

## **F J BENJAMIN SETS UP OMNICHANNEL ADVISORY BOARD**

- *Ex-CEO of SingPost ecommerce Marcelo Wessler, Google's Jon Sugihara, Zalora's chief marketing officer Tito Costa appointed advisors*
- *Omnichannel strategy to optimise FJB's regional network for seamless online to offline customer experience*
- *Move follows recent shareholders' greenlight to raise up to \$39 million in rights cum warrants issue*

**Singapore, 20 March 2018** – F J Benjamin Holdings has set up an Omnichannel Advisory Board as part of its strategy to broaden its marketing base by providing customers with a seamless experience that integrates the Group's brick-and-mortar stores and online channels.

The Singapore-based fashion and lifestyle retailer said today that the Advisory Board will advise F J Benjamin's management on an omnichannel strategy that will strengthen links between new digital channels and the Group's network of over 200 stores and 1,500 points of sale in Singapore, Malaysia and Indonesia. Tapping data analytics and other digital tools in a fully-integrated marketing platform, it aims to foster effortless shopping experience for customers in today's digital economy.

Three domain experts have been appointed Members of the Advisory Board which also include three senior F J Benjamin executives. They are: Messrs Marcelo Wessler, ex-CEO of SingPost ecommerce and currently Managing Partner of Codem.com; Jon Sugihara, Head of Global Strategic Partnerships at Google; and Tito Costa, Chief Marketing Officer at Zalora.

F J Benjamin Director of Corporate Strategy Mr Ben Benjamin said: "It is our pleasure to welcome Marcelo, Jon and Tito to our Omnichannel Advisory Board. We look forward to working closely with them to harness the power of F J Benjamin's platform to meaningfully impact our customers' online to offline journey in the region.

“We are pursuing an omnichannel strategy where we hope to harness our existing customer database in the region, which should have the twin impact of both optimising our regional network as well as growing our business volume online.”

Mr Benjamin, who is also a Member of the Advisory Board, added: “We have observed the online ecosystem evolve rapidly over the past two years, including last mile logistics, payments and mobile commerce, and feel that the time is now ripe to pursue an economically viable business model that will integrate the online ecosystem with our retail infrastructure.”

Codem.com’s Mr Wessler is a global ecommerce pioneer who began with KPMG in Switzerland and went on to successfully develop ecommerce entities for companies such as Hewlett-Packard, BMW and SingPost. In helping their ecommerce efforts, Mr Wessler was instrumental in crucial aspects of their transformation and future-readiness. He said: “I am confident that F J Benjamin’s omnichannel strategy, leveraging on their well-established footprint in the region and their portfolio of iconic brands will greatly extend their market reach.”

Codem.com is a commerce enabler that specialises in setting up critical online businesses for regional and international brands and retailers. It currently supports brands like Zozo, Wanderlust, Makeup Forever and QubeVu to ensure their online businesses are strategically oriented and optimised. In his previous position as CEO, SingPost ecommerce, Mr Wessler led an operation which served more than 100 clients and runs sites like colehaan.com, adidas.com.my, uniqlo.com/th and calvinklein.com.

Mr Sugihara spent his career building technology companies in both the US and Asia, including Perx, the largest mobile loyalty and remarketing platform in Singapore funded by Eduardo Saverin, the co-founder of Facebook. He was also the Chief Product Officer of online supermarket operator RedMart.

He leads global strategic partnerships at Google's Next Billion Users' team. Mr Sugihara said: "It is timely for a seasoned retail player like F J Benjamin to build its online presence. Recent advances in technologies and logistics create an interesting opportunity to reinvent retail."

Zalora's Mr Costa added: "F J Benjamin's omnichannel strategy will be built on the idea that customers should be well served no matter where or when they want to engage with the brand. I look forward to sharing my experience and expertise with a true blue Singapore enterprise and helping them build a platform to offer an excellent customer experience."

Zalora is a forerunner in Singapore's online fashion retailing. Set up six years ago, the company, a subsidiary of Global Fashion Group, has 350 employees in Singapore and over 1,500 staff spread across its regional offices in Southeast Asia.

In 2013, Mr Costa joined Zalora to oversee a growing marketing team spanning six countries. Under his leadership, Zalora has been at the forefront of digital customer acquisition, customer re-engagement and the data-driven optimisation of cross-channel consumer journeys. Prior to joining Zalora, he was Managing Director with Rocket Internet, a global Internet ecommerce investor and incubator.

F J Benjamin recently received shareholder approval for a rights and warrants issue to raise a maximum of up to \$39 million. Shareholders had on 2 March 2018 approved the issue of 341,225,914 new shares at \$0.035 per share on the basis of three rights shares for every five existing shares to raise nearly \$12 million and also the issue of two free warrants for each rights share, or a total of 682,451,828 warrants. The warrants, with a three-year exercise period, will have an exercise price of \$0.04 per warrant. If fully exercised, it will raise another \$27 million.

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Page 3 of 4

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**About F J Benjamin Holdings Ltd** ([www.fjbenjamin.com](http://www.fjbenjamin.com)) – With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1995 (Ticker: F10), F J Benjamin has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 226 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

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