

FOR IMMEDIATE RELEASE

clickTRUE secures substantial VC Funding for expansion into Southeast Asia

clickTRUE pursues opportunity to capture a share of the pie in burgeoning digital marketing space within Southeast Asia

Singapore, 4th July 2013 – clickTRUE, an online consulting firm specialising in Search and Conversion strategies to help brand owners strategise, design and build compelling web experiences announced today that the company has raised a 7-figured sum in venture capital funding led by Rockstead Capital Group and ESW Manage.

clickTRUE has grown exponentially over the last 3 years with more than 400% growth in its revenue, making it one of the fastest growing independent digital agency groups in Southeast Asia.

"clickTRUE's management is made up of experienced, savvy entrepreneurs and they are backed by a blue chip investor. They've also been profitable and displayed a clear strategy on capturing the rising demand online spending in Southeast Asia, showing heartening potential," stated Mr Terence Tan of Rockstead Capital Group.

"Indeed. There is room for a large regional search marketing group in Southeast Asia," elaborated Mr Eric Sng of ESW Manage. He added, "clickTRUE has demonstrated the abilities to build repeatable and scalable models. Their subsidiaries like clickTRUE Malaysia and Noisy Crayons, its social media marketing arm, also became profitable within short spans of time. The potential for a listing or an acquisition is highly likely in the coming years, thus, we are delighted to take part in this round of investment to fund their expansion."

The company owes much of its success to hardworking and dedicated staffs who ensure every client achieves success in the digital space, and earning them forward looking investors and shareholders.

Known for its efforts to grow itself as a reliable consultancy that provide clients with sound and practical advice in their digital executions in Search and Conversions, clickTRUE maintains that whilst looking to expand, partner and clients remain their top priority as they continue to progress, innovate and better their performance marketing strategies.

With more than 100 million clicks optimised across industry sectors, clickTRUE is looking at aggregating more click data across the Southeast Asia region with the latest investment.

"Our vision remains the same; our aim is to build the largest digital agency network in Southeast Asia. We are constantly collecting click data gleaned from running campaigns for our clients. This has helped us to identify seasonal trends and jumpstart our clients' next campaign to increase their marketing efficiency. Ultimately, they must benefit from our insights," said Jackie Lee, CEO of clickTRUE.

clickTRUE was awarded the Yahoo! Platinum Search Marketing Agency Ambassador for Southeast Asia last year, is the 1st Google Analytics Certified Partner in Southeast Asia, and is part of the Facebook Agency Program.

Their clients include Nikon, Singapore Press Holdings, Toshiba, Canon, TV3 Alt media, L'oreal, Fujitsu PC Asia, Sphere Exhibits, Maybank, Olympus, Exhibits Inc., LG, Starhub, Kaplan, Kimberly-Clark, Singapore Flyer, HTC, Paradise Group, Marshall Cavendish, Pandora, Poh Heng Jewellery, Marigold, Vitagen, Amara Sanctuary and The Venetian Macao Las Vegas Sands, amongst others.

It also partners the following agencies in providing online marketing solutions for clients: Hakuhodo, Dentsu, Asatsu-DK, BRIQ, Saatchi Lab, Ad planet, Yolk, Michael Page, WDA and ASTAR.

clickTRUE is privately held by Kyosei Ventures which is an associate of the Singapore Press Holdings.

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About clickTRUE

clickTRUE Pte Ltd is an online consulting firm helping brand owners strategise, design and build captivating experiences for the Web. Specialising in Search and Conversion strategies, clickTRUE offers both Technology and Online Marketing Services. This includes Digital Consultancy, Search Engine Marketing (SEM), Search Engine Optimisation (SEO), Social Media Marketing, Web Analytics Consultancy and Conversion Rate Optimisation.

It is the first company in Southeast Asia to receive the Google Analytics Authorized Consultant as well as the Yahoo! Platinum Search Marketing Agency Ambassador, and is also now the first in the region to be accredited with both the Google AdWords Certified Partner and Google Analytics Certified Partner status.

Today, clickTRUE has a growing clientele comprising both SMEs and Fortune 500 companies, with a significant pool of clients in the Asia-Pacific region.

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