Amsterdam, 21 November 2012

WELCOME TO A NEW ERA OF RELEVANCE; PEERREACH SUCCESSFULLY RAISES $310,000 IN SEED FUNDING TO LAUNCH.

PeerReach helps you join the right conversations with the right people. Its algorithm analyses your connections and interactions to determine your interests, expertise, and who is most relevant for you.

Having attracted investment from the Netherlands, China and Great Britain, the international launch of PeerReach is now imminent. With their website now launched and their API expected in the next month, the company is now looking to make its mark. Driven by a highly experienced team and supported by their investors, one of which is Marc van der Chijs, founder of Tudou -recently acquired by Youko for $1billion.

When asked how PeerReach compares to market leader Klout, co-founder Zlatan Menkovic responded with "Our main revenue will be generated in the B2B market and for this to succeed, the quality of our data is crucial. In benchmark tests, we scored 20% higher than Klout and 45% higher than PeerIndex". [1]

The long-term strategy for PeerReach is very different. Menkovic continues to say: "We believe that identifying the right people is key in finding the most relevant content. This is a problem, unsolved by our competitors, now answered by PeerReach".

Van der Chijs has confidence in his investment, "I'm convinced PeerReach will surpass their competitors in Silicon Valley because of their transparent data and insights, something the industry is in great need of".

About PeerReach
PeerReach was founded in September 2011 by Zlatan Menkovic and Nico Schoonderwoerd and supported by investments from Marc van der Chijs, Javest Investment Fund and James Olden. The company currently holds a database of 50 million accounts.

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[1] http://peerreach.com/about/data-quality

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Note to editors

Logos in high resolution can be found here:

http://peerreach.com/about/press

Links:

PeerReach (http://peerreach.com)

Marc van der Chijs (http://www.chijs.com/)

Tudou (http://en.wikipedia.org/wiki/Tudou)

Benchmark test (http://peerreach.com/about/data-quality)

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