

6 August 2018

### **Story-i and UBTech Robotics sign distribution agreement**

Story-i Ltd is pleased to announce that it has entered into a Distribution Agreement with UBTech Robotics Corp (UBTech Robotics) to distribute its range of humanoid robots for the education, consumer and business users in Indonesia. UBTech Robotics is the world's most valuable Artificial Intelligence and robotic joint and body structure manufacturing company. UBTech Robotics has advanced its technological development of humanoid robot servos and motion controlled gait algorithms for its humanoid robots. UBTech Robotics was last valued at US\$5 billion after a series C funding of USD820 million in May 2018. Story-i Ltd is pleased to collaborate with UBTech Robotics to launch and add to its range of products and services for its Education, Consumer & Enterprise customers.

With Story-i's recent completion of the acquisition of eStore and Global's Apple outlets, it is Story-i's strategy to broaden its higher margin product offerings to complement its expanding Apple product sales.

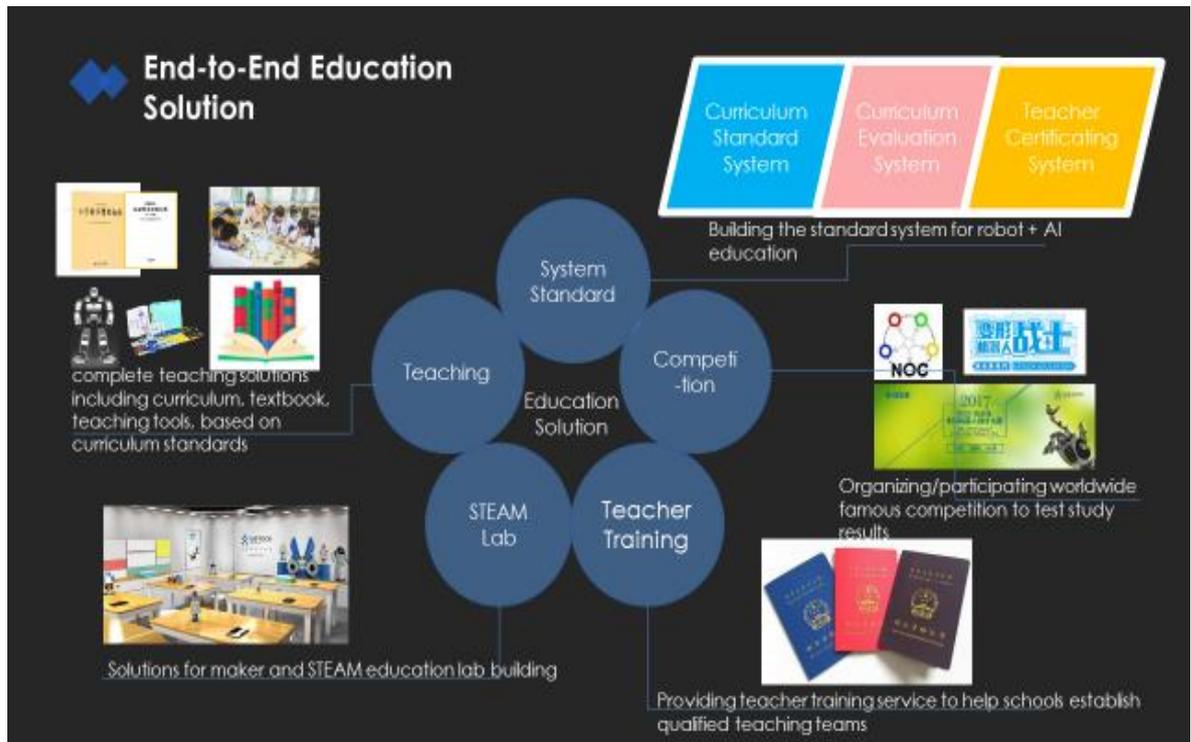
Story-i's strength in the premium Indonesian International School (Schools) segment has attracted UBTech Robotics' interest to form this partnership. This collaboration between Story-i and UBTech Robotics will provide Story-i with more products and services offered to the Schools.

In this regard, Story-i is pleased to announce that it has signed up an Indonesian nationwide international school as its first client who will outsource their Robotics enrichment programs for the first year before implementing it into their intra-curriculum for the 2019 academic year.

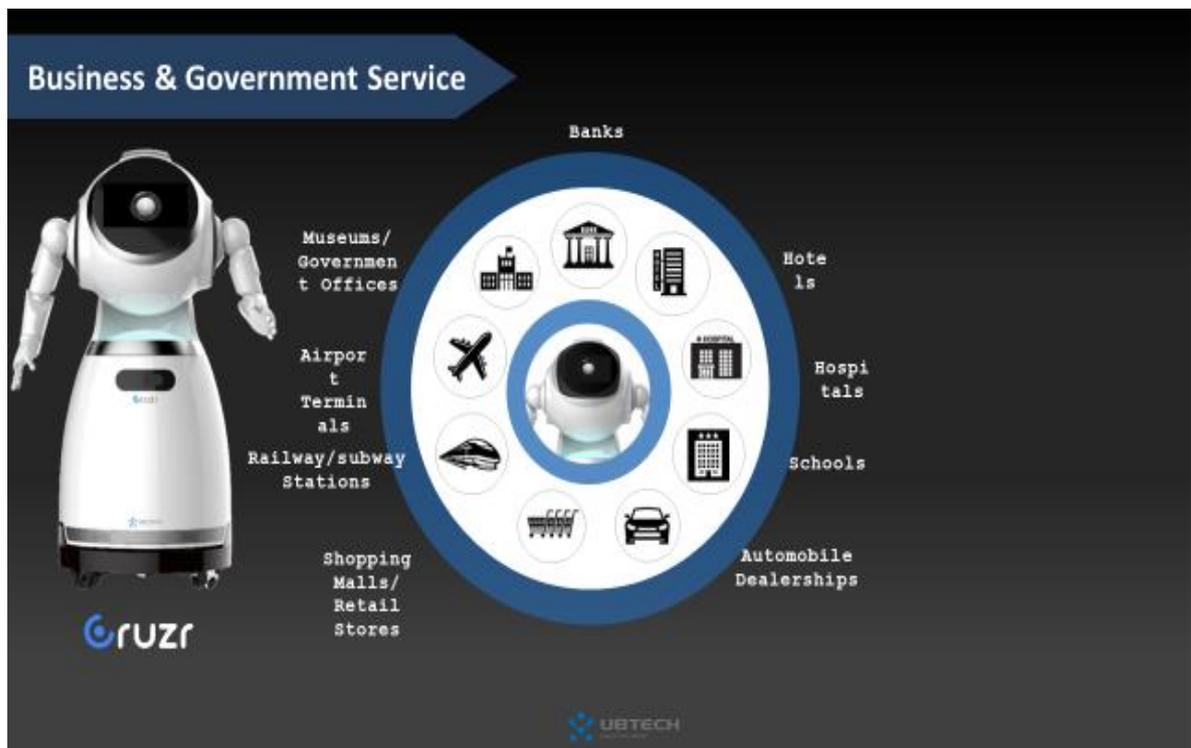
The response has been very positive with high student enrolment in the first class to be conducted this August 2018. The initial products and classes offered to the Schools will be UBTech Robotics' range of humanoid robots and building block robots (U Kit & Astrobots) and the classes will be conducted by Story-i professional instructors trained by UBTech Robotics.

Apple Premium Reseller

An illustration of the product offering to the Schools is shown below;



Story-i will also distribute UBTECH Robotics' products to consumers through its retail networks and business users through its Enterprise division. An example of the UBTECH Robotics' business offering will be the Cruzr robots.



**Apple Premium Reseller**

Michael Chan, Executive Director of Story-i Ltd said “By entering into this Agreement with UBTech, we will be partners with a global AI and humanoid robotic company. We see the biggest impact will be in the education sector as many of our school clients will want to introduce the enrichment program to their students.”

**About Story-i**

Story-i is a leading Apple Premium Reseller with a retail network in 13 cities across Indonesia as well as a flagship store in Ho Chi Minh City. It is also an Apple Education Provider with a strong list of educational and tertiary clients. The Company recently completed the acquisition of EStore’s retail and education business and Global’s retail business. Post-acquisition it is the second largest Apple Partner in Indonesia.

The Company has also been appointed an Apple Authorised Service Provider and maintains 4 stand-alone service centres in Indonesia.

**About UBTech Robotics**

UBTech Robotics is the world’s only Unicorn valued leader in intelligent humanoid robotics. Founded in 2012, UBTech Robotics mainly develops consumer humanoid robots for entertainment and educational purposes. It has introduced various products including its consumer humanoid robots of Alpha series, the interactive system of robotic building blocks Jimu Robot, the cloud-based intelligent humanoid service robot Cruz and Star Wars First Order Stormtrooper Robot, in cooperation with Disney.

In May 2018, UBTech Robotic completed its Series C investment totalling USD\$820 million with a market valuation of USD\$5 billion, the single largest funding round ever for an artificial intelligence company. The investment was led by Tencent, and also includes funding from ICBC, Haier, Minsheng Securities, Telstra, Easyhome Furnishings, Chia Tai Group, China Minsheng Bank, China Film and TV Capital, CGN, Sichuan Railway Investment Group, Green Pine Capital Partners, Whale Capital, and Shenzhen JinFuZi Network Technology. The lead investor of UBTECH's Series B funding, CDH Investments, also participated.

Today, UBTech Robotic’s products are sold in more than 40 countries and regions, including China, North America, Europe, and Southeast Asia, at over 7,000 retail outlets around the globe.

**Apple Premium Reseller**

UBTech Robotics website: [www.ubtrobot.com](http://www.ubtrobot.com)

Further information: <https://www.youtube.com/watch?v=sbXtyklmaBc>

For more information, please contact:

Michael Chan, Executive Director

michael@story-i.com