



Press release from AppSpotr AB  
Gothenburg July 19th 2017

## **AppSpotr takes the first step on Asia journey**

**AppSpotr has signed an agreement with the Hong Kong-based company APPTUTTi and thereby taken the first step towards building a strong market position in China and Asia.**

APPTUTTi is a company that offers services to establish apps on the Chinese market. With the agreement APPTUTTi becomes technical partner to AppSpotr with responsibility for, among other things, hosting, integration and customization so that AppSpotr's web-based application for building apps can be launched in China.

### **Comment from Patric Bottne, CEO of AppSpotr AB:**

"I'm very excited to now start our journey with AppSpotr in China and the rest of Asia. A prerequisite for our establishment is that our AppSpotr.com service works technically inside China. There is much required to get a foreign SaaS service like AppSpotr to be online in China. There are different requirements for operation, much need for local technical adaptations and, above all, the challenge of publishing apps to many different local app stores that are only online in China. Without a local partner and expert in the Chinese app market, it would be impossible for AppSpotr to establish itself in China.

I am very pleased that we have now signed an agreement with APPTUTTi as our partner. APPTUTTi has the expertise we lack to ensure that AppSpotr.com will work as intended on the Chinese market. APPTUTTi has an impressive technical framework and an established relationship both technically and personally with the largest internet, payment and mobile services in China. It will be very exciting to explore the opportunities for AppSpotr in the Chinese market together with APPTUTTi."

### **Comment from Dave Wu, Managing Partner of Novel Unicorn Ltd and Chairman of AppSpotr Asia Ltd:**

"We love to see the landing of AppSpotr in China and Asia Pacific. We are confident and certainly believe that with APPTUTTi's assignment and involvement, the undertakings of AppSpotr will become very exhilarating in the near future."

### **Comment from Donald Tang, APPTUTTi Ltd:**

"APPTUTTi with its operations in Hong Kong, Singapore and Shenzhen is a trusted partner to migrate apps into the world's largest digital marketplace. It is a huge marketplace but with so many publishing stores, complicated channel structure, communication issues arising from different cultures and languages, etc. is quite daunting for foreigners without the help of a local expert.



I am very delighted about the cooperation with AppSpotr which will extend our services to a new group of app owners. Its going to be very exciting to see AppSpotr benefit from the Chinese market.”

*This information is information that AppSpotr AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication at on July 19th 2017.*

#### **About AppSpotr AB**

AppSpotr democratizes app development worldwide with a platform that lets anyone build native iOS and Android apps without any programming skills. The user easily selects the functionality it needs, customizes the design and content, and then publishes the finished app to App Store and Google Play. AppSpotr have nine employees and is based in Gothenburg, Sweden.

#### **About Novel Unicorn Ltd**

Novel Unicorn is an investment & management company in China and Asia Pacific region. The company's investments focus on high-growth sectors within the regions, which cover TMT, mobile Internet, consumer products and retail & distributions, while its investment philosophy is to create and realize its investment value through a range of fairly active holding and asset management practices within a mid/long-term time frame. Novel Unicorn was founded in 2010, and is currently based in Hong Kong, with additional offices in Shanghai and Beijing, China.

#### **About APPTUTTi Ltd**

APPTUTTi is the pioneer of app/game launch in China through an online portal. Founded with an objective to help app/game developers around the world to break into a very complicated yet an immensely lucrative market, the company has helped numerous app/game owners get into multiple Chinese app stores by providing localisation, IP registration, monetisation and other necessary services online.