

FOR IMMEDIATE RELEASE
6th May 2014

BuzzCommerce Raises Seed Round Led by East Ventures to Debut Curated E-Commerce for Beauty Products.

Bangkok, May 6th, 2014 – BuzzCommerce, a startup developing curated e-commerce platform, announced seed investment led by East Ventures. The financing is used to accelerate development of its web and mobile platform start with beauty products in Thailand.

Batara Eto and Willson Cuaca, both are Managing partner of East Ventures, will join BuzzCommerce as advisors.

“Using the power of word-of-mouth, we are positioning to be the story telling E-commerce provider to introduce beauty products to boost its sales and number of loyal customers in Thailand.” said Shinsuke Wakai, CEO of BuzzCommerce. “Our E-commerce focuses on cosmetics, dietary supplements, fashion items and digital contents for young women.”

“ We think that BuzzCommerce has a solid team with a lot of experience in building Internet services in Thailand. We are pleased to have an opportunity working together with them to bring this new curated commerce service to Thailand.” said Batara.

About BuzzCommerce

BuzzCommerce is founded by Shinsuke Wakai in April 2014. BuzzCommerce offers its clients easy and fast solution of promoting and selling items in Thailand and other South East Asian counties at one stop by using power of word-of-mouth from consumers. Their E-commerce services focus on cosmetics, dietary supplements, fashion items and digital contents in Thailand. Shinsuke Wakai is a founder of Cosmenet, one of the largest cosmetics review media in Thailand with over 250,000 users.

About East Ventures

East Ventures is an early stage fund focusing on consumer web and mobile startups in Indonesia, Japan, and Singapore. East Ventures has invested in over 20 companies in Indonesia, over 40 in Japan, and three in Singapore. Examples include C2C marketplace site Tokopedia, Square competitor Coiney, baby ecommerce store Bilna.

For additional Information, please contact:

Shinsuke Wakai
BuzzCommerce
shin@buzz-c.asia