

## Asia's leading omni-channel CRM provider Capillary Technologies expands in China market

SHANGHAI and BEIJING, July 26, 2016 -- Capillary Technologies, Asia's leading CRM provider that help retailers intelligently engage with their customers, today announced that it has expanded its presence in the China market with headquarters in Shanghai. The company is investing and rapidly ramping up its localized team and platform, in a bid to be a leading omni-channel customer engagement provider in the region. Capillary is already working with major retailers in China, including Lee, Pizza Hut, Kipling, and Eu Yan Sang.



"Through our early traction, it is clear that our solutions have resonated well. China has an evolved digital and 'O2O', or online-to-offline ecosystem, and being more 'digital' equals having more data. This enables brands to engage with consumers in a highly personalized and contextual manner, via analytics and Social CRM. With a fully local China team, localized products and local infrastructure, we are making specific investments to build a leadership position in the market," said Amit Haralalka, General Manager, Capillary Technologies China.

Capillary's CRM platform, which can integrate into virtually any point-of-sale device, and eCommerce platform offers a one-stop solution for retail marketers to engage with their customers, by capturing and analyzing customer data, and enabling targeted customer communications. Leveraging its robust analytics engine, Capillary optimizes the relevance and profitability of personalized offers across social media, mobile, e-mail, online, and in-store channels, driving a significant increase in sales and customer loyalty.

Last year, Capillary had raised US \$45 million in a Series C round of financing led by an affiliate of private equity firm Warburg Pincus. Existing investors Sequoia Capital and Norwest Venture Partners also participated in the round. Capillary is using the capital infusion to expand its offerings to enable clients to develop an omni-channel view of their customers, both organically by broadening its product suite, as well as inorganically via acquisitions, to be Asia's leading commerce and engagement provider.

Speaking on the announcement, Lynn Lin, Director, Information Technology for Warburg Pincus North Asia said, "China's retail sector is undergoing significant transformation driven by e-commerce and mobile internet, calling for a new generation of intelligent CRM solutions for the retailers to manage their customer relations. Capillary is well-positioned to meet this demand, by leveraging its solid track record and expertise in the region, as well as a highly-talented localized team and tools."

Over the last couple of years, Capillary has invested in localizing its team as well as platform for the China Market. In addition, Capillary is supported by a leading locally-based call-centre services provider in China to provide a seamless Software and Services experience to its customers.

### About Capillary Technologies

Capillary Technologies, headquartered in Singapore, is an omni-channel commerce and engagement company, which powers end-to-end customer engagement, loyalty, eCommerce

and social CRM solutions for more than 200 major brands across 20,000 stores, serving over 150 million consumers primarily in Asia, across South East Asia, China, India and the Middle East. Customers include industry leaders such as Pizza Hut, KFC, Puma, United Colors of Benetton, Walmart, Unilever, Courts, Lee and Timberland. Brands have realized as much as a 10% increase in same-store sales by leveraging Capillary's solution.

Capillary has been named Relationship Marketing Agency of the Year at the Loyalty and Engagement Awards, won awards at the World Brand Congress Forum 2015, Featured as a Gartner Cool Vendor; and as one of Mint/WSJ Bloomberg Businessweek's Hottest Technology Businesses 2013. Capillary is backed by Sequoia Capital, Norwest Venture Partners, Qualcomm Ventures, Silicon Valley Bank and American Express Ventures. For more information, visit <http://www.capillarytech.cn.com>.

### **About Warburg Pincus**

Warburg Pincus is a leading global private equity firm focused on growth investing. The firm has over \$40 billion of private equity assets under management. Since its founding in 1966, Warburg Pincus has invested over \$55 billion in more than 750 companies in 40 countries. The firm is one of the largest global private equity investors in China with wide industry coverage, and has invested over \$6.5 billion in more than 90 Chinese companies since it entered the Chinese market in 1994.

Warburg Pincus has a strong track record in investing China's consumer, retail and services sector. The firm has invested and supported the growth of many house-hold consumer brands and companies such as Amcare, ANE Logistics, CAR Inc., China Kidswant, Mofang Apartment, Red Star Macalline and ZTO. For more information, visit <http://www.warburgpincus.com>.

### **CONTACT:**

For Capillary Technologies: Alice Zhang, +86 21 6052 0192  
or [alice.zhang@capillarytech.com](mailto:alice.zhang@capillarytech.com);

For Warburg Pincus: Mingxia Li, +86 10 5923 2569 or [mingxia.li@warburgpincus.com](mailto:mingxia.li@warburgpincus.com)