

**FOR IMMEDIATE RELEASE**



*In picture: The Boxgreen and Squeezed! family, made up of individuals of different backgrounds, but all united in a mission to make healthy consumer products available to the masses*

**Singapore's consumer packaged goods startup Boxgreen raises capital to bring nutritious snacks and cold press juices to more offices and homes.**

**31 May 2019, Singapore** – Homegrown consumer packaged goods startup Boxgreen has secured an undisclosed round of funding from Octava Impact Investment, Angel Central Syndicate and existing investors Expara Ventures.

These proceeds will support the startup's plans to continue doubling its revenue growth and further strengthen its supply and distribution chain, with greater emphasis on sustainability and social impact. It has also recently acquired Squeezed! Juice, a cold press juice manufacturing brand, in an effort to provide new and different offerings to its consumers looking for more variety of healthier products.

“Consumers in the region are becoming more conscious about the products that they put into their body, how a product is made and if the products they consume benefit the community or the planet. We continue to see a rising growth year on year of consumers who are looking for healthier and more sustainable ways to consume,” says Walter Oh, Co-founder and CEO of Boxgreen.



*In picture: An office pantry spruced up by Boxgreen with a smart, cashless Boxgreen-branded snack vending machine*

The four-year-old B-Corp certified company has been on a mission to create the next generation brand of “better for you” consumer products. A [2018 Cone/Porter Novelli study](#) found that 78% of consumers expect companies to do more than just make money; they must positively impact society as well. Consumers are increasingly looking for greater transparency in their supply chain for more sustainable options in their everyday lives.

“There is a clear trend towards sustainability and a shift for companies to look beyond the bottom-line, to the impact they make on people and planet. Boxgreen has built a brand that actively embraces this ethos and has a loyal following of customers that believe in what they do and the change they are making,” says Tan Ting Yong, Director at Octava Impact Investment.

Boxgreen manages its manufacturing and operations in-house and makes a conscious effort to create positive social value across its entire supply chain. The startup champions fair and inclusive hiring processes, employing people of diverse backgrounds, from vulnerable groups to elderly persons. Part of the funds raised would be used in the setting up of a new manufacturing facility in Changi Prison to expand its current operations whilst providing training and employment opportunities to ex-offenders.

The facility is expected to be completed by the end of the month, with the support of The Singapore Centre for Social Enterprise (raiSE) to scale up the place.

Customers can continue to look forward to an expanded range of wholesome products that are not only good for them but better for the planet, too.

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**About Boxgreen**

Founded in September 2014, Boxgreen is a consumer packaged goods startup that brings wholesome products to homes and offices. All Boxgreen products are nutritionist-approved and all-natural.

Customers can customise their own snack box through its subscription service, gift thoughtfully curated snack boxes to their loved ones or engage Boxgreen to bring more colour and wholesome excitement to their office pantries.

As a proud member of the B Corp community, doing good is also a big part of what Boxgreen does. A portion of the proceeds from the sale of every snack goes towards helping the less fortunate in Singapore.

To join them in their mission to change the world, one snack at a time, please visit <http://www.boxgreen.co>.

### **About Octava Impact Investment**

Octava is a family office based in Singapore that has multiple investments across diverse industries, focusing mainly on real estate investment, property development, financial technology and lifestyle concepts. It is led by an experienced team with extensive wealth of knowledge in the fields of business and management. Octava Impact Investment is an entity set up within the family office that stemmed from Octava's belief in long term sustainable investments and creating value through strategic partnerships.

### **About Angel Central Syndicate**

AngelCentral is one of the fastest growing communities of angel investors in Southeast Asia. Established since February 2018, it organizes regular curated pitch sessions, angel education workshops and provides syndication services. In 2018 alone, AngelCentral has trained >200 angels and raised >S\$6m for the 40+ startups that it has featured.

### **About Expara Ventures**

Expara is Singapore's pioneer and leader in incubation, early-stage venture capital, entrepreneurship, VC and innovation training, mentorship and advisory work. Expara provides both investment and services to the enterprise ecosystem.