunoh* which established him as a singer. This album won many of the top awards in Indian music industry, including the Best Pop Male Vocalist at the 1996 Screen Awards and the Channel V Viewers' Choice Award in 1997. It stayed on the MTV Asia Charts in the top three for 60 weeks.

The song *O Sanam* from *Sunoh* launched his career and is considered by some to be one of the best indi-pop songs ever. It was also nominated at 1997 MTV Video Music Awards. He is also known for contributing the song "Anjaani Raahon Mein" to the album "Meri Jaan Hindustan" which commemorated 50 years of Indian independence in the year 1997. Ali also debuted in Bollywood with the song "Na Tum Jaano Na Hum", featured in *Kaho Naa... Pyaar Hai* (2000). He received the 2001 Filmfare Award for Best Male Playback Singer for this song. He was nominated for the Best Playback Singer Male in the 48th Filmfare Awards. He has also worked with composers like A.R Rahman, Vishal Bhardwaj, Vishal-Shekhar, Mikey McCleary, Prashant Pillai, Rajiv Bhalla, etc.

Visit <https://www.facebook.com/officialluckyali/> for more info.

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