



## ALLIANCE BETWEEN ASIA PACIFIC DIGITAL AND ACOMMERCE GROUP

**Singapore. March 17, 2014.** Leading digital commerce and technology group DPG, soon to be renamed Asia Pacific Digital Limited (**Asia Pacific Digital**) and end-to-end e-commerce service provider aCommerce Group Limited (**aCommerce**) announced today that they are entering into an alliance that will expand their service offering and geographical scope across Asia.

The alliance will enable these two market leaders to offer their regional and international clients Southeast Asia's first and only comprehensive logistics, e-commerce technology and marketing solution across Southeast Asia and Australasia. Combined, the group's capability extends across Australia, New Zealand, Singapore, Malaysia, Thailand, Indonesia, the Philippines and Greater China.

As part of the alliance, aCommerce is evaluating rolling out Asia Pacific Digital's suite of e-commerce and digital marketing technology tools in its Southeast Asian markets. Asia Pacific Digital will offer aCommerce's specialized regional expertise in logistics and e-commerce technology to its international clients in order to competitively bolster e-retail in the world's fastest growing market.

aCommerce is experiencing rapid growth and is presently undertaking its Series A capital fundraising. Asia Pacific Digital has agreed in principle to invest 1 million USD by 30 April 2014 in a minority shareholding in aCommerce to cement the alliance.

"We are delighted to have formed this important relationship. aCommerce has taken an innovative approach to e-commerce in developing markets such as Thailand and Indonesia. We think the access this gives our international clients to those emerging markets, plus the regional solution we now provide, make us an unbeatable team," Roger Sharp of Asia Pacific Digital said.

"aCommerce was formed expressly to solve challenges in e-commerce for companies looking to break into Southeast Asia," said CEO Paul Srivorakul, "We hope that by working with a pan-Asian powerhouse such as Asia Pacific Digital we will be able to enable robust and high quality e-commerce growth for their diverse client base through our local expertise."

### **About Asia Pacific Digital** [www.asiapacificdigital.com](http://www.asiapacificdigital.com)

Asia Pacific Digital (ASX: DIG) is Australia's first ASX-listed specialist in digital commerce and technology, focussed on the fast-growing Asia Pacific region. Asia Pacific Digital operates four divisions: Strategies & Solutions (digital strategies, creative and technology solutions), Customer Acquisition (generating online demand), Customer Management (communicating with and managing customers) and end-to-end eCommerce.

### **About aCommerce** [www.acommerce.asia](http://www.acommerce.asia)

aCommerce is a regional e-commerce service provider on a mission to break the logistics bottleneck of Southeast Asia. Founded in Thailand in May 2013, aCommerce has offices and distribution centers in Indonesia, Thailand, Philippines and Singapore. The company provides end-to-end retail solutions including e-commerce platform design and development, order fulfillment and warehousing, delivery and logistics, customer service call centers, creative production and channel management.

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