

## **IPRICE GROUP AND REV ASIA FORGE EXCLUSIVE COUPON SERVING PARTNERSHIP**

KUALA LUMPUR, 3 November 2015 – iprice group, Southeast Asia’s largest e-commerce affiliate network, today announced an exclusive partnership with leading Malaysian digital publisher REV Asia. The partnership will see iprice group maintaining coupon portals on four of REV Asia’s headlining web properties – SAYS.com, JuiceOnline.com, OhBulan.com and Hanger.my.

“Readers of SAYS.com now have access to the best money-saving deals and bargains through our new portal,” said Henrich Wendel, CTO and Co-founder, iprice group (<http://iprice.my>). “We’re always excited about opportunities which help us to make the online shopping experience better. This is what iprice is all about.”

Throughout the partnership, iprice will develop, implement and maintain each of the coupon portals on REV Asia’s web properties. The iprice team will also keep each coupon portal updated with the latest money saving coupon deals on a daily basis.

SAYS.com is the first among the four websites to roll out the coupon portal, SAYS Coupons Malaysia (<http://coupon.says.com>). Through this portal, readers will be able to directly access the latest coupons in nine categories from all leading e-commerce stores in the country, such as Zalora, Lazada, Agoda, and Foodpanda.

"With e-commerce being an increasingly prominent part of our lives, we don't just discover great content online, we discover great deals too. People discover deals via content, and content via deals. It's a symbiotic ecosystem," said Chris Wee, Head of Strategy, REV Asia.

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](http://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](http://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](http://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](http://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](http://iprice.my)), Indonesia ([iprice.co.id](http://iprice.co.id)), Singapore ([iprice.sg](http://iprice.sg)), Vietnam ([iprice.vn](http://iprice.vn)), Thailand ([ipricethailand.com](http://ipricethailand.com)), Philippines ([iprice.ph](http://iprice.ph)), and Hong Kong ([iprice.hk](http://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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