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## ASX / Media Release

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# Rebranding of ShangCommerce

### HIGHLIGHTS:

- Digimatic completes rebranding of ShangCommerce to Digimatic Solutions Pte Ltd
- Digimatic Solutions focus on Business to Business (B2B) solutions
- ShangCommerce Business to Consumer (B2C) operations sold to Haynesville Group Ltd

Digimatic Group Ltd (**ASX:DMC**) (the “Company” or “DMC”), is pleased to advise that it has completed the re-branding of its subsidiary ShangCommerce Pte Ltd to Digimatic Solutions Pte Ltd (“Digimatic Solutions”). The change of name and re-branding is a central pillar of the company’s focus on the Business to Business (B2B) ecommerce and digital marketing segment, which offers significant growth opportunities.

As a result of the rebranding and focus on B2B, Digimatic Solutions has divested its Business to Consumer operations, where the company works with several partners or purchase products to sell to consumers. The divestment includes the ShangCommerce consumer clients base, service contracts and associated accounts receivable (“assets”) which represent approximately 2.2% of the Company’s net assets and less than 1% of the Company’s revenue.

The assets were sold to Haynesville Group Ltd for SGD\$450,000. Haynesville will continue to offer the e-commerce solutions via the shangmarket.com e-commerce platform and offer the ongoing support to the B2C clients until December 31, 2016.

Digimatic Executive Director Hui Jie Lim commented *“The change of branding to Digimatic Solutions and focus to the B2B segment delivers a clear message to our customers on our value proposition of the twin engines of growth, being of our marketing and technology engine. This is consistent with the key goal of Digimatic to become a Global Brand Enabler of connecting Brands to their Customers most effectively.”*

**ENDS**



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