

YuuZoo and its Franchisees Launch YuuHalal, Singapore's and SouthEast Asia's first Social Commerce Halal Lifestyle App

SINGAPORE, SINGAPORE, SINGAPORE, April 17, 2018 /EINPresswire.com/ -- • YuuHalal was launched at The Muslim World event at Singapore Expo over the weekend

- Singapore is chosen as the test bed for YuuHalal before it is launched in bigger markets like Malaysia, Indonesia and Thailand
- YuuHalal offers users a combination of social networking and eCommerce, whilst offering them a wide range of Halal-only products
- The global halal market size was valued at USD 5.73 trillion in 2016 with a CAGR of 10.5% from 2017 to 2024[1]

Singapore, 17th April 2018: Singapore Exchange listed YuuZoo Corporation Limited ("YuuZoo"SGX:AFC), together with its Singapore franchisees Singnet Solutions Pte Ltd ("SINGNET") and Hub International Pte Ltd ("PUREGOOD") launched YuuHalal for beta testing in Singapore at The Muslim World event at the Singapore Expo which was held last weekend. Attending guests included Zainudin Nordin, former member of Parliament, the former Mayor of the Central Community Development Council and the former Chairman of the Football Association of Singapore, as well as dignitaries from several Asian countries.

The literal meaning of the Arabic word 'Halal' is "permissible". It is used in reference to food and drinks that are permitted for Muslims under Islamic Law, as defined in the Quran. It lays down instructions specifying what food can be consumed, as well as, the method of preparation, addressing mostly meat items and animal tissue.

Halal lifestyle extends beyond Muslims. "Halal" is a way of life and a new lifestyle. It is about making healthier and socially responsible and ethical choices that extend beyond food intake.

As the Halal industry continues to expand beyond the food sector, there are many other industries that stand to benefit from this lifestyle shift. They include cosmetic and personal care, pharmaceutical and healthcare, tourism, fashion, even logistics, whereby the end-to-end supply chain are Halal-certified from the producers to the consumers.

YuuHalal will allow companies to showcase a wide range of businesses, products and services that cater to the global Islamic economy.

With nearly 1.8 billion Muslims[2], or close to two thirds of the global Muslim population in Asia, Asia's Halal market has been mainly driven by India, Malaysia, Pakistan, Indonesia and China. The global halal market size was valued at USD 5.73 trillion in 2016 with a CAGR of 10.5% from 2017 to 2024.

"We are happy and proud to launch this very meaningful new venture with Singnet and Puregood. We believe YuuHalal can serve the Halal-lifestyle global community in new and exciting ways. We look forward to feedback from the users as comes to how they want to interact with each other on the platform. The app will be an extension of the Halal lifestyle of the user, and will be further developed and built around insights and feedback from them" says Mohandas, Chief Executive Officer of YuuZoo Corporation Limited.

“YuuHalal is here to make an impact not only to the lives of millions of Muslims worldwide, but to all those who practice Halal as their way of life. Technology can play a significant role in enriching this lifestyle. Over the years, we have seen apps, travel packages and entertainment services that cater to the Islamic community. YuuHalal will be a bridge that links all of these facets of Islamic living into one dynamic platform” says Anes Mohd, MD for Singnet Solutions

Watch videos from the YuuHalal Youtube channel here: <https://bit.ly/2HpgN6v>.

1 <https://www.prnewswire.com/news-releases/the-global-halal-market-size-was-valued-at-usd-573-trillion-in-2016-300575826.html>

2 <http://www.pewresearch.org/fact-tank/2017/04/06/why-muslims-are-the-worlds-fastest-growing-religious-group/>

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