



PRESS RELEASE

GuavaPass secures USD\$5 Million Series A Funding Round led by Vickers Venture Partners

This round of funds will be used for customer acquisition, new market expansion, product development and community building efforts

Singapore, November 8, 2016 – GuavaPass, a fast growing lifestyle and fitness platform, today announced the successful completion of a USD \$5 M Series A round of financing. This round was led by Vickers Venture Partners alongside other strategic investors. This funding will help the company to aggressively expand into new markets, solidify operational infrastructure, accelerate product development, acquire more customers and broaden the focus on community building efforts.

“As an industry, we believe we are revolutionizing the whole concept of fitness and its accessibility to all. We take pride in stating that we have the largest community of fitness studios and healthy living experts in Asia and the Middle East. Having the financial support and domain expertise of our investors will help us execute our vision even more rapidly and broadly,” said Jeffrey Liu, Co-Founder and CEO, GuavaPass.

He further added, “We are looking to expand into markets like Abu Dhabi, Istanbul, Shenzhen and Tokyo. In the next 12 to 18 months, we plan to grow our global subscriber base substantially and make inroads into the corporate market segment. As we continue to curate additional premium studio partnerships, we will drive stronger relationships with global fitness brands through co-marketing activations, events and sponsorships. We will also explore expanding the ‘GuavaLabs’ concept into new markets.”

GuavaPass currently operates in ten cities across the globe namely Bangkok, Beijing, Dubai, Hong Kong, Jakarta, Manila, Seoul, Shanghai, Singapore, and Taipei. As a GuavaPass member, customers can try their hand at unlimited classes in any of these cities and have exclusive access to events with wellness experts in their city, explore quality fitness studios and discover new ways to live a healthier lifestyle as well as meet like-minded healthy living enthusiasts on a journey to better living. The brand currently works with over 800 fitness studios offering thousands of premium class offerings across the globe. Co-founded by Jeffrey Liu and Rob Pachter, GuavaPass wholeheartedly believes in this fitness revolution and the satisfaction a stellar workout can give to the individual - in the brand's terminology, #GuavaSweat.

Dr. Jeffrey Chi, Vice-Chairman, Vickers Venture Partners said, “GuavaPass offering is well-timed with the growing public focus on the health and wellness industry. Vickers believes in the foresight, passion and capabilities of the Founders in driving their vision to revolutionise fitness for like-minded consumers. We are excited to be a part of their journey to create the community for fitness and wellness where fitness will be accessible to all.”

END

**About GuavaPass**

GuavaPass launched in early 2015 with the mission to provide convenient access to top classes at boutique fitness studios across Asia and the Middle East. GuavaPass hand select the best studios across all fitness verticals including yoga, cross functional training, pilates, crossfit, dance, muay thai and many more in any city. One has to simply use the recommendation features to find, book and discover classes, show up in the best workout gear, and enjoy! www.guavapass.com

About Vickers Venture Partners

Vickers Venture Partners was set up in 2005, to create long term value for its investors by investing in and building a stable of companies with large growth potential. With people on the ground trawling for deals, Vickers' competitive advantage stems from its multi-nationality, its experience and knowledge of the markets, its network of government and industry leaders, and its track record in the region and beyond. Vickers portfolio covers life sciences, technology, media, and telecommunications as well as consumer and financial services. The firm was founded by Dr Finian Tan and his four partners Dr Elkhail Binebine, Dr Jeffrey Chi, Linda Li and Dr Damian Tan, with offices in Shanghai, Hong Kong, Singapore and a presence in San Diego. For further information on Vickers Venture Partners, log onto: <http://www.vickersventure.com>

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