



EMBARGOED TILL 25 AUGUST 2015

MotionElements Eyes Growing Video Market in Asia with Pre-Series A Round

Asia's leading microstock marketplace for video makers, MotionElements raises pre-Series A round led by KK Fund

Singapore, 25 August 2015 – MotionElements, Asia's leading microstock marketplace for video makers, has raised an undisclosed amount in pre-Series A funding. The round is led by KK Fund (Singapore), and joined by Incubate Fund (Japan) and 500 Startups (Singapore).

Launched in 2010, MotionElements has grown into one of the largest royalty-free marketplace in Asia for worldwide stock video and audio content, with more than 800,000 motion assets and has been doubling in size every year. It is one of the first marketplaces in Asia focused on this market vertical. With a highly intuitive and user-friendly interface and a 360° localised experience for Asian buyers and sellers, including the use of VisualSearch technology and automatic keywords translation, it has cultivated a large customer base in Asia.

“Our vision is to go beyond being just a marketplace for video creators, but to build a place where creators in the world can connect, create, earn and learn. This round of capital injection will allow us to further disrupt the video creation market through our three pillars of innovation – video-centric content, product features and 360° localised user experience – to better serve our community of buyers and creators,” expressed Co-founder and CEO/CTO Mark Sun.

“We aim to further enhance our brand experience by launching a series of features and tools for video makers that allow them to find their stock elements faster, and collaborate better,” added Co-founder and CEO/CTO Mark Sun.

“It is likely that up to 80% of all consumer internet traffic will consist of videos by 2018. Having established ourselves as a key player in Asia, we are now well-positioned to take advantage of the rapidly growing Asian market. We plan to scale up MotionElements operations in Asia, including the acquisition of unique content and the expansion into new languages and territories,” said Co-founder and CSO (Chief Strategy Officer) Sean Quek.

MotionElements currently supports English, Japanese, Korean, Traditional Chinese and German. More languages will be available on the platform by the end of this year.



"We see tremendous market potential for the online video industry. As a leading player in Asia, MotionElements is in a good position to capitalise on the rapid growth of this digital space. We are excited to be a part of its journey into this huge but untapped market," expressed General Partner of KK Fund, Koichi Saito.

About KK Fund

KK Fund is a venture capital fund active across six countries in Southeast Asia, Hong Kong and Taiwan, and on the look-out for online marketplace business. MotionElements is the first Singapore company that KK Fund is investing in.

About Incubate Fund

Incubate Fund is the largest seed stage VC firm in Japan, having invested in over 150 startups for the past five years and managed about US\$200M. It is expanding its operation in Southeast Asia.

About 500 Startups

500 Startups, launched by PayPal and Google alumni, and based in Silicon Valley, is among the most active seed stage investors globally, with over 1,000 investments in 50 plus countries. It also has a dedicated Southeast Asian fund called 500 Durians and has invested in leading Southeast Asian companies like GrabTaxi, iMoney and Carousell.

About MotionElements

MotionElements is Asia's leading microstock marketplace for video makers worldwide. It offers a fully localised experience for stock media buyers and sellers across Asia and the world. The vibrant marketplace offers everything from stock videos, music, 3D models to After Effects and Apple Motion templates bundled with MotionElements' transparent, royalty-free licensing.

Launched in 2010, MotionElements has since grown to serve video makers from over 70 countries. In 2014, MotionElements is recognised as a **Top 500 Promising SME** by Small Medium Business Association (Singapore).

For more information, please visit www.MotionElements.com.

For more information and high-resolution images, please contact:

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