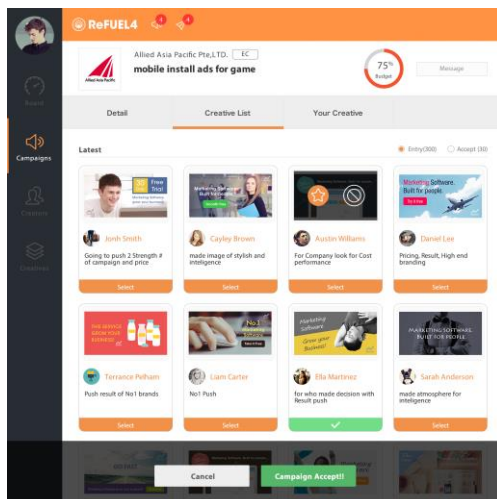


Allied Asia Pacific, subsidiary of Allied Architects, developed  
Facebook creative crowdsourcing service "ReFUEL4"  
and recognized as an official API Partners of Facebook advertising.\*1  
Signing the partnership agreement with sPMD \*2 certified company Nanigans,  
service will be started in July 30.

TOKYO,JAPAN – Allied Asia Pacific Pte LTD.(Head Office:Singapole, Managing Director:Kazuhiro Takiguchi), subsidiary of Allied Architects, Inc. (Head Office:Tokyo,Japan, President and CEO:Masahide Nakamura ; TSE: 6081) which offers social media marketing support business, is recognized as an official API Partners of Facebook advertising(\*1) by Facebook,Inc(Head Office:United States,California, CEO:Mark Zuckerberg) and developed the crowdsourcing service "[ReFUEL4](#)" which is specialized for Facebook advertising creation.

Signed a partner agreement with sPMD(\*2) certified company Nanigans, Inc.(Head Office:United States,Boston, CEO:Ric Calvillo) and will start the service to the countries of the world.



"ReFUEL4" is crowdsourcing service that matches the creators who want to work for making creative of Facebook advertising and company who wants to advertise on Facebook. This allows company and creators to order/submit advertising creative (Ex. banner image, videos) on the internet to optimize the Facebook advertising operation. By being recognized as an official API Partners of Facebook advertising (\*1), Allied Asia Pacific is allowed to access the advertising data that Facebook Inc. holds, and this advertising API is used for developing "ReFUEL4".

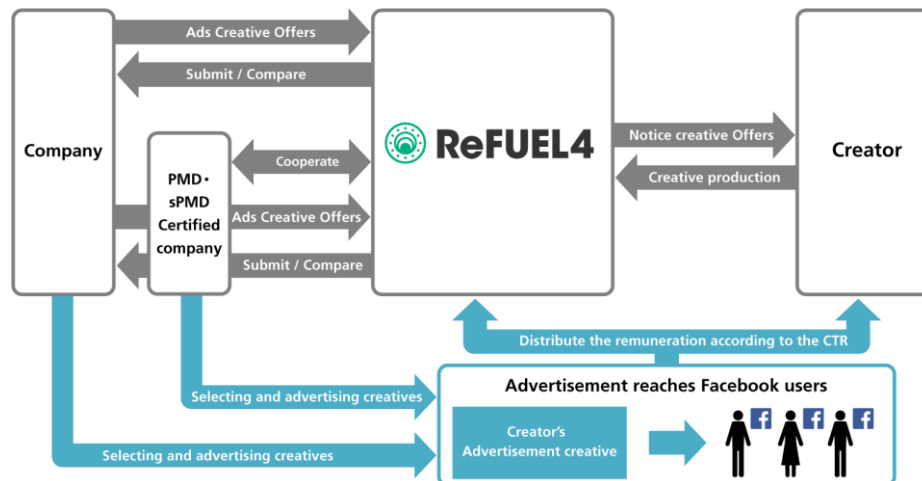
#### ■Background of the service

In recent years, Facebook has achieved rapid growth in world online advertising market by high quality and high precision platform features. In 2013, the online advertising revenue in United States has reached 3.1 billion and Facebook Inc. holds 7.4% of the market share (\*3) next to Google Inc. and will be expanding around the world. The Facebook advertising costs vary depending on the quality of the advertising content that optimization of creative has been important to maximize its effect. We think it is effective to repeat the comparative verification test by adding small correction of text and images to pursue the best creative.

## ■Features of “ReFUEL4”

The mechanism of “ReFUEL4” is that when companies input Facebook Advertising size, budget, advertising plan, and color taste of the “offer”, the creators around the world will create the advertising banner and videos in listed condition to submit. Without hiring the creators, you can visualize and check the effectiveness like “which ad creative is producing what kind of effect” on the management screen. Also we adopted pay-per fee structure that the cost is generated according to the actual CTR (\*4), and this would significantly reduce the time and cost required to optimize such creative.

In addition, by registering to “ReFUEL4”, the creators will be free from the time and be able to get creative business around the world on the internet. This will lead to the creation of new business opportunities.



## ■Signed a partnership agreement with Nanigans, Inc.

Upon the start of the service, “ReFUEL4” has signed a partnership agreement with Nanigans, Inc., which is selected by Facebook Inc. as sPMD(\*2) certified company. Nanigans, Inc. offers market-leading advertising automation software for large-scale performance advertisers, and “ReFUEL4” will cooperate with Nanigans software to extend the service toward enterprise customers.

“Creative is of utmost importance to Facebook advertising success, and Allied’s solution offers an innovative and efficient tool for advertisers to frequently refresh and optimize their creative at scale,” shared Cyrille Even, Nanigans Managing Director, Asia. “Nanigans and Allied share a commitment to developing powerful tools and technologies for advertisers; we look forward to continuing to work together as we extend our ad automation software more broadly in Asia.”

In the future, by partnering with Nanigans, Inc. and taking advantage of the official API of Facebook, Allied Architects and Allied Asia Pacific will continue to respond quickly to new advertising formats offered by Facebook and aim to expand business in Facebook advertising market in the world.

\*1 The company that is certified by Facebook, Inc. and has acquired access to the Facebook Ads API

\*2 The Facebook Preferred Marketing Developer (PMD) program is a community of hundreds of best-in-class developers spread across 45+ countries. Strategic PMD is a designation reserved for a small group of PMDs that are driving outstanding positive impact in our marketing developer ecosystem. Each Strategic PMD earned the distinction through a rigorous selection process that among other considerations, is based on shared values, strategic alignment, and growth potential with Facebook.

\*3 Source: eMarketer, “[Net US Digital Ad Revenue Share by Company, 2012-2015](#)”

\*4 Percentage of the ad is clicked (abbreviation of Click Through Rate)

#### ■Allied Architects, Inc. Corporate Profile

- Representative : President and CEO Masahide Nakamura
- Head Office : Unosawa Tokyu Building 4F 1-19-15 Ebisu, Shibuya-ku, Tokyo 150-0013 Japan
- URL : <http://www.aainc.co.jp/english/>
- Date of establishment: August 30, 2005

#### ■Allied Asia Pacific Pte,LTD. Corporate Profile

- Representative : Managing Director Kazuhiro Takiguchi
- Head Office : 8 Cross St, #28-01 PWC Building, Singapore 048424
- URL : <https://refuel4.com/company>
- Date of establishment: March 13, 2014

#### ■Nanigans, Inc. Corporate Profile

- Representative : CEO Ric Calvillo
- Head Office : 60 State St, 12th Floor; Boston, MA 02109
- URL : <http://www.nanigans.com/>

\* Facebook ® is a registered trademark of Facebook, Inc.

\* Company name, product, service names that has been described in this release are trademarks or registered trademarks of their respective owners.

#### Contact Information release

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Nanigans, Inc.

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