



AnyMind Group and Sandbox Network Sign Global Creator Marketing Partnership
Move aims to strengthen the growth of Sandbox Network's creators and influencer marketing capabilities globally

Singapore - September 5, 2024 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has announced the signing of a Memorandum of Understanding with South Korean creator management company, [Sandbox Network](#), to become Sandbox Network's global marketing partner, opening up accessibility for Sandbox Network's creators to brands globally.

Sandbox Network is currently managing over 200 creators in South Korea, while cultivating and leading digital entertainment business in the country through management, marketing, IP, games, and other enterprises.

On the other hand, AnyMind Group provides creators, influencers, models, athletes and companies with a range of solutions, including its AnyCreator platform, a web and mobile app designed for influencers. AnyCreator is connected with AnyTag, an influencer marketing platform for brands, providing marketers with access to over 750,000 influencers in over 45 regions globally, to run data-driven influencer marketing campaigns.

Sandbox Network's creators will be able to receive brand collaborations and sponsorships around the world through AnyMind Group.

On the partnership, Kosuke Sogo, CEO and co-founder of AnyMind Group, said: "This MoU outlines our commitment to continue growing our recently established presence in South Korea, and we will continue to provide end-to-end support and cross-border expansion opportunities for Korean businesses, whilst ensuring that businesses outside of South Korea can tap on a growing network of creators through our technology. We will drive more synergies with the aim of maximizing the value provided by both companies."

Lee Pilsung, CEO of Sandbox Network, said: "The MOU with AnyMind Group not only provides global marketing expansion for the creators but also we expect to build sustainable growth opportunities together."

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for



manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,500 staff across 22 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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