

## NSX ANNOUNCEMENT

3 February 2016

### - CoAssets successfully crowdfunds two projects in China -

- Deal for Jun Cheng Foods Co. Ltd to crowdfund debt finance for shop fit outs
- Total of S\$407,000 was raised in under a week

Australian listed crowdfunding platform CoAssets Limited (“**CoAssets**” or the “**Company**”) (NSX code: CAX), is pleased to announce that the Company has successfully crowdfunded debt finance for its first two projects in China. CoAssets opened its office in China in January 2016.

The deal was done for Jun Cheng Foods Co. Ltd, a Chinese industry leader with interests spanning across food and beverage services, to crowdfund their store fit outs, to set up international fast food outlets in and around the Fujian province in China. The project raised S\$243,000 in just four days, 124% more than the initial target amount. Following the success of the deal, Jun Cheng decided to run a second project with a target of S\$100,000, raising S\$166,000 in just three hours of going live. A total of S\$407,000 was raised under a week for the two projects.

Crowdfunding investors were attracted by the stability and predictability of the potential return on a shop fit out. Some investors were also attracted to the fact that they could part take in crowdfunding an international fast food chain to make attractive returns.

China has been a leader in both the number and value of crowdfunding projects over the years, a key reason why CoAssets has entered into the Chinese market. The success highlights the reliability of the platform and the interest in crowdfunding in the region. CoAssets users also crowdfunded commercial fit outs for outlets of a global fast food chain in Singapore.

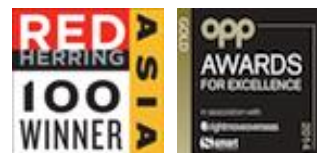
**Ma Kun Hua, founder of the Wal-Long Trading Company where Jun Cheng Foods Co. Ltd falls under, commented:** “We wanted to test the waters with crowdfunding and see how it equates to meeting our business goals. We will continue to tap into the strength of crowdfunding in the future once we have concluded the initial successful run for our first crowdfunding offering, as the results have been encouraging so far. There is a big potential in the crowdfunding space and it is just a matter of forging more support from all stakeholders including government agencies.”

#### **Commenting on the agreement, CEO of CoAssets Mr Getty Goh mentioned:**

“It’s great to see how small and medium businesses of various sectors can benefit from crowdfunding, and how a platform like ours can help companies achieve their goals. The successful funding of the Jun Cheng deals highlights the credibility and reach of the CoAssets platform, and in only a few months we are proving to be a player in the Chinese crowdfunding scene.

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In addition our National Stock Exchange listing in Australia, is an indication of our commitment to be upfront in how we conduct our business, and as a result, we have found it much easier to enter into new markets like China. Had we been a start-up or a privately held entity, I believe the response would not have been as successful.

Moving ahead, we will start to ramp up our operations in China in the coming months and we believe that given China's scale, it will definitely be an exciting place to be in. Crowdfunding is here to stay and we are well positioned to be the preferred crowdfunding platform for real estate and business deals in the Asia-Pacific region."

-ENDS-

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**About CoAssets.com (NSX Code: CAX)**

CoAssets ([www.coassets.com](http://www.coassets.com)) is South-East Asia's leading crowdfunding platform that is listed on the National Stock Exchange of Australia. It is not licensed and/or regulated by the Monetary Authority of Singapore. Officially launched in Singapore in July 2013, it currently has more than 21,000 registered users. In terms of deals, since December 2014, the total value of deals listed on CoAssets is more than S\$40 million (US\$28 million) and the amount successfully funded currently stands at more than S\$38 million (US\$27 million). The company recently won the Red Herring Top 100 Asia Award for 2014, as well as OPP Gold Award for Excellence and currently has offices in Australia, Malaysia and Singapore.

**Jun Cheng Foods Co.**

Jun Cheng Foods Co Ltd is established in Henan and Fujian provinces and has grown rapidly through strategic partnerships with major global franchises. Jun Cheng is already an industry leader in the country working with global brands such as Oishi, Danisa Crown and Wrigley candy. The company has also secured master franchising rights with a global fast food chain in 2014 and has since opened 16 outlets with more than 1,000 employees.

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