

Readdle Announces Strategic Partnership with SourceNext

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productivity apps
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San Francisco, CA, 2017-Feb-17 — /EPR Network/ — Readdle Inc., the leading mobile productivity software developer has announced a strategic partnership with SourceNext Corporation, a Japanese software publisher.

The contract was officially signed by both parties on January 20th, 2017, and formed a business alliance between the two companies. Readdle has localized its flagship offering, PDF Expert for Mac, an award-winning PDF editor for Apple's Mac computers, and is thrilled that SourceNext will market and distribute it across Japan.

"Japan is a huge new market for us, and we celebrate the collaboration of our expertise in creating powerful software with the marketing and distribution efforts of SourceNext for our mutual goal — to bring new business opportunities to both parties" — says Denys Zhadanov, VP of Marketing at Readdle. "This is the first step in a long lasting relationship with a leading Japanese publisher, and we hope that it will include collaboration across all the platforms and various mobile products that we already have."

PDF Expert for Mac, the most popular PDF editing software for Mac, has been awarded the "App of the Year 2015" from the Mac App Store. Over 150,000 people use it on the Mac, and it has been downloaded by over 5 million people on iPhones and iPads. PDF Expert provides amazing tools to read and annotate PDFs, edit, fill out and sign PDF forms. It is used by professionals across multiple industries.

According to the agreement, SourceNext, the company behind the huge success of Dropbox, Evernote, ABBYY, Warner Brothers and many more on the Japanese market, will distribute Readdle's product, PDF Expert for Mac, in Japan.

About Readdle Inc: [Readdle](#) is the leading mobile productivity app maker, such as Spark (email), Calendars, Documents (file manager), and PDF Expert. Over 65 million people have downloaded Readdle apps to be more productive. The company is 9 years

old and completely self-reliant. It has won numerous awards and trust from the public. Readdle's products are featured as "Best of the App Store", "App of the Year" and have been awarded highest ratings by leading tech publications and users of the App Store.

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