



[Press Release]

ASIA'S LARGEST DESIGNER COMMUNITY PINKOI ANNOUNCES OVERSEAS GROWTH PLAN FOR 2016

Pinkoi looks to double overseas sales in 2016 by developing its five main markets and targeting new international markets

Taipei, Taiwan, March 16, 2016 – Pinkoi, a curated online marketplace for buying and selling original design products, with Asia's largest community of designers, today announces its overseas growth plan for 2016. Pinkoi will develop its five main overseas markets: Hong Kong, mainland China, the United States, Japan and Thailand. To further develop the Japanese market, Pinkoi and iichi, Japan's online marketplace for handmade products, have recently joined forces. Pinkoi will continue targeting English-speaking markets including Singapore, Malaysia, Australia, and Canada. By increasing its localization efforts, Pinkoi hopes to double overseas sales in 2016.

Pinkoi Targets International Markets

Found in 2011, Pinkoi has already established itself as a market leader in Taiwan. The shopping platform has 1 million members, and has delivered items to 77 countries. Currently, Pinkoi has 500,000+ unique items for sale on its website, mobile web, and android and iOS apps.

In the past six months, Pinkoi found that 50% of new designers are from outside Taiwan. Of Pinkoi's overseas designers, 60% are from Hong Kong, Japan, and Thailand, whose shops generate 70% of international revenue. In light of this, Pinkoi is looking to fortify its presence in overseas markets and to hire local talent. Pinkoi will be launching a dedicated Hong Kong website and adding Thai local payment methods.

To develop in the English-speaking markets, six new currencies were recently added, with the platform now supporting 12 currencies. Later in the year, Pinkoi will launch an international order tracking tool to respond to the needs of international customers.

"This year, we will focus on developing the international markets by creating a shopping platform without borders," said Peter Yen, Co-founder and Chief Executive Officer of Pinkoi. "It all starts



with a community of talented designers. Then it's our job to launch them onto the international stage. We do this by recruiting local talent, spotting consumer trends, and matching designers with markets."

Pinkoi and iichi join forces to give Japanese designers global exposure

Pinkoi has always been impressed by Japan's strong creative industries. Earlier this year, Pinkoi and iichi have joined forces to develop the Japanese market. Taking under its wing iichi's 20,000 Japanese designers, Pinkoi brings these designers to the attention of its worldwide members. Kentaro Iinuma, CEO of iichi, also serves as CEO of Pinkoi Japan. Mr. Iinuma continues to guide his local team members as well as the Japanese designers, helping the latter to become international brands.

Pinkoi Launches New Website Features to Promote Internationalization

Later this year, Pinkoi will be adding new website features to its current shop "Dashboard." The new shop dashboard will facilitate designers to manage their shops and orders, analyze sales data, and localize shipping options. Designers will gain access to data including sales history, page views, and unique visitors, and use these data to customize marketing activities according to customer location. Pinkoi will conduct online and offline workshops to guide designers in international marketing.

"Pinkoi is an international platform, so when creating a product strategy, we have to consider the needs of designers and customers worldwide," said Maibelle Lin, Co-founder and Chief Product Officer of Pinkoi. "Crafting the most intuitive end-to-end user experience is our core value at Pinkoi. By understanding and empathizing with our users, we can continue to create a product that bridges geographical barriers."

About Pinkoi

Pinkoi is Asia's leading online marketplace for buying and selling original design products. More than an e-commerce platform, Pinkoi provides a community for independent designers. Pinkoi's mission is to empower designers, champion great designs, and enrich people's lives. Find out more at: <http://en.pinkoi.com/about>.