

NUREN GROUP SECURES SERIES A+ FUNDING FROM MDV, INNOVEN, AND 500 TUKTUKS

KUALA LUMPUR, MARCH 25, 2018 – Malaysian female-focused platform Nuren Group (Nuren) announced today that they have completed their Series A+ financing round, raising an undisclosed amount from Malaysia Debt Ventures Bhd. (MDV), InnoVen Capital, and 500 TukTuks. Prior to this round, Nuren had already raised approximately US\$ 2.5 M (equivalent to RM10 M), with Gobi Partners being their lead investor, contributing US\$2 M to the company. In 2016, Nuren was also able to close a very successful equity crowdfunding (ECF) round, achieving their target fundraising amount within 38 seconds of going live.

Nuren Group is a female-centric community platform that follows the important journey of a couple, from getting married to entering motherhood. Primarily targeted towards brides and moms, it allows users to easily read content, find and shop for products and services all on one platform. Founded by Petrina Goh and Kelvin Leow in September 2013, Nuren has established a regional footprint in three countries – Malaysia, Singapore, and Thailand. They currently have a community of 2.5 million mothers in Southeast Asia, with 1.2 million monthly active users (MAU), and 6 million monthly page views.

While Nuren initially captured their audiences from the wedding and motherhood phases of their business, their parenting segment has contributed the most to their traction and growth. In the moms and babies vertical, Nuren has localized their platform in each country, namely, Motherhood.com.my, Motherhood.co.th, and Mamahood.com.sg. Aside from Malaysia, where the company continues to maintain its leadership position, Thailand represents their next growth country, where they have seen a double-digit month-on-month increase in their userbase.

“We launched Motherhood.co.th in 2017, which is the localized version of our platform for the Thai market. We now have over 400 brands and over 10,000 products listed on the website. With support from Gobi, MDV, InnoVen, and particularly 500 TukTuks, who is the most recognizable venture capital firm in Thailand, we are very confident that we will become the number one parenting platform in Thailand within 12 months,” said *Petrina Goh, CEO of Nuren*.

Since its inception, Nuren has seen its business evolve. What started first as a bridal discovery website, has now become a platform that covers all stages of a female’s life, from marriage to motherhood. They have also expanded beyond being merely an e-commerce website for baby products to also serving as a 360° service provider which covers the entire spectrum of a mom’s needs – from ParentCraft (parental classes), baby warehouse sales (offline events) to a content hub and service marketplace. In Q3 of 2018, Nuren also started their media sales division, which has delivered successful results.

“Having the largest pool of new moms, Motherhood is the perfect digital enabler for brands to market their products and services to our region-wide female community. As a media platform, we work with brand owners and agencies, offering them a range of advertising services which can connect them with their target audience. What makes us unique is our ability to help brands launch campaigns that track the entire conversion funnel: not just impressions and clicks, but also leads and sales,” said *Kevin Leow, CTO of Nuren*.

Nuren Group will utilize the fresh funds to strengthen Motherhood brand within Malaysia, Thailand and Singapore. The money will be used on user acquisitions, improving user experience and various marketing activities.

Nuren will be utilizing the fresh funds from this round to strengthen its Motherhood brand within Malaysia, Thailand and Singapore. They will be focusing on user acquisition, improving the user's experience on the platform, as well as conducting various marketing activities.

Commenting on the round, *Gobi's Venture Partner, Khairul Khairi* said, "Gobi is excited to be supporting this round for Nuren. It showcases our firm's support for women entrepreneurs and their potential in the ASEAN entrepreneurial ecosystem."

"Thailand has always been an exciting market for women products and services, especially the motherhood. 500 TukTuks is confident that, with founders' passion and experience, Nuren and its motherhood.co.th will be the number 1 source for Thai moms soon." *Mameaw Sapprasert, Director 500 TukTuks*

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