



Tuesday, 26 June 2018

Australian Stock Exchange Limited,
Level 4, North Tower, Rialto
525 Collins Street
Melbourne 3000

STOCK EXCHANGE ANNOUNCEMENT

Authorised Investment Fund Limited (ASX:AIY) received the attached letter from its investee company, Box Digital Media Pty Ltd (BDM) late yesterday.

We believe that AIY shareholders will be very interested in BDM's latest news regarding its operations.

On behalf of the Board

Cathy Lin

Company Secretary

- Ends -



A letter to shareholders

Melbourne, 25 June 2018

Box Digital Media goes live with Perspective Magazine

Following strong positive feedback from leading brands and advertisers, Box Digital Media Pty Ltd is pleased to announce it is now finishing its production test of the July/August 2018 issue of Perspective Magazine, with a full roll out planned from the September 2018 issue onwards.

Perspective Magazine is one of Asia's leading architectural and interior design magazines. The digital issue of Perspective will be made available through Box Digital Media's fully immersive, digital magazine platform E-MERSION.

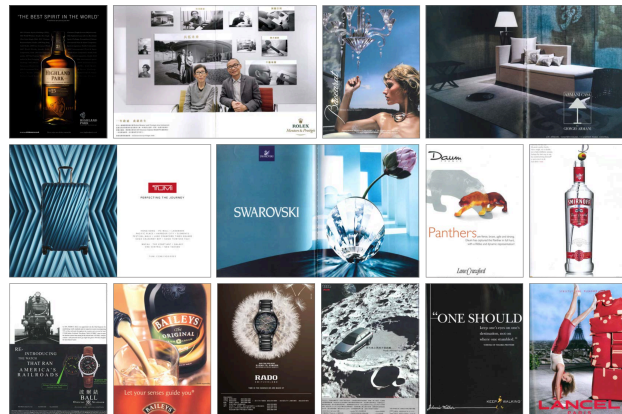
The new digital magazine platform will provide significantly improved experience engagement and increased advertising revenue opportunities:

- Subscribers and readers will experience an unparalleled interactive, far richer, more engaged content experience.
- Advertisers will benefit from more engaged readers spending more time interacting with their advertising content.
- Advertisers and the publisher alike will benefit from the capture of deep data analytics to better understand reader engagement and consumer behaviour.
- Box Digital Media (as technology partner) and AIM (as publisher and advertising sales network) will both benefit greatly from the ability to increase advertising rates and charge advertisers a premium to appear within the digital magazine application.



Client showcase - luxury

- Audi
- Baccarat
- Baileys
- Ball watches
- Bentley
- Canon cameras
- Chronoswiss
- Daum
- Giorgio Armani – Armani CASA
- Highland Park
- IWC
- Lalique
- Maserati
- Miele
- Porsche
- RADO
- Rolex
- Swarovski
- Tumi
- Volkswagen



E-MERSION, created by Box Digital Media, is a unique and pioneering technology that fully immerses consumers across a brand's ecosystem. Delivering 'always on content', in real time, E-MERSION is designed and built for multi-sensory engagement on each and every page across digital magazine platforms.

This news follows last week's announcement by Asian Integrated Media PTY LIMITED (AIM) of its full acquisition of Perspective Ltd., the Hong Kong based media company responsible for hosting events and publishing one of Asia's leading magazines for architects and interior designers.

Following many months of testing, Box Digital Media has now entered into a strategic partnership with AIM across its entire advertising client and publishing base. AIM became an Authorised Investment Fund (ASX: AIY) investee company in April 2018.

Box Digital Media is one of Australia's leading publishers of luxury and lifestyle magazines. It too entered into an investment agreement with Authorised Investment Fund (ASX: AIY) to expand and roll out its disruptive, immersive and interactive digital magazine platform in January 2018.

Quote: John Iliopoulos, Managing Director/Founder, Box Digital Media

"Box Digital Media and AIM's partnership with the roll out of Perspective Magazine will provide a much richer experience to both our stakeholders and readers of Perspective, in terms of reader engagement, delivering a far more integrated platform and increased advertising revenue and harnessing of stronger data capture and analytics."

An integrated platform



About Box Digital Media:

Box Magazine print publishing was created in 2003 as a luxury lifestyle magazine. Targeting affluent and discerning consumers with a preference for premium lifestyle products but also a strong sense of social and ethical responsibility, the unique concept resulted in the venture growing from a humble 24 pages to the 240-page full colour glossy success that is Box Magazine today.

Box Magazine after 12 years and 47 publications, featuring the likes of Scarlett Johansson, Angelina Jolie, and Jessica Alba to name a few, and working with some of the world's leading luxury brands, has earned its rightful place in the luxury publishing market and is now expanding through its state-of-the-art digital platform.

E-MERSION, by the Box Digital Media division, is a unique and pioneering technology that fully immerses consumers across a brand's ecosystem. Delivering 'always on content', in real time, E-MERSION is designed and built for multi-sensory engagement on each and every page across digital magazine platforms.

Creating vast, new real-time revenue channels for advertisers while delivering always on and immersive content that engages consumers through tailored entertainment, education, inspiration and the ability to immediately transact, securely, when, where and how the customer chooses.

All backed by a comprehensive analytics platform, empowering client partners and advertisers to monitor and measure the effectiveness of individual advertising, content placement and distribution within the brand's complete ecosystem.

John Iliopoulos, Australian based entrepreneur, with a background in corporate finance, has spearheaded delivery of this exciting new platform, in fact arguably the world's most interactive and user- friendly digital magazine.

About Perspective:

For more than a decade, Perspective Ltd has covered the architecture, interiors and design markets in Asia and beyond.

With a strong readership and widespread support from leading industry figures both regionally and as far afield as Europe and the US, the magazine has honed its edge by focusing on the new and the breakthrough; by looking at both established, well-known success stories as well as young, upcoming talent.

Products are continually reviewed with the aim of determining how they can be improved to be more relevant to both readers and clients. Changes and improvements are regularly implemented, with many already achieving great results. The magazine works closely with the architecture and design community, seeking their feedback, suggestions and ideas to ensure an increased level of professionalism and commitment.

To preview the latest issue of the magazine, please click [here](#).

To preview *Perspective+* 2016/17, please click [here](#)

To preview the latest issue of *The Key*, please click [here](#)

www.perspectiveglobal.com

This announcement has been prepared for and on behalf of the Board of Box Digital Media Pty Ltd.

A handwritten signature in black ink, appearing to read 'John Iliopoulos', with a stylized, flowing script.

John Iliopoulos
Managing Director & Founder
Box Digital Media Pty Ltd