



Thursday, 30 August 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 Asian Integrated Media Pty Ltd (AIM) today.

AIM is one of our investee companies. We believe that AIY shareholders will no doubt be very interested in this new development.

Cathy Lin

Company Secretary

- Ends -



SPECIAL ANNOUNCEMENT

Asian Integrated Media enters USD 60 billion programmatic advertising market.

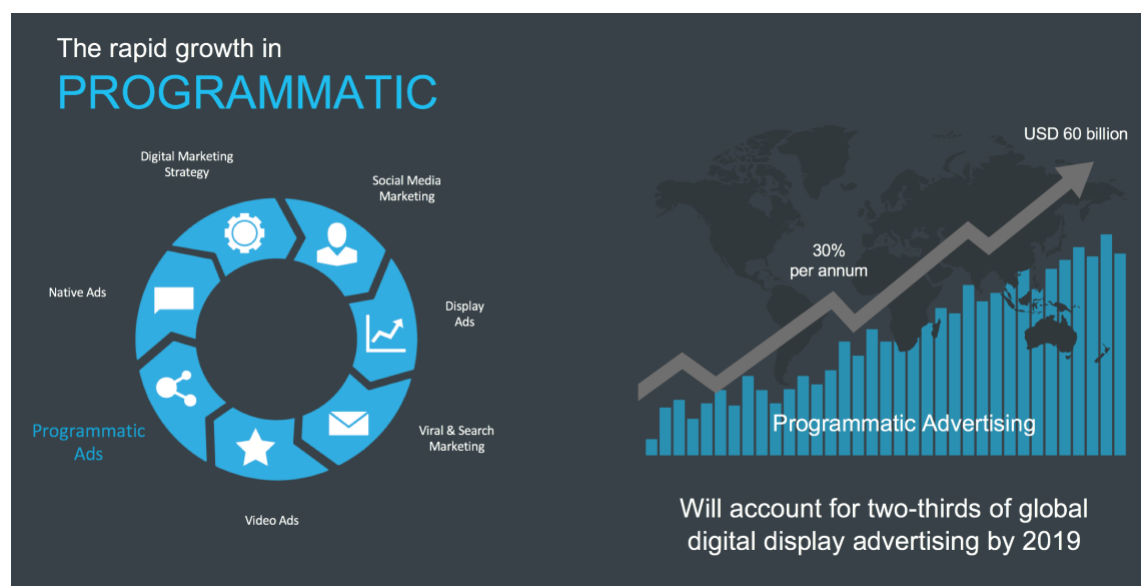
In breaking news, Asian Integrated Media PTY LIMITED (AIM), has created a bespoke programmatic digital advertising company, 'Travel Elite', focused on tapping exclusive travel data from leading airlines across the globe.

Travel Elite was developed by AIM as a unique and powerful solution to address two important global trends:

1. the growing importance of ancillary revenues for international and domestic airlines globally, and
2. the continued growth in digital advertising spend from brands as they seek more targeted ways to engage with high value airline passengers who up until now have only been accessible through traditional media such as print (inflight magazines) and television (IFE).

Global ancillary revenues for airlines in 2017 were estimated at USD 82 billion (equivalent to USD 20 per passenger). Yet, global airline profits for 2017 were USD 34.5 billion. This highlights the increasing importance of ancillary revenue to airlines.

AIM has recognised the need to get ahead of the curve and create new ancillary revenues for its airline partners while providing its advertising partners more targeted, personalised messages with less wastage.



To help drive the Travel Elite business through the development of airline data partnerships, Michael Yates has joined AIM as Managing Director, Travel Elite. Mike has spent more than 20 years creating successful strategies and solutions for companies and governments in the Asia Pacific region specialising in the travel technology, distribution and tourism services sectors. A former news journalist and advertising agency executive, Mike has held senior management roles with Travelport, the Pacific Asia Travel Association and Tourism Australia and managed his own consultancy business, working with global brands, such as Disney, Visa and CNN, and regional blocs such as ASEAN. He brings deep industry knowledge and an extensive regional network to Travel Elite.

Quote: Michael Yates, Managing Director, Travel Elite

"I am thrilled to have joined AIM, truly one of the world's best media representation companies. Along with the global team at AIM, we are working with travel organisations in Asia Pacific and Middle East to partner luxury brands with international travelers through the Travel Elite platform. We forecast revenues to be in excess of US\$16m over the next 3 years."

Quote: Peter Jeffery, CEO/Founder, Asian Integrated Media

“AIM understands airlines. We have managed Cathay Pacific inflight advertising for 15 years and represent media for 20+ airlines including Qantas, Singapore Airlines, Emirates and KLM. We recently conducted a programmatic campaign for Thai Airways and continue our valuable partnership with SPAFAX – producers of IFE content for airlines globally. So, with Mike on board and the launch of Travel Elite, we are very excited about the future prospects for AIM and the positive growth and value we can offer AIM’s shareholders.”

About Travel Elite:

The Travel Elite solution is AIM’s own bespoke digital platform that compliments AIM’s existing business of advertising media sales and representing airlines in-flight media platforms. It connects brands to highly sought-after travelling audiences online while providing airlines with an important new ancillary revenue stream by tapping into growing digital advertising budgets. Importantly for the airlines, Travel Elite does this without them having to invest in the creation of a digital platform of their own.

The basis of Travel Elite is programmatic digital advertising. Programmatic advertising uses platforms which automate the process of serving online ads to targeted audiences. The success of a campaign relies on strong consumer data. Programmatic advertising uses data to target the right consumers, at the right time, for the right price. Insight into consumers’ interests, attitudes, perceptions and behaviours, for example, allows a brand to reach a specific audience with a relevant advertisement, regardless of which website they might be visiting. But programmatic is only as good as the data it uses and often leads to delivery of the wrong advertising to the wrong people – quite possibly on the wrong devices, at the wrong time. This is not only a waste of spend, it’s detrimental to a brand’s health and comes with its own repercussions.

Travel Elite provides an important and valuable benefit to advertisers by enhancing the quality and relevance of audience data. By harnessing the power of real time airline partner data, Travel Elite creates customised audience segments and engaging the advertiser’s audience, at the right time, with the right message and in the right environment. Previously an almost impossible challenge for marketers who can now drive greater returns on display advertising budgets and reduce wasted digital advertising spend. Importantly, it is totally compliant with international regulations including the General Data Protection Regulation (GDPR).

For example, a hotel client might want to target airline passengers travelling from Asian cities to Melbourne. A luxury watch brand might want to target High Net Worth Individuals travelling on First and Business Class from China to Europe.

About Asian Integrated Media:

Asian Integrated Media PTY LIMITED (AIM), entered into an exclusive investment agreement with Authorised Investment Fund Limited (ASX: AIY) in April 2018. The Board of AIY announced in April it had agreed to acquire a 25% interest in AIM. It also has an option to increase this holding by a further 5% to a total of 30% at any time over the next 3 years.

Asian Integrated Media PTY LIMITED (AIM), is one of the world’s leading media sales representation networks. Headquartered in Hong Kong, AIM also has sales offices in Singapore and Beijing. AIM has an expansive team working across these three cities along with a worldwide affiliate network of sales agents in all the key cities in Europe, Asia and the USA.

With a strong network of experienced advertising sales professionals, AIM now has representation in major cities across 16 countries. These include Australia, Benelux, China, France, Hong Kong, India, Italy, Japan, Korea, Singapore, Switzerland, Taiwan, Thailand, United Arab Emirates, United Kingdom and United States of America.

AIM is the exclusive partner of Cathay Pacific and Cathay Dragon representing all media platforms (worldwide representation), in-flight media for major international airlines, Condé Nast International, Newsweek, National Geographic Magazine, Handelsblatt Germany, Die Zeit Germany, SITAONAIR, Perspective, HKTB, Robb Report China, and Harrods Media.

Providing the best international sales representation for premium media, AIM is highly selective in the titles and platforms it represents with its key portfolio in the travel and luxury lifestyle segments. It is the combination of experience, longstanding client relationships and a strong network of sales offices which ensures that AIM delivers the maximum level of advertising revenue for media partners.

A handwritten signature in blue ink, consisting of a large, stylized 'P' followed by a series of loops and a long horizontal stroke.

Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media
30 August 2018