

New horizons in China for CurrentBody with Thakral JV

Singapore, 27 December 2018 – SGX Mainboard-listed Thakral Corporation Ltd has signed a joint-venture agreement with UK-based at-home beauty device online retailer CurrentBody.

Recognised for expert product knowledge, unique customer experience and a range of beauty devices that have been chosen for their proven results and professional technology, 2018 has been a year of global expansion for CurrentBody. With the backing of NVM Private Equity, the business has established an international presence with localised sites in Germany, France, Italy, Spain, Australia and most recently USA.

With China being one of the fastest growing markets for beauty devices, the collaboration with Thakral, a distributor of several leading beauty device brands in that market, will offer Chinese customers the ultimate choice and education in the at-home beauty device category. Collaborating with China's major e-commerce platforms, the JV combines Thakral's vast experience in China with CurrentBody's expertise in this niche area of Beauty.

Thakral's Chief Executive Officer, Mr. Inderbethal Singh Thakral said: "The joint venture is part of our strategy to grow our Lifestyle Division in China. Joining hands with CurrentBody will enable us to create a category-leading position in China's at-home beauty device market. We are looking forward to using our network and strong relationships with various platforms to create true value, together with CurrentBody."

Laurence Newman, Co-Founder and CEO of CurrentBody, added: "We are delighted to have Thakral as our strategic partner. Our wealth of experience as an online retailer of at-home beauty devices combined with Thakral's distribution expertise in China provides us with the perfect strategy to broaden our business footprint and address the needs of Chinese consumers. This partnership will place us on a trajectory towards becoming the go-to online platform for at-home beauty devices globally."



CURRENTBODY IS THE WORLD'S ONLY EXPERT FOR AT-HOME BEAUTY DEVICES.

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