



FOR IMMEDIATE RELEASE

Carousell celebrates outstanding SME merchants with CarouBiz Awards and launches creative campaign “CarouBiz Booster Fund” to support local businesses

Hong Kong, 5 July 2021 — Carousell, one of the world’s largest and leading online marketplaces, is pleased to award and recognise 43 CarouBiz (Carousell for Business) merchants for their outstanding accomplishments throughout the past year. Taking place on 30 June at Carousell’s brand new office in Hong Kong’s Quarry Bay district, the ceremony celebrated outstanding SME merchants’ achievements in transforming their offline business to digital, successfully leveraging on Carousell’s platform, active community, and CarouBiz tools to improve business performance.

The [2020-2021 CarouBiz Awards](#) recognised the Most Popular Merchant, Best Use of Advertising, Best Reviewed Merchant, Most Outstanding Merchant, and Best Performing Merchant in eight categories including Electronics, Fashion, Toys & Games, Home Appliances & Living, Furniture, Luxury, Lifestyle, Baby & Kids and Health & Beauty.

Mr Tenny Wong, Hong Kong hostel owner in Kansai, Japan, joined Carousell amid the pandemic, in the hope of exploring new business opportunities. With the backing of CarouBiz, he became a successful seller of new and secondhand products delivered from Japan at [@jylkhk](#). As the winner of the Best Reviewed Merchant (Fashion category), he said, “After subscribing for CarouBiz, our sales volume has increased by 5 times within half a year. Thanks to CarouBiz’s abundant support for merchants, our listings can be sold within minutes.”

Mr Stephen Chu, winner of the Best Reviewed Merchant (Luxury), agrees that CarouBiz is a useful platform which allows aspiring entrepreneurs to start their second business, regardless of age. “After retirement, I began selling secondhand luxury watches online at [@boss_kingking](#). By utilizing the comprehensive CarouBiz features, our number of chat inquiries increased by at least 30% every month. I look forward to the continuous expansion of the Carousell community,” he said.

COVID-19 has led to more consumers shifting towards online shopping, and many businesses have been affected by low footfall and rising uncertainty. Thus, the need for digitalisation is increasingly crucial for business resilience. Merchants have long been intimidated by the technical complexity of online platforms, associated costs, and unfamiliarity with the digital business ecosystem. Carousell is here to bridge these gaps with its simple and free-to-use platform, as well as optional paid features for users to scale up their business.

Through its subscription service known as CarouBiz, Carousell provides a suite of premium seller tools, allowing users to increase their exposure to buyers and showcase products through a virtual showroom on Carousell’s platform. This helps them to continue thriving in a challenging market environment.

“Carousell is more than an online marketplace, it is a tool of empowerment that accompanies sellers in their entrepreneurial journey. I am encouraged by the success stories of winners and nominees of the CarouBiz Awards. It testifies that we can play our part in empowering micro entrepreneurs and diversifying the e-commerce ecosystem. With 1 in 7 Hongkongers actively using our platform, I invite more businesses to start exploring CarouBiz as their trusted business assistant so as to broaden their customer



reach and boost profit,” said **Mr Kevin Huang**, the newly-appointed Managing Director of Carousell Hong Kong.

To further support local businesses, Carousell is delighted to announce the launch of “CarouBiz Booster Fund” (CarouBiz 力撐你間鋪), a campaign aimed at helping SMEs and aspiring entrepreneurs to kickstart their online expansion by offering access to an array of tailor-made solutions. Interested businesses are invited to submit their proposals by 30 July 2021 and stand a chance to be one of the 20 businesses to win free premium seller tools and coins valued at HKD3,000. For more details, please visit <https://college.carousell.com/zh-hk/caroubiz-fund/>.

Additionally, to support small and new businesses, Carousell has forged a strategic partnership with Livi Bank. Merchants can now apply for a 12-month installment payment plan for their CarouBiz subscription with no extra interest or handling fees being charged throughout the period. To further enhance the experience, users who join the plan before 1 September 2021 can enjoy a 0% interest instalment. To sign up for the new instalment plan, please visit <https://college.carousell.com/zh-hk/carousell-x-livi-bank/>.

Carousell remains committed to supporting entrepreneurs throughout their expansion process with innovative and flexible offerings. For more details on tools and features to support merchants, please visit <https://college.carousell.com>.

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Images:

<p>Caption: Carousell celebrates outstanding SME merchants with CarouBiz Awards to support local businesses. (From Left to Right: Mr Kevin Huang, Managing Director of Carousell Hong Kong, Winners from the Best Use of Advertising and Most Outstanding Merchant categories)</p>	<p>Caption: Mr Kevin Huang, the newly-appointed Managing Director of Carousell Hong Kong</p>



Caption: Hostel owner who sells new and secondhand Japan products, Mr Tenny Wong (@jylkhk), receives the Best Reviewed Merchant Award (Fashion)



Caption: Owner of secondhand luxury watches store (@boss_kingking), Mr Stephen Chu receives the Best Reviewed Merchant Award (Luxury)



CarouBiz booster fund

Supporting SME merchants and new entrepreneurs to expand their business online

20 winners will receive 3-month CarouBiz subscription and Coins worth \$3,000

Caption: Carousell launches creative campaign “CarouBiz Booster Fund” to support local businesses

High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown



About Carousell

Carousell is a classifieds marketplace that makes selling as easy as taking a photo, buying as simple as chatting. Launched in August 2012, Carousell began in Singapore and is now one of the world's largest and fastest growing marketplaces in eight markets across Southeast Asia, Taiwan and Hong Kong. Carousell is backed by leading investors, including Telenor Group, Rakuten Ventures, Naver, and Sequoia Capital India. In Hong Kong, Carousell has a diverse range of products in over 30 categories, including property, autos, electronics, home and furniture, and fashion. Download the app for iOS or Android, and visit www.carousell.com for more information.

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Appendix

“CarouBiz Booster Fund” Campaign details

Entry Submission Deadline	30 July 2021, 23:59
Entering method	<p>Interested business will need to submit a business proposal within 3 pages in PDF format or in video format in less than 5 minutes in English or Chinese to https://college.carousell.com/zh-hk/caroubiz-fund/ to illustrate the following:</p> <ul style="list-style-type: none">• Business introduction• Key product / service that they are offering• Current challenge and future opportunity• Showcase the product/ service in a creative way
Prize	<p>The prize package valued at HKD 3,000 (up to 20 winners) will include:</p> <ul style="list-style-type: none">• 60,000 Coins (to be used within 3 months)• Advertising in a curated collection of all winners on Carousell• 3 months CarouBiz subscription that includes:<ul style="list-style-type: none">○ 5 video listings - Video Listings get up to 3 times more clicks and 50% more chats○ 5 custom collections - Curate collections to showcase the promotions, new arrivals, best sellers and more on the profile○ Custom profile cover photo - Upload a cover photo on the profile page to help build brand recall and also shout out about the promotions○ Premium seller badge - A premium seller badge will be pinned to the profile photo to increase the credibility as a seller and stand out from the crowd○ Bump scheduler - Select the days to Bump the listing and the number of Bumps each day○ Profile promotion - Promote the store with Carousell Coins and boost traffic to the store
Judging	Carousell Hong Kong’s judging panel will evaluate the submissions based on their creativity and nominate up to 20 entries
Result Announcement	Winners will be announced at mid-September 2021 on https://college.carousell.com/zh-hk/caroubiz-fund/