



Press Release - For Immediate Release

**SINGAPORE-BASED ORM,
A PIONEER IN RETAIL MANAGEMENT SOLUTIONS,
NAMED UNDER
APPLE'S MOBILITY PARTNER PROGRAM**

- ***ORM is one of the few software business solutions provider in Asia named under this enterprise partner program***

Singapore, 17 April 2017 – Octopus Retail Management Pte. Ltd. (“ORM” or “the Company”), a Singapore-based technology pioneer in the innovation of retail management solutions and mobile point-of-sale (“mPOS”) platforms in Asia, is pleased to announce that it has recently been named under APPLE’S mobility partner program.

Globally, there are more than 120 partners worldwide under APPLE’S mobility partner program.

Recognizing that mobile devices are changing the ways consumers and merchants engage with one another, ORM has developed unique and innovative capabilities in mPOS for more than 10 years.

And notably, the Company’s proprietary Octopus[™] Retail Management Solutions enable retailers and F&B businesses in Asia markets to utilise smart mobile devices to tap the opportunities of omni-channel retail solutions and create more efficiency and productivity in enterprise decision-making on issues such as inventory, payments, customer acquisitions and etc.

Commenting on this major milestone as one of APPLE’s enterprise partner under the program, Mr. Ong Whee Shiong, Managing Director of ORM, said: *“Technology, mobile devices and new consumer trends are creating transformative opportunities across Asia’s retail and F&B market categories.*

Being a member of APPLE’S mobility partner program, we can accelerate the expansion of our technology capabilities and market presence in this niche market segment, we look forward to partner with APPLE in our strategy to create new value propositions for our retail and F&B customers in existing and new geographical markets.”

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About Octopus Retail Management Pte. Ltd.

Established and headquartered in Singapore, Octopus Retail Management Pte. Ltd. is a technology company that has created innovative and user-friendly software solutions, the flagship being Octopus™ Retail Management Solutions that empowers its retail customers to focus on delivering a differentiated retail and F&B experience to the consumer.

With strategic collaborations and tie-ups with several payment providers in United States, China, Singapore, South-East Asia and Europe, Octopus™ omni-channel retail solutions, including e-commerce enhancements, have enhanced its clients' productivity and efficiency in their Point-of-Sales activities and payment services.

And having more than a decade of track record and subsidiary offices in China, Sri Lanka and the United States, Octopus™ Retail Management Solutions is currently serving retail and F&B merchants in South Asian markets such as Philippines, Malaysia, Thailand and Singapore.

Growing progressively beyond its Singapore roots, the Company's Octopus™ Retail Management Solutions continues to attract new merchants in high growth markets such as China, North America and Europe.

M1 Limited, one of Singapore's telecommunication company, is a strategic shareholder of Octopus Retail Management Pte. Ltd.