

Media Release
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800 Students Compete In Inaugural Pan-Asian Jardines & Daimler AG Hackathon – *Hack.Asia*, Shaping Asia’s Tomorrow

- Hackathon organised by the Jardine Matheson Group and Daimler Group, with support from the Singapore Economic Development Board
- Young minds across the region addressed six real-life business challenges in commerce and urban mobility to find innovative and data-driven solutions to shape Asia’s tomorrow
- Over 800 students applied from 23 countries, including Singapore, Malaysia, Thailand, Vietnam, Indonesia, Hong Kong, the Philippines, South Korea, and India
- Awarded two grand prizes to *Team Codeblooded* and *Team Cows Go Mu* for their inventive solutions to address traffic problems and manage stock inventory for improved customer experience

Singapore, 20 October 2019: On 18 and 19 October 2019, more than 120 students (from an original 800 applicants) participated in the final round of *Hack.Asia*, an inaugural 48-hour hackathon organised by the Jardine Matheson Group (Jardines) and Daimler Group (Daimler), with support from the Singapore Economic Development Board (EDB). Held at the Amazon Web Services office, the hackathon saw 36 finalist teams comprising student entrepreneurs and innovators working against the clock to develop technology-driven solutions to address current challenges faced by Asian businesses and economies.

Mr. Ben Birks, Group Managing Director of Jardine Cycle & Carriage, said: “Through our partnership with Daimler and with the tremendous support of EDB, we received an overwhelming number of entries for the first *Hack.Asia*. We are very excited by the wide range of high calibre ideas we saw. As a Group committed to the growth of Asia, we were inspired by pitches that employ data-led solutions to address real-life issues currently impacting businesses and communities in the region. This reflects the passion, forward-thinking and progressive mindset of the region’s next-generation innovators, entrepreneurs and thinkers.”

Over 320 ideas generated over 8 weeks

The finalist teams were shortlisted from an initial call for entries where over 800 participants submitted a brief overview of how their ideas could address a specific challenge. From there, the six best ideas from each of the six categories were selected based on data methodology, creativity and originality, potential impact and feasibility of the solution. The shortlisted teams were then sponsored to come to Singapore for the hackathon to brainstorm and test their ideas, collaborate with mentors and pitch their proposals to the judging panel, which included key executives from Jardines, including Jardine Cycle & Carriage, Dairy Farm, Hongkong Land, Astra International and Innovate Jardines, as well as Daimler, including DigitalLife@Daimler and Daimler Financial Services Africa and Asia Pacific.

The youngest participants of Hack.Asia was a team comprising sisters – a 12-year old and 10-year old. The younger sister is also a coder and has been participating in hackathons since she was five and has experience interning at Microsoft.

Mr. Lim Kok Kiang, Assistant Managing Director of the Singapore Economic Development Board (EDB) said, “Through this inaugural hackathon, these students have discovered that they need to collaborate with their peers in Singapore and in other countries in solving the hackathon challenges. This goes to show that only by strengthening our status as a regional talent hub, where people of different backgrounds and diverse perspectives meet, will we be able to ensure that companies in Singapore can continue to develop new products, businesses and solutions to meet the demands of this fast-growing region.”

Winning ideas go on to compete in global hackathon

Two teams were awarded the grand prize of a sponsored trip to exhibit at the *Four Years From Now (4YFN)* startup conference in February 2020 in Barcelona, Spain, where they will be showcasing their solutions to more than 30,000 international visitors, from venture capitalists, technology companies to start-ups. The grand prize went to *Team Cows Go Mu* from Singapore (NUS, SMU and SUTD) and *Team Codeblooded*, from India (Sardar Patel Institute of Technology). Total cash prizes of SGD15,000 were awarded to the winning teams of each of the six categories.

Team Cows Go Mu proposed an integrated end-to-end predictive data for e-commerce. With machine learning at its core, the idea seeks to improve inventory management and ultimately customer satisfaction. “Our solution ensures that Dairy Farm customers can get

what they want at the time they want it. Our solution leverages predictive forecasting to ensure that there is available stock for customers”, said *Team Cows Go Mu*.

As for *Codeblooded*, the dynamic team of three proposed using real-time data to detect various road conditions such as potholes and worn out road markings that contribute to traffic jams in cities. The system alerts commuters travelling through these unsafe zones using geofences. Emergency services such as ambulances can also use the service. *Codeblooded*’s idea also had a social agenda behind it. The team from Mumbai wanted to find a solution not just for traffic jams but also to make roads safer for people.

“Hack.Asia is our very first international hackathon and it has been a great experience, especially connecting with the other participants and industry experts. Our solution was based on the research and observations of traffic conditions in cities across the region, and we hope to help people understand the importance of solving traffic problems. Having a good user base would mean good quality data that supports machine learning, enabling this solution to be enhanced to better serve the community”, said *Team Codeblooded*.

***Hack.Asia* Debut**

Hack,Asia is the first-ever hackathon organised by Innovate Jardines (IJ) – the digital business incubation and innovation arm of the Jardine Matheson Group.

Innovate Jardines General Manager, Mr. CK Yap, said “Given the footprint of Jardines in multiple industries in Asia, and the involvement of its strategic partners, *Hack.Asia* is the perfect platform to embrace the diversity of Asia, giving young innovators with diversified expertise an opportunity to showcase their creative ideas and solutions”.

Focusing on the future of business and mobility, *the Hack.Asia 2019* challenge categories included: (1) create the supply chain of the future; (2) develop a smarter, greener building cooling system; (3) use data analytics to better serve automotive customers;(4) use social media analytics to better identify automotive leasing customers; (5) collate appropriate data to improve mobility services in cities; and (6) impart knowledge on IT security to employees through gamification and augmented reality.

Hack.Asia is also part of the DigitalLife@Daimler Campus Global Hackathon Series that has supported 14 hackathons in six countries since 2016. DigitalLife@Daimler brings together various activities associated with the digitalisation of Daimler and promotes the group’s

digital transformation in all areas – with a focus on people. Its aim is to bring together ideas and people, to make innovations visible, and to drive their implementation forward. DigitalLife’s working mode is international, interdisciplinary, and across all organisational structures.

For more information on *Hack.Asia*, please visit <https://www.hack.asia/en>

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About the Jardine Matheson Group

Jardine Matheson is a diversified Asian-based group with unsurpassed experience in the region, having been founded in China in 1832. It has a broad portfolio of market-leading businesses, which represent a combination of cash generating activities and long-term property assets and are closely aligned to the increasingly prosperous consumers of the region. The Group's businesses aim to produce sustainable returns by providing their customers with high quality products and services.

Jardine Matheson operates principally in Greater China and Southeast Asia, where its subsidiaries and affiliates benefit from the support of the Group's extensive knowledge of the region and its long-standing relationships. These companies are active in the fields of motor vehicles and related operations, property investment and development, food retailing, health and beauty, home furnishings, engineering and construction, transport services, restaurants, luxury hotels, financial services, heavy equipment, mining and agribusiness.

Jardine Matheson holds interests directly in Jardine Pacific (100%) and Jardine Motors (100%), while its 85%-held Group holding company, Jardine Strategic, holds interests in Hongkong Land (50%), Dairy Farm (78%), Mandarin Oriental (78%) and Jardine Cycle & Carriage (75%) ('JC&C'). JC&C in turn has a 50% shareholding in Astra. Jardine Strategic also has a 58% shareholding in Jardine Matheson.

Jardine Matheson Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. Jardine Matheson Limited operates from Hong Kong and provides management services to Group companies.

About Singapore Economic Development Board

www.edb.gov.sg

The Singapore Economic Development Board (EDB), a government agency under the Ministry of Trade and Industry, is responsible for strategies that enhance Singapore's position as a global centre for business, innovation, and talent. We undertake investment promotion and industry development, and work with international businesses, both foreign and local, by providing information, connection to partners and access to government incentives for their investments. Our mission is to create sustainable economic growth, with vibrant business and good job opportunities for Singapore.

Hack.Asia – Winners’ Fact Sheet

Overall grand winners from the overall six category winners are – **Cows Go Mu** and **CodeBlooded**

No	Category/ Problem Statement	Winning Team & Solution
1	<p><u>E-Commerce Future Proofed Dairy Farm</u></p> <p>How can Dairy Farm improve the accuracy of inventory availability information so that customers have certainty the products ordered online are available and will be delivered as promised?</p>	<p>Team name: Cows Go Mu Country: Singapore (NUS, SMU & SUTD) Overview of idea: An integrated end-to-end predictive data and inventory model solution with machine learning to improve customer satisfaction in e-commerce.</p>
2	<p><u>Smart Cooling, Smart Cities Hongkong Land</u></p> <p>How would you make cooling systems of building more energy-efficient and sustainable? What solutions can Hongkong Land apply to ensure water used in its buildings’ cooling systems is returned to the Central District Cooling Plant at the predetermined temperature range, in an efficient and sustainable manner?</p>	<p>Team name: HKUME Country: Hong Kong, The University of Hong Kong Overview of idea: Optimise the building’s cooling performance and energy efficiency through smart temperature control with use of pressure sensors and IOT.</p>
3	<p><u>Know your Data, Know your Customer Jardine Cycle & Carriage</u></p> <p>Reimagine the future of automotive using customer data analytics to find more profitable ways to attract, entertain, retain and upgrade drivers of JC&C’s brands across Southeast Asia.</p>	<p>Team name: Team A DROP TABLE Country: Singapore (NUS) Overview of idea: Sourcing of real-time data from various sources such as social media and, together with the historical data, create predictive models to understand and serve customer needs in real-time.</p>
4	<p><u>Social Media Analytics Prediction Daimler Fleet Management</u></p> <p>How would you leverage the data accessible on social media to better analyse and identify leasing customers in the automotive industry?</p>	<p>Team name: KUMBI:GO Country: Singapore (NTU) Overview of idea: Combining social media data with available real-world information to gain customer insight</p>

<p>5</p>	<p><u>Empower Mobility in Cities</u> <i>Daimler</i></p> <p>How should developing cities like Jakarta, Bangkok and Ho Chi Minh City, as well as developed cities like Taipei, create new data sources, utilise existing data, or better capture missing data to improve mobility in cities?</p>	<p>Team name: CodeBlooded Country: India (Sardar Patel Institute of Technology) Overview of idea: A machine learning model using data to detect various traffic issues in cities and road conditions such as potholes, worn out road markings and traffic jams. The system alerts various commuters travelling through these unsafe zones using geofences, which can also be used for emergency services such as an ambulance.</p>
<p>6</p>	<p><u>Security Go!</u> <i>Daimler</i></p> <p>How can we make learning information security for an organisation fun through mobile gamification and augmented reality?</p>	<p>Team name: A Strange Day at Work Country: Singapore (NUS) Overview of idea: Captivating quest-based game that aims to educate employees about information security.</p>