【NEWS RELEASE】

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SMBC Asia Rising Fund

SMBC Asia Rising Fund Closes Investment in etaily

SINGAPORE, December 4, 2025 --- SMBC Asia Rising Fund, the corporate venture capital fund of SMBC Group, is pleased to announce its next investment in etaily through its Singapore-based parent company, supporting its growth in the Philippines and across Southeast Asia.

etaily secures funding bringing total raise to US$24 million led by SMBC Asia Rising Fund.

Founded in 2020, etaily is a digital-native retail platform redefining the future of commerce from the Philippines to Southeast Asia. It empowers brands to operate seamlessly across both online and offline retail channels, enables global brands to enter the region; and helps local and emerging brands to scale across multiple markets.
etaily provides an end-to-end ecosystem of solutions, including marketplace operations, direct-to-consumer strategies, social commerce, livestreaming, short-form video production, affiliate marketing, fulfillment, and advanced analytics.

At the core of its operations is etaily's proprietary commerce engine, a technology and data platform that integrates retail operations, performance insights, and omnichannel readiness to drive consistent brand growth and deliver elevated consumer experiences across the region.

SMBC Asia Rising Fund is committed to driving sustainable regional growth through strategic collaborations with portfolio companies and investments in promising startups across India, Southeast Asia, and global markets.

For more information, visit the following websites.

SMBC Asia Rising Fund
etaily