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WATTPAD NAMED CIX 2016 'INNOVATOR OF THE YEAR' RECIPIENT

Toronto-based company wins award for transforming entertainment industry

(Toronto, September 27) - The [Canadian Innovation Exchange \(CIX\)](#) announced today that [Wattpad](#), one of Canada's fastest growing companies, has been named *CIX 2016 Innovator of the Year*.

Wattpad is a free app that allows its users to discover and share stories about the things they love. More than 45 million people around the world use Wattpad to find entertainment that matches their interests. Wattpad stories are serialized and the entire community participates in the storytelling process through comments, messages, and multimedia.

Wattpad has transformed the relationship between readers and content, which has caught the attention of Hollywood as a key marketing tool for movies. In June, Wattpad announced a deal with Turner to help generate ideas for shows on Turner networks, starting with the upcoming *Tales from the Crypt* revival.

The *CIX Innovator of the Year Award* is given annually to a Canadian company that disrupts and transforms an industry in profound ways. The award is given to companies who represent the best in Canadian business and who are at the cutting edge in their categories. Past recipients of the Award have included Desire2Learn, Vision Critical, and Shopify.

Golden Venture Partners and OMERS Ventures are investors in Wattpad and share in the excitement of this award.

"Storytelling hasn't been the same since Allen Lau and Ivan Yuen launched Wattpad. When we first invested in the company in 2011, we were impressed with their vision of how mobile would reshape the way people share and tell stories." said Matt Golden, Managing Director, Golden Venture Partners. "Five years later, they've delivered on that vision and more. Today, Wattpad stories grace every screen - mobile, television, and movie. We're thrilled Wattpad is being recognized by CIX for the innovative company we know it is."

"Wattpad has transformed the storytelling experience for millions of people. Wattpad connects storytellers and audiences around the world, and is now changing how the global entertainment industry discovers and produces content," said Jim Orlando, Managing Director at OMERS Ventures. "We are very proud to be an investor in Wattpad."

CIX is a leading technology innovation destination where investors, innovative companies, entrepreneurs, and facilitators converge to drive economic growth and accelerate the development and implementation of new ideas.



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This forum attracts the key players behind Canada's innovative technology products and services in order to learn from each other, meet and pursue customer and investment relationships, and encourage the development of innovative technology that will be an integral part of Canada's economic growth. It is where deals happen. The CIX Top 20 Program curates the hottest new innovative companies among hundreds of applications each year and the CEO showcase their innovation at CIX. Wattpad was selected as a CIX Top 20 company in 2011.

"We are building the next major entertainment giant right here in Canada," said Allen Lau, CEO and Co-founder of Wattpad. "To accept this award in our tenth year as a company is a truly humbling experience that validates the work we do to transform how people around the world create and share stories."

Allen Lau, will accept the award on behalf of Wattpad and share his story and insight at CIX on November 22nd.

Media wishing to set up interviews, learn more about the CIX Innovator of the Year Award or attend CIX on November 22nd in Toronto should reach out to Scott Benzie, Director of Marketing at sbenzie@brunico.com

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Canadian Innovation Exchange (CIX)

The Canadian Innovation Exchange is the 'must attend' event for leaders in Canada's innovative economy. In its 9th year, the CIX repeatedly attracts 750+ technology industry leaders, tech entrepreneurs and investors (VCs, angels and accredited investors) from across the Canada and the United States. This exclusive event showcases Canada's most innovative and promising young tech companies and provides the tools to networking, build new relationships and increase deal flow. CIX facilitates hundreds of new relationships and has fostered hundreds of millions of dollars in transactions