

# PRESS RELEASE

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## UNITED and MicroAd Subsidiaries, ADerL and MicroAdSea Philippines to Launch Business Tie-up

(Joint development, sales and advertising products within the Philippines)

April 18, 2014, UNITED, Inc. announces that its subsidiary ADerL Inc. headed by their President and CEO Mr. Patrick Yuji Wakabayashi, has launched a business tie-up with MicroAd's subsidiary, MicroAdSEA Philippines Inc. managed by their CEO, Mr. Kosuke Sogo. The tie up aims to work with joint projects, development and market their products in the Philippines.

"The tie-up aims to promote partnered projects and effective sales and marketing strategies that will help both companies improve their product advantage in the Philippine market" said ADerL's chairperson and President Mr. Patrick Yuji Wakabayashi. "With our web service 'DreamGiver' a free online raffle system that caters more than 60,000+ users who are hoping on achieving their dreams with the help of our service. Most of our users are from Facebook and we would want to provide marketing support nationwide."

"With the increasing demand for internet advertising in the Philippines, we aim to provide a service called 'MicroAd BLADE' that will integrate and manage platform display advertisement while continuously developing the ad technology market in the Philippines." States Mr. Kosuke Sogo, MicroAdSEA Philippines CEO.

The ratio of advertising costs in relation to Philippines' GDP (gross domestic product) is one of the highest in the world at 2.26%(\*), and both companies are forecasting an increase in internet advertising in the Philippines in the future. This business tie-up will allow both companies to maximize and to provide a service that meets the requirements of the Philippine market, all with the aim of developing the internet advertising market within the country.

\* According to study by Euromonitor International, International Marketing Data and Statistics 2011

Main focus of the project tie-up is to develop sales and effectively advertise products in the Philippines with their combined technology and resources. It also aims to mutually conclude and advertising agent contact in the Philippines with the aim of selling advertisement products of both companies.

If you'd like to know more about the topic please contact Ms. Krish Ayuso thru the contact details below.

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