



10th October 2018

a2a Business Update and CTO Appointment

Since listing on the National Stock Exchange of Australia (**NSX**) in June 2018, a2a GN Ltd (**a2a**) has been further developing our business offering, technology platform and growing our team, and we are delighted to provide shareholders with an update on our progress to-date.

Key milestones achieved in recent months include:

- Expansion of a2a's Unified Loyalty Program
 - a2a now has over 500 retail outlets on board to be our co-brand merchants using the Unified Loyalty Program.
 - This includes OWL Eyewear Sdn. Bhd. and Star Electronics Sales & Services Sdn. Bhd. amongst a number of popular chain stores that have signed a co-branding agreement with a2a.
- Further regional expansion of the Cross-Country Module
 - The a2a network is now available across much of the ASEAN region, including Malaysia, Indonesia, Philippines, Singapore, Thailand, Vietnam and most recently was established in Australia.
 - The Australian E-Shop platform was launched in August 2018, and there are currently over 230 Australian e-shops.
 - These include Billy Guyatts (major Australian electrical appliance retailer), Sanity Entertainment (leading Australian retailer of movies, games, music, etc) and Windsor Smith (iconic Australian footwear brand).
 - Currently, a2a has over 400 e-shops, with a target of over 500 e-shops by the end of 2018.

With the continued growth of a2a's technology platform, we are delighted to advise that Mr. Melvin Foong has commenced as the company's Chief Technology Officer (CTO). Melvin brings over 20 years of experience in programming, database, cyber securities, IT management, coding, including developing intranet and building e-commerce and online property portals.

On his commencement, Melvin commented *"I am looking forward to leading the technology team at this critical phase of a2a's growth and am excited with the opportunity to further enhance a2a's compelling technology offer."*

Commenting on the appointment, a2a's CEO Vivian Yue said, *"With the continued expansion of our market-leading, in-house technology platform, we are delighted to have someone of Melvin's caliber join our team."*

In addition, a2a recognizes the importance of clear engagement with our shareholders. To assist, we have created a dedicated email address for shareholders to email any questions you may have. Details are below, and we look forward to providing future updates on our business operations.

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