

MY SOCIAL BOOK, THE LEADING SOCIAL BOOK COMPANY RECEIVES INVESTMENT FROM HERA CAPITAL

July 2016

Singapore, 7th July 2016 - Singapore private equity firm Hera Capital is pleased to announce an undisclosed equity investment in My Social Book, the leading social book player. This will allow My Social Book to accelerate its growth, develop new products and enter new markets in Asia.

Founded in 2011, My Social Book has become a leader within the photobook market, and more particularly within the niche segment of social books. The company has developed a technology that enables users to create a personalized book from their social media activities in an automated and friendly manner in less than 60 seconds. The platform captures events and memories on the user's timeline into a physical book. The book is then printed and directly shipped to the user. My Social Book's branded products are mainly sold in the US, Europe, and Australia. The company is planning to expand further within the Asia Pacific region.

My Social Book's founder Nicolas Cazagou comments: "We are pleased to welcome Hera Capital as a shareholder in My Social Book. There are 1 billion active Internet users in Asia, with ecommerce spend surpassing US\$ 200 billion in 2015. Hera Capital's presence in Asia and value-add investment approach will be extremely useful to grasp the phenomenal growth potential available in this part of the world".

Hera Capital's co-founder Sébastien Guillaud adds: "We chose to invest in My Social Book because we loved the one-click photo book concept, the company's business model and the potential for South East Asia. We are thrilled to be now part of My Social Book's journey and very much looking forward to working alongside Nicolas and his team to expand and develop the company further."

About My Social Book

My Social Book™ transforms user content posted on social networks into unique personalised products in under 60 seconds. Established in 2011, the My Social Book products are sold in 10 languages, manufactured in 3 continents and distributed globally. Its flagship product the *My Social Book*, which builds automatic Photobooks, Year Books, and Life Books of up to 500 pages each, has rapidly become a dominant leader in the Photobook market.

For more information, please visit www.mysocialbook.com

About Hera Capital

Hera Capital invests in fast-growing SMEs with a focus on South-East Asia. Hera Capital is a Registered Fund Management Company regulated by the Monetary Authority of Singapore (MAS). Hera Capital focuses on the consumer retail, media and digital sectors with investments ranging from US\$1m to US\$10m per company. Hera Capital provides high-touch support to its portfolio companies, leveraging off its seasoned entrepreneur-minded investment team, in-house operations personnel and external network of operating consultants and partners.

For more information, please visit www.hera-capital.com