



Fatfish Internet Group Ltd
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6 November 2017

ASX Announcement

FFG's Swedish Subsidiary Acquires 51% of iSecrets AB

- **FFG's Swedish Subsidiary Fatfish Global Ventures AB acquires 51% iSecrets AB**
- **iSecrets AB operates fast-growing e-commerce site iSecrets.SE that focusses on young consumers market of Sweden**
- **Plan to scale up iSecrets AB's business through expansion of product line and geographical expansion**

Fatfish Internet Group Ltd (ASX code: FFG) is pleased to announce that its venture builder arm and Swedish subsidiary, Fatfish Global Ventures AB (publ)("FGV"), has acquired 51% stake in fast-growing Swedish e-commerce company iSecrets AB.

The acquisition is for a total consideration SEK 8,160,000 (A\$ 1.26million), of which SEK2,500,000 (A\$387,470) will be satisfied in cash whereas the remaining consideration will be satisfied through issuance of new ordinary shares of FGV.

iSecrets AB operates iSecrets.se, a fast growing e-commerce site that targets young consumers in Sweden . iSecrets AB's unique proposition is its focus on spotting new consumer trend early and sell trending merchandize online for the fast-paced consumer trend. The site currently sells design focused phone and tablet accessories, clothing, bags and other items; its target audience is consumers between age 16 to 30 years old. The company is planning to rapidly expand its product line.

FGV's involvement in the company will see it helping to expand the business of iSecrets AB by introducing international partnership to iSecrets AB, bringing e-commerce merchants from outside of Sweden that will partner with iSecrets to sell products online in the Swedish market via iSecrets AB's existing digital storefront, marketing and logistic capabilities. Fatfish is also interested to explore expanding iSecret AB's e-commerce activities to outside of Sweden, in particular the other Scandinavian markets beyond Sweden.

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For its financial year ending 30 April 2017 iSecrets AB recorded a total revenue of SEK 11,930,588 (A\$1.85million), a growth of 32% from its previous financial year. The company is expecting to achieve even faster growth in its coming years.

The acquisition marks the first investment of FGV in the European internet market as it seeks global expansion with immediate focus of establishing itself as a bridge between Europe and Asia for digital ventures it is involved in.

About Fatfish Global Ventures AB (publ)

Fatfish Global Ventures AB (publ) ("FGV") is an internet venture builder with presence in Europe and Asia. FGV is a Sweden incorporated public company and is headquartered in Stockholm, Sweden while having its key venture hubs across Asia.

FGV identifies opportunities in the internet economy and seeks out partnership with entrepreneurs to build fast-paced ventures in the geographical markets that FGV is interested in. FGV's unique proposition is its wealth of international experience and corporate startup resources that it can bring onto ventures to enhance their value and competitiveness.

FGV is empowered with a multi-pronged investment model that allows it to either invest or acquire strategic stakes into ventures. FGV also often functions as a corporate co-founder, starting ventures with entrepreneurs it partners with.

FGV aims to foster a strong entrepreneurial culture within itself and its portfolio of companies, with an emphasis that it is an organization that is 'led by entrepreneurs, built for entrepreneurs'.

FGV is a subsidiary of ASX-listed Fatfish Internet Group Limited. For more information on FGV, visit www.fatfishglobal.com

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About Fatfish Internet Group (ASX:FFG)

Fatfish Internet Group Ltd ('FFG') is a digital business investment and development firm. FFG is listed on the Australian Securities Exchange (ASX) since 2014, under the symbol FFG.

FFG aims to enhance shareholder value through investing and developing digital businesses that have potential to emerge as regional winners. To achieve this, it focusses on identifying emerging business models in the digital economy.

FFG takes an active involvement role from seed funding stage to exit stage of its investee companies. In parallel it also aims to enhance the value of its investee companies but assisting them in alternative funding and growth strategy via the Initial Public Offerings (IPOs) or Mergers & Acquisitions (M&A) transactions.

For further question on this release, please contact the Investor Relations Team at ir@fatfish.co or visit www.fatfish.co

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