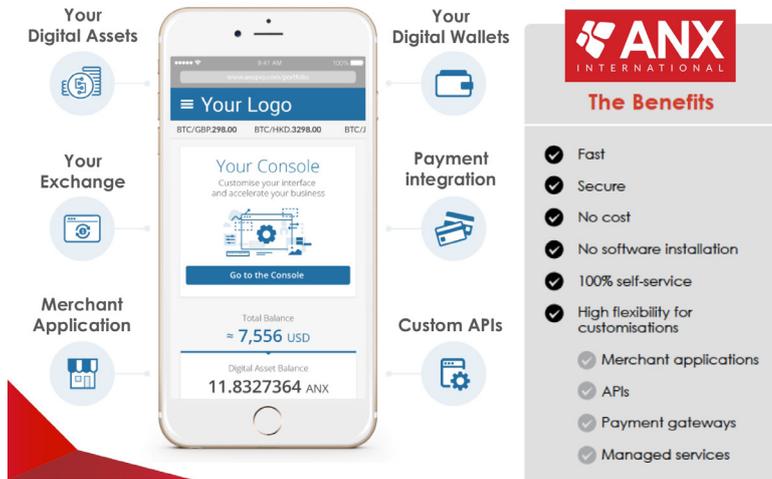


ANX Blockchain Services



About ANX International

ANX is a Hong Kong-based FinTech startup with over 100 staff that helps clients harness the advantages of blockchain technology. ANX provides a one-stop solution that merges blockchain technologies with traditional payment networks in the new digital assets ecosystem. In May 2016, ANX launched the world's first free blockchain platform that allows anyone to create blockchain applications instantly at no cost.

Challenge

When mapping out its marketing plan, one of the challenges ANX faced was the lack of knowledge and interest among general public regarding blockchain technology. Recognizing the importance of generating more awareness and sharing industry knowledge, the ANX team turned to PR Newswire to assist with the product launch announcement. With PR Newswire's unmatched media network, ANX was able to spread the word to the fast-growing small and medium-sized enterprises (SMEs) community.

Case Study: How ANX Leverages PR Newswire's Media Network For A Successful Product Launch

Overview

ANX International, a financial technology (FinTech) startup based in Hong Kong, collaborated with PR Newswire, the world's leading provider of news release distribution and multimedia platforms, to announce the exciting launch of its new ANX Blockchain Services (ABS).



Industry: FinTech
Headquarters: Hong Kong
History: Found in 2013
Website: anxintl.com

Challenge: The company needed to generate more public awareness about the little-known blockchain technology and its services.

Solution: ANX approached PR Newswire to share the story via PR Newswire's China distribution circuit.

Bottom Line: The content was shared with reputable media outlets in China and generated hundreds of media coverage across online news sites, social media platforms and mobile news apps.

"By leveraging PR Newswire's extensive and credible media network, our story was published verbatim in hundreds of media outlets across Asia. PR Newswire was able to bring our company great benefits on a global scale!"

Amanda Tung, Marketing Manager at ANX International



Results

By using PR Newswire's "China Distribution" package and targeting key media outlets in "Business", "Electronic Commerce" and "Finance/Investment", ANX was able to:

- ✔ **Distribute the release to relevant journalists** from major web portals, newspapers, magazines, trade publications, blogs, radio and television stations.
- ✔ **Attract new audiences** via PR Newswire's industry-leading online syndication network. The release was featured on over 65 high-profile online websites in China, including Sohu (搜狐), Ifeng (凤凰新闻), TouTiao (今日头条), Yunvs (云财经), China Daily (中国日报), Txweekly (财经天下周刊), Chinacbr (商界评论), Sino-manager (经理人), and Talents Magazine (英才). The release also attracted over 850 views on PR Newswire's website alone.
- ✔ **Access to the leading financial media outlets and terminals** including Bloomberg, Xueqiu (雪球), Tiger Brokers (老虎股票) and Dow Jones.
- ✔ **Get noticed on mobile** by syndicating the content on notable mobile news apps such as Tencent (手机腾讯网), Sina (手机新浪网), Baidu News (百度新闻), Xueqiu (雪球), Zaker (扎客), 163 News (网易新闻), XianGuo Reading (鲜果联播), and Yunvs (云财经).
- ✔ **Presence in China's main social media portals**, including WeChat, Sina Weibo and Tencent Weibo, which PR Newswire has more than 800,000 subscribers and followers.
- ✔ **Evaluate the results** via PR Newswire's ReleaseWatch Report--the robust and comprehensive reporting that shows exactly where the story was featured online and across social.

Why PR Newswire?

Building on more than 60 years' experience, PR Newswire is the world's largest and most comprehensive news and content distribution network:

- 🌐 Reaches 170+ countries
- 🗣️ Offers translation in 40+ languages
- ⚙️ Provides 24/7 on-ground support
- 📄 Covers 300,000+ media outlets globally, and 73,000+ journalists and editors from 19,000+ media outlets in Asia-Pacific
- 👤 Serves 30,000+ customers worldwide, spanning Fortune 2000 multinationals, small businesses, PR agencies and government entities.



DO YOU KNOW?

PR Newswire also offers other global distribution packages such as *Premier Global*, *World Financial Markets* and *Global WebMaxPlus*. There will be one that suits your global distribution needs. Contact us for more information.

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