



PRESS RELEASE

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Clozette Announces Collaboration with Indonesia's Female Daily Network

- *Clozette Daily will be the first fashion social network in Indonesia which supports interactive features between members and e-commerce*
- *64.6% of Indonesian women consider themselves attractive; more than 70% of Indonesian women look up to their peers as fashion, beauty and lifestyle references; love to share recommendations; as well as studying other women's looks in social networks*

Singapore, 18 October 2012 – Clozette Pte Ltd (www.clozette.co) announced today that it has collaborated with Female Daily Network to launch Clozette Daily (www.clozettedaily.com). As the largest female online community in Indonesia with over 47,000 members, Female Daily Network has played an important role in Indonesia digital ecosystem – From being the voice of the consumer, to managing highly influential female segment, facilitating as a marketplace and now offering a fashion social network that also serves as an e-commerce enabler through Clozette Daily.

Clozette Daily is positioned to be the first fashion social network in Indonesia that lends a whole new social experience for users. It will be the ultimate online destination for women to share experiences, seek recommendations, be inspired by everyday people, to discover and shop the best fashion finds carefully curated by the team.

"Modern Indonesian women love to share recommendations and learn about fashion, beauty, and lifestyle options from their peers. They are also active online and are well-connected to each other. 64.6% of 1,284 Indonesian women whom we surveyed online consider themselves attractive and possess a high level of confidence. This is reflected from their love for sharing their fashion experiences and looks through online media," said **Hanifa Ambadar, Co-founder and CEO of Female Daily Network**. "Our survey also revealed that 72.4% of single women and 76% of married women look up to their friends as fashion references. This has inspired us to facilitate their needs and hobby through Clozette Daily."

"By combining Female Daily Network's strong community of affluent women and well-established local presence, with the award-winning Clozette's finesse in building innovative platforms and technologies, this collaboration allows us to build on each other's strengths, and develop a strong foundation for future growth. Through Clozette Daily, we can also accommodate the needs of our existing portfolio of brands and clients in a superior way," Hanifa added.

Roger Yuen, Founder and CEO of Clozette, said: “Indonesia holds immense potential for online shopping growth, and with social networking as the rising driver of ecommerce, Clozette’s social networking platform will enable fashion and style-related brands and online retailers to connect better with users, reinforce brand interaction, and in turn, improve engagement with users. We are pleased to have a partner like Female Daily who shares the same passion and vision of Clozette.”

He also mentioned: “We are pleased to have garnered the support of Caring Colours, Rakuten Belanja Online, and Acer for the launch of Clozette Daily. The diversity of these sponsors has reaffirmed their confidence in Clozette Daily to reach out to the biggest pool of female audience in Indonesia.”

Clozette Daily now completes the variety of Female Daily Network sites, which consist of **Fashionese Daily**, **Mommies Daily**, as well as online community forum **Female Daily**.

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ISSUED BY CLOZETTE PTE LTD.

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About Clozette

Clozette is a fashion social network where women can discover, shop and share fabulous fashion and beauty finds and buys from around the world. It is also a virtual platform for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated fashion content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion & style. For more information, please visit www.clozette.co

About Female Daily Network

Female Daily Network is an online destination specifically catered to women. The network owns Fashionese Daily, Mommies Daily as well as Female Daily Forum. The strength of Fashionese Daily and Mommies Daily has been in their ability in combining personal point of view and traditional editorial in a reader-driven approach. The forum is where its tight-knit members interact, discuss, share insights and recommendations on everything related to women, from fashion, beauty, family, traveling, to gadgets and financial. Not only in digital world, Female Daily Network has also been engaging and empowering women through its regular offline activities and events. For more information, please visit www.femaledaily.com