Site Search and User-acquisition Platform Zoomd Expands Into South Korea, Asia's Leader in Smartphone Adoption

Zoomd announces the opening of an office in South Korea to help Asian companies grow within Eastern Asia and reach Western markets

SEOUL, South Korea –
Zoomd Technologies Ltd. (TSXV: ZOMD, https://www.zoomd.com/) and its wholly-owned subsidiary Zoomd Ltd. (collectively, "Zoomd"), the site search and user-acquisition platform specializing in mobile, today announced the opening of an office in South Korea's capital, Seoul, in order to help local and Eastern Asian companies reach more consumers in the region as well as expand their user base in Europe and the Americas. Leading the effort in Seoul will be Jin Kon Ryu, who will be joining Zoomd as the new South Korea Country Manager.

Eastern Asia currently leads the world in e-commerce and mobile markets. It is estimated that by 2025, South Korea will top the charts in mobile subscriber penetration and smartphone adoption at 89% and 91%, respectively. Additionally, the country is the torch-bearer in mobile phone ownership and use. 100% of the population owns a mobile phone and 95% own a smartphone, according to the World Economic Forum. Although Eastern Asia-based companies see the local markets as ripe for business opportunities, the future isn't fruitful without expansion to the United States and Europe. Therefore, Zoomd has made the strategic decision to enter the Eastern Asian market to help foster regional growth and to facilitate advancing into different markets.

Zoomd, which has been testing entry into the Korean Peninsula for the year, will be working closely with Korean agencies, as well as existing local advertisers such as Cauly, 4:33 game studios, Nasmedia Nposting and Nswitch, PlayD, Yanolja, Longtu, Gameland, and NHN, among others. The operation will be headed by business development and marketing specialist Jin Kon Ryu, who has relevant digital marketing experience with several Korean technology companies, including Samsung Mobile, Korea Telecom, and, most recently, ad tech venture.

Zoomd's unified platform delivers several advantages for mobile publishers and advertisers such as managing all of their user acquisition (UA) actions under one unified, user-friendly platform, saving them valuable time switching between multiple platforms, as well as working with one invoice for all the UA activity. In addition, Zoomd provides a site search solution for publishers, based on advanced Natural Language Processing (NLP) coupled with artificial intelligence (AI).

"With the future of mobile integration and usage emerging in the Eastern Asian markets

including Korea, Japan and China, we are proud to be leading the change with Zoomd in South Korea" says Jin. "Zoomd's advanced mobile acquisition platform will open up new avenues for expansion and development in the region and beyond, starting here in the mobile capital of the world, South Korea."

"We are happy to take the next step and enter up-and-coming Asian markets, where the sky's the limit" says Ofer Eitan, co-founder, and CEO of Zoomd. "We see enormous potential in these markets, after opening a subsidiary in Singapore, Zoomd is now presenting feet on the ground in the Korean market."

Zoomd recently became listed on the TSX Venture Exchange.

About Zoomd:

Zoomd (TSXV: ZOMD), founded in 2012 and began trading on the TSX Venture Exchange in September 2019, offers a site search engine to publishers for websites and apps, and a mobile app user-acquisition platform, integrated to 90% of global media, to advertisers. The platform unifies more than 600 media sources into one unified dashboard. Zoomd offers advertisers a real user acquisition control center for managing all new customer acquisition campaigns under one screen. By unifying all these media sources to one screen, Zoomd saves the advertiser resources and consolidates all data sources to one screen, maximizing data collection and data insights.

Zoomd is a performance-based platform that allows advertisers to advertise to the relevant target audiences by using a key performance indicator-algorithm, that is focused on achieving the advertisers' goals and targets.

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