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HIPVAN - LEADING ONLINE STORE FOR APARTMENT & DECOR JOINS THE GLOBAL CLICKS-TO-BRICKS REVOLUTION WITH FLAGSHIP STORE AT THE CATHAY

Singapore - January 23, 2017 - HipVan (www.hipvan.com) announced today the launch of their flagship store at The Cathay located at 2 Handy Road, Singapore 229233. Featuring more than 10,000 sqft of their signature Apartment Furniture & Decor, HipVan's flagship store is conveniently located at Level Two of The Cathay, bringing their quality designer furniture and home furnishings to consumers right in the heart of the city.

"We're very excited about the launch of our flagship store at The Cathay as we've heard from consumers who would love to touch and feel our products. Having stayed as a pure online store for the past three and a half years, we feel that the time is right for us to have a significant physical presence and we're thrilled to have found our first permanent home at the iconic The Cathay. Our customers will also be pleased to know that we have kept our cost structure low and they can continue to look forward to the same great prices that we offer online at our flagship store as well!" said Danny Tan, HipVan's CEO.

Globally, e-commerce pioneers like Amazon, Rent-A-Runway and Warby Parker are embracing the clicks-to-bricks model as a way to better engage consumers and accelerate the growth of online purchases. HipVan's move towards a stronger physical presence recognises that many shoppers still want to physically experience products and brands before purchasing online. Using technology and data analytics, HipVan is rethinking traditional retail with their eCommerce experience. Customers who walk in are encouraged to download the HipVan app, save their favourite items quickly to their cart and checkout fuss-free with the computers available at the store, or in the comfort of their home whenever they are ready to make their purchase.

Having operated pop-up stores at Millenia Walk and Suntec City in 2015 and 2016 respectively, HipVan's flagship store at The Cathay is seven times bigger than their previous pop-ups, and features over 1,000 of their best selling products for Sofas, Coffee Tables, TV Consoles, Dining Tables, Dining Chairs, Beds, Mattresses, and their own branded home furnishings such as Mirrors, Rugs, Lightings, Bath and Kitchen Towels, Bedlinen, Tableware, Cutleries, and more!

"The Cathay has always been supportive of home-grown brands and we are excited to welcome HipVan as a new and refreshing addition to our mall mix. Through its wide range of well-designed and high-quality furnishings, we hope to create an even more vibrant retail experience for our customers," said a spokesperson for the Cathay Organisation.

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 more than SGD\$8M in funding from high profile investors including Golden Gate Ventures, Wavemaker Partners, East Ventures, Toivo Annus, Jade Seah and more. HipVan was named "50 Singapore Startups You Should Get To Know" in 2015 by Founders Grid.

Key Highlights

- Over 47,000 active customers
- Over 3,500 products in Furniture, Décor, Bed & Bath, Kitchen and Lighting
- 12% month on month growth over 42 months
- Operating in Singapore and Malaysia
- Over 50 employees in 3 different countries
- More than 120,000 monthly active users on site

Social

- **Facebook** facebook.com/thehipvan
- **Instagram** instagram.com/thehipvan
- **Twitter** twitter.com/thehipvan
- **Pinterest** pinterest.com/hipvan/
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HipVan Singapore

www.hipvan.com

HipVan Malaysia

www.hipvan.com.my

Media Contact

Wenda Lewis
+65 8409 5341
wenda@hipvan.com