



Klarity
The Analytical Tool
for Serious Marketers

Breaking Down The Talk of The Town 'BIG DATA' With Klarity

The Social Media Analytics Tool That Bridges Logic & Imagination

HONG KONG – 27 OCTOBER 2014 – Social Media Broadcasts launched Klarity in 2013 - a cloud-based, dashboard-styled social media analytical tool that provides metrics and analytics extracted from social "big data" – to help monitor social activity and gain insights into both Western and Asian social behaviour, to measure performance and gather meaningful intelligence.

Marketers and professionals that use social media are able to track its business effectiveness and efficiency with Klarity, through a measurable business intelligence and analytical strategy. By breaking down and tracking both large and small amount of Data Sets, businesses are better able to:

- Spot Business Trends
- Determine Quality of Research
- Forecast Transactions
- Analyse and Plan
- Make Better Business Decisions

"Big Data should never become another problem for businesses to solve... and no one algorithm can help tell you what's significant or what it means. But Klarity is the bridge between logic and imagination... as it is ultimately about how we co-relate data; interpret data and embrace the imagination that once inspired the brand, to help businesses sustain the competitive edge." said Andy Ann, CMO of Social Media Broadcasts.

He added with a quote by Albert Einstein, "Logic will get you from A to Z; imagination will get you everywhere."

Klarity tracks, collects, segments, analyses and interprets data by crawling through various social media networks. It monitors all the social data of a brand and generates insights into the brand's reach and engagement within a specific social network or across all platforms. With these performance indicators, you can benchmark your social activity by measuring social influences and impacts. Klarity also provides a quick snapshot of a brand's social health and extensive insights into any specific public social profile on influencer networks covered.

Klarity intends to be the leading analytics tool for marketers – the most robust and comprehensive social analytics for enterprises, advertising and PR agencies – providing real insights into social behaviour.

Social Media Broadcasts is currently seeking potential Series A funding, for revenue ramp and cash flow for global expansion.

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About Klarity

Klarity is the analytical tool for serious marketers. It is a robust and comprehensive online, dashboard-styled platform that provides metrics and analytics extracted from social media "big data". The proprietary engine and technologies developed by Social Media Broadcasts (SMB) Limited crawls influencers' networks such as Facebook, Google+, Instagram, Pinterest, Twitter, YouTube, Sina Weibo, Tencent Weibo, LINE and WeChat, collecting granular data and translating the information into meaningful insights allowing marketers, professionals and enterprises to monitor social activity, measure performance and gather social intelligence. To learn more, visit <http://www.klarity-analytics.com>. Infographs, newsletters, reports and other resources are also available for download at: <http://www.klarity-analytics.com/resources>

About Social Media Broadcasts:

Social Media Broadcasts (SMB) Limited is a dynamic and fast growing techno-media company focused on developing proprietary technologies to effectively support the entire social media spectrum generating social intelligence and optimising marketing campaigns to support data-driven social media and digital marketing initiatives. SMB is headquartered in Hong Kong with a presence in Vancouver, Canada.