



March 2, 2010

JFDI Asia
70A Bussorah Street
Singapore 199483

OBJECT: LETTER OF SUPPORT FOR JFDI ASIA

Dear Hugh Mason,

Azione Capital is an enthusiastic partner of JFDI Asia with regards to the 100 Day Boot Camp. This Boot Camp is designed to provide a good starting ground for developers and aspiring entrepreneurs. We believe that this approach would be effective for creating start-ups with good potential.

We agree that the current entrepreneurship landscape in the Infocomm and Digital Media industry lacks technopreneurs. As such, a 100 Day Bootcamp where individuals will be trained on how to run a business would be highly appropriate to serve this need. The JFDI 100 Day Boot Camp provides on the ground feedback from the relevant parties like investors and mentors for the start-ups. Above all, JFDI Asia's ability to enable participants to test the market during the 100 days is a particularly beneficial element as it provides a gauge for the individual or the team in terms of the viability of the idea and the business acumen the individual or the team has. We look forward to participating in collaborative efforts with JFDI Asia to develop technopreneurs and promising start-ups within the 100 days.

As a partner, Azione Capital will assist in specialized areas such as the funding and incubation of start-ups which have completed the programme. Being an IDMPO incubator, the funding will be an initial iJam Grant of S\$50,000. The primary purpose of this incubation is to provide market access for start-ups and to expose start-ups to other funding opportunities.

We believe that this innovative opportunity will help Singapore develop the IDM sector as well as provide a proper developing ground for technopreneurs. Additionally, the JFDI programme will provide the IDM sector with start-ups which have a strong foundation in technology and a proof of concept. This concept is different and we are thus excited to see it happen.

Sincerely,

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