

Asia Pacific Internet Group, highlights of 2015 - Six new companies across eight markets

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SUMMARY

APACIG launched Vaniday, ZenRooms, Lyke, Everjobs, PrintVenue and ShopWings across eight markets. Several successful funding rounds in 2015 were the basis for continued growth.

2015 has been a successful year for Asia Pacific Internet Group (APACIG). APACIG launched six different business models across eight markets within the APAC region. The joint venture between German internet platform Rocket Internet and Ooredoo began its operations in the Asia-Pacific region early in 2014.

“We are very satisfied with what has been accomplished in 2015. The Asia-Pacific region is moving fast and we are proud to be a part of the accelerating growth. Based on our results of the last year, I am confident we will keep on moving with the same speed in 2016, thanks to the strong commitment of our team and partners”, says Hanno Stegmann, CEO of APACIG.

- Online grocery-delivery service ShopWings started in Australia
- Printing portal PrintVenue became part of APACIG in Singapore and Australia
- Cleaning platform Helping started in Singapore
- Job portal Everjobs launched in Myanmar, Sri Lanka, Cambodia and Bangladesh
- Classifieds platform Kaymu was launched in the Philippines
- Daraz expanded from Pakistan to Myanmar and Bangladesh and closed a major financing round
- Hotel booking platform Jovago started in Myanmar and Bangladesh
- Mobile fashion App Lyke launched in Indonesia
- Hotel network ZenRooms made its debut in Singapore, Thailand and Indonesia
- Beauty and wellness marketplace Vaniday started in Australia and Singapore

“We have identified different business models for the diverse markets where we are active. Whilst in frontier markets, such as Pakistan and Myanmar, we focus on worldwide proven models, like classifieds and e-commerce marketplaces. For developed regions, like Singapore and Australia, we count on companies such as Helping and Vaniday”, adds Stegmann.

Several successful funding rounds in 2015 were the basis for continued growth of these companies. Amongst other financing rounds across the portfolio, Daraz raised: US\$55 million in September, Carmudi closed US\$25 million and Lamudi US\$18 million in February.

In addition, APACIG and Philippine Long Distance Telephone Company (PLDT) agreed to create a joint venture with focus on online business development in the Philippines - The Philippines Internet Group (PHIG). The new online enterprise will bundle activities of existing high-growth companies and numerous models to be launched in the coming years.

“Thanks to the trust and support of our investors we are looking forward to 2016. There will be more companies and more expansions, taking us a step closer to becoming the leading online platform in Asia”, says Stegmann.

About APACIG

The Asia Pacific Internet Group is a joint venture of Rocket Internet and Ooredoo. The group’s network consists of 17 e-commerce and online marketplace companies, operating across 15 countries. Since it was founded in 2014, APACIG has become the leading online platform in Asia, building top internet companies across the region.



RELEVANT LINKS

 **APACIG**
<http://www.asiapacificinternetgroup.com>

IMAGES





Asia Pacific Internet Group

SPOKESPEOPLE



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ABOUT ROCKET INTERNET

Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit www.rocket-internet.com.

Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply

chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

Our Platform

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



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