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**FOR IMMEDIATE RELEASE**

**Xurpas boosts its mobile consumer division by acquiring Singapore-based mobile advertising network: Art of Click**

October 7, 2016 – Technology firm Xurpas Inc. (PSE:X) wholly acquires fast-growing Asia Pacific mobile advertising network, Art of Click Pte. Ltd.

Xurpas purchased 100% of Art of Click Pte. Ltd, a Singapore-based technology company specializing in mobile media advertising, for a sum of US\$45 million. Art of Click has created a proprietary, next generation ad optimization platform for advertisers. Art of Click’s platform effectively supports both client brands and global and regional communication agencies in the development and execution of mobile strategies in markets such as South Korea, Japan, Hong Kong, Taiwan, Southeast Asia, North America, and Europe. The Company has enjoyed explosive growth, with revenues for FY 2016 (unaudited) growing 315% from the year before to SG\$15.4 million.

“We are thrilled to find innovative companies exceedingly complementary with our business. We believe that Art of Click is a perfect match for our mobile consumer services, and that growth prospect excites us,” said Nix Nolloedo, Chairman and CEO of Xurpas.

Art of Click’s widely successful mobile campaign platform is designed to maximize mobile app monetization. In contrast to traditional mobile advertising, which simply delivers impressions or views to advertisers without measuring whether those impressions and views translate into actual revenue, the Company’s action based performance advertising platform means advertisers only pay for users’ measurable actions, whether that means installing a game, signing up for a service, or making a purchase. This allows Art of Click to closely track how their advertising campaigns translate into actual revenue, ultimately resulting in lower customer acquisition cost and maximized customer lifetime value for its clients.

“Our main growth driver is largely mobile consumer services. Since our IPO, we have strategically invested in companies that will boost our content offering for the mobile subscriber. We love the fact that Art of Click has the capability to tremendously enhance this core business unit. Right now, we are developing revolutionary mobile consumer platforms that integrates our various investments. Our investment in Art of Click couldn’t have come at a more perfect time,” said Raymond Racaza, President and COO of Xurpas.

Xurpas’ last traded price is P14.08/sh as of October 6, 2016.

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