

5 June 2015

Sprooki enters Malaysia with HTC Strategic Partnership

Stanfield Funds Management Ltd. (Stanfield or the Company) (ASX:SFN) is pleased to announce Sprooki's expansion into Malaysia via a strategic partnership recently secured with IT solutions specialist HTC Global Services Inc (HTCGS). The partnership with HTCGS represents another significant milestone for Sprooki, as it continues to exploit its early mover advantage and cement its position a market leader and industry standard for location-based mcommerce engagement in the Asia Pacific region.

HTCGS provides world-class, state-of-the-art customised IT services and solutions to a number of leading Malaysian organisations and Fortune 500 companies and has operated in the country for over 13 years. With clients across many different industries including retail, the partnership agreement between HTCGS and Sprooki will deliver excellent growth opportunities for both companies.

HTCGS is a market leader in the provisioning of sourcing and supply chain solutions, store and web applications, mobile commerce solutions, merchandise management, marketing and sales systems and data warehousing and business intelligence. In addition to acting as a reseller for Sprooki, HTCGS will also cover the implementation of Sprooki for new retail customers.

The expansion into Malaysia is another exciting step for Sprooki, and one which positions Sprooki to capitalise on a rapidly changing retail landscape in the Asia Pacific region. Forbes has forecast e-commerce transactions in Malaysia to grow to US\$1.4 billion in 2015, up from US\$253 million in 2011, and mobile phone penetration continues to grow at a rapid rate, with 144 mobile subscriptions per 100 people in 2013.

Stanfield welcomes the strategic partnership agreement as a great opportunity for Sprooki, and expects the entry into the Malaysian market to generate significant value and growth for Stanfield shareholders.

For more information please contact:

Robert Gundelach

Investor Relations

M +61 424 930 789

robert.gundelach@marketeye.com.au

Xavier Kris

Corporate Development

M +61 448 811 337

xavier.kris@stanfieldfunds.com.au

**Stanfield Funds
Management Limited**
ACN 006 222 395

Suite 10, Level 1
The Spectrum Building,
100 Railway Road, Subiaco
Western Australia, 6008
Australia

www.stanfieldfunds.com.au
enquiries@stanfieldfunds.com.au
P: +61 (8) 6315 3505
F: +6 (8) 9481 1947

Management
Carlyle Clump
Non-Executive Chairman
Paul Doropoulos
Executive Director
Xavier Kris
Non-Executive Director
James Pearson
Non-Executive Director
William Ng
Non-Executive Director
Thomas Sargant
Non-Executive Director