

Media Contact: Rachel Jermansky  
Resound Marketing for SOURCENEXT  
rachel@ResoundMarketing.com  
+1 (609) 279-0050 x119

### **Sourcenext Brings Affinity PC Creative Products to Japan**

*Japan's Largest Software Publisher Releases PC Versions of Affinity Photo and Affinity Designer*

**PALO ALTO, CA - February 28, 2018 --** [Sourcenext](#) (TYO: 4344), Japan's largest distributor and creator of products that inspire joy and move the world, today announced the release of Affinity Photo and Affinity Designer, the fastest, smoothest, most precise professional creative software, to bring to the Japanese market for sale now.

Affinity Photo (PC) and Affinity Designer (PC) will be promoted to up to 15 million of Sourcenext's registered users, significantly expanding the brand's footprint in the Japanese marketplace. The award-winning Affinity suite of professional software is the latest innovation from Serif, which has three decades of development experience.

"We're excited to add the Affinity products from Serif to Sourcenext's current offerings," said Noriyuki Matsuda, CEO and founder of Sourcenext. "Serif's Affinity products seamlessly integrate with current PC product offerings that Japanese customers are familiar with and eager to use. Whether you're a professional photo editor or hobby graphics designer, the Affinity products provide fantastic results."

"As a trusted distributor in the software and developer industry, Sourcenext has the expertise and leadership needed to connect us with this key target market in Japan," said Serif Managing Director Ash Hewson. "Partnering with Sourcenext to help sell our products will enable us to bring Affinity Photo (PC) and Affinity Designer (PC) to new users in an important developing market for our brand. We've been fond of Sourcenext and their work for a while, and are excited for this new venture."

All products will be available for sale for 15 million of Sourcenext's registered users.

#### **About SOURCENEXT:**

Sourcenext (TYO: 4344) creates products that inspire joy and move the world. The #1 software publisher & distributor in Japan, Sourcenext works with global companies to launch their successful mobile apps, desktop software, and IoT devices, in multiple territories. Building on over 21 years of software publishing experience in Japan, Sourcenext leverages brand trust, top retailer relationships, and an extensive distribution network to offer a unique, full-service market penetration program to help grow market share for sustained profitability. Companies like Bitdefender, Evernote, Fitbit, MAGIX Software GmbH, Rosetta Stone Ltd., and more have launched successfully with Sourcenext as a partner.

For more, visit [www.sourcenext.com/us/](http://www.sourcenext.com/us/)

**About Serif**

Serif's global success with its Affinity suite of professional design and photo editing software is built on three decades of expertise.

Affinity Designer, winner of an Apple Design Award in 2015, and Affinity Photo, named Best Imaging Software by the Technical Image Press Association in 2016, were a result of the vision of the development team at Serif's headquarters in Nottingham, UK.

Created from the ground up, with the emphasis on speed, power, accuracy and lack of bloat, Affinity Designer and Affinity Photo have received a stream of glowing reviews from professional users and reviewers.

Their creation marked a change of focus for Serif which, since 1987, had grown a reputation for quality and reliability based on the award-winning Plus range of software for PC. Powerful yet easy-to-use, the software offered low-cost alternatives to high-end publishing and graphics packages, putting professional effects and demanding publishing tasks within the reach of PC users around the world.

Serif is the winner of over 200 awards internationally, with more than 6.5 million customers worldwide. The company has around 70 employees.