

**DATAPULSE TECHNOLOGY LIMITED**  
**(Incorporated in the Republic of Singapore)**  
**(Company Registration No: 198002677D)**

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**COMMISSIONING OF STRATEGIC REVIEW**

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The board of directors (“**Board**”) of Datapulse Technology Limited (the “**Company**”) wishes to inform Shareholders that the Company has on 25 January 2018 appointed Ernst & Young Solutions LLP (“**EY**”), to conduct a strategic review (“**Strategic Review**”) to advise the Company on the options available for Wayco Manufacturing (M) Sdn Bhd (“**Wayco**”) to develop its sales and distribution capabilities, following the Company’s acquisition of Wayco on 15 December 2017.

Background

Wayco is engaged in the manufacture of hair care and other homecare chemical products in Malaysia, under various brand names or trademarks including the “Good Look” and “Glorin” series of hair care and homecare products. Its products are made according to its own product formulations or specifications although there is a small portion of products manufactured by Wayco on an OEM basis. Currently, the majority of its products are being distributed or sold through Way Company (for Singapore) and, to a lesser extent, through Wayco Trading (M) Sdn Bhd (for Malaysia).

Wayco’s products are currently sold mainly in Singapore and Malaysia, although it also has a market presence, to a lesser extent, in Hong Kong, Vietnam, Myanmar, Sri Lanka, India, Maldives, Taiwan and Philippines.

While the Company intends to continue to sell Wayco’s products to, and otherwise collaborate with Way Company and Wayco Trading for the sale and distribution of its products to ensure business continuity, the Board also intends to review and evaluate the options available for Wayco to develop its sales and distribution capabilities in the mid to long term, including whether to independently develop sales and distribution channels on its own, or to take over existing channels, *inter alia*, through an acquisition of Way Company and/or Wayco Trading (“**Strategic Options**”).

Scope of Strategic Review

To that end, the Board has appointed EY to advise the Company on the Strategic Options. In connection with the Strategic Review, EY will be conducting a desktop market assessment of the Wayco business in Malaysia and Singapore, and if relevant, the business of Way Company and Wayco Trading, and a benchmarking analysis and a scenario analysis of the Strategic Options.

The Board would also like to remind Shareholders that the Company has obtained a buyback undertaking from Way Company that requires Way Company to buy back 100% of the Wayco from the Company at the same price paid by the Company in the event of any material adverse findings in relation to Wayco, and the Company expects that the Strategic Review may be of some relevance or use in assisting the Company to assess the applicability of such buyback undertaking.

The Company will provide further updates to the Shareholders when there are material developments on the Strategic Review, including to report on the relevant findings thereunder.

In the meantime, Shareholders are advised to exercise caution in trading their Shares and to read this announcement and any further announcements by the Company carefully. Shareholders should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisers immediately if they have any doubts as to the actions that they should take.

**BY ORDER OF THE BOARD**

Lee Kam Seng  
Chief Financial Officer and Company Secretary

25 January 2018