

**MOBILE-FIRST LEARNING PLATFORM GNOWBE ANNOUNCES**  
**US\$1.7 MILLION RAISED THROUGH SEED FUNDING**

***Gnowbe signs exclusive partnership agreement with KPMG Digital Village***

**SINGAPORE, xxx xx, 2017** – Silicon Valley- and Singapore-headquartered start-up Gnowbe, a portfolio company of the REAPRA Group, today announced that it has raised US\$1.7 million in its latest seed round funding to support the next phase in its aggressive growth and development. Less than a year after launching its enterprise platform, Gnowbe is seeing its users grow at a rate of over 15% monthly and the number of new programs created increase by 24% monthly.

The funding will be used to augment Gnowbe's current team of developers, sales and marketing professionals, as the company expands its product propositions and boosts the richness of its content, in tandem with its ongoing drive to extend its presence in the market, and to forge strategic partnerships with key players in the industry.

Commenting on the announcement, CEO and co-founder of Gnowbe, So-Young Kang said: "Workforces around the world are rapidly transitioning to a 'mobile-first' mindset. This presents a tremendous opportunity for businesses to empower employees through knowledge. Gnowbe already has a head start in delivering mobile-first, microlearning solutions, and we hope to further consolidate our first mover advantage to build upon our brand awareness."

REAPRA founder and CEO Shuhei Morofuji said: "Gnowbe's solutions stand to profoundly impact learning behaviours. By creating engaging content, and delivering them through mobile platforms, in bite-sized formats, we are facilitating an 'anytime, anywhere learn' culture among employees. We believe that this approach will be far more effective in achieving organisational objectives, than traditional approaches that have outlived their usefulness."

Investors in the seed round include venture capitalists Coent Ventures, 500 Startups, POEMS Ventures, as well as renowned angels such as Koh Boon Hwee and Kabam founder Holly Liu. In the coming year, Gnowbe plans to raise additional funds to further scale the company.

Gnowbe today also announces that it has signed an exclusive partnership agreement with KPMG Digital Village in Singapore, a collaborative ecosystem of corporates, start-ups, investors and government bodies to drive the adoption and integration of innovative solutions.

"We're excited to have Gnowbe come on board KPMG Digital Village and look forward to co-innovating with them to solve business challenges. Their methodology of bite-sized learning, continuous feedback and social features serves as a great platform for corporates across sectors," said Jan Reinmueller, Head of Digital Village, KPMG in Singapore.

So-Young added: “Gnowbe is proud to be KPMG Digital Village’s digital learning partner for their clients. We saw great synergies, given KPMG’s brand reputation, scale and investment in digital solutions. We are excited to partner with them to scale our business together.”

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### **About Gnowbe**

Gnowbe is a mobile-first learn-by-doing platform that delivers engaging content including employee onboarding, product knowledge training and team updates. Clients are empowered to author their own content with engaging and action-oriented templates. Gnowbe is built on the latest research and science on how adults learn through application and reflection. The mobile-first, web-responsive app leverages micro-learning (10 minutes a day), social learning (chats and messaging) and gamification to encourage active engagement and to drive behavior change, which ultimately drives business impact. It is designed for time-starved professionals who need relevant, new content accessible when they need it - right in their pockets.

Clients report that their employees enjoy the Gnowbe experience with more than 90%, saying that they feel it is 'fun,' 'effective,' and 'convenient.' Gnowbe is also seeing engagement rates that are eight to ten times higher than traditional e-learning solutions.

Gnowbe is a portfolio company of the REAPRA Group, through its venture capital subsidiary, Coent Venture Partners.

### **About the REAPRA Group**

Set up in Singapore in 2014 by Japanese entrepreneur Shuhei Morofuji, REAPRA is a business builder with a mission to work with Southeast Asian start-ups to create new and prosperous industries using a disciplined approach of research and practice. REAPRA comes up with original ideas and seeks entrepreneurial CEOs to create new business models. The company has established 14 direct subsidiaries and invested in 40 start-ups in diversified industries including agriculture, healthcare, education, hospitality, digital media, travel, real estate and aerospace. The company’s businesses operate across Asia including Singapore, Thailand, Vietnam, Malaysia, the Philippines and Bangladesh.

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