



About HipVan

HipVan is a furniture and home furnishing store that launched in Singapore in 2013 with the belief that an inspiring home helps us live better. To date, HipVan has helped **over 47,000 homeowners furnish their homes**, and has **over 210,000 products in real customers' homes**. HipVan has also raised a sum of **SGD\$8M in funding** from high profile investors including Skype cofounder Toivo Annus, Wavemaker, Golden Gate Ventures, Jade Seah and more. HipVan was named "50 Singapore Startups You Should Get To Know" in 2015 by Founders Grid.

HipVan's Furniture

- More than 1,800 products across categories such as Sofas, Chairs, Stools, Tables, Storage, Bedroom, Mattresses, Kids Furniture and Lightings.
- Work with more than **30 leading manufacturers** in China, India and South-East Asia specializing in wooden, metal, and upholstery furniture in fabric and leather.
- Also working with other **leading brands and independent designers** to make their products available on www.hipvan.com such as Lorenzo, Cellini, Serta and Ni-Night.
- Launched **HipVan Mattresses** in August 2015 as the first online only mattress brand with "100 Nights Free Trial" and no questions asked return policy.

HipVan's Home Furnishings

- More than 1,300 products in Decorative Cushions, Throws, Rugs, Mirrors, Bed Linen, Bath Linen, Cookware, Tableware, Barware, Kitchen Appliances, and more.
- Features products from **world renown brands** like SMEG, Umbra, House Doctor, Kitchenaid, Jamie Oliver, Bodum, Bormioli Rocco, Plumen and more.

- Launched **HipVan's in-house label** in 2014, including HipVan's Dinnerware, Towels, Bedsheets, Bedding Essentials, Kitchen Linen and more.

Shipping

- 24/7 shopping experience with **free shipping** for orders over \$100, free delivery and assembly for most furniture items to **provide convenience to customers**.
- **Free returns** within 14 days with no questions asked, simple return policies with HipVan picking up most returns at **no additional costs** to customers.
- **100 nights free trial** for HipVan mattresses so customers can try our mattresses in the comfort of their own home with **zero risk**.

Singapore' Furniture & Home Furnishing Market

- Furniture & Home furnishings market is \$2B SGD annually.
- Indoor Furniture is the largest category making up of 80% of the sales.
- Less than 1% of furniture products are currently bought online.

Founding Team

HipVan was founded by 2 Singaporeans and 2 Americans who previously worked in **leading e-commerce ventures such as Amazon, Zalora and Lazada**, and has background in product management, software engineering, design and operations. The problem of limited furnishing options, high retail mark-ups and low quality products inspired them to build HipVan.

- Danny Tan, Chief Executive Officer
- Shobhit Datta, Chief Marketing Officer
- Kevin Vo, Chief Technology Officer
- Deborah Wee, Chief Operations Officer

Investors

HipVan is **funded by some of the best investors in SEA** such as Golden Gate Ventures, Wavemaker Partners, LionRock Capital, East Ventures and Toivo Annus. Over 2 rounds of funding, HipVan has raised over S\$8M to bring their brand of quality designer furniture to proud homeowners in Singapore and beyond!

Key Highlights

- Over 47,000 active customers
- Over 5,000 products in Furniture, Décor, Bed & Bath, Kitchen and Lighting
- 12% month on month growth over 42 months
- 3 online stores in Singapore, Malaysia and New York
- Over 50 employees in 3 different countries
- More than 120,000 monthly active users on site

Find Us

- **Facebook** facebook.com/thehipvan
- **Instagram** instagram.com/thehipvan
- **Twitter** twitter.com/thehipvan
- **Pinterest** pinterest.com/hipvan/
- **Blog** hipvan.com/blog

HipVan Singapore www.hipvan.com

HipVan Malaysia www.hipvan.com.my

Press Contact:

Wanda Lewis

+65 8409 5341

wenda@hipvan.com

© 2017 HipVan Pte. Ltd. All Rights Reserved.