FOR IMMEDIATE RELEASE

25TH APRIL 2012

Epicentre Driving The Future Of Retail With Strategic Alliances Across The Public And Private Sector

EpiCentre on a path to global competitiveness, supported by International Enterprise (IE) Singapore

SINGAPORE - Starting out as an Apple Premium Reseller (APR) 10 years ago, Singapore-based IT retailer, EpiCentre Pte Ltd, has grown to become one of Asia’s first and largest APRs. The EpiCentre Group has extended its brand presence beyond Singapore, into Malaysia and China bringing up its total number of stores to 19, with more in the pipeline. More recently, it launched EpiLife, a new retail concept that positions IT products as lifestyle and fashion covetables. Adapting to the growing demand for greater retail mobility, it also features a mobile commerce platform, called EpiLife-On-The-Go. EpiLife-On-The-Go is the first retail store with an end-to-end m-commerce retail strategy in Singapore.

EpiCentre’s global aspirations and mindset are important indicators of a company with globally competitive potential. It is working with International Enterprise (IE) Singapore, the government agency in charge of driving Singapore’s external economy to become a Globally Competitive Company (GCCs). EpiCentre will work with IE Singapore via its recently launched Global Company Partnership (GCP) to strategically build its capability, access markets and gain access to financial assistance.

Adapting to the ever-changing times and growing demand for greater retail mobility, EpiCentre has adopted a diversified business model. Changing consumer behavior, has called for EpiCentre to move beyond the conventional brick-and-mortar retail spread, into the mobile commerce platform. EpiCentre now has the aptitude to expand to over hundred stores and beyond with the implementation of the M-Commerce platform, turning any space into a sales channel, without the hefty overheads associated with a physical store. Through Quick Response (QR) codes, everyday mediums like catalogues, flyers, billboards and walls in public spaces such as MRTS, and movie theatre screens will be transformed into virtual stores.

Some of EpiCentre’s strategic alliances include CellCity as their technology partner and DBS as their preferred clearing bank. Cellcity is building EpiCentre a comprehensive customer centric backend management system that will reward customers for their loyalty, track purchasing behavior and automate the supply of services and products according to individual customer preferences. In addition, EpiCentre has just signed an MOU with Republic Polytechnic for 5 years to collaborate in m-commerce related entrepreneurship initiatives as well as engaging students in projects to understand consumer behaviour on this m-commerce platform.
“Traditional media spaces can be transformed into business channels, opening up new avenue of sales and providing retailers with competitive advantages of flexibility. With m-commerce, we bring the shop right to the consumer, bridging the gap between virtual world and real world.” said Jimmy Fong, CEO of EpiCentre. “We are honoured to have the support of our strategic technology, bank and media partners who all played pivotal roles in implementing EpiLife-On-The-Go virtual stores. I thank IE Singapore for providing the strategic link-up to these new partners.”

Dannie Francis, CEO at Cellcity said: "Cellcity is excited to be part of this next generation mobile commerce and digital retail initiative. Using Cellcity Central, the world's first mobile marketing platform and Cellcity's QR Code management solution, the mobile app front end is supported by a comprehensive backend management system capable of transforming EpiCentre's brick and mortar business into a next generation digital retail experience."

Mr Warren Wang (Director, Centre for Innovation and Enterprise), Republic Polytechnic said: “Republic Polytechnic is privileged to be the first institute of higher learning to work with EpiCentre and we are excited by the possibilities and potential of the MCommerce platform. Through the MOU, it will provide interesting industry-relevant consumer and market research projects for our staff and students from the Diploma in Consumer Behaviour and Research (DCBR) programme.”

“There have been significant changes to the consumer’s payment preferences with advancements in mobile technology and the adoption of smart devices over the recent years. DBS was an early adopter of mobile banking in Singapore and have led the industry in terms of engaging customers via the mobile platform,” said Ooi Huey Tyng, Senior Vice President & Head Cards & Unsecured Loans, Consumer Banking Singapore, DBS. “With over 450,000 mobile banking customers and more than 350,000 downloads for DBS Indulge and DBS Shopper, we have the largest mobile banking customer base in Singapore. We are proud to partner EpiCentre to strengthen our connection with tech savvy Singaporeans and to bring greater convenience as well as value to our customers when they shop at epiLife.”

Besides providing local retail start-ups and SMEs with an unconventional avenue of overseas venture, EpiCentre will also be collaborating with designers like Next of Kin Designs and OrcaDesign on unique products and services that will be offered through EpiLife and EpiLife on-the-go. Through its local and regional presence, EpiCentre is also a pathway for Singapore SMEs and start-ups to enter new markets, physically and digitally. This is a valuable avenue for smaller companies who may face difficulties at the initial stage of their growth.

Said Reginald Wee, Group Director, Technology Business, IE Singapore, “Epicentre’s ambitions of becoming global are evident as it steps up its market share through constant innovation; first, through its new lifestyle concept store and now, its m-commerce platform. IE Singapore has partnered Epicentre closely in their internationalisation strategy, to plug capability and market gaps. We are extremely pleased with the progress they have made, and will continue this partnership toward global competitiveness.”
Today’s fast growing global business environment has seen the emergence of new technologies and rapid convergence of consumer electronics devices, across telecommunications and digital media platforms. With m-commerce driving the flexibility of merchandising, reaching a wider audience in a shorter time, EpiCentre has future plans to capitalise on its platform through licensing their end-to-end m-commerce solution, the first of its kind.

###

MEDIA CONTACT
Debbie Lu
Publicist, Launch PR
(65) 8101 1700
debblu@launchgroup.net

Carolina Ng
Head, Corporate & Marketing Communications
EpiCentre
(65) 6601 9105
carolina.ng@epicentreasia.com
ABOUT EPICENTRE
Epicentre Holdings Limited (“Epicentre” or the “Group”) is one of the fastest-growing and most prominent digital lifestyle companies in Singapore. It was established in 2002 as the first Apple Premium Reseller (“APR”) in the region and listed on the Catalist Board of the Singapore Exchange on 18 January 2008.

Epicentre has redefined the shopping experience for Apple consumers by offering a comprehensive range of Apple and Apple-related products as well as pre- and post-sale services in a one-stop lifestyle digital hub. Today, it operates a total of 19 EpiCentre stores in Singapore, Malaysia (Kuala Lumpur) and China (Shanghai and Beijing) with plans to further extend its footprint within these cities.

Apart from retailing Apple and Apple-related products in EpiCentre stores, the Group also retails an extensive range of accessories in EpiLife concept stores where Fashion meets IT. EpiLife also carries merchandise under iWorld, the Group’s proprietary brand of accessories targeted at the young and trendy.

In line with the Group’s penchant for innovation, it has spearheaded one of Southeast Asia’s pioneering m-commerce platforms coined EpiLife On The Go. This unique shopping experience drives sales through the clever placements of Quick Response (QR) codes on both traditional and non-traditional promotional mediums.

ABOUT INTERNATIONAL ENTERPRISE (IE) SINGAPORE
International Enterprise (IE) Singapore is the government agency driving Singapore’s external economy. We spearhead the overseas growth of Singapore-based companies to grow Globally Competitive Companies and promote international trade.

IE Singapore attracts global commodities traders to expand into Asia Pacific with Singapore as their home base. We also work with industry partners to reinforce Singapore’s competitive position for the agri-commodities, energy & chemicals and metals & minerals clusters.

We engage Singapore-based companies through our Global Company Partnership, to customise comprehensive solutions for their international growth by building capabilities, providing market access and facilitating access to financing.

Our global network in over 35 locations spans many emerging markets and delivers the necessary global connections. Visit www.iesingapore.com for more information.
APPENDIX A - OUR PARTNERS

Cellcity Ltd
Cellcity is a world leading mobile application and digital marketing solutions provider. Our solutions enable our clients to build world-class mobile applications and mobile commerce solutions, mobile rewards, customer loyalty, marketing and sales outreach programmes.

At the heart of Cellcity's solutions is Central Central, the world's first CRM, CMS and mobile marketing platform that includes campaign management, mobile coupon, QR Code, push messaging, SMS and email marketing, database segmentation, business rules, analytics and reporting, proximity marketing, geo-targeting, mobile ad serving available for iPhone, Android, Blackberry, Windows and HTML browser operating systems.

“Cellcity is excited to be part of this next generation mobile commerce and digital retail initiative. Using Cellcity Central, the world's first mobile marketing platform and Cellcity's QR Code management solution, the mobile app front end is supported by a comprehensive backend management system capable of transforming EpiCentre's brick and mortar business into a next generation digital retail experience.”

- Dannie Francis (CEO)
CellCity Ltd

Republic Polytechnic
The first educational institution in Singapore to leverage Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two centres offering thirty nine courses in Infocomm, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, Enterprise, and Communication.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and lifelong learning opportunities. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, SS540, Singapore Quality Class, People Developer, Innovation Class, and Service Class. For more information, visit http://www.rp.edu.sg

“Republic Polytechnic is privileged to be the first institute of higher learning to work with EpiCentre and we are excited by the possibilities and potential of the MCommerce platform. Through the MOU, it will provide interesting industry-relevant consumer and market research projects for our staff and students from the Diploma in Consumer Behaviour and Research (DCBR) programme.”

- Warren Wang (Director, Centre for Innovation and Enterprise)
Republic Polytechnic
DBS - Living, Breathing Asia
DBS is a leading financial services group in Asia, with over 200 branches across 15 markets. Headquartered and listed in Singapore, DBS is a market leader in Singapore with over four million customers and also has a growing presence in the three key Asian axes of growth, namely, Greater China, Southeast Asia and South Asia. The bank's strong capital position, as well as "AA-" and "Aa1" credit ratings that are among the highest in the Asia-Pacific region, earned it Global Finance's "Safest Bank in Asia" accolade for four consecutive years, from 2009 to 2012.

DBS provides the full range of services in consumer, SME and corporate banking activities across Asia and the Middle East. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region's most dynamic markets. This market insight and regional connectivity have helped to drive the bank's growth as it sets out to be the Asian bank of choice. The bank believes that building lasting relationships with its customers is an integral part of banking the Asian way.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. The bank acknowledges the passion, commitment and can-do spirit in all of our 18,000 staff, representing over 30 nationalities. For more information, please visit www.dbs.com

“There have been significant changes to the consumer’s payment preferences with advancements in mobile technology and the adoption of smart devices over the recent years. DBS was an early adopter of mobile banking in Singapore and have led the industry in terms of engaging customers via the mobile platform. With over 450,000 mobile banking customers and more than 350,000 downloads for DBS Indulge and DBS Shopper, we have the largest mobile banking customer base in Singapore. We are proud to partner EpiCentre to strengthen our connection with tech savvy Singaporeans and to bring greater convenience as well as value to our customers when they shop at epiLife.”

- Ooi Huey Tyng, Senior Vice President & Head Cards & Unsecured Loans, Consumer Banking Singapore

DBS

This partnership will see more synergy between EpiCentre and DBS on the mCommerce platform. As the leader in the payment industry, we are constantly looking for new and exciting ways to engage our bank's customers who are on the go. The freshness and innovativeness of EpiCentre new eCommerce platform will appeal to a wide range of our bank's customers.

DBS recently launched our DBS Remix @ *SCAPE branch and our DBS Remix eSavings bundle which are designed to appeal to the lifestyle of the younger segment and meet their evolving financial needs in a unique and engaging way. EpiCentre's move towards mCommerce works to entrench both our leadership position in our respective markets especially in the young adults segment. The alliance allows us to offer greater convenience to our customers in terms of mobile payment and enable us to make an even stronger connection with our customers’ lifestyle needs and preferences.
Cathay Cineplexes

Cathay Organisation’s history as a pioneer in movie entertainment began on 18 July 1935 when it was incorporated as Associated Theatres Ltd (later changed to Cathay Organisation) and opened its first cinema, The Pavilion, in Kuala Lumpur in 1936. In Singapore, Cathay Organisation started operating its first cinema when it opened the Cathay Building in 1939. Between the 1950s and 1970s, Cathay Organisation expanded its cinema network and embarked on film production with studios in Hong Kong and Singapore. In November 1998, Cathay Cineplexes Pte Ltd was incorporated in its efforts to deliver a consistently high quality cinematic experience to patrons in Singapore and Malaysia.

Cathay Cineplexes continues to be a “choice destination” offering quality films with state-of-art technology including digital projection and Singapore’s only THX-certified halls as well as service with a difference to continually ensure that movie-going is a preferred leisure activity. Already a leading multiplex operator in Singapore, the company’s vision is to make Cathay Cineplexes a leading multiplex operator in South East Asia. For more information, please visit www.cathaycineplexes.com.sg.

“In line with Cathay Cineplexes’ move towards embracing Mobile commerce, we are pleased to be partnering EpiCentre on their EpiLife On-The-Go programme. An innovative marketing platform that reaches out to consumers who are constantly on the move, movie-goers can now shop when they are waiting for a movie to start and vice versa. Other Mobile commerce means Cathay Cineplexes has embarked on which have reaped tremendous success include the launch of our iPhone and Android phone application, iCathay, and the use of QR codes for newspaper advertisements.”

- Cathay Cineplexes

NextOfKin Creatives

NextOfKin Creatives is a multi-disciplinary design team with a strong focus on product design and user experience design. It is founded in 2007 by Rodney Loh and have won several international design awards including Reddot Design Award, iF Design Award, Good Design Award Japan.

“NextOfKin Creatives is proud to be in partnership with EpiCentre to design and produce a series of audio and lifestyle accessories for EpiCentre’s umbrella of brands. As a Singapore based design studio, we are excited to help local firms establish their product roadmap through appealing aesthetics and compelling user experiences.”

- NextOfKin Creatives
Orcadesign
Orcadesign is a leading global design consultancy that combines audacious imagination with right strategies to sculpt, amplify and realize visions through design. Since 1992, we have combined strategic vision with design to produce impactful results for clients from diverse fields.

“We are proud to partner EpiCentre to support and build their brand through innovative product design. This close collaboration will create impactful results for the business through creative design innovation and by exposing locally designed products to more consumers through EpiCentre's retail platforms. It is our belief that this collaborative effort will elevate both companies to new heights.”

- orcadesign

Creativeans
Award-winning design collective Creativeans has partnered with EpiCentre to develop a series of furniture and lifestyle products through platforms EpiLife and EpiLife On-The-Go. Adapt, a collection of tabletop accessories and Jiak, an array of spice containers will be jointly presented in the inaugural collaboration. The partnership will help strengthen the local design industry and position EpiCentre as a design-oriented product retailer.

alt design (Ortus Group)
alt design, a part of Ortus Group, is a boutique Singapore-based product design firm. Our creative philosophy is driven by a belief that thoughtful and innovative design can achieve commercial success and make a difference in everyday lives.

Ortus Group comprises of Ortus Advertising, Ortus Public Relations, Ortus Events, Archiive Digital, Captive Consumer Media, sqm Marketing, alt design and Studio Ortus. Originating from Singapore, Ortus Group is head-quartered in Shanghai with offices in Beijing, Hong Kong and Singapore. Ortus Group is proud to be celebrating its 10th anniversary in 2012.

“This important strategic collaboration between alt design and EpiCentre offers an exciting and successful platform for our products and allows us to better interact with the established and design-savvy customer base of EpiCentre. Through this collaboration, we will expand our creative vision as we design products for consumers in Singapore and multiple foreign markets.”

- alt design (Ortus Group)
**Third Wave Power**

Third Wave Power is pleased to partner with EpiCentre to launch mPowerpad in the retail and lifestyle space. As the world’s first all-in-one portable solar charger, mPowerpad is the consumer’s solar solution-in-a-box. Rugged, multi-function, eco-friendly and serving up some serious power, it is just what power-hungry users need to keep their host of gadgets up and running especially while moving from urban to remote places.

“As lifestyle-centric concept stores, EpiCentre and EpiLife provide the perfect platforms for us to introduce mPowerpad to customers looking for unique and creative accessories and solutions.”

- Third Wave Power

---

**Fieit**

Fun in Ecological Tech Textile, intends to intertwine fashion and technology on Eco-friendly Textiles to value add to consumers. Epilife on the other hand aims to synergize fashion and technology for both Apple and non-Apple users. Hence, FIEIT sees a particular synergy in the collaboration of having ISGLOVES, a patent-pending, eco-friendly touch-screen gloves mitten for touchscreen gadget users to use their touchscreen gadgets like iphone and ipad out in the cold, presented at EpiLife. Since EpiLife is located at Singapore’s tourist spots, FIEIT feels privileged to have ISGLOVES retailed at Epicentre/EpiLife reaching out to tourists internationally.