

**Press Release**

## **Dealmates Signs Investment Agreement with Intel Capital**

*Investment to help accelerate development and growth of Dealmates*

**KUALA LUMPUR, Malaysia, 8 September 2011** – Dealmates, one of Malaysia’s fast-growing group-buying sites, announced today that Intel Capital, Intel’s global investment organization, has signed an agreement to invest in Dealmates, subject to the satisfaction of closing conditions. The investment will be used to support Dealmates’ growth plans and help achieve the company’s goal of becoming one of Malaysia’s leading group-buying companies.

"The investment from Intel Capital reflects Dealmates’ strong position in Malaysia’s group-buying market," said Erman Akinci, chief executive officer for Dealmates. "Working with Intel Capital will help us build on our success to date and continue to grow Malaysia’s e-commerce industry. Intel is a global technology leader and we hope to tap into this tremendous pool of expertise to help ensure an additional edge for Dealmates in the group-buying space."

Dealmates was started as a joint venture between Catcha Group Pte Ltd one of ASEAN’s leading media investment firms and Mindvalley Labs Sdn Bhd, a world leader in Internet marketing. The company was set up to capitalize on Malaysia’s fast growing group-buying space. Dealmates offers group-buying opportunities to customers by negotiating discounts from a variety of consumer and lifestyle companies. These deals generally require a minimum number of purchases to be activated, thus encouraging customers to share them with family and friends.

Dealmates' group-buying site allows vendors to use e-commerce as a marketing channel to reach new potential customers for their business.

“Ecommerce offers an important long-term growth opportunity for driving increased broadband and PC usage. This investment in Dealmates further demonstrates Intel Capital's commitment to foster innovation in Malaysia and promote technology as a key engine for economic growth,” said Sudheer Kuppam, managing director, Asia-Pacific, at Intel Capital.

The investment from Intel Capital supports Dealmates' efforts to offer a wider variety of deals from more companies. In addition, Dealmates plans to use the investment to introduce new technologies that improve the quality of its group-buying campaigns and provide better services for both consumers and vendors.

Dealmates has seen a steady increase in sales and registered users since launching its website earlier this year, thanks largely to the quality group-buying deals that it offers. Dealmates reached the 100,000 user mark in May 2011, after three months in operation. The company also reached a new revenue milestone during the second quarter, with a monthly turnover of RM800,000.

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## **About Dealmates**

Deal Mates Sdn Bhd (formerly known as Virtual Accent Sdn Bhd) (891933-K)  
No.47-9, The Boulevard, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur  
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Dealmates is a rapidly growing group buying site in Malaysia. The Company leverages on the principles of group buying by offering attractive discounts from a variety of vendors that include premium dining experiences, health and wellness as well as travel among others. Dealmates was set up in 2011 as a joint venture between Mindvalley Labs Sdn Bhd and Catcha Group Pte Ltd.

For more information, please visit [www.Dealmates.my](http://www.Dealmates.my)

### **About Intel Capital**

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 50 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit [www.intelcapital.com](http://www.intelcapital.com).

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