

REAPRA, a leading VC focused on Southeast Asia, Invests US\$600,000 in Malaysia-based florist BloomThis

March 7, 2017, Singapore: REAPRA Pte. Ltd. has provided seed funding of US\$600,000 to BloomThis Flora Sdn. Bhd., one of Malaysia's leading florists. REAPRA, a business builder and venture capital firm based in Singapore, will use this investment to meet its goal of setting up a conglomerate of companies in Asia that will be leaders in their industries.

BloomThis is targeting Singapore and Indonesia in its next expansion phase into Southeast Asia. It will also use the funds to upgrade its technology and build up its fast-growing flower delivery business into the wedding space. The company, started by husband-and-wife team Giden Lim and Penny Choo in 2015, has experienced 1200% growth in sales since a year ago.

REAPRA, set up by Japanese entrepreneur Shuhei Morofuji, believes in supporting businesses that have a strong local impact with the intention to expand regionally. The firm has 14 direct subsidiaries, including two VC firms, and is invested in 40 startups across Southeast Asia in diversified industries including agriculture, healthcare, education, hospitality, digital media, travel, real estate, and aerospace. Each subsidiary will run and develop individually with the goal of optimizing its market valuation at US\$2 billion within 10 years.

"REAPRA is pleased to make this investment in BloomThis as the company meets our growth strategy of investing in startups that have a good fit of a traditional business and technology to drive it forward," said Vikram Bharati, Investments lead at REAPRA. "We foresee the company expanding its reach and making great strides in its business."

"REAPRA is an established investor that will provide us with the expertise to help bring our company to the next level in the flower business," said Giden Lim, co-founder and CEO of BloomThis. "We plan to expand to more cities in Southeast Asia and REAPRA's investment is a timely one."

The investment coincides with International Women's Day, which celebrates the achievements of women and is a call for a more inclusive, gender equal world. It's an opportunity for people to express their love for women with flowers. BloomThis has established itself as a leading online flower gifting brand through collaborations with SK-II, Christian Dior, Benefit, The Body Shop, and other luxury consumer brands.

About REAPRA

Set up in Singapore in 2014 by Japanese entrepreneur Shuhei Morofuji, REAPRA's mission is to work with Southeast Asian startups to create new and prosperous industries using a disciplined approach of research and practice. REAPRA comes up with original ideas and seeks entrepreneurial CEOs to create new business models. The company has established 14 direct subsidiaries and invested in 40 startups in diversified industries including agriculture, healthcare, education, hospitality, digital media, travel, real estate and aerospace. The company's businesses operate across Asia including Singapore, Thailand, Vietnam, Cambodia, the Philippines and Bangladesh.

About BloomThis

BloomThis is a unique online flower company set up by a husband-and-wife team, Giden Lim and Penny Choo,

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in 2015. BloomThis is one of Malaysia's leading and fastest-growing florists. The Malaysia-based company takes pride in going to great lengths to find the most luxurious flowers straight from the farms. BloomThis offers same day on-demand deliveries or a subscription service. The company's unique proposition is in its innovation in offering unique artisan flowers and perfecting the flower gifting experience with technology. Their mission is to create beautiful moments for people to express their emotions through flowers. BloomThis is making sending and receiving flowers a joy in the most simple and beautiful way possible.

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