



Digimatic Group



HELPING BRANDS CONNECT

ASX / Media Release

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Digimatic Solutions Collaboration with MP International

HIGHLIGHTS:

- Digimatic Solutions has entered into a Collaboration Agreement with MP International to develop and run an ecommerce platform targeting the pet lovers community which includes a website and a mobile application.
- MP International has organized the annual Pet Expo Exhibition in Singapore since 2014. Pet Expo 2016 attracted more than 27,000 visitors.

Digimatic Solutions Pte Ltd (“DMS”), a subsidiary of Digimatic Group Ltd (ASX:DMC), has entered into a Collaboration Agreement with MP International Pte Ltd (“MP International”) to form an incorporated joint venture company to run a pet lovers community ecommerce website and mobile application that will also promote the offline event Pet Expo 2017.

Building an online pet lovers community and ecommerce business

The establishment of the new company will allow both DMS and MP International to bring together their complementary strengths, resources and experience to run a community platform comprising social media, ecommerce and event capabilities. This will be delivered through a community website and a mobile application through which pet owners, animal lovers, vets, associations and merchants can share information, products and advice about pets.

The application and website will also leverage the existing database of animal lovers and pet owners who attended previous Pet Expo exhibitions to promote details of the offline Pet Expo exhibition and other pet-related exhibitions, while growing the online community by aggregating interesting social media feeds and news from related web portals.

Merchants who sign on for the offline Pet Expo will be able to address this community, providing different promotions and information on new products throughout the year to this targeted database of pet lovers and owners, allowing them to easily find out about the latest pet products and services through a single community application and website.

The new community application and website will potentially capture a large yet niche database of consumers and merchants that have an interest in pets and pet-related products and services. This application will also be the first in Singapore to cater to the needs of local pet owners and pet lovers by providing a one-stop solution that will cover all their pet care needs.

“We see great value in how the growing pet lover community in Singapore can benefit from having just one website or application that provides them with all the information they will need to know on their pets and various pet products, allows them to interact with pet owners and merchants and at the same time book services and purchase all the items they require for their pets easily,” says Lim Hui Jie, CEO of Digimatic Group Ltd.

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“With an online component to complement the offline event segment, we are looking at reaching out to a greater end user market and database including the tech-savvier millennials, and potentially expanding markets by tapping into the online application to create extended branding and marketing reach into new countries and territories. This means that our business can now monetize 365 days throughout the year instead of solely through a few event days,” says Jack Chia, Executive Director of MP International Pte Ltd.

The new application and website are targeting an initial launch date in March 2017 while the 4th edition of Pet Expo has been planned for April 2017.

Pet Expo and the pet community in Singapore

MP International Pte Ltd is a subsidiary of Pico Far East Holdings Limited (HKEX Stock Code: 752) specialising in organising exhibitions, conferences and events. The company is headquartered in Singapore with 10 offices across Asia and Europe, and has organised and managed over 1,000 events at the national, regional and international levels.

Recognising the growing number of animal lovers and pet communities in Singapore, MP International held its first Pet Expo in 2014 with over 52 exhibitors showcasing their newest products and services to a total of 19,870 public visitors and 3,000 pets over the three days of the fair. At the latest Pet Expo held in 2016, this number grew to more than 27,000 public visitors and 8,400 pets.

Singapore's pet population is projected to hit 824,600 pets this year, up from 816,115 in 2014, according to statistics from Euromonitor International, a market research firm. Annual spending on pet food is projected to hit around S\$96.20 million, and the pet care market was worth around S\$119.2 million in 2016.

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About Digimatic Group Ltd

Digimatic Group Ltd (ASX: DMC) is a Global Brand Enabler that empowers brands to connect to their customers in the most effective way. As a thought leader in the digital space, Digimatic is a disruptive innovator that combines a unique blend of ROI branding, ROI marketing and ROI commerce expertise to help clients achieve true value from their business investment.

About Digimatic Solutions Pte Ltd

Digimatic Solutions is the technology arm of Digimatic Group Ltd and specialises in providing sustainable business solutions via commerce technology in consultation with its clients. Digimatic Solutions' in-house capabilities include the building of ecommerce platforms and marketplaces, websites, mobile applications and end-to-end customised platforms that include logistics and managed services as well as digital marketing solutions that ensure continued traffic and lead generation to the platforms or sites.

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About MP International Pte Ltd

MP International Pte Ltd, a subsidiary of Pico Far East Holdings Limited (HKEX Stock Code: 752), is a professional conference and exhibition organiser. Headquartered in Singapore with 10 offices across Asia and Europe, MP International provides a wide array of services to government, trade, industry and professional groups. These services range from show conceptualisation to post-event evaluation and exhibitor procurement to buyer recruitment.

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