



Friday, 07 December 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 AIY's investee companies.

The letter is to inform AIY that AIM form multimillion-dollar Venture with Ambient Digital Group to Harness USD 60 billion programmatic advertising sector. We believe that AIY shareholders will no doubt be very excited by this new development.

A handwritten signature in black ink, appearing to read 'Cathy Lin'.

Cathy Lin

Company Secretary

- Ends -

For General Release - HONG KONG, 7 December 2018



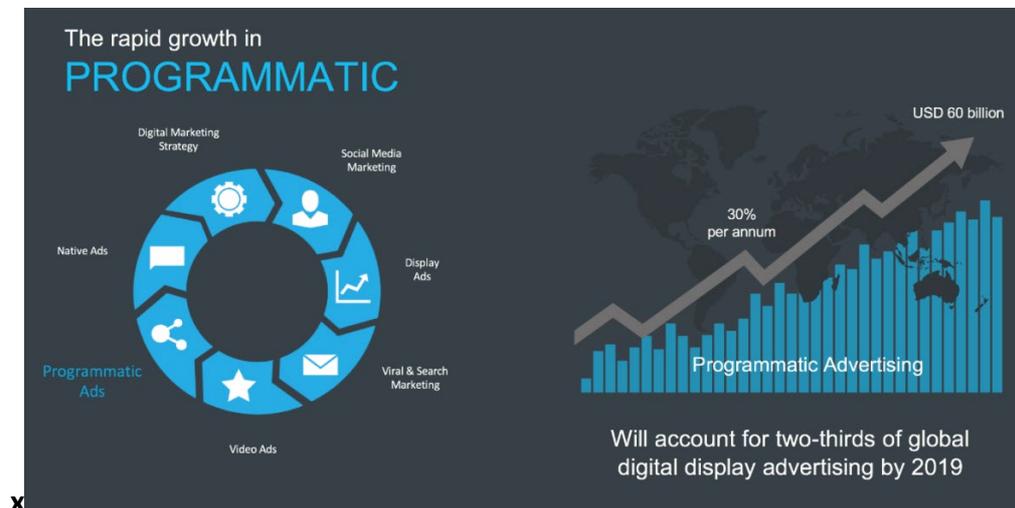
Asian Integrated Media Pty Ltd

AIY investee company Asian Integrated Media AIM form multimillion dollar Venture with Ambient Digital Group to Harness USD 60 billion programmatic advertising sector

Asian Integrated Media Ltd., and the Ambient Digital Group Pty Ltd reached agreement and formed a joint venture to offer bespoke digital planning and buying to advertisers throughout Southeast Asia.

The service will operate the programmatic requirements of AIM's Travel Elite clients and to advertisers requiring specialist, bespoke digital planning and buying requirements.

Asian Integrated media Ltd. has offices in Melbourne, Beijing, Hong Kong and Singapore with 40 employees and a network of affiliates in 16 countries globally.



About Ambient Media:

Ambient Digital is one of the largest independent digital companies in south east Asia providing a range of marketing and media solutions delivering the entire range of digital media products to mobile and desktop via market leading, 100% proprietary, programmatic technology platforms.

The operation currently has over 200 digital and media experts working in offices in Indonesia, Myanmar, The Philippines, Singapore, Thailand and Vietnam with a turnover in excess of US\$17m.

Ambient provide campaigns across PC & Mobile utilizing their own in-house ad inventory as well as leveraging the best available third party platforms to provide highly effective digital media solutions and provide complete end-to-end service Including a one-stop-shop for compelling universal digital campaigns.

PROPRIETARY TECHNOLOGY

An experienced, centralized, biddable media team optimize targeted audience delivery via proprietary data-driven and programmatic technology. Their unique platform enables advertisers to plan dynamic, cross device campaigns, reaching millions of consumers, across billions of ad impressions in Indonesia, Myanmar, The Philippines, Thailand and Vietnam.

Additionally, the proprietary Supply Side Platform (SSP) is opening many markets globally and beyond to local, regional and global buyers of digital media.

REACH

Ambient Digital provides services to advertisers in 6 major South East Asian markets with a combined reach of 580 million people. These regions include: **Vietnam, The Philippines, Indonesia, Thailand Myanmar and Singapore**. Additionally, with over 100 connections to global demand partners, Ambient Digital in conjunction with AIM also provide a global marketplace for publishers.

With over 4 billion monthly impressions, 200 employees, 200 million active internet users across 5 countries the joint venture with AIM will provide a perfect union to propel revenue opportunities and support solid capital growth

AMBIENTS TRUSTED PARTNERS



Quote: Matt Robinson, COO, Ambient Digital Group.

“Over the past eight years, Ambient has created a very strong local market business across SE Asia built upon its proprietary technology. The advance of programmatic buying combined with Ambient’s tech developments in this space has allowed us to venture beyond the borders of our core markets, opening the globe to highly targeted and highly effective digital campaigns. The JV with AIM fits perfectly with this proposition, due to AIM’s global footprint representing high net value brands and targeting high net value individuals. We are very excited to see this venture prosper through 2019 and beyond”

<https://ambientdigitalgroup.com/>

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), Conde Nast International, Qantas, Singapore Airlines, Emirates, Handelsblatt Germany, Die Zeit Germany, Wirtshaftwoche, Daily Mail UK, Design Anthology, Perspective, The Key, Tasting Kitchen, Hong Kong Tourism Board, Robb Report China, and Richesse.

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.

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

“We have been working with the Ambient Digital Group for some months now and to be able provide these exceptional services to our clients who are increasingly looking to reach elite audiences through digital platforms we can now provide bespoke solutions”

“It will enable us to harness and capture the opportunities of the programmatic advertising sector as it continues to grow from US \$60billion in revenues worldwide. It is envisaged that this Joint venture will provide a solid platform for us to drive considerable additional revenues and build substantial and solid capital growth for both Ambient and Aim and its shareholders ”



Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media
7th December 2018

<http://www.asianimedia.com/>