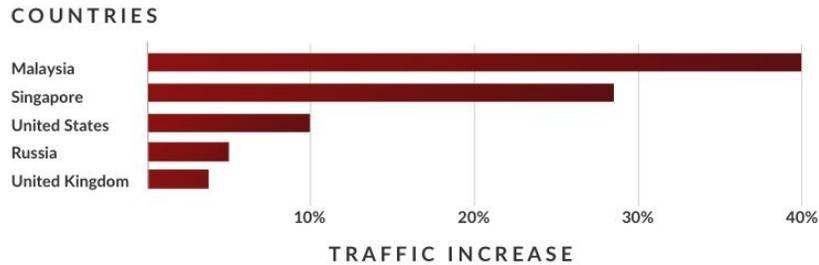


FOR IMMEDIATE RELEASE

Sugarbook Offers FREE Premium Memberships to Italy, Spain, France & China

Top 5 Countries by Traffic in 2020

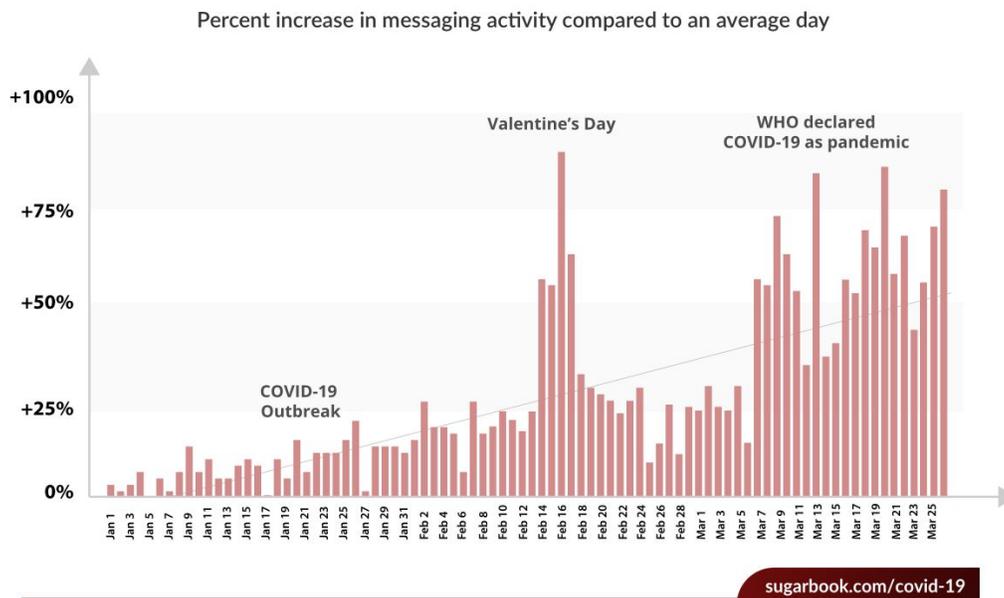
The top 5 countries illustrating an exponential growth in terms of Sugarbook's user traffic per country.



KUALA LUMPUR (March 28, 2020)— As the Covid-19 is sweeping nations into lockdown, causing a great deal of public discourse, disrupting and forcing many businesses to close operations in light of a panic-stricken planet, [Sugarbook](#) recorded incremental traffic throughout the evolvement of the now pandemic.

It is undeniably a spell where tensions are at an all-time high—that people are resorting to all sorts of virtual nuances and with that, Sugarbook wasn't spared either. User traffic data illustrates the top 5 countries with highest user traffic where their homeland, Malaysia marked a 40% leap, shaved closely behind by neighbouring Singapore(28%) while the United States climbed 8%, mother Russia (5%) and 4% with the United Kingdom (UK) which all depicted considerable surges too.

Messages Exchanged Amid COVID-19 Pandemic



Messages exchanged during this period also came as another notable derivation where it was evident during the mid-February period when the Covid-19 was getting momentum where

there was a considerable spike of 90% on Valentine's Day. Fast forward to mid-March where the pandemic had hit pandemonium, 13th March saw a whopping 83% rise preceded by March 20th's 85% boom— where messages were at an influx.

With Covid-19-caused lockdowns, shelter-in-place orders, and quarantines in effect globally, millions of people are spending more time than usual at home with their families.

It perhaps doesn't come off too surprising, then, that Sugarbook has been seeing noticeable upticks in global traffic since mid-February.

It took a dip towards the later parts of February but by 25th March, user login activity was up by more than 400%. With so many of us stuck in our homes lately, people are looking for all sorts of ways to keep themselves occupied.

Therefore, Sugarbook is offering **Free Premium Membership Upgrades worth USD\$79.95** to our friends across **Italy, Spain, France & China**. It is in the paramount of our interest to offer those who are affected with something we feel that can add value to their lives amid the upheaval.

For press and media enquiries and more information, please email Annette at annette@sugarbook.com.

ABOUT SUGARBOOK

Sugarbook is Asia's most critically-acclaimed online dating brand that helps members facilitate "honest and transparent" relationships with affluent members across the world. With over 700,000 members, Sugarbook is the fastest growing niche dating platform since its founding in 2017.

Sugarbook

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