

12 June 2015

Sprooki enters Indonesia with GSMKonsep

Stanfield Funds Management Ltd. (Stanfield or the Company) (ASX:SFN) is pleased to announce that Sprooki has appointed PT. GSMKonsep Internasional as a partner and reseller of Sprooki's mobile engagement platform in Indonesia.

As a truly "mobile first" market, almost two thirds of Indonesia's 83 million internet users access the web via mobile devices. Expanding into Indonesia is another significant and exciting milestone of Sprooki's development strategy that will strengthen the Company's position as a market leader in mobile engagement technology in Asia Pacific.

Indonesia currently has 96 million active smartphone subscriptions, making it the region's third largest smartphone market behind China and India.

"Despite growth rates of 9.8% and 7% in the last two years, B2C E-commerce is still in infancy at 2.1% of total retail sales, with majority of transactions still taking place inside physical stores," said Claire Mula, Executive Director and Co-founder of Sprooki. "However, the influence of mobile on shopping behaviours, in researching and influencing in-store purchases, is a tremendous opportunity for Indonesia's local retail market."

According to Google, 95% of smartphone users research products and services on their device and 57% make purchases on their phone. The number of smartphone users is predicted to grow to 50% of the total mobile handset market in 2015, meaning further impact on local shopping and buying behaviours as more Indonesians become connected through mobile devices.

Sprooki is perfectly positioned to help Indonesian retailers to maximise their online and in-store customer conversion, utilising omni-channel marketing to strengthen the interactions between customer and retailer.

"GSMKonsep is delighted to bring Sprooki to Indonesian retailers. Many malls and retailers in Indonesia are either still applying traditional methods of marketing and sales promotion or are now moving towards selling online," said M. Hanafi, President and Director of GSMKonsep Internasional. "Sprooki is unique to the Indonesian market in that it is able to bring the best of both worlds to Indonesian retailers, enabling them to better serve connected Indonesian shoppers – whether they buy online or in the store."

The partnership between Sprooki and GSMKonsep includes a non-exclusive agreement to resell Sprooki's mobile engagement platform to Indonesia's high-growth retail and mall sector, and represents the broad scope for providing integrated services, from supply chain management to omni-channel marketing solutions. Both companies will co-invest jointly in marketing activities and sales resources, leveraging GSMKonsep's local industry knowledge and expertise.

Stanfield welcomes the agreement between Sprooki and GSMKonsep, and is looking forward to its Shareholders benefiting from Sprooki's expansion in Indonesia.

**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: +61 (8) 9481 1947

Management

Carlyle Clump
Non-Executive Chairman

Paul Doropoulos
Executive Director

Xavier Kris
Corporate Development

James Pearson
Non-Executive Director

William Ng
Non-Executive Director

Thomas Sargant
Non-Executive Director

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

About GSMKonsep Internasional

A well-established and reputable Indonesian company. GSMKonsep is a consulting company in the areas of Purchasing & Supply Management, Cost Saving Programs, Supplier Development, and Quality Improvement. This is achieved through professional training programs focused on concept application, best practice consulting, and low-cost web-based Purchasing software products and solutions.

About Stanfield and Sprooki

Stanfield Funds Management is an Australian Securities Exchange (ASX) listed company headquartered in Perth, Western Australia. The Company recently completed a successful recapitalisation and board restructure and is actively fulfilling its mandate to invest directly in Asian technology and service industries. The Company's new management team has extensive experience and established networks in Asia and provides the Company with the specific relationships to connect Australian investors with opportunities that are considerably underrepresented on the ASX. On 21 May 2015, Stanfield announced an initial investment in Sprooki Pte Ltd, an award winning B2B location-based mobile engagement platform.

Sprooki provides Asia's largest malls and retailers with a location-based mobile engagement platform they can use on a daily basis to win more consumers where and when they choose to shop. Integrating consumer behaviour analytics, cloud-based platform and implementation services, Sprooki set out to make "mobile first" technology accessible, effective and affordable. The platform provides retailers with valuable insights and allows them to engage shoppers with tools such as personalised alerts, promotions and rewards which have proven to drive greater shopper engagement and sales conversion both in-store and via the mobile platform itself.

Sprooki provides the most comprehensive and effective mobile engagement "toolkit" with response and conversion rates which are five-times more effective compared with other communication platforms. Sprooki's platform has in a short period of time attracted a retail footprint of more than 4,000 retail stores across 70 mall locations in Asia and continues to expand aggressively across the Asia Pacific region.