

Rocket Internet's classifieds app Sparklist launches in the Philippines

Sparklist brings trust and convenience to the peer-to-peer buying and selling process, improving the landscape of mobile classifieds in the region.

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Sparklist, the classifieds mobile app that safely connects buyers and sellers in the same area, announces today its launch in the Philippines, the third largest market for smartphones in Southeast Asia. The company starts its expansion only 2 months after the official launch, with registered users amounting to almost 10 thousand in the country.

Nalla Karunanithy, founder of Sparklist, explains the decision to expand into the Philippines: "Filipinos are connected and social, the country is known for many as the 'social media capital of the world'. For 2016, the number of smartphone users in the Philippines is estimated to reach 29.9 million (Statista, 2014), almost a quarter of the whole country's population. At the same time, internet penetration is increasing fast, with the majority of new users coming online via mobile".

The app creates a secure, simple and easy environment to buy and sell without compromising privacy. Sellers list their products by snapping a photo with their smartphone and directly posting it, with price and description. Buyers can browse through different categories and find a wide variety of goods in their surroundings.

"With a mobile approach and the exclusive in-app chat feature they can negotiate prices without the need of making their contact details public, as it normally happens in Social Media groups or normal classifieds. We provide the users with the ability to bargain and build trust while making the purchase decision", explains Nalla.

Founded by Nalla Karunanithy, Sparklist has launched its operations in November 2015 and is expanding quickly through Asia. The app is currently available for Android, with the iOS version soon to be added to the mix.

About Sparklist

Sparklist is a peer-to-peer classifieds mobile app that safely connects buyers and sellers in the same area. Buyers can browse through different categories and find a wide variety of goods. Sellers list their products by snapping a photo with their smartphone and directly posting it, with price and description. As an additional feature, the platform allows customers to keep their contact details private. At Sparklist they can chat within the app, negotiate prices and build trust.

Get Sparklist here <https://goo.gl/vhvr6>

Available now on Google Play Store and soon on Apple App Store.

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For further inquiries please contact

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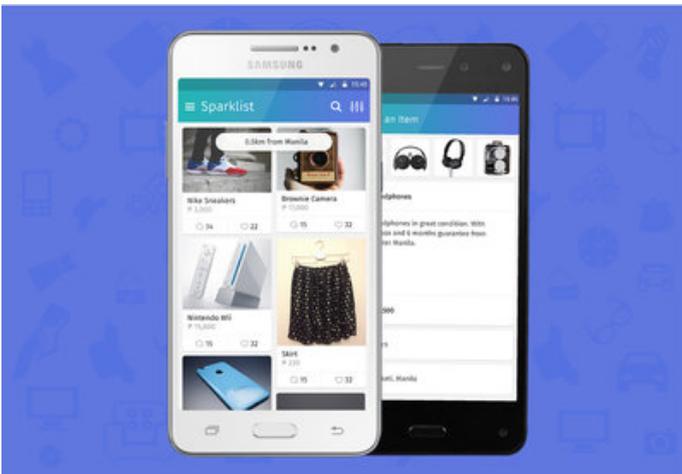
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RELEVANT LINKS

 **Sparklist**
<https://goo.gl/vhvr6>

IMAGES



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.



Rocket Internetnewsroom

