



SponsorPay Establishes Tokyo-Based Subsidiary, Partnership with LinkShare JP to Secure Leadership in Japan

Berlin, GERMANY / Tokyo, JAPAN (September 14, 2011) – SponsorPay, the leading global cross-platform social advertising solution, is continuing its international expansion with the establishment of a subsidiary in Japan, SponsorPay K.K., as well as close cooperation with regional ad network LinkShare JP.

With local relationships being a key success factor in Asia, SponsorPay's Japanese team will focus on driving business development in the region. The company's set up of a Japanese subsidiary comes hot on the heels of [the foundation of US-based SponsorPay Inc.](#) announced last month. According to the Japan Online Game Association (JOGA), the country's social games market saw \$2.98 billion of revenue in 2010 while other online games generated \$1.68 billion. "With the Japanese smartphone industry also surging ahead and a booming mobile app economy, the country presents tremendous opportunity," commented Sodan Selvaretnam, CFO at SponsorPay.

LinkShare JP is supporting SponsorPay in their efforts by providing access to local campaigns from their extensive advertising network in the region. "LinkShare is an experienced and dependable partner of choice for our international expansion. We look forward to working with them to establish market leadership in Japan as we have elsewhere," remarked Andreas Bodczek, CEO at SponsorPay. LinkShare's e-commerce, media and smartphone advertising network operates worldwide and the company has already collaborated successfully with SponsorPay in the US and Europe.

SponsorPay currently sees large volumes of Japanese traffic through global publisher partners, such as Gala Net, Aeria Games and Bigpoint as well as virtual worlds IMVU and WeeWorld, for whom the company has already achieved [excellent results in Europe and the US](#). The Japanese subsidiary and partnership with LinkShare JP will further enhance SponsorPay's footprint in the region and enable it to take command of the market.

"As a part of our global development, we are happy to partner with SponsorPay, a reputedly successful company in the social advertising space, and offer compelling new business opportunities to our existing Japanese clients," said Tsukasa Kobayashi, co-president and CEO of LinkShare Japan.



About SponsorPay

SponsorPay is the leading global cross-platform advertising solution for the monetization of premium content or virtual currency on social networks, virtual worlds, mobile apps as well as online games and services.

The company's innovative product suite creates value for different entities, enabling

- advertisers to acquire new customers and grow sales via performance marketing,
- media agencies and consumer brands to effectively interact with their desired audience, enhance brand recognition and measure the impact of their engagement campaigns,
- developers/publishers of mobile, social and online games or services to monetize non-paying users and increase overall ARPU, and
- users to earn virtual currency or access to premium content through participation in targeted advertising offers.

SponsorPay partners with leading publishers Ubisoft, Bigpoint, Gameforge and NHN as well as developers Gameview Studios (DeNa), Creative Mobile and Playdom (Disney) on platforms such as Facebook, iOS and Android. The company runs successful campaigns for renowned advertisers including Vodafone, Coca-Cola and Nike.

A commitment to a localized, high-quality user experience has allowed SponsorPay to reach over 120 million customers across more than 100 countries. Investors include Team Europe, Hasso Plattner Ventures, Kite Ventures and Nokia Growth Partners. The company is headquartered in Berlin with offices in San Francisco, London, Paris and Tokyo.

About LinkShare JP

LinkShare is a leading provider of full-service online marketing solutions, specializing in the areas of search (SEM), lead generation and affiliate marketing as well as search engine optimization and social media optimization.

In April 2001, Mitsui & Co.,Ltd. obtained the exclusive distribution rights from LinkShare Corporation USA (HQ: New York, USA) to begin operating on their behalf in Japan. In December 2004, Mitsui & Co., Ltd. took over the company established from the joint venture of the two, Mitsui & Co.,Ltd. and LinkShare Corporation USA (now a wholly owned subsidiary of Rakuten), and started deploying affiliate services, focused on eCommerce advertisers. In May 2010 it merged with TrafficGate and started the following services: TG Affiliate, Rakuten Affiliate Business Service (OEM) and SEM services. As a result, LinkShare JP became the largest provider for affiliate services in Japan. Major shareholders are: Rakuten, Inc. (36.25%), Mitsui & Co., Ltd. (36.25%), LinkShare Corporation USA (27.5%).



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