



TREMENDOUS ASIA PARTNERS

Press release

For immediate release

PRIVATISATION OF ASIASONS PRIVATE EQUITY AND REBRANDING TO TREMENDOUS ASIA PARTNERS

Kuala Lumpur, 8 September 2014 - Arising from the recently completed management buyout of Asiasons Private Equity II Inc, the management is pleased to announce that Asiasons Private Equity will be formally renamed as Tremendous Asia Partners (TAP) as of 8th September 2014.

TAP is now 100% privately owned by the management team and will continue with the investment strategy of focusing on the consumer space in the Southeast Asia region. In particular, TAP via its fund Dragonrider Opportunity Fund II will invest in the F&B, lifestyle, media and entertainment, healthcare and education subsectors and expects its investments to benefit from the growing middle class in one of the most youthful and vibrant economies in the world.

Together with the unique in-house consumer-operational platform, Tremendousness, and the carefully built up regional infrastructure, TAP expects to continue to differentiate itself as a hands-on, value-added fund manager with a proven track record of identifying domestic champions and accelerating their expansion plans across the fast-growing Asian region.

Further information is available at <http://www.tremasia.com>

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