

QuickMobile Sees Growth in Asia Pacific, Expands Presence with New Regional Team in Singapore

Singapore, June 24, 2015 – QuickMobile, the global leader in enterprise mobile meeting and events apps, today announced its Asia Pacific (APAC) expansion with the appointment of a regional team in Singapore. QuickMobile's Singapore team has a proven track record in executing and growing new territories for technology brands and will focus on expanding QuickMobile's reach and supporting customers and partners. In 2013, QuickMobile opened its European office in London, UK to serve the EMEA market.

Craig Brennan, CEO of QuickMobile, said, "We view Singapore as a key market for us to access the rest of the Asia Pacific region, as well as a host country for many world-class events. Our technology will bring measurable return-on-investment for event planners and businesses allowing them to fully capitalize on mobile while making their events more productive and engaging."

QuickMobile is the first enterprise mobile event app and analytics platform to help reduce resource investment, enhance participant engagement, increase advertising revenues and measure impact through accessible event data and analytics. Event participants use the app to personalise their experience, find information that will help them navigate the show, expand their network connections before and during the event, and build relationships year-round through the always-on communication tool.

Key features of QuickMobile's platform:

- **Fully branded:** Allows brands to customise the app's look and feel, creating a mobile app experience that's in-line with company branding.
- **Secure and user-friendly:** Offers enterprise-grade backend and app-level security as well as easy deployment.
- **Measure ROI:** Tracks engagement, sentiment and behaviour through robust and deep in-app analytics.
- **Multi-lingual:** Supports several languages, including Chinese, Japanese and Korean.

The event industry is booming in Asia Pacific, presenting a strategic growth opportunity for QuickMobile. According to the [World Tourism Organization's 2014 Global Report on the Meetings Industry](#), Asia Pacific is one of the fastest growing regions in the world for Meetings, Incentives, Conferences and Exhibitions (MICE), with several cities leading the way for MICE tourism.

QuickMobile works with [top Fortune 2000 customers](#) and [other leading brands](#) such as Thomson Reuters, Goodyear, and Jive Software. The company has established numerous partners and customer relationships to help expand its reach and customer base around the world. Among its global partners are BI Worldwide, Jack Morton, and Lumi. QuickMobile was most recently awarded the Frost and Sullivan 2015 North America Mobile Event Application Growth Excellence Leadership Award.

To learn more about QuickMobile, please visit www.quickmobile.com.



QuickMobile Inc.
Suite 2600, 1177 West Hastings Street
Vancouver, BC V6E 2K3 CANADA
+1 604 875 0403

About QuickMobile

QuickMobile deepens the value of meetings and events with mobile apps that engage and delight audiences. QuickMobile's enterprise [mobile app and analytics platform](#) creates an always-on communication channel that allows event owners to increase attendee participation, build loyalty and generate revenue through richer experiences. By fully leveraging the capabilities of QuickMobile's mobile and social solutions, customers can extend events into yearlong conversations and build lasting relationships with their audiences. QuickMobile's head office is located in Vancouver, Canada. For more information, visit www.quickmobile.com. Follow QuickMobile on Twitter [@quickmobile](#).

###

Media Contacts

Niki Torres

Hive Consulting for QuickMobile

Email: niki@hiveconsulting.com

Mobile: +65 6737 4833 or +65 8333 5634

Grenadine Lau

Director of Marketing & Operations for QuickMobile in Asia Pacific & Japan

Email: grenadine.lau@quickmobile.com

Mobile: +65 9888 0889