

21 May 2015

## Stanfield invests in mobile engagement and commerce platform Sprooki

Stanfield Funds Management Ltd. (Stanfield or the Company) (ASX:SFN) is pleased to announce that the Company has agreed to provide AU\$300,000 in funding to expedite the regional expansion and growth strategy of Sprooki Pte Ltd, a location based mobile engagement platform which helps leading retailers and malls to reduce the time, effort and investment required to engage with shoppers.

Headquartered in Singapore and led by Australian executives, Sprooki has become an award winning B2B technology platform and has demonstrated significant growth in Asia since it was launched in 2013 with the backing of the Prime Minister's National Research Foundation of Singapore.

Focused on the world's largest mobile and ecommerce markets of Asia-Pacific, Sprooki is a comprehensive cloud-based, mobile-first engagement and commerce platform for retail brands and shopping malls and has already positioned itself as a primary mover in the region.

Sprooki enables Asia's largest retailers, shopping malls and brands to target, engage and transact with connected shoppers, whenever and wherever they choose to shop. Sprooki enables omni-channel retail groups to reach customers, not just by helping them find stores but also by delivering real-time location-based alerts, promotions, rewards and consumer behaviour analytics driving greater shopper engagement and sales conversion.

As a result, Sprooki has shown to be five times more effective in engaging retail customers when compared with email and mobile ads, and boasts a 5-6% conversion rate of shoppers versus 1% - 3.7% conversion rate for competitive e-commerce via mobile offerings.

Sprooki has already secured a customer base in the region of more than 4,000 retail stores, across 60+ malls, representing 1,500 retail brands, including clients such as Lend Lease Asia Pacific, AsiaMalls and the SSI Group which incorporates fashion and lifestyle brands such as Gap, Payless, Old Navy, Zara, Marks & Spencer and Samsonite. The business has also recently established marketing operations in Australia and Indonesia.

Sprooki is on track to be a world leader in mobile engagement and commerce and Stanfield expects the business to deliver value and growth for the Company's shareholders.

This initial investment is in the form of a convertible note and post a period of performance evaluation, Stanfield will have the opportunity to negotiate a more significant equity position in Sprooki.

For more information on Sprooki, please see the attached appendix or contact:

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Market Cap: \$4m  
Shares on Issue: 16.2m

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William Ng  
*Non-Executive Director*

Thomas Sargant  
*Non-Executive Director*

ASX: SFN

# WIN MORE CUSTOMERS WHEN AND WHERE THEY SHOP

mobile engagement for retail

30% 'STOMP OFF' SALE on Shoes!



[BUY NOW](#)

🕒 2 Days 21 Hrs



sprooki

# ASIA'S LEADER

## IN ENTERPRISE MOBILITY SOLUTIONS FOR RETAIL

Sprooki is revolutionising retail as the pioneer in mobile engagement and commerce solutions.

Sprooki helps leading retailers and malls to reduce the time, effort and investment required in engaging connected shoppers.

Packed with the latest in mobile first features such as location-based messaging, personalised content, mobile vouchers and rewards, mobile commerce and ordering, indoor positioning and navigation to win more of today's connected consumers.

With Sprooki's system, retailers are able to provide a

more contextual, intelligent and personal customer experience and benefit from driving greater interactions, walk-ins, frequency and sales conversions when compared with other platforms they may be using today.

In today's competitive, data-driven retail environment Sprooki's secure, scalable and predictive cloud-based platform allows retail brands to stay relevant with low to no additional investments in technology or administrative resources.



The question for any brand today is how do you stay relevant outside of four walls? [Howard Schultz, CEO, Starbucks\\*](#)



## MODULES FOR OMNI-CHANNEL RETAILERS

### CAMPAIGN



Engage and incentivise connected shoppers when and where they shop.

### REWARDS



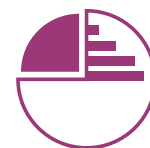
Instantly reward customers and track their spend in mobilised ways.

### SHOP



Showcase products with 'made for mobile' catalogue, cart and discovery tools.

### ANALYTICS



Understand shoppers and improve campaigns via real-time reports and analytics.

\*CNBC exclusive interview on 19 Mar 2014.

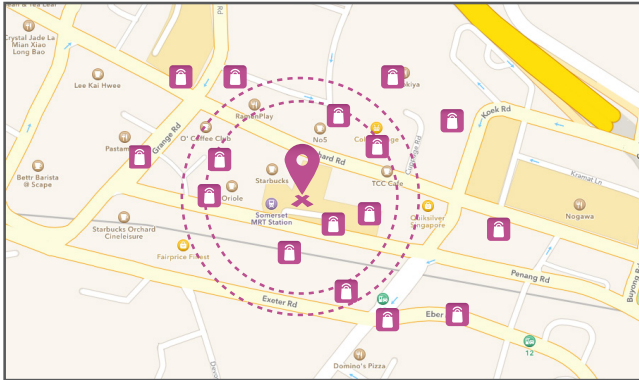
# TARGETED COMMUNICATION, SALES & REWARDS

To help retail brands stay relevant and drive greater response, Spooki offers a variety of campaign targeting tools including indoor and outdoor location, demographics, preferences, purchases and behaviours.

Through predictive modelling, shoppers receive relevant

alerts and recommendations based on who, where and when they are within proximity of your store or mall.

Beyond messaging, Spooki's customer experiences are highly actionable resulting in higher response and conversions.

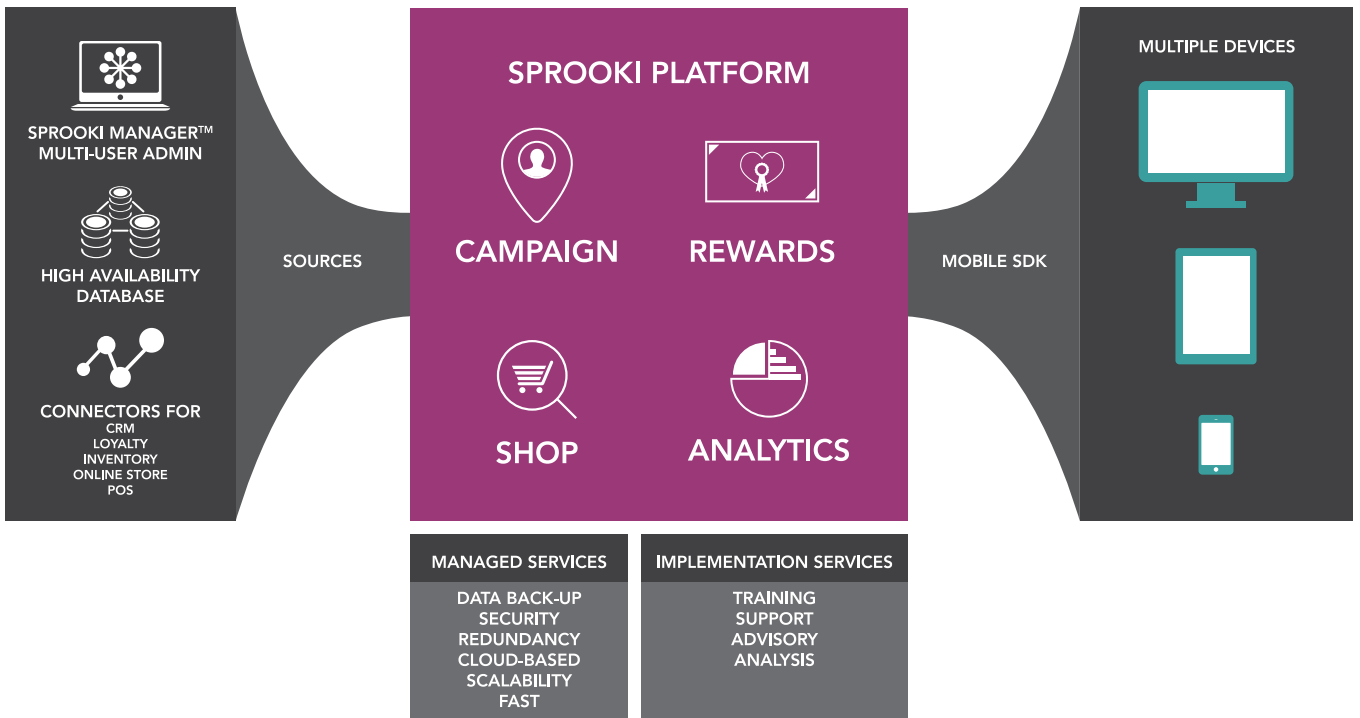


## OUR PLATFORM

Spooki's system combines 'made for mobile' modules with platform management and implementation services.

Our enterprise class platform comprises a Software Development Kit (SDK) for mobile applications, mobile websites and other digital interfaces, a cloud-based database and campaign management tools for multiple administrators.

Our platform management services ensures availability and scalability to grow with you. We support retail clients via implementation and advisory services to drive greater ROI and success of the project.





# WHY RETAILERS CHOOSE SPROOKI

- Comprehensive mobile first features
- More effective versus other platforms
- Speed to market
- Cost-effective modules and options
- Experienced team
- Scalable and secure platform
- Internal tech resource not required
- Future-proofed via upgrades

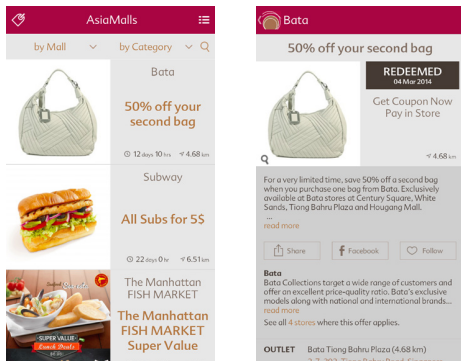
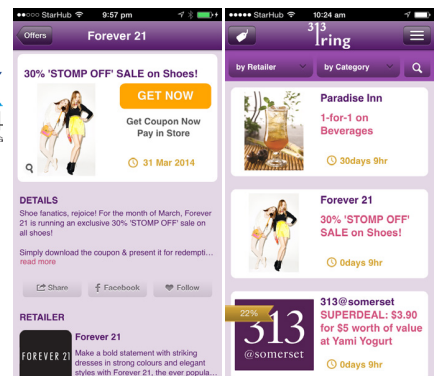


Tring 313 provides our shoppers with a convenient and rewarding way to engage with the mall. Since its launch, we have received very good response and participating retailers are happy with the additional visibility and marketing opportunities offered by this unique platform.

Cheryl Goh, General Manager 313@somerset



Gold & Bronze Winner 2014



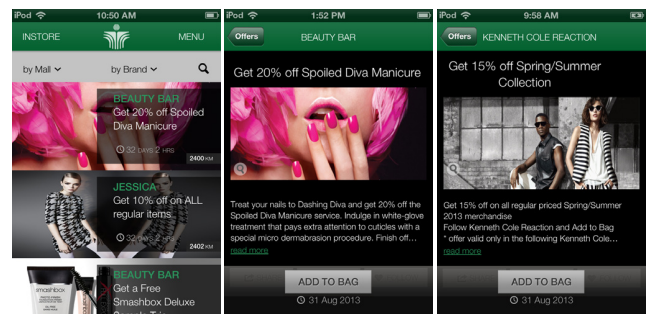
The Sprooki solution is comprehensive in functionality and scalable to meet the demands of our rapidly expanding and ever-changing malls and retail business.

Lisa Lim, Senior Manager, Group Marcom & Corp Development, AsiaMalls



I would recommend Sprooki to any retail enterprise who aspire to enhance their competitive edge through an effective, intelligent mobile strategy powered by Sprooki technology.

Reuben Ravago, CIO, SSI Group Inc.



## CONTACT US

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