

Access Corporate Group Accelerates Global Expansion with VTN's ANZ Website Launch

Today VTN, Access Corporate Group's global retail community for mass premium brands, has officially launched its e-commerce website, www.vtnstore.com, in Australia and New Zealand. With dedicated websites for US and Europe in the pipeline, the launch of the ANZ website marks an exciting milestone of Access' global reach.

With this launch, customers in this region can now shop online for more than 100 individual SKU's (Stock Keeping Units), curated from 11 international beauty, wellness and lifestyle brands, including Amilera, Bean Body, Bee+, Beeotic, eimele, Invisible Zinc, Lovekins, Minenssey, Napoleon Perdis, Savar and Vida Glow.

The VTN website has been designed to deliver customers a sophisticated online shopping experience with clear design and intuitive navigation throughout, and user-friendly checkout process and secure payment gateway that includes PayPal and Google Pay, the purchasing journey has been thoughtfully designed from end to end.

Products are easily identified through a sitewide search functionality, with detailed descriptions of each SKU to enable customers to find information on their benefits, ingredients and usage. Working directly with each brand and manufacturer, a dedicated chat and email support team is well informed to advise and answer any customer enquiries. Traffic to the VTN website is also bolstered from accompanying brand Facebook, Instagram, YouTube, and Pinterest communities, with regular email newsletters for product updates, offers and announcements.

The launch of the website further cements Access' ambition to make VTN the leading marketplace for premium beauty, wellness, and lifestyle products. The e-commerce website comes just months after the launch of the VTN app on Android and Apple app stores in China. At last year's 11.11 Global Shopping Festival, Access achieved a total GMV of A\$210 million through VTN app alone.

"We are so thrilled to launch VTN's website in ANZ region," commented Livia Wang, Chief Brand Officer of Access Corporate Group. "It is exciting to be able to offer a wide range of products online for our Australian and New Zealand consumers. With a physical Sydney CBD store to come, we will continue to strengthen VTN's presence both online and offline. In the year of 2021, expansion to the North America and Europe markets is set to capture a wider audience globally, while also adding to an already impressive catalogue of brands to our ever-growing portfolio."

Standing for veritas, tempus, naturae in Latin or 'truth, time and nature', VTN combines app, website, and boutique stores for a unique, direct brand-to-consumer experience. A sophisticated, members-only retail community of global brands, VTN instantly connects brands to a community of consumers that hold a shared appreciation for life-enhancing products.

Access Corporate Group continues to grow and expand its footprint worldwide. 2020 saw the opening of its New Zealand office in Auckland, and this year will see offices opening in both the United States and Europe. The company currently serves more than 10 million consumers across the world.

About Access Corporate Group

Innovative brand management company Access Corporate Group (Access) was established in 2017 and has continued to grow rapidly since then. Originating in Sydney, the company now has offices in Melbourne, Auckland and Hangzhou, China, with more than 2,000 employees across its four international locations. With 'Everyday Better Life' as its vision, Access brings the best premium beauty, wellness, and lifestyle brands to millions of customers around the globe.

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