

IPRICE GROUP AND REV ASIA START DELIVERING TARGETED COUPONS AND PROMOTIONS THROUGH JUICEONLINE.COM

KUALA LUMPUR, 2 December 2015 – iprice group, Southeast Asia’s largest e-commerce affiliate network, today announced the launch of the JUICEOnline.com coupons and promotions portal. The launch is part of an exclusive partnership with REV ASIA which sees iprice group maintaining dedicated deal serving services on four of their leading web properties – SAYS.com, JUICEOnline.com, OhBulan.com and Hanger.my.

“We’re thrilled with the launch of our second portal with REV ASIA,” said David Chmelař, Co-founder and CEO, iprice group (<http://iprice.my>). “The coupons and promotions section on JUICEOnline.com will allow us to serve a new segment of visitors that are unique to the JUICE brand. We are confident that we can add value to this segment by hand picking the right deals to suit their needs.”

The new portal will reside at JUICEOnline.com/promotions and will focus on delivering targeted deals and coupons from the fashion, electronics, home & living and travel categories. iprice will be responsible for developing and maintaining the portal, and will keep it updated daily.

JUICEOnline.com is the digital edition of cult street culture and nightlife publication, JUICE Magazine, and caters to a unique demographic of fashion forward, and extremely internet savvy Malaysian youth.

“Fans of **JUICE** Malaysia would know, JUICEOnline.com is as much about subcultures, music, and nightlife as it is about that Hypebeast-informed consumer lifestyle. After reading a blogpost about a new pair of limited edition sneakers for the nth time, it’s great that with iprice, our readers could now actually discover deals of that nature on the site itself. Content and commerce, we’re excited,” says JUICE editor, Alif Omar Mahfix.

REV Asia has a total reach of 4.8 million people a month across the region (Malaysia, Indonesia, Philippines, Vietnam) and the partnership will enrich the user experience by connecting the readers with the most relevant daily deals and coupons.

About REV Asia

About REV Asia Holdings Sdn Bhd and its subsidiaries (“REV Asia”) (www.revasia.com)

Headquartered in Petaling Jaya, and formed in October 2013, REV Asia is one of Malaysia’s leading digital media groups, owning and operating top authority brands with an extensive distribution platform that is able to reach a total reach of approximately 4.8 million people each month.

By combining the power of social media marketing and exceptional content with an established portfolio of authority brands, REV Asia is able to put its clients and their brands at the centre of social attention, providing influential digital marketing solutions to enable over 500 clients to engage and connect with their intended audience.

Among REV Asia’s brands are crowd-sourced content broadcasting platform 8Share.com, as well as authority brands SAYS.COM, KLIPS, OHBULAN, JUICE and HANGER.

REV Asia also has a region-wide content and advertising partnership with Business Insider Inc. for Business Insider websites in Malaysia, Singapore and Indonesia.

About REV Asia Berhad (www.revasia.com)

REV Asia Berhad is the holding company of REV Asia Holdings Sdn Bhd. It is publicly listed on the ACE Market of Bursa Malaysia Securities Berhad (Stock Code: 0173).

About iprice group (www.ipricegroup.com)

iprice group is the one stop shopping destination that allows consumers to easily find any product online, in an intuitive and visual fashion. Since October 2014, the platform has been established itself as leader in the segment across seven markets: Malaysia (iprice.my), Indonesia (iprice.co.id), Singapore (iprice.sg), Vietnam (iprice.vn), Thailand (ipricethailand.com), Philippines (iprice.ph), and Hong Kong (iprice.hk). iprice mission is to create the most delightful online shopping experience and aims to provide the widest selection of products across all categories.

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