

ShopFest debuts in Thailand as the first stop for year-end shopping Online shoppers to enjoy up to 35% cashback & some of the best end-of-year deals from leading brands



MEDIA RELEASE

Bangkok, 6 September 2018 – Innovative shopping platform ShopBack, which offers consumers cashback when they purchase products through the service, today officially announced the launch of ShopFest in Thailand, which runs until 3 January 2019; a one-stop, smart shopping ally that links consumers with retailers' end-of-year-sales.

ShopFest leads the way to incredible deals and impressive cashback offers for savvy shoppers searching for 2018's best buys during the busy super-sales season in the last few months of the year.

Running in seven countries throughout APAC, 1,500 retailers are participating in ShopFest regionally and 150+ in Thailand. The go-to super-sale source does all the leg-work for consumers by revealing what sales are on, where, when and for how long, as well as the products on offer too; with consumers purchasing many deals through the ShopBack app and getting cashback on top of sale items.

The concept behind ShopFest is to boost omnichannel transactions in a variety of lifestyle categories; increasing and directing online traffic at a time when consumer demand is high. The platform also creates a community of smart shoppers offering each other tips on how to bag the best bargains as well as pro tips from ShopBack.

A vast majority of Thai people spend the most during the year-end period, according to a survey that we conducted with our users last year," said Kawin Prachanukul, Co-Founder and Country Head of ShopBack Thailand. "This year, we launched ShopFest as a unified platform to connect retailers to shoppers and vice versa in order to streamline the process of smart shopping."

Established in Thailand in July 2017, ShopBack has won numerous awards in Asia and Europe, after first creating a presence in the APAC region in Singapore in late 2014. In just over one year, ShopBack has attracted over 600,000 users and 150 local and international merchants in Thailand alone, with total ShopBack orders at one million per month regionally and cashback totalling USD25 million. With ShopBack sustaining high traffic of 6 million users per month regionally, the ShopFest super-sale campaign and portal is set to be a standout shopping success.

ShopFest is the perfect platform for big-name brands, as echoed by Mr. Tarin Thaniyavarn, Country Head Grab Thailand, the provider of a leading O2O platform for on-demand transportation, logistic and food delivery services app, Grab. "The bigger the brand, the more you need to be constantly communicating and reaching out to existing and new customers and finding new ways to connect. ShopFest is a marketing boost to brands because it is consumer-focused and a shopping-friendly tool"

In Thailand, ShopFest will focus on major, recognised super sales, notably Rewards Day (9th September 2018); Single's Day (11th November 2018); Black Friday (23rd November 2018); Cyber Monday (26th November 2018); Online Fever (12th December 2018); and, of course plenty of sales over the festive season, end of year and New Year. ShopFest navigates the best course through this grab-a-bargain-of-a-lifetime shopping season, whilst tempting consumers to make their purchases through the ShopBack platform with up to 35% cashback available.

Whilst high-profile global brands have a presence on ShopBack, ShopFest also creates a highly localized market for Thai companies to take advantage of too, as David Jou, CEO from online fashion brand Pomelo highlights. "As a Thai company, we benefit from being able to present our sales deals on ShopFest alongside bigger players to a market that is focused-in on Thailand and Thai consumers, which is our target market. As a brand focused on organic marketing, we often get lost in the maelstrom so the leverage we can get from ShopFest is promising."

In Q4 of the year retail interest rockets, with browsing online during working hours increasing by some 60% and consumers making quicker and more frequent online purchases, with digital traffic and spending increasing, particularly with certain product lines such as beauty brands which can see a five-fold rise in purchase volume. As ShopFest supports merchants in making the most of this boom time, retailers participating in ShopFest will also be giving away gifts and vouchers to consumers too.

Gamifying shopping journeys to deliver the ultimate experience for shoppers

To further elevate the excitement of year-end shopping, ShopBack created the ShopFest Rewards together with participating online retailers such as Booking.com, Grab and Rakuten. Shoppers get to earn points to level-up and rise to the next stage of ShopFest Rewards by performing the following actions:

1. Making purchases via ShopBack during ShopFest and/or
2. Searching for special keys to unlock Treasure Chest via the ShopBack app

"Booking.com is delighted to partner with Shopback for the ShopFest Ultimate Experience. With over 28.9 million accommodation listings available on Booking.com across the globe including everything from homes, villas and apartments to world-class hotels and resorts, we provide accommodation options for every kind of customer throughout the region. That's why we are providing the ShopFest Ultimate Experience Grand Prize, so Shoppers can go out and stay in some of the amazing places we have on offer. Connecting travellers with unique places to stay anywhere in the world is the reason Booking.com exists." Said Stewart Jones, Regional Director of Strategic Partnerships, APAC, Booking.com.

To find out more, consumers can visit shopfest.co.th and download the ShopBack app.

About ShopFest

ShopFest is the year-end shopping festival in Thailand. Spanning from 1 September 2018 to 3 January 2019, ShopFest helps you navigate the labyrinth of year-end sales by shedding light on who, what, where, when, why and how to shop smart this year-end. Make ShopFest your first stop for your year-end shopping desires now!

About ShopBack

ShopBack is leading the wave of smarter shopping in Asia Pacific, offering a one-stop lifestyle portal that powers smarter purchase decisions for consumers. Today, ShopBack has established presence

in Singapore, Malaysia, Indonesia, the Philippines, Thailand, Taiwan and Australia, closing 1,600 orders per hour. With over 1,500 merchant partners, ShopBack constantly strives to bring a smarter shopping experience to the consumers.

Visit <https://www.shopback.co.th/> for more details and download the mobile app for iOS and Android for an enhanced shopping experience.

caption for photo: the launch of Shopfest, the year end shopping festival in Thailand spanning from September 1 2018 -January 3 2019 by ShopBack, the innovative shopping platform which offers consumer cashback when they purchase products through the platform. (From left to right)Jed Charungcharoenvej, Chief Marketing Officer, Eatigo ; Phuminant Tantiprasongchai, Head of Strategy & Special Projects (TH), Grab; Monika Mikusova, Regional Head of Marketing APAC, FoodPanda; Kawin Prachanukul,Co-Founder and Country Head of ShopBack Thailand; David Jou, CEO, Pomelo ; Jirasak Chirathivat, Head of Customer Strategy, JD Central and Arisa Thavee, Head of eCommerce Operations, Konvy

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