

honestbee marks 6-months of Thai success



- honestbee celebrates its 6 month's anniversary
- Thai outlets Villa Market and CP Fresh Mart boost honestbee success
- Food delivery and logistics arm launched in country's first 6 months

Bangkok, 18 October 2017 – honestbee, Asia's leading and trusted online concierge and delivery service has been a busy bee as the Singapore-founded company announces six-months of great success in Thailand since launching in March 2017. As the on-demand online grocery service gets ready for Thanksgiving and the festive season, with Halloween at the end of October too, honestbee Thailand is working with its partners to make life easier for your hectic holidays and end of year festivities, reaching into 2018.

Successful Strategic Partnerships

honestbee has partnered with Villa Market, one of the biggest supermarket chains in Thailand, from the start to provide easy access to exclusive products to customers' homes. The one-stop shop continues to attract the trendsetters of Bangkok and extend to the outer reaches of the metropolitan area. One of the latest and most exciting merchant partnership which honestbee has in Thailand is with CP Fresh Mart shops, part of Thai conglomerate CP Group. This began in September, with products being delivered to you directly from the supplier at cheaper than retail price. Other outlets that have partnered with honestbee in Thailand are restaurant and bakery, S&P, as well as Australian grocery chain, Jones the Grocer.

Groceries, Food and Logistics

Concierge shoppers, also known as 'shopper bees', select the best quality fresh produce and grocery items which are then delivered on the same day, within the next available hourly timeslot. In addition to grocery deliveries, honestbee launched a curated restaurant food delivery service in Bangkok in June. Continuing honestbee's impressive growth during the first half of 2017, this latest business vertical aims to offer more features that make your life easier.

Under honestbee's grocery vertical, the most popular fruit ordered is superfood avocado. Along with with canned foods, baby products such as diapers, are high on the list. Gourmet grocery orders for wine, steak and cheese are increasing too.

Bounthay Khammanyong, Country Manager of honestbee Thailand highlights how a buzz has been created since the launch. "We're one of the strongest markets in the region in terms of adoption rate, and in just six months, honestbee has become a recognised and trusted brand in Thailand. The country is an e-commerce hub and the concept of on-demand online services appeals to customers, particularly busy Bangkok urbanites."

Part of the Festive and Festival Spirit

With Thanksgiving and the festive season fast approaching, honestbee is delivering imported turkey with all the trimmings. Domestic turkey is also available, if that is your preference; and there are also delicious side dishes and other seasonal gourmet delights. Through honestbee, customers can order Halloween props and accessories, as well as Christmas trees and decorations – bringing glad tidings and good quality produce straight from various partners to their doorsteps.

honestbee has a tradition of celebrating special occasions, and recently joined forces with several merchants during the Chinese Mid-Autumn (Mooncake) Festival, celebrated in Thailand in the first

week of October 2017. Participating partners during the festival were The Peninsula Bangkok, Duc de Praslin Belgium, S&P, Cape Dara Resort (Pattaya) and Simply W. The next events are vegetarian week, Halloween, Thanksgiving (American and Canadian), Christmas, and New Year's; so please sign up for their newsletters to stay up on recent news from all your favorite retailers.

Presence, Privileges and Purpose

With a focus on groceries, food and logistics, honestbee is driving forward with delivery demand in Thailand. Beyond Bangkok and some neighbouring areas such as Pathum Thani and Nonthaburi, honestbee has a presence in Central Pattaya and some parts of Chonburi, including Sattahip and Chonburi City. In addition to offering a credit-term set-up for corporate customers, honestbee privileges include in-store discounts, prize draws and free meals with partners such as DTAC, True and PTT.

As honestbee expands, so too does its CSR projects and commitment to being part of the community it serves – success comes from creating a greater sense of place and purpose.

To experience life made easier by honestbee, customers can visit honestbee.co.th or use the honestbee app, downloadable via the Apple App Store or Google Play Store.

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About honestbee

honestbee was launched in Singapore in 2015, and currently operates in major cities across Asia. As the leading and trusted online delivery service for all your lifestyle needs, we are committed to bringing you convenience with our fast and reliable on-demand concierge services. We also strongly believe in giving back to society. Founded on the principles of being a social impact business, we seek to create flexible and sustainable income opportunities for everyone in our communities through reliable technology.

honestbee operates in Singapore, Hong Kong, Taiwan, Japan, Malaysia, Indonesia and Thailand.

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