



PRESS RELEASE

Paris, September 20th, 2018

FABERNOVEL OPENS SINGAPORE OFFICE TO BOOST ASIA PRESENCE

FABERNOVEL has announced the launch of an office in Singapore, allowing it to firmly establish itself at the heart of one of the most bustling and innovative locations in the region.

Singapore, a global innovation hub

Ranked 5th most innovative country according to the Global Innovation Index 2018 and leading Smart City in the world, Singapore is the international hub for innovation and new technologies. Today, Singapore is home to 4,300 tech startups, over 400 incubators and venture capital firms, and attracts talents, researchers and entrepreneurs from all over the world owing to its high level of investment in fields such as artificial intelligence, blockchain and cryptocurrencies. Regarded as the Asian Silicon Valley, Singapore is internationally renowned as a forerunner, particularly in the fields of *Fintech*, *Healthtech* and mobility.

Singapore, gateway to the next billion internet users

Southeast Asia is a nexus for digitalization and a sharing economy. With a young and dynamic population of 652 million inhabitants (60% is aged below 35), the region has been triumphed over by brands and platforms (led by GAFA and BAT), which are engaged in a relentless war to spread their practices. With 90% of internet access from mobile phones and 600 million smartphones expected by 2025, Southeast Asia is the cradle of the next billion web users.

The region is equally experiencing a revival of consumption practices: e-commerce is growing exponentially (+41% growth on average annually between 2015 and 2017); mobility is increasingly viewed as a service: mobile payment solutions are emerging in the region where less than half of the population has a bank account.

After Shanghai in 2017, Singapore in 2018

The establishment of the Singapore office demonstrates FABERNOVEL's willingness to support major international groups with regard to their innovation and digital transformation strategies in Southeast Asia. The move is in extension to the launch of the Shanghai office in 2017, following the acquisition of the VELVET Group. Sylvain Joandel, former member of the management team of the Shanghai office, has been appointed as General Manager of the Singapore office, reporting to Patrice Nordey, CEO FABERNOVEL Asia.

The expertise developed by the Singapore team on the particularities of Southeast Asia complements that of Shanghai on the Chinese ecosystem, thus allowing FABERNOVEL to serve its clients through an international approach with local relevance. In Singapore, the FABERNOVEL teams will rely on a solid base of major client accounts, which have already entrusted them with a series of strategic and digital transformation projects since January 2018. They include international players operating in the luxury, beauty, hospitality, travel, energy and retail industries.

Stéphane Distinguin, Founder and CEO of FABERNOVEL



“Historically based in Paris, San Francisco and Lisbon, FABERNOVEL has decided to step up its international development in the past two years with launches in New York in 2016, Shanghai in 2017 and Singapore in September 2018. Each time, we bet on supporting an entrepreneur who is already established and highly conversant with the region. The next phases of our development should lead us to other continents, Africa - particularly - set to be the global growth driver and innovation stronghold.”

Sylvain Joandel, General Manager of FABERNOVEL's Singapore office

“The presence of FABERNOVEL in Singapore, at the heart of Southeast Asia, will allow us to provide our international clients with privileged access to this innovation hub in order to grasp, to draw inspiration and to benefit from the budding opportunities in the region.”



Sylvain Joandel has 9 years' experience in digital consultancy and marketing. After almost ten years in China, he recently relocated to Singapore to extend FABERNOVEL's reach in Asia. He provides day-to-day support to multinational firms on digital transformation aspects, by offering strategic advice as well as through programs that blend leadership and digital aspects, designed to engage their teams and help them navigate their corporate culture transformation.

Sylvain began his career as international consultant for the Ministry of Foreign Affairs and helped organize scientific summits during the 2010 World Expo in Shanghai.

About FABERNOVEL

Founded in 2003 by Stéphane Distinguin, FABERNOVEL is a full-stack consulting and creation group for digital products and services that has been working for 15 years with major international groups, including more than $\frac{3}{4}$ of the French CAC 40 in their cultural and digital transformation and innovation trajectory. FABERNOVEL currently gathers 400 employees on 3 continents (US, Europe and Asia). Its Designers, Engineers, Developers, Data Scientists and Analysts all enact their values and solutions to develop their clients' business and offer users, customers and collaborators simple, high-tech and engaging experiences that respect their personal data. FABERNOVEL also creates and supports start-ups such as Digitick, KissKissBankBank, Share your Office and, more recently, Urban Campus. In a world that is changing ever-faster and a "winner takes all" attitude is the default setting, FABERNOVEL's mission is simple: to distribute the future in the most open and equitable way.

PRESS CONTACT

Zineb Akharraz Torikian

T. +33 6 37 43 93 25

Frédérique Lemonnier

T. +33 6 80 38 61 96

medias@fabernovel.com