

Media Release 20 December 2013

Acquire Asia Pacific announces Animation1 acquisition

The company welcomes its new partner and expands its service offering in outsourcing.

Acquire Asia Pacific has signed a binding agreement to purchase Animation1 Inc. Animation1 is a leading animation studio servicing clients throughout Asia, Europe and the United States providing animation, TV commercials, and augmented reality services across a range of industries including, Architectural, Aviation, FMCG, Forensic Science and Medical. The acquisition will bring Animation1 into the fold of Acquire's digital marketing arm and serve as an expansion to their current service offering.

Acquire's CEO, Scott Stavretis elaborated on the acquisition, "Animation1 provides excellent visual services that are more than just ordinary, it transforms animations into a cinematic experience. We are pleased to have acquired what we believe is the best animation studio in Asia that specializes in creating animation content that requires the absolute highest level of accuracy and precision, which is why they lead the way in architectural, legal and scientific animations. I am pleased to welcome and retain such passionate and high caliber staff with Animation1. I believe that the synergies from leveraging the Acquire shared services platform and access to our international client base and sales channels will propel the next phase of growth for Animation1. "

For more information contact

Scott Stavretis
Chief Executive Officer
scott.stavretis@acquireap.com

AU: +61 3 8256 6762
UK: +44 (0) 333 200 5456
PH: +63 2 667 6800
US: +1 866 244 1454

About Animation1 Inc.

Since 2005, Animation1 has been providing services in augmented reality, 3D animation and high-end visual services using the latest tools and techniques in simulation and visualization across Asia, Europe and the United States. It services a broad range of industries including, Architectural, Aviation, FMCG, Forensic Science, Medical. With a strong focus on accuracy and strict adherence to exacting nature of clients' requirements, Animation1 has garnered an impressive list of high profile projects for top tier global clients including Boeing, GlaxoSmithKline, Zuellig Pharmaceutical, BlackBerry, and Procter and Gamble Boeing, Crown Casino, Ikea, Nestle, Shell, Starwood Hotels and leading legal firms and architectural firms like SOM and HDR.

Link to demo reel of Animation1 services: <https://vimeo.com/55858960>

About Acquire Asia Pacific

Acquire Asia Pacific operates five state-of-the-art contact centers in Manila, Philippines and Melbourne, Australia, employing over 4000 full time staff. Acquire is a trusted business process outsourcer servicing a wide range of industries including telecommunications, banking financial services, insurance, media and retail. The services include customer service, sales, technical support, retention campaigns, network operations, back-office functions, software development and marketing services which it provides to a range of private and publically listed companies around the world. Acquire operates under strict compliance guidelines to ensure your brand is protected and your customers are highly satisfied.

END