



GLOBAL SAAS COMMERCE PLATFORM TRADEGECKO RAISES USD 10M IN SERIES B FUNDING LED BY TNB AURA FUND 1 & AURA VENTURE FUND

SINGAPORE & TORONTO, July 24, 2018 (PR Newswire) - [TradeGecko](#), the leading global SaaS inventory and order management platform for small-medium businesses (SMBs), today announced a Series B investment of USD 10M, led by TNB Aura Fund 1 and Aura Venture Fund, with Perle Ventures, and 33 Capital participating in the round. This increases the total capital invested to date to over USD 20M. The proceeds raised will be used to grow TradeGecko's product suite, providing a seamless commerce platform to thousands of commerce brands, and expanding to empower more commerce businesses around the world.

"In terms of feature-density, user experience, and quality of integrations, TradeGecko is the best-in-class B2B software-as-a-service provider in the inventory and order management space", said Vicknesh R Pillay, Managing Partner of TNB Ventures and TNB Aura Fund 1. "We are pleased to back this standout player."

"We see a massive opportunity to provide the back-end systems of SMB commerce on a global scale", said Cameron Priest, CEO of TradeGecko. "With the rapid growth of SMBs around the world, partnering with Aura enables us to leverage their market knowledge and extensive network. With the latest funding, we will continue to invest in solving our customers most challenging operational challenges."

TradeGecko was built with the vision of empowering millions of entrepreneurs to build the business of their dreams by providing a back-end platform to run the entire business operations of a growing commerce brand. With global HQ based in Singapore and North American HQ in Toronto, the company powers the operational back-ends of leading SMB commerce brands including memobottle, Dead Studios, Brooklyn Bicycle Company, Maui and Sons, and Paula's Choice Skincare. TradeGecko aims to free business owners from the operational complexity of running their business to spend more time building a brand their customers will love.

"The investment into TradeGecko is a great deal for our fund" commented Calvin Ng, Managing Director of Aura Group. "We are confident in the long-term prospects of the



company and the team's ability to continue executing strong and consistent growth of their revenues and unit economics."

About TradeGecko

Founded in 2012, TradeGecko is a cloud-based inventory management software-as-a-service (SaaS) provider offering an affordable, versatile and powerful platform to automate and reduce workflow inefficiencies, through integrating front end eCommerce and POS software with back-end accounting and shipping software. Targeting small-medium businesses (SMBs), TradeGecko allows SMBs to manage their inventory more efficiently, process orders quickly and change the pricing of their products dynamically. For more information, please visit www.tradegecko.com

About TNB Aura Fund

TNB Aura Fund 1, serves as TNB Ventures and the Aura Group's inaugural Southeast Asia Venture Capital investment vehicle focused on data-driven B2B enterprises. The fund's mandate will span investments into embedded devices (e.g. Robotics & IoT / IIoT), software & deep learning (e.g. Big Data & AI) and visualization technologies (e.g. Mobile & AR / VR) - investing between SGD500,000 to SGD3 million into early-stage Seed to Series A / B startups in Southeast Asia.

About Aura Venture Fund

Aura Venture Fund (AVF) is an Early Stage Venture Capital Limited Partnership (ESVCLP) dedicated to investing in growth and expansion stage (Series A/B) businesses. AVF's recognition from the Australian Government as an ESVCLP provides investors with a tax free investment environment. The fund's broad mandate enables it to back a variety of technological innovations that help to reshape the way the world lives, learns and works.

Perle Ventures is a Sydney-based venture capital group that invests in growth-stage technology companies led by founders that couple vision with discipline, to build scalable enterprises with a global perspective.



33 Capital is a principal investments firm with partner offices in Singapore, Hong Kong, Indonesia and Cambodia. We are investors who provide capital, expertise and support to our portfolio tech companies enabling them to reach their full potential. Since 2015, 33 Capital has invested in 8 start-ups with 3 exits within the consumer-technology and financial-technology space. Notable investments include Helicap (Incubated), Shopback and Guavapass.

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