



PRESS RELEASE

Inventory Management Software TradeGecko Raises \$6.5M Series A to Fuel Product Expansion

**NSI Ventures, Jungle Ventures Lead Round; TradeGecko
Adds Former Autodesk Head of M&A Integration as COO**

(SINGAPORE) – April 21, 2015 – TradeGecko, the industry-leading inventory management system powering global commerce, today announced a \$6.5M USD round of Series A financing. Led by NSI Ventures and Jungle Ventures, the round will support TradeGecko's aggressive global and product expansion. In FY2015, TradeGecko experienced over 1,100 percent year-on-year growth, fueling its development as a SaaS leader with customers in over 100 countries and nearly \$1B USD in transactions.

"We're delighted to partner with a group of experienced and passionate investors who share our vision at TradeGecko of making wholesale buying as effortless as shopping on Amazon," said TradeGecko CEO & co-founder Cameron Priest.

"We feel TradeGecko's product is a best-in-class supply chain solution for global SMEs," added Shane Chesson, Partner at NSI Ventures. "We are pleased to invest in the company to help it manage its rapid network growth and deepen its product through new features and partnerships."

TradeGecko is an online and mobile platform that equips retailers and wholesalers with beautiful cloud-based software for managing each step of the commerce cycle. For an industry traditionally dominated by spreadsheets, antiquated ERP software and manual ordering processes, TradeGecko combines a powerful inventory management suite with mission critical systems to make wholesale operations effortless.

TradeGecko users can integrate existing accounting, e-Commerce and shipping systems like Quickbooks, Xero, Shopify, Bigcommerce and ShipStation to streamline business operations, consolidate siloed systems, and create a single source point for inventory and orders. TradeGecko customers, passionate B2B and B2C business owners, are free to focus on how to grow their business, not what makes it run.

"In the last few years, TradeGecko has created wonderfully designed products that have a highly engaged and fast growing customer base across the world," said Amit Anand, Managing Partner at Jungle Ventures. "TradeGecko has as a bright future as the leading provider of cloud-based, mobile software for retailers and wholesalers in the ever growing and complex world of global e-Commerce. We are excited to partner with this dynamic team."

"Singapore is a natural gateway to the rest of Asia. With two world ranked universities and multi-billion dollar R&D investments, 7,000 MNCs based out from here, we are a great startup base for high-tech

innovation based companies such as TradeGecko that will help build Singapore into a Smart Nation," added Steve Leonard, Executive Deputy Chairman, Infocomm Development Authority of Singapore.

Already a 60-person team with offices in Singapore and Manila, the company aims to expand to over 200 employees with the assistance of Nathalie Benzing, former global head of Post-Merger/M&A Integration at Autodesk, who recently joined TradeGecko as chief operating officer. Other key priorities for FY2016 include the strategic establishment of offices in the United States, Australia and Hong Kong, and the launch of additional initiatives and partnerships for the TradeGecko platform.

MEDIA CONTACT

media@tradegecko.com

(+65) 6871 8774

www.tradegecko.com/press-kit

ABOUT TRADEGECKO

TradeGecko is empowering retailers and wholesalers to become as fast and efficient as today's modern e-Commerce businesses. TradeGecko beautifully fuses inventory management operations, critical business applications and online commerce to build the central core of wholesale business operations. TradeGecko is a cloud-based inventory management platform for retailers and wholesalers that want effortless commerce.

Additional details on TradeGecko can be found at www.tradegecko.com

ABOUT NSI VENTURES

NSI Ventures focuses on Series A and B investments in technology companies based in SE Asia. Its investment focus areas include consumer internet, SaaS software solutions, integrated hardware and fintech. It currently manages a portfolio of 8 companies including CXA, Gojek, Zimplistic, Chope and Redmart. NSI is the VC arm of the Northstar Group, a Singapore-headquartered private equity firm managing more than US\$1.8 billion in committed equity capital dedicated to investing in growth companies in Southeast Asia.

ABOUT JUNGLE VENTURES

Jungle is a Singapore based venture firm that invests and helps build tech category leaders in Asia. Jungle's portfolio include companies such India based [LivSpace](#), [Pokkt](#) and [Zipdial](#) (Acquired by Twitter), Singapore based [travelmob](#) (acquired by NASDAQ listed HomeAway) and [CrayonData](#), Malaysia based [iMoney](#) and [CatchThatBus](#), Thailand based [Pomelo Fashion](#) and Australia based [Edrolo](#) amongst several others.

Jungle is reinventing how venture capital is done in Asia with its operations as a service model. Full-time partners at Jungle Ventures work with portfolio companies on marketing and design, product management, engineering and recruiting. These Operating Partners include executives with decades of deep operating experience at global startups such as Google, Facebook as well as leading tech category leaders in Asia.

ABOUT IDA - Infocomm Development Authority of Singapore

The mission of the Infocomm Development Authority of Singapore (IDA) is to develop information technology and telecommunications within Singapore with a view to serve citizens of all ages and companies of all sizes. IDA does this by actively supporting the growth of innovative technology companies and startups in Singapore, working with leading global IT companies as well as developing excellent information technology and telecommunications infrastructure, policies and capabilities for Singapore. For more news and information, visit www.ida.gov.sg.