



FOR IMMEDIATE RELEASE

VINACAPITAL VENTURES LEADS INVESTMENT INTO ECOMOBI

Naver Group, LINE Ventures, and GS Shop join funding round into the social e-commerce start-up

Ho Chi Minh City, 4 September 2019 – VinaCapital Ventures today announced that it is leading a group investment in [Ecomobi](#), a leading regional social e-commerce platform in Southeast Asia. Terms of the investment were not disclosed. Founded in 2016, Ecomobi partners with publishers and facilitates commerce via multiple social media platforms such as Facebook, YouTube, Zalo, and Instagram. By using AI/machine learning chatbot technology, Ecomobi helps brands and e-commerce websites connect with thousands of key opinion leaders (KOLs) and social traffic and sell their products via reviews, promoted content, and product experience. Its merchandise partners across Southeast Asia include e-commerce leaders such as Tokopedia, Shopee, Tiki, and Lazada and brands such as Sony, Samsung, Vascara, and Juno, to name a few. Ecomobi has a strong presence in Indonesia, Vietnam, Thailand, and Singapore.

In 2018, Ecomobi helped more than 100 brands and e-commerce sites sell over USD100 million in merchandise value and services across 30,000 media channels. In 2019, the company is on track to double its performance from the previous year.

Speaking at the “Grow with GS” event in Ho Chi Minh City, Mr. Khanh Tran, Partner at VinaCapital Ventures, said, “Ecomobi is the perfect example of how today’s Vietnamese entrepreneurs are building regional businesses from day one. Their first country was Indonesia, due to the enormous size of its e-commerce marketplace. They then applied their experience in that country to launch in Vietnam. In just two years, the company is generating significant and increasing revenue not just from those two countries but from markets like Thailand and Singapore. We are excited to play a role in helping Ecomobi realize its potential.”

Mr. Thanh Truong, CEO and Founder of Ecomobi, said, “We are happy to partner with VinaCapital Ventures and other prominent investors, who have the significant experience and resources that will help us grow beyond our initial markets. This year and next, we’re aiming to launch in Malaysia and the Philippines, and we look forward to expanding to other markets in the region and potentially beyond.”

VinaCapital Ventures was joined by co-investors GS Shop, Naver Group, and LINE Ventures, all based in Korea. Additionally, ESP Capital is making an additional investment as a follow up to their seed investment in December 2018.

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About VinaCapital Ventures

Launched in 2018, VinaCapital Ventures is a USD100 million technology holding company that invests in the next generation of Vietnamese and Southeast Asian start-ups. Its mission is to help

develop strong technology companies in Vietnam and assist them in building a regional presence. In supporting entrepreneurs, VinaCapital Ventures offers capital, network and mentorship. Its team combines a diverse set of skills and experience, ranging from entrepreneurship, product marketing, operational management, and technology strategy, to developing client bases, deal making and capital raising. VinaCapital Ventures is part of VinaCapital, one of Vietnam's leading asset management companies with USD1.8 billion in assets under management.