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## Sprooki expands footprint as it secures iconic Crescent Mall as first customer in Vietnam

The Directors of Stanfield Funds Management Ltd. ("Stanfield" or "Company") (ASX:SFN) are pleased to announce that Sprooki has been appointed to implement its mobile engagement platform for Crescent Mall, Ho Chi Minh City's most iconic shopping mall. The deal represents a first for a Vietnamese shopping mall and Sprooki's first mall client in the country.

Owned by the infrastructure developer of the New City Center, Phu My Hung Development Corp, and managed by Savills, one of the world's largest real estate services providers; Crescent Mall is regarded as the country's first international standard shopping centre. Sprooki's location-based mobile engagement platform will be made available to over 130 retail stores and food outlets, including international brands such as Calvin Klein, Gap, Tommy Hilfiger, Pizza Hut and KFC.

Crescent Mall retailers will have the ability to easily create sophisticated campaigns to better engage connected shoppers and analyse their success in driving customer footfall, store visit frequency, loyalty and sales conversion.

Sprooki was selected as the preferred supplier for Crescent Mall's mobile engagement platform through a competitive process featuring both local Vietnamese and international vendors. Securing Crescent Mall affirms Sprooki's position as a market leader in the Asia Pacific region, adding another top tier retail property group to its rapidly expanding client base.

"Crescent Mall represents the vanguard of Vietnam's retail sector. As a progressive mall in a high-growth retail market, it is well positioned to benefit from Sprooki's technology, to engage shoppers in more relevant, mobile-first ways, staying at the forefront of the rapidly evolving retail market," said Claire Mula, Executive Director and Co-founder of Sprooki. "Vietnamese retail is entering a period of exceptional growth so securing a marquee client like Crescent Mall gives Sprooki a significant boost in establishing our presence nationally and expanding our customer base in Asia Pacific."

Stanfield welcomes the agreement between Sprooki and Crescent Mall, and is looking forward to increasing Shareholder wealth from Sprooki's position as a market leader in mobile engagement platforms in Asia Pacific.

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### **About Crescent Mall**

Since first opening its doors in November 2011, Crescent Mall has been regarded as the first international standard shopping centre in Vietnam, comparable with leading shopping centres in Hong Kong, Singapore and China. Featuring a unique arc design, Crescent Mall offers in excess of 130 retail shops distributed over five levels, plus both basement and outdoor parking. Crescent Mall is owned by Phu My Hung Development Corporation (PMH Corp), the Infrastructure developer of the New City Center. The company was established in 1993 as a joint-venture between the Ho Chi Minh City People's Committee (represented by the Tan Thuan Industrial Promotion Company) and the Central Trading & Development Group, headquartered in Taiwan. The New City Center (Saigon South) Master Plan presents a historic opportunity for Vietnam and Ho Chi Minh City to re-establish its position in the global economy while creating a modern well-planned city that can become the most desirable international business location in Southeast Asia

### **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.