



## **MEDIA RELEASE**

### **GLUU ENABLES ANY CONSUMER APPLICATION TO ALLOW THEIR USERS TO SHARE CONNECTIVITY WITH ONE ANOTHER**

- Gluu Connect is a partnership programme that allows partner applications to enable their customers in close proximity to share connectivity through an embedded connectivity SDK.
- Gluu onboards Kaspro, a mobile payment gateway in Indonesia, as its first B2B partner for Gluu Connect, and expects to ink more tie-ups by end of 2020.

**Singapore, 30 September 2020** — Gluu, an award-winning peer-to-peer Wi-Fi sharing application today announced the expansion of its product offering into the B2B space. This move is in response to keen interest from consumer business brands and corporates, wanting to create better and stronger engagement with their customer base.

Founded by technology and media executives, Lin ShuFen and Stephen Lee, the service is active in Singapore and Indonesia, while the application has been downloaded in several countries around the world since its launch. Through the Gluu application, users are able to share either their Wi-Fi or unused data package with others in the vicinity, and in return, they would be compensated with rewards. Gluu solves users' connectivity problems when they run out of data package, or when they are on an operator network with weak coverage in a particular location. These users are able to tap on other Gluu users' capacity. Through a direct-to-consumer model, Gluu works with consumer brands in their ecosystem, who sponsor connectivity and rewards programmes. In return, the brands gain deeper insights into users' demand for their products.



Stephen Lee, Co-founder and the application's technology architect said, "We have been hearing some corporations' need to bring a deeper engagement with their customer base. We are delighted to extend our P2P connectivity capability through Gluu Connect, and through our easy APIs our partners are able to onboard these abilities seamlessly into their app. They will thus be able to keep their customers connected within their ecosystem, gain better insights and achieve a high level of engagement with their customers."

This offering will be the first-of-its-kind to be launched in Indonesia, given the potential market size.

Alex Rusli, one of Gluu's early angel investors and strategic advisor said, "Indonesian millennials love the experience of sharing economies, so Indonesia is the perfect place to build partnerships. Connectivity is core in a digital lifestyle and I am confident that Gluu will gain traction among businesses. The telco data package structure and the digital lifestyle of millennials in Indonesia is the perfect combination for brands to tap on to take their consumer engagement to a new level. The large customer base in Indonesia also provides a fantastic platform to refine the product before taking this to other markets with similar needs and structures."

The Gluu application saw a strong uptake among users when it launched in Indonesia in 2019, with partnership programmes with leading brands like Alfamart and Nestle. Its initial growth was boosted mainly through word-of-mouth among users across Indonesia.



To kick off this B2B offering in Indonesia, Gluu has tied up with Kaspro, Indonesia's digital payment and financial service as its first Gluu Connect partner, and is expected to launch in the coming month. This partnership will enable Kaspro customers to share connectivity and earn through the same application. More rewards and benefits will be announced in due course. On the back of this partnership, Gluu expects to on board 2 more major consumer brands on Gluu Connect before the close of the year.

Gluu is available for download from Google Play at [www.bit.ly/Gluuapp](http://www.bit.ly/Gluuapp). For more information, visit [www.gluu.life](http://www.gluu.life) or read our blog at [www.medium.com/gluu](http://www.medium.com/gluu).

### **About Gluu**

Founded in early 2017 and headquartered in Singapore, Gluu is the world's first peer-to-peer connectivity sharing platform supported by a community of users and establishments as fixed hotspot partners. All connections are secured via Gluu Secure Connect and this crowd-powered connectivity forms the Gluu Wi-Fi cloud that can connect anyone anywhere. Individual users who share their unused mobile data earn Glits, the platform's currency. Glits may be earned or purchased and is used to trade for mobile data or to exchange for products and services from the Store.

Gluu is founded by two seasoned technology and business executives whose dream is to build a global network of connectivity driven by a crowd-powered platform. Their belief is that connectivity empowers individuals and communities and unlocks economic value which brings about limitless possibilities and opportunities for people.

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