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AdEasy Launches as Southeast Asia's First Online Marketplace for Offline Advertising Exciting times ahead for advertising as AdEasy takes bold steps to digitalise traditional media

AdEasy officially launched as Southeast Asia's first online marketplace for offline advertising. The website will be the first of its kind to provide a fully integrated one-stop-shop solution for booking ad space in traditional media, creating ads, and handling ad delivery on a modern and responsive e-commerce platform.

The ad-tech company runs under the name AdEasy which concurs with its tagline, 'Advertise anywhere'. "We chose the name 'AdEasy' because it instantly reflects our mission to help advertisers find an easier way to start advertising. It's also easy to remember and it sharpens our positioning as the go-to website for booking offline advertising space." said CEO of AdEasy Melissa Sim.

AdEasy's mission is to enable businesses big and small to launch advertising campaigns anywhere in the Asia Pacific region in just a few clicks. Users today can discover over 200 available ad spaces listed on the marketplace, which currently offers more than 44 nationwide media options that comes in all forms of traditional media including magazines, newspapers, television networks, and out-of-home media. Big names in the Malaysian media such as GSC Cinemas, Astro Radio, Giant TV Channel, Minggu Wanita, The Malay Mail, and more have already signed on with AdEasy. Advertisers can sign up for a free account and get access to media profiles, which provide detailed information on the target audience and reach, just to name a few, which will help them make informed decisions about ad buying.

Despite widely reported spending shifts to digital platforms, Malaysian advertisers still allocate almost 82% of their advertising budget for traditional media.¹ "There are plenty of tools for digital advertisers but almost none for traditional advertisers," said Melissa. "It's a huge gap in the market and therefore also a huge opportunity for us to add value. We want to provide information, data, tools and analysis to advertisers to help them make the right decisions for themselves and for their businesses."

Besides the marketplace, AdEasy empowers advertisers by providing creative services for those who need help creating their ads, as well as an ad delivery service. AdEasy has also created an 'Advertising 101' knowledge centre providing step-by-step guidelines to help new advertisers ease into the whole advertising process.

Empowering SME advertisers

AdEasy is committed to empowering the small-to-medium enterprise (SME) sector, which accounts for 97% of all businesses in Malaysia.²

"SMEs with modest advertising budgets have long been underserved by the advertising industry and now AdEasy will help small-budget advertisers save time, build up their advertising knowledge, and get the biggest bang for their ad buck," explained Melissa.



"When you look at television and newspaper ads, you'll often see the same big brands over and over again because advertising on mass media can be daunting to most SMEs," said Melissa "We will change that by making it more accessible and efficient for everyone to advertise in traditional media. Our goal is to empower SMEs with effective media buys and stronger share of voice so that they will have a chance to advertise like the big boys."

Other than Malaysia, AdEasy plans to expand its ad space offerings to include major markets in the Asia Pacific region. Asia Pacific is still the second-largest advertising economy worldwide after North America, generating US\$148 billion in 2016. It is predicted to grow at least 5.4% in 2017.³

Melissa concludes, "As we grow, we will continue to offer an improved user interface, more media options, and a wider range of search filters for advertisers to find the perfect ad space for their businesses. We are determined to make the AdEasy marketplace more accessible to everyone, anytime, anywhere in the Asia Pacific region."

About the company:

Founded in 2017, AdEasy is Southeast Asia's first online marketplace for offline advertising. AdEasy helps advertisers discover, compare and book ad space in print, radio, television, cinema and out-of-home (OOH) media, empowering businesses big and small to launch real-life advertising campaigns in just a few clicks. The marketplace is committed to making the buying and selling of traditional ad space faster, more transparent, and as simple as booking a holiday online. Headquartered in Kuala Lumpur, AdEasy is wholly owned by the AdEasy Sdn Bhd. View our website at www.AdEasy.co.

Connect with us:

Facebook: <https://www.facebook.com/goadeasy>

Twitter: <https://twitter.com/goadeasy> |

LinkedIn: <https://www.linkedin.com/company/goadeasy>

Press contact:

Therine Goh | COO

AdEasy Sdn. Bhd.

A-2-1, Plaza Damas 3,

63, Jalan Sri Hartamas 1,

Sri Hartamas, 50480,

Kuala Lumpur

T: [03 6211 3075](tel:0362113075) | E: therine@AdEasy.co | W: www.AdEasy.co

Sources:

¹ Zenith Media: Advertising Expenditures Forecast September 2016.

² GE Consult Asia: Budget 2017: A Budget for Startups & SMEs, Perhaps – GEC Business Review

³ MAGNA Global Advertising Forecast Winter Update December 5, 2016.