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Sprooki enters Vietnam with Retail & Franchise Asia

Stanfield Funds Management Ltd. (Stanfield or the Company) (ASX:SFN) is pleased to announce that Sprooki has appointed Retail & Franchise Asia (RFA) as a partner and non-exclusive reseller of Sprooki's mobile engagement platform in Vietnam.

RFA is a representative of World Franchise Associates, a global leader in assisting franchisors to enter new markets by securing development agreements and connecting franchisors with franchisees. RFA apply their global experience and local knowledge to empower retailers and franchisors to enhance enterprise value, grow profitability, inspire & engage all stakeholders. These aligned objectives make Sprooki an ideal partner to add further value for RFA clients in Vietnam which include Gloria Jean's Coffee International, BreadTalk and Carl's Jr.

Vietnam is one of South East Asia's fastest growing mobile and e-commerce markets, with the Vietnam E-Commerce and Information Technology Agency, a department of the Vietnamese Ministry of Industry and Trade, forecasting revenue generated by e-commerce to grow from \$700 million in 2012 to \$4 billion in 2015.

More than a third of the population of Vietnam are now using smartphones, and mobile assisted transactions are growing at an astounding rate having doubled between 2013 and 2014, from 6% to 13%. With mobile data prices among the lowest in the world, Vietnam's m-commerce market is broadly accessible and expected to maintain its exceptional growth.

"We are very excited to enter the burgeoning Vietnamese market via a partnership with a group as reputable as Retail & Franchise Asia," said Claire Mula, Executive Director and Co-founder of Sprooki.

"The deal represents broad scope for providing integrated services, from supply chain management to omni-channel marketing solutions. Entering a transitioning growth market presents a unique opportunity for the Sprooki platform to quickly penetrate Vietnamese retail and revolutionise the way consumers are engaged."

Sprooki, as a market leader in m-commerce and retail engagement, is in an excellent position to assist Vietnamese retailers in capitalising on the changing retail landscape, an m-commerce market experiencing massive growth and a cultural shift in the way Vietnamese people shop.

Stanfield welcomes the agreement between Sprooki and Retail & Franchise Asia, and is looking forward to its Shareholders benefiting from Sprooki's expansion in Vietnam.

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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 23 July 2015, Stanfield announced it had entered into a Share Purchase Agreement to acquire 100% of the issued capital of 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.