



From: KewMann

Media Contact: +6016 353 3471

macy.choong@kewmann.com

PRESS RELEASE

KewMann is Announcing a Partnership with Symon + Patryck

Brief intro about the partnership

Singapore, 14 September 2022 - KewMann, an Artificial Intelligence and big data company that leverage on behavioural science to optimise outcome has entered into a partnership with Symon + Patryck to assist more organisations to efficiently optimise branding and marketing performance with personified data and personalised marketing strategy.

About partner and quotes from partner

Symon + Patryck is a Bumiputera-owned company that provides branding and marketing consultancy and aims to bringing strategy-led creative solutions to the meeting tables of SMEs. Chief Executive Officer and Co-Founder of Symon+Patryck, Mr Raja Zainal Badri is positive of the growth of this partnership: "KewMann's Artificial Intelligence capabilities with Symon+Patryck's business consultancy services synergistically offer better customer insights to achieve superior business outcomes for clients across all industries and services in Malaysia."

Partnership objectives and quotes from Yoke Ling, Executive Director of KewMann

With the unique strengths from both parties, "**persuade and inspire**" by Symon + Patryck and "**predict & influence**" by KewMann, this partnership is forming a joint power to pushing into the future of personalised marketing with personified data. Founder and Executive Director of KewMann, Mr Kew Yoke Ling, is delighted about this partnership: "The combined strengths and values to our customers are enormous. We are looking forward for closer collaboration

with Symon+Patryck Group and the team starting in the space of GLCs and government sectors, and extending to others."

