



FOR IMMEDIATE RELEASE

EMATIC CLOSES PRE-SERIES A WITH ADDITIONAL US\$2.4M - SETS EYES ON SERIES A

- *Close of Pre-Series A funding round brings total funding to US\$4.4 million*
- *Wavemaker Partners, MDI Ventures, and Convergence Ventures re-invested, joined by new investor Walden International*
- *Funding to accelerate market expansion, recruitment and product development*
- *Ematic's digital marketing platform can often drive 20% or more of a company's e-commerce revenue*

Singapore, March 15, 2017 - Singapore-based [Ematic Solutions](#) (Ematic), the leading cloud-based digital marketing platform to increase companies' email revenue through artificial intelligence (AI), has raised an additional US\$2.4 million, closing its pre-Series A financing. This latest round includes new investor Walden International, as well as existing investors Wavemaker Partners, MDI Ventures and Convergence Ventures. This brings total investment to US\$4.4 million to-date.

Ematic is now actively talking to several investors for Series A funding, which will be used to cement a dominant market position in Southeast Asia, accelerate expansion across Asia-Pacific, enhance its product suite with a stronger mobile offering, and to build out a highly scalable self-service model for the platform.

Paul Tenney, CEO and Founder of Ematic Solutions said: "Our growth is tripling year-on-year, and since October 2015 monthly recurring revenue (MRR) has continued to double every six months. We have also completed our first year of market expansion in Southeast Asia – Indonesia, Thailand, Vietnam, Malaysia and the Philippines – and our staff has more than quadrupled from 20 in early 2016 to more than 80 now.

"While continuing to build SEA market dominance, we also have our sights on Asia-Pacific, with the recent opening of our Hong Kong office as a launch pad for North Asia. We have 60 open positions in all markets, including Singapore, Thailand, Vietnam, Indonesia, Malaysia, the Philippines and Hong Kong. The opportunities span across relationship management, engineering, product, marketing, operations and sales.

"This latest pre-Series A investment underlines our investors' continued confidence in our business model, technology and pace of growth. The Series A funds will accelerate everything and power the deployment of more features to make our product suite more efficient in raising engagement and generating email revenue for digital brands," he added.

Ematic Solutions leverages self-optimising email marketing AI technology to help businesses convert web visitors into subscribers, and then into buyers. Consolidating critical tools under one roof to create a high performing email marketing channel, Ematic enables brands to steadily grow their email database, increase core engagement and convert engaged subscribers into revenue. Through this holistic solution, brands are able to turn email into one of their top performing channels, often driving 20% or more of their total e-commerce revenue.



The email marketing AI platform also drives success by targeting database fatigue, a side effect from excessive mailing that causes subscriber engagement rates to decline over time. Using a series of dynamic algorithms that automate advanced segmentation practices, Ematic's platform analyses past engagement to identify, predict and engage consumers with the highest probability of taking action. As a subscriber exhibits signs of fatigue, Ematic's AI technology adjusts each user's mailing frequency to optimise for performance. This reduction in noise in the email inbox is the key driver in month over month increase in engagement rates and email revenue for many established APAC brands.

Besides targeting the underserved middle market (working with numerous established APAC brands across e-commerce, hospitality, travel and media), Ematic also differentiates itself by establishing a local presence within the markets it operates, to ensure support to customers. According to eMarketer, retail ecommerce sales in Asia Pacific (excluding China) are projected to exceed US\$200 billion in 2017¹.

Ms. Yong Soo Ping, Executive Director of Walden International Singapore said: "Besides the immense opportunities offered by the booming retail e-commerce market, we also look for start-ups that are scalable. We are glad to provide funding support to the innovative team at Ematic and look forward to the growth of the company, which has bold plans to build its presence in the Asian e-commerce market."

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About Ematic Solutions

Ematic Solutions is a SaaS provider based in Singapore, offering an Email Intelligence Cloud helping digital marketers nimbly build and deploy sophisticated and high-ROI email marketing programs. The Email Intelligence Platform seamlessly integrates with a company's Email Service Provider (ESP) and leverages a powerful suite of plug-and-play apps that massively increase conversions by driving database growth and improving customer engagement. For more information, visit <http://www.ematicsolutions.com/>.

About Ematic's Investors

Ematic is backed by several prominent venture capital firms:

Wavemaker Partners is a venture capital firm specializing in investments in seed, start-up, early stage, bridge financing, and growth capital.

MDI Ventures is a corporate venture capital initiative by Telkom Indonesia, based in Jakarta with operations in Singapore and Silicon Valley.

Convergence Ventures is an early-stage technology venture fund, focused on investments in digital disruptors with a focus on Indonesia including adtech, fintech, media and content and consumer apps.

Walden International is a leading international venture capital firm that has provided investors access to cross-border, IT opportunities with the advantage of an unrivalled Pan Asia network since 1987. The firm's funds total over US\$2.3 billion in committed capital. Walden International's investments include GoPro, Inc., Creative Technology, MindTree, SINA, Semiconductor Manufacturing International Corp., AutoNavi, Inphi, Silergy Corp., Ambarella, Inc., Ndoors, Com2uS, SundayToz, JobStreet, Brandtology, HungryGoWhere, YFind Technologies, iKang Healthcare Group, Sinosun Technology and Solaredge Technologies Inc.



About Founder and CEO Paul Tenney

Ematic was founded by Paul Tenney, a veteran email marketer with 13 years' experience in Silicon Valley, along with technical co-founder Jelenko Sobot with 17 years' email marketing experience. Tenney recognised the need in Asia for a dramatically different approach to email marketing technology and product delivery. As CEO, Tenney has built out the company over the past 3 years, and has worked with established brands such as Grab, Sephora, and many more. Tenney now holds Singaporean Citizenship.

¹ http://www.emarketer.com/public_media/docs/eMarketer_eTailWest2016_Worldwide_ECommerce_Report.pdf