



## ansarada CEO Sam Riley Named Young Exporter of the Year

CEO and founding partner of ansarada, Sam Riley, has won NSW Young Exporter of the Year at the 2012 NSW Exporter Awards.

The award marks the third in three years for the company, having won the Small to Medium Services Award in 2011, and the emerging exporter award in 2010. Founded in Australia in 2005, ansarada has become one of the world's leading virtual data room providers. With businesses in more than 3100 cities around the world using ansarada's services, the company has become invaluable for many investment banks, legal and advisory firms and corporates involved in mergers & acquisitions. By providing innovative, intuitive virtual data rooms, ansarada has made information exchange simpler and more secure, and has reduced the stress involved in satisfying due diligence requirements. The award recognises Sam's efforts in growing the business, a feat all the more impressive in the current and recent global economic environment. Of the winners, Ian Murray, Executive Director of the Export Council of Australia, says, "The big stand out has been the ability of many of these companies to apply innovative ways of doing business. Not just through product innovation but most notably through introducing different methods of marketing and distribution channels as well as new forms of technology." Though extremely pleased with the award Sam is quick to acknowledge the efforts of the ansarada team. "I'm honoured to be recognised, but it's a team award in my eyes. It belongs to all of us, but in particular to my our staff overseas staff and our development team. Their efforts make what we've done possible." Reflecting on the reasons for the business's success, Sam believes that it's ansarada's holistic approach that makes the difference. makes virtual data rooms easy for clients. The company's focus has not only been limited to creating sophisticated but intuitively simple data rooms; they maintain a customer-first attitude, working from their clients' needs and work backwards to make sure their clients they are satisfied. As Sam explains, "Every part of our service and our product is tailored towards how we want our clients to feel as a result of choosing ansarada." Sam is happily confident about ansarada's future prospects: "Our entrepreneurial spirit means we are naturally driven to challenge the status quo and continually look for a better way," he says. "I'm really looking forward to the next couple of years. We will continue to engage, develop and respond to clients' needs, which in turn we believe will help drive further growth for the business around the world". We're expecting more growth and we're going to continue to engage and develop and respond to clients' needs." Read more about the ansarada story here.

### Contacts

Taz Bareham  
+61 (0)2 8090 8400  
mailto: marketing@ansarada.com