

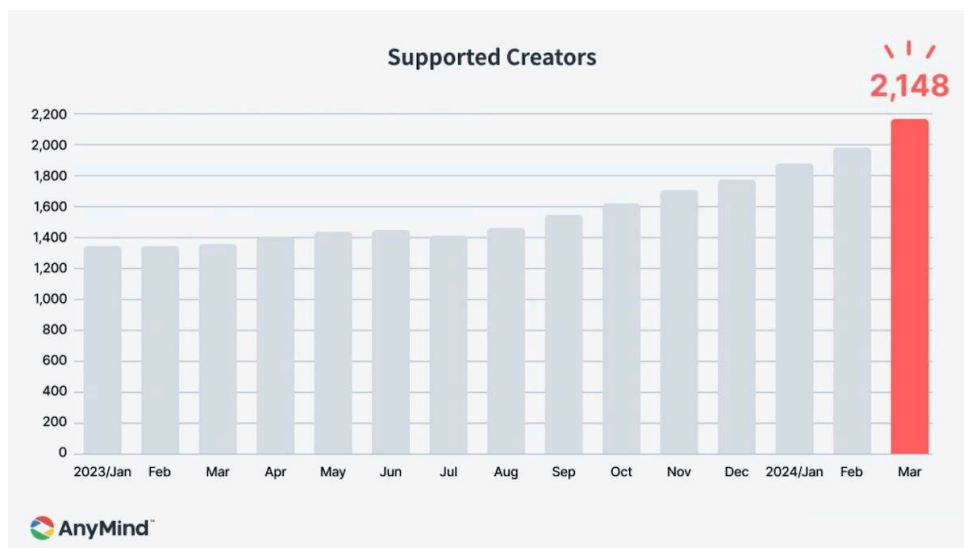
AnyMind Group now supports more than 2,000 creators for content planning, production, cross-border expansion and monetization

The company's creator network spans nine markets including Japan, Thailand, Indonesia and Korea



Singapore - April 25, 2024 - AnyMind Group [TSE:5027], a BPaaS company for marketing, e-commerce, and digital transformation, has announced that the number of creators in its creator network has exceeded 2,000 as of March 31, 2024.

Since launching its creator network in 2019, the company has worked with a range of creators, influencers, models, athletes and companies around the world for planning and producing content on YouTube, TikTok and other social media platforms, along with the support for cross-border expansion and monetization of content.





In recent years, short-form video content has gained momentum globally, particularly on platforms such as TikTok, Instagram and YouTube. These videos, lasting less than one minute, are easily consumable and lead to higher view counts. At present, the company supports creators through teams based in Japan, Southeast Asia (including markets like Thailand, Indonesia and the Philippines), and Greater China (including Hong Kong and Taiwan), with 32% of creators from Japan and the other 68% of creators based internationally.

In addition, the company also provides AnyCreator, a mobile application and web platform for creators to track social media analytics, find and take part in marketing campaigns by leading brands, and create and manage their own link-in-bio page.

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,500 staff across 22 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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