

PricePanda passes over 1,000,000 people to online partner shops



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Summary **Berlin/Singapore January 17th 2014 – PricePanda, the leading price comparison website in South-East Asia, has converted over 1,000,000 million people to shop online all over South-East Asia since its launch in 2012. This milestone is just the first step into the start of a successful new year. This year, e-commerce will continue to be one of the fastest growing markets in South-East Asia and especially the online marketers will see great potential in this region.**

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According to a study by Accenture, there are expected to be 194M new internet users by the end of 2020. Thanks to mobile technologies online shoppers can now gain an upper hand in comparing the broad online product range. In addition to this, PricePanda creates transparency and enables customers to find the best online offers right away. The ever-growing role of M-Commerce in South-East Asia has shown people's desire to do their entire internet surfing on their mobile devices. Yet South-East Asians overall desire for digital drive varies among each country between 55% to 79% - far above the global average of 31%.

Christian Schiller, Global CEO of PricePanda, recently stated: "This year, we can expect to scale rapidly and reach further milestones. And converting 1M people to our partner shops is just the beginning. We are confident to face new challenges arising from the upward movements in Southeast Asia's e-commerce market by inventing innovative ideas, better services and enlarging our market shares. The growth of m-commerce participation in the South-East Asia market shows the eagerness of consumers to take advantage of online opportunities. There is a clear demand for our services, especially helping customers to keep track of the increasing range of online product offers and to connect them with online merchants."

About PricePanda

PricePanda (www.pricepanda.com) was founded in 2012 by Christian Schiller and Louis Iskandar and is currently available in Mexico, Malaysia, Philippines, Indonesia and Singapore. PricePanda is continuously striving to provide its customers with the lowest prices on a transparent price-comparison platform. In addition displaying detailed reviews about consumer electronics including: mobile phones, software, TV, audio kits, health & beauty products and many more, PricePanda regularly updates their website. Furthermore, PricePanda is available on the go for all iOS and Android devices.

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About Rocket Internet

Who we are

Rocket Internet is the world's largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team operates under the name of Rocket Internet.

We are headquartered right in the vibrant centre of Berlin, Europe's Silicon Valley, and operate a network of 25 international Rocket offices, covering all relevant developed and emerging markets. Our primary focus is on building proven, transaction-based business models in the online and mobile space. We are however not limited by such parameters and seize other attractive opportunities whenever they arise.

Investors in companies started by Rocket Internet include Investment AB Kinnevik, Holtzbrinck Ventures and many others.

How we work

Rocket is much more than a venture capital firm or an incubator. We bring together all key elements required to create great companies: team, concept, technology, and capital. We are 100 percent operationally involved in building our ventures and cover all critical functions with our expert teams. They work together seamlessly in order to ensure that best practices are

implemented in all key areas.

These teams include: Engineering and Product Development, Online Marketing, CRM, Business Intelligence, Operations, HR, and Finance. In addition, we have a global mobile task force of top entrepreneurial talents that brings expertise and speed to all our markets.

What we believe in and how we see ourselves

We are passionate entrepreneurs and focus on performance. We remain humble, and we understand that success is a result of hard work. We want to learn every day and share our knowledge with each other. We focus on the details and always try to solve problems ourselves.

We want to be selfless and pragmatic and have no time for politics. We value intelligence more than experience. We believe that anything is possible. We move as fast as we can and take risks. We like to get and give autonomy and responsibility. We are flexible and tolerant towards ambiguity and uncertainty. And above all: we are always looking for great people. So come and join us!