

AnyMind Group grows its creator network to over 2,500 creators

The company now partners with over 2,500 creators that are based in Asia Pacific and across the world



Singapore - June 27, 2024 - AnyMind Group, a BPaaS company for marketing, e-commerce and digital transformation, has today announced that the number of creators that it supports globally has exceeded 2,500, as of June 27, 2024.

AnyMind Group first ventured into providing support for creators in 2019 with the acquisition of Bangkok-based creator network, Moindy, and the launch of its own Asia-wide creator network. The company subsequently acquired Tokyo-based creator network, GROVE, to bolster its presence in Japan.

These creators have access to a wealth of resources, including AnyMind's [AnyCreator](#), a web and app platform designed to help creators grow. The company also provides creators with revenue consultation, music distribution, talent management and cross-border expansion, brand and merchandising, brand collaborations, channel management, content production, and more.

On the other hand, marketers can also work with these creators for influencer marketing campaigns through AnyMind Group's influencer marketing platform, [AnyTag](#).

###



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 1,600 staff across 23 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.