

22 Nov 2018

ASX and Media Announcement

Business Update: iFashion's Artbox Malaysia Event Attended by 349,000 Visitors

Highlights:

- **The inaugural Artbox Malaysia event recorded 349,000 visitors over the past two weekends**
- **Artbox is a series of events focused on a new outdoor retail concept, organised by iFashion Group, a company co-founded by Fatfish**
- **Artbox Singapore is an ongoing success, with the latest event being attended by 757,000 visitors in May 2018**
- **The Event is the first of multiple international Artbox events outside of Singapore that are planned by iFashion Group**

Fatfish Blockchain Ltd ("**Fatfish**", "**FFG**" or the "**Company**") is pleased to announce that its investee company iFashion Group ("**iFashion Group**") has successfully organised and executed the inaugural Artbox Malaysia event (the "**Event**") over the past two weekends.

Artbox is a series of events organised by Invade, a unit of iFashion Group. The Event brings together trendy independent retailers into a carnival-themed open-space, accompanied with live music that takes on centerstage. The result is a combination of an alternate music festival and flea market.

Originally launched in Singapore, iFashion's Artbox event has been operating for two years, with the May 2018 Artbox Singapore event at the Marina Bay Sands, being attended by an astounding 757,000 visitors. The Singapore edition of the Event is title-sponsored by DBS Bank, one of Singapore's leading banks.

Artbox Malaysia is the first of many Artbox events being planned by iFashion Group outside of Singapore. Artbox Malaysia was organised in partnership with the Sunway Group, a leading property and mall conglomerate of Malaysia and was held over the past two weekends, recording a total of **349,000 visitors** that spent an average **3.5 hours** at the Event.

The Artbox series of events utilise sophisticated analytic technology to analyse visitors' foot traffic and incorporate e-payment systems in partnership with payment

For personal use only



Fatfish Blockchain Ltd
(ACN 004 080 460)
Level 4, 91 William Street
Melbourne VIC 3000
Australia

www.fatfish.co

providers. Invade, the iFashion business unit, specialises in running an online retail rental management system that automates rental and tenant management of long and short term retail space. The events have generated multiple sources of revenue for iFashion Group and brought compelling visibility and revenues to retailers that have participated. Artbox events have also garnered high visibility on social media, bringing high value mindshare to partnered brands that sought to work with Artbox.

Founded by Fatfish's Consumer Internet Division in early 2015, the iFashion Group was built in collaboration between the Fatfish venture building team in Singapore and a team of well-regarded local e-commerce entrepreneurs. Fatfish's Consumer Internet Division operates out of Stockholm and Singapore, both leading internet venture hubs of their respective regions, and is held via Fatfish's Swedish subsidiary Fatfish Global Ventures AB.

As announced in May 2018, Fatfish has a 17% shareholding in iFashion Group and has entered into a sale and purchase agreement, to sell the business to MC Payment, which is seeking a listing on the Singapore Exchange ("SGX") via reverse takeover, with SGX Catalyst listed Artivision Technologies Ltd. The transaction is progressing as forecasted and nearing listing. The sale of the business will see Fatfish net a total of USD \$3.179M (AUD \$4.23 million) worth MC Payment Shares, with Fatfish and other iFashion Group's vendors receiving the listed shares upon completion of the reverse takeover.

- End -

About Fatfish Internet Group

Fatfish Internet Group Ltd (ASX Code: FFG) is a publicly traded international venture investment and development firm. FFG partners with entrepreneurs and experienced executives to build and grow tech businesses via a co-entrepreneurship model. FFG focusses on emerging global technology trends, specifically FFG has been investing strategically across various sectors of **cryptocurrency, fintech and consumer internet** technologies.

Fatfish is currently invested in the three highly viable sectors of Cryptocurrency and Blockchain:

Cryptocurrency Exchanges – Krypto-X cryptocurrency exchange.

Cryptocurrency Mining – Minerium Technology Limited, a large-scale cryptocurrency mining business in emerging market locations.



Fatfish Blockchain Ltd
(ACN 004 080 460)
Level 4, 91 William Street
Melbourne VIC 3000
Australia

www.fatfish.co

Blockchain Fund Management – Epsilon Capital, a blockchain and cryptocurrency 'fund-of funds' and Altarian Capital, among the first UK FCA approved fund management business dedicated to crypto investment.

FFG operates from its international venture hubs located in Singapore, Kuala Lumpur and Stockholm.

For More details, please contact:

Jane Morgan

Investor Relations

+ 61 (0) 405 555 618

ir@fatfish.co or visit www.fatfish.co

For personal use only