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AppsVillage signs agreement with TikTok

The company's JARVIS AI platform will enable SMBs to leverage TikTok's social power to promote their business

- AppsVillage signs agreement with TikTok to launch its SMB advertising campaign manager, JARVIS, on the TikTok platform
- TikTok was the world's most downloaded app in August 2020 and currently has over 500 million users worldwide and over 110 million users in the US
- JARVIS will operate via TikTok's recently launched self-serve advertising platform, which is focused on encouraging and increasing advertising spend and reach of small and medium businesses

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces it has signed an agreement with the leading video-sharing social networking platform TikTok, to enable its SMB customers to advertise on the TikTok platform.

In July this year TikTok launched its self-serve advertising platform, that is focused on encouraging and increasing the advertising spend and reach of small and medium businesses.

As part of the agreement, AppsVillage will expand the use of its advertising campaign management application, JARVIS, for the TikTok platform, which will allow SMBs to create advertising campaigns and reach new audiences in under three (3) minutes without any prior experience required.

JARVIS for TikTok will provide an optimized solution for SMBs to quickly and easily create and manage intelligent online advertising and promotion campaigns in a matter of minutes.

TikTok was the most downloaded app in the world in August 2020 and remains one of the fastest growing entertainment platforms with over 500 million highly engaged users world wide and 110 million users in the US alone. TikTok benefits from having some of the highest levels of user engagement, as per an online research sample study of 100,000 user profiles, conducted by Marketing Hub.

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This announcement has been approved and authorised for release by Max Bluvband, AppsVillage CEO



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About AppsVillage Australia Limited

AppsVillage provides an easy and inexpensive SAAS solution that allows small-to-medium businesses to create and manage their own mobile application as a means of connecting with their customers and growing their business.

AppsVillage's technology has automated the design, development, maintenance and marketing of mobile apps, allowing any business to build, preview and launch their own application without have any code writing or digital marketing knowledge.