

IREP signed MoU with the leading online media company Sanook in Thailand for digital marketing business partnership

IREP Co., Ltd. (TSE: 2132, IREP, Headquarters: Tokyo, Japan. President and CEO: Shunsuke Konno), a leading digital marketing agency in Japan, and Sanook Online Limited (Sanook, Headquarters: Bangkok, Thailand, CEO: Krittee Manoleehagul), one of the top online media companies in Thailand, signed a Memorandum of Understanding agreeing to partner in the digital marketing business in Thailand. The partnership officially marks Thailand as the 5th country, after Indonesia, China, Vietnam and Philippines, where IREP Group has expanded its global business.

The digital advertising market in Thailand is expected to grow to JPY 27.4 billion (THB 8,134 million) in 2015, at the growth rate of 33% from JPY 20.6 billion (THB 6,115 million) in 2014*. To seize the opportunity of this rapidly growing market, IREP will provide its service by cooperating with Sanook, which runs the biggest portal site in Thailand, and also functions as a digital marketing agency additionally. *Digital Advertising Association (Thailand), 'Thailand Digital Advertising Spend 2014-2015', Page 8.

Through the partnership, IREP and Sanook will further grow the online advertising business in the Thailand market. Specifically, the resource, knowledge and technology of IREP are expected to make the ads operation in Sanook more effective and efficient, and strengthen the operation of Performance-Based Ads, especially Google Search and Facebook Ads. Moreover, by utilizing Sanook's strength in production, IREP and Sanook are dedicated to maximizing advertisers' expected marketing returns.

<Business Scheme between IREP and Sanook in Thailand>



Regarding to the partnership, Sanook's CEO, Krittee Manoleehagul explicated that "We are excited to have a strategic partner with IREP. Together with IREP, Sanook brings world-class search and social technologies to our local clients. We look forward to growing our businesses

together with them". Shunsuke Konno, President and CEO of IREP, expressed that "By providing services together which utilize the strengths of IREP and Sanook, we believe that we could contribute by maximizing the effect of advertisements to both Japanese clients and local companies in Thailand. The partnership has also made the discovery of new business opportunities possible."

IREP, with the global market in sight, will continually commit to reinforcing the structure and service that support the digital marketing activities of Japanese and local companies.

Sanook Online Limited <http://corporate.sanook.com/en/>



- CEO: Krittee Manoleehagul
- Office Location: Muang Thai – Phatra Complex, Tower A, 15-16th Floor, 252/19-20 Rachadapisek Road, Huaykwang, Huaykwang. Bangkok, 10310, Thailand
- Established: 1998
- Business: Portal site operation, Internet Ads, Social Media Business, App Development and Operation.

IREP Co., Ltd.

IREP is the "digital marketing agency" which optimizes advertisers' marketing. We commit to enhancing corporate value, and provide professional and high quality one-stop services in the digital area, such as listing ads, performance-based display ads, SEO (Search Engine Optimization), SMO (Social Media Optimization), Web analytics, and LPO (Landing Page Optimization) using diverse methodologies and multi-device solutions.

— Company Profile —

- Company Name: IREP Co., Ltd.
- Office Location: Sanno Park Tower 7F, 2-11-1 Nagatacho, Chiyoda-ku, Tokyo, Japan
- URL: <http://www.irep.co.jp/>
- President and CEO: Shunsuke Konno
- Established: November, 1997
- Capital: JPY 550.4 million (THB 1,851 million, as of the end of September 2015)
- Business:
 - Digital Marketing
 - SEM Service (PC/Mobile/Smart Device)
 - Performance-Based Ads
 - Social Media Marketing
 - Affiliate Marketing
 - Internet Advertising
 - Digital Media: Residence display website <http://www.jutakutenjijo.com/>

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