

PRESS RELEASE

Clozette Announces Rebrand for Indonesia as New Website Launches

Clozette, the fastest growing fashion social network in Asia, announces rebranding for Indonesia market in the wake of the launch of their redesigned website as their offering continues to expand.

Indonesia/Singapore, 8 May 2014 – After an extensive strategic review, Clozette, Asia's fastest growing fashion and beauty social network, has today announced the rebranding of Clozette Daily to Clozette Indonesia (id.clozette.co) which includes the unveiling of a new logo and launch of a new website.

The refreshed brand identity comes at a time where Clozette's offering is continuing to reinforce her digital footprint in Indonesia, which has been identified as a key market.

The new Clozette Indonesia site will encapsulate Clozette'sⁱ interactive offerings, from sharing of buys and finds that are user-generated, community browsing to online shopping powered byⁱⁱ ViSenze visual search and image recognition. To appeal to an even wider Indonesian female audience, the new site will be formally localized to contain more content in Bahasa Indonesia language and seeks to embrace appreciation and self-expression for the Hijab fashion culture.

Clozette Daily site started as a joint collaboration between Clozette and Female Daily Network in October 2012. Since the beginning of 2014, both parties have decided to take on a new approach to the partnership – Female Daily Network to focus on providing beauty-related content on forums and product reviews while Clozette continues to provide an engagement platform for women to have visual interaction with fellow community members, fashion and beauty brands, and shop items carefully curated by the team.

Both partners continue to share the common vision to engage with savvy and connected women in Indonesia's digital landscape and will jointly provide digital engagement solutions for brands to reach both Clozette Indonesia and Female Daily Network audiences.

Roger Yuen, Founder and Chief Executive of Clozette, said of the new site launch, "We have a strong desire to stay at the forefront of digital innovation to generate exponential ROI for partners and brands who advertise on Clozette platform. The refreshed Clozette Indonesia site boasts a highly relevant and visually impactful environment for our valued community – they can look forward to a platform that inspires and appeals to the everyday cosmopolitan lady who embraces Indonesia culture and celebrates Hijab fashion."

In addition to the partnership with Female Daily Network, Clozette is also the exclusive advertising representative for ⁱⁱⁱ **Glam Media** (www.glammedia.com) and ^{iv} **E! Online** (www.eonline.com) in Southeast Asia region, including Indonesia.

Ahead of Clozette Indonesia's rebranding, Clozette received a USD\$3 million Series B funding earlier in November 2013 and most recently also announced its foray in bringing fashion and beauty content onto TV through a content collaboration with **Starworld's** *Stylesetter* series. *Stylesetter* features the latest fashion and beauty trends as well as events industry in Asia, and will air on Starworld between TV programs throughout the day and also be featured on Clozette's website. Co-promotions such as contests and exclusive benefits will benefit brands, Clozette's community and partners.

Collectively, Clozette and its partners garner more than 70 million online impressions in the region.

ⁱ **New features on Clozette Indonesia:**

- **Sign into Clozette account with Facebook:** Enjoy the convenience of one step login by providing your Facebook credentials
- **Photo sharing with Clozette Indonesia community via Instagram:** Connect your Instagram account under Clozette *Account Settings*, and apply #ClozetteIndonesia under Instagram photo caption, your photo will instantly appear on Clozette account!
- **Visual Search:** Visually search and shop from more than 2 million fashion items from the 5,000 labels you love all together from Clozette Shoppe! Whether you're shopping for a particular brand, sticking to a limited budget or following a theme, you can find visually similar items with ease.
- **ClozetteINSIDER:** Clozette team's brief commentary on latest product launches, interesting news and events happening in the region
- **Clozette Indonesia Ambassadors Program:** Clozette team actively recruits bloggers and influencers who wield strong influences in the online and social space to provide live updates on their daily styles and beauty looks – all aggregated on one platform.

ⁱⁱ **ViSenze** is a spin-off company from NExT, a research center jointly established between National University of Singapore (NUS) and Tsinghua University of China. ViSenze's mission is to unlock the intelligence captured in any rich visual content using sophisticated visual recognition technology and have created a portfolio of innovative multi-platform enterprise solutions: ViSearch for intelligent visual Search, ViContext for contextual analysis and recommendation, ViMobile for mobile search and recognition, and ViSight for visual driven business analytics. Through continuous large-scale rapid machine learning and practical R&D based on real-world problems, ViSenze's technology helps today's

digital businesses address challenges in fast-growing visual content across web, mobile and social media platforms. For more information, please visit www.visenze.com.

iii **Glam Media** has a network of more than 250 million unique users worldwide, of which 46 million are from Asia. Its 4,000+ publishers worldwide, combined with its own leading properties deliver significant scale- connecting brand advertisers.

iv **E! Online** is a network of NBCUniversal Cable Entertainment, a division of NBCUniversal. The advertising partnership aims to offer compelling content and display advertising that will engage readers.

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About Clozette Indonesia

Clozette Indonesia, the Indonesian edition of www.clozette.co, is a visual, image-centric social shopping network that delivers the hottest trends and the coolest community in fashion, beauty, and style - and the ability to shop for it all, in one place. Driven by user-generated content, its localized and high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion, beauty & style.

For more information, please visit id.clozette.co.

About Female Daily Network

Female Daily Network is home of the largest online community in Indonesia. It aims to be the company that best understands women, empower women and connect women to each other. With over 140,000 registered members and 8 million page views a month, Female Daily Network is the place where women find their daily inspiration, product recommendation and solution to their problems. In FemaleDaily.com, strong editorial content along with community forum discussion and beauty analytics platform is integrated in one place, making it the #1 destination for everything related to beauty. Its sister sites, MommiesDaily.com is the resourceful place for all things related to motherhood, parenting, kids and family.

For more information, please visit <http://femaledaily.com>.

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