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PRESS RELEASE

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WPTG Accelerates Global Top4 Expansion with Multi-Phase Strategy

Stockholm, Sweden – 2025-09-09. White Pearl Technology Group (WPTG) has outlined an accelerated expansion strategy for Top4 Technology + Marketing, targeting operations across six regions through a two-phase rollout commencing September 2025. The integration leverages Top4's proven subscription-based service model and established global presence to create sustainable annuity revenue streams across WPTG's expanding footprint.

Top4 operates a three-tier subscription model serving 200,000 clients globally, mirroring successful fast-food franchising approaches with low entry costs and scalable enterprise packages. The structure progresses from free business listings to premium local SEO services (multi-location support, social media integration, priority search ranking) through to enterprise solutions.

Partner distribution through CrazyDomains and Vendasta embeds Top4 subscriptions into domain/hosting purchases, reducing acquisition costs whilst driving natural tier progression that increases average revenue per user. This proven subscription foundation provides sustainable annuity income and ready-to-deploy frameworks for WPTG's six-region expansion strategy.

Leadership and Track Record

Michael Doyle has been appointed Executive Director APAC to lead Top4's expansion across the Asia-Pacific region. Doyle brings over 25 years of digital marketing expertise to WPTG's integrated service portfolio, having founded Top4marketing.com, Top4.com.au, and Top4.online.

Based in Surabaya, Indonesia, Doyle has built Top4 into an AI-powered platform serving over 200,000 businesses globally through 1,750+ successful campaigns. Under his leadership, Top4 has delivered digital marketing solutions for notable clients, including BMW, Ajinomoto, Dulux Group, Jeld-Wen, and B+D doors, alongside government departments and franchise operations.

Two-Phase Global Expansion Strategy

The initial expansion phase focuses on three key regions with immediate market opportunities; Asia-Pacific, strengthening operations in Australia and market entry into Japan, Top4 SADC which will serve the Southern African Development Community across 16 member states representing over 350 million potential customers and Top4 Middle East, operating from Dubai and which will service the UAE and Saudi Arabian markets.



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The second phase extends Top4's presence into three additional strategic markets: Top4 Sweden, providing local digital marketing capabilities for Nordic clients and European expansion opportunities, Top4 East Africa Complementing the SADC operations with coverage of East African markets, creating comprehensive continental service capabilities, Top4 Latin America, expanding WPTG's geographic coverage and accessing high-growth digital marketing opportunities.

The phased expansion approach establishes South Africa as the regional hub for Top4's services across Africa and the Middle East. This geographic strategy aligns with WPTG's existing presence in emerging markets while introducing specialised digital marketing capabilities to underserved regions.

Enhanced Service Portfolio

Top4's integration brings WPTG a complete digital marketing technology stack, including proprietary location-based marketing platforms and AI automation tools. The acquisition specifically strengthens WPTG's digital marketing portfolio through Search Engine Optimisation, Paid Advertising Management, Marketing Automation, Content Marketing: Comprehensive content creation and distribution systems and Location-Based Marketing.

Top4's proprietary marketing technology enhances WPTG's technical service portfolio through complementary digital marketing platforms, providing WPTG clients with access to comprehensive digital transformation solutions spanning infrastructure, system integration, and marketing technology implementation.

For more information, please contact:

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About White Pearl Technology Group:

White Pearl Technology Group AB (WPTG) is a global technology company specialising in digital transformation solutions. With a presence in over 30 countries and a team of 750 experts, WPTG helps organisations navigate the complexities of the digital age, offering services ranging from ICT and system integration to business software and digital innovation. The company is listed on Nasdaq First North (WPTGB) in Stockholm, Sweden and on OTCQX (WPTGF) in the U.S.



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Attachments

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