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Far East Organization appoints Sprooki for mobile engagement and commerce service

Stanfield Funds Management Ltd. (Stanfield or the Company) (ASX:SFN) is pleased to announce the Retail Business Group of Singapore's largest private property developer Far East Organization, has appointed Sprooki to implement its mobile engagement and shopping services in their Singaporean malls.

The agreement significantly extends Sprooki's mall and retailer footprint in Asia Pacific, and adds another top tier mall group user to its rapidly expanding client base.

The Retail Business Group, a dedicated business division of Far East Organization, manages over 1.4 million square feet of leasable retail space across 21 malls and retail properties in Singapore and has an annual turnover of S\$3.9 billion.

The initial agreement will see Sprooki's platform power the mobile applications and mobile rewards program for Far East malls such as Orchard Central, Clarke Quay Central and SQUARE 2. Collectively, these malls contain over 690 retailers and brands including Nike, Nautica, Burger King, Starbucks and Subway.

Sprooki's platform encompasses real-time location-based messaging to recommend featured content such as vouchers, rewards, products and in-app purchases to opt-in shoppers based on a mix of their profile, past purchases, behaviour and location.

Malls and retailers are able to easily create sophisticated campaigns for connected shoppers and analyse their success at driving customer footfall, store visit frequency, loyalty and sales conversion.

"Mobile devices have become an integral part of our lives and have changed the way we shop," said Claire Mula, Executive Director and Co-founder of Sprooki.

"As shoppers are researching products and locating stores on the go, retailers need a way of engaging with these connected customers that is "mobile first" and in the context of their immediate situation. We are delighted to be working with Far East in helping its retailers connect with shoppers more effectively."

The agreement between Sprooki and Far East will significantly strengthen Sprooki's position as the market leader in near-store and in-store mobile engagement in Asia.

Stanfield is excited that Sprooki continues to attract customers the calibre of Far East and expects the partnership with Singapore's largest private property developer will bring significant growth and valuable exposure as the Company continues its rapid expansion.

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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.