



FOR IMMEDIATE RELEASE:

**Interactive Production Studio Thinkingbox Acquires Social Media Company,
AntiSocial Solutions**

Third Acquisition for Thinkingbox During the Past Six Months Bolsters Social and Media Offerings.

Vancouver, Canada (May 5, 2020) -- In continuing to build a global collective of world-class production and creative services companies, Thinkingbox has announced the acquisition of AntiSocial Solutions, marking its third acquisition since December 2019. The company previously acquired Welikesmall (WLS) and Aarra, respectively.

With offices in Vancouver, BC, and Toronto, ON, AntiSocial is a leader in social media strategy and production. The company will continue to operate under the AntiSocial name, but work cross-functionally with the Thinkingbox teams in Vancouver, Toronto, Los Angeles, Salt Lake City, and New York City.

As part of the collaboration, AntiSocial Co-Founder and CEO Daryl Louie will transition into the role of Head of Strategy, and Co-Founder and COO Alex Chan will be appointed Head of Production, continuing to lead the day-to-day operations at AntiSocial. Amir Sahba will lead the two companies as CEO of Thinkingbox.

AntiSocial sets itself apart from competitors by focusing heavily on storytelling, user journey, and brand voice through social media platforms. This latest acquisition adds robust social capabilities to Thinkingbox's already diverse offerings, and brings over 30 employees, including social media strategists, media managers, developers, and content creators.

"We are thrilled to join forces with Thinkingbox. Alex and I are excited to broaden our horizons and continue focusing on creating work that impacts the social media marketing industry," said Louie.

"We are now able to take what we have perfected in Canada, and apply that experience to global projects with even more resources and people supporting us," added Chan.

"With the addition of AntiSocial Solutions, Thinkingbox will amplify its already robust offering with strong social capabilities," said Sahba. "We are excited to join forces with both Daryl and Alex, and we look forward to using our reach to help build a global footprint for the two companies."

AntiSocial has worked with leading brands, such as Fairmont Hotels & Resorts, Red Bull, Subway® Restaurants, Oakwyn Realty Ltd., Moe's Home Collection, Western Family, OpenTable, Kernels Popcorn and Vancouver Canucks.

Thinkingbox is a leader in experiential, digital and content production and delivery. Most recently, the company worked with Pinterest on its digital and experiential activations at CES 2020 and launched the Happy Egg Co. website.

About Thinkingbox

Thinkingbox is an interactive production studio built for curious people. We are driven by experiences that connect and resonate with audiences - often through unconventional means. We craft strategic digital and experiential stories and content for those in pursuit of imagination, intrigue, and ingenuity. AntiSocial Solutions is a division of Thinkingbox, offering best-in-class social and digital strategies. To learn more visit www.thinkingbox.com

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