



Monday, 01 April 2019

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

STOCK EXCHANGE ANNOUNCEMENT

e-Mersion Media appoints inaugural CEO

Authorised Investment Fund Limited (ASX:AIY) received the attached letter from its investee company, e-Mersion Media (e-Mersion) today.

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

On behalf of the Board

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

Cathy Lin

Company Secretary

- Ends -

1 April 2019

e-Mersion Media appoints inaugural CEO

Dear Shareholder

Digital media and publishing start up, e-Mersion Media Pty Ltd, is pleased to announce the appointment of global advertising veteran, Vincenzo Viola, as Chief Executive Officer and partner.

Viola has vast global experience in advertising and media having worked in multiple markets including New York, Hong Kong, Sydney and Melbourne over three decades.



The e-Mersion digital magazine platform has already met with widespread approval and support. A number of leading global brands in London and Hong Kong have jumped on board with committed projects to roll out across the e-Mersion platform in 2019.

Quote: John Iliopoulos, Founder/Director, e-Mersion Media

“The directors and stakeholders of e-Mersion Media are thrilled to have someone of Vincenzo’s calibre and vast global brand experience to lead our team. After a number of years developing our proprietary technology and building the e-Mersion digital magazine publishing platform to where it is today, I am delighted to bring on board Vincenzo to now help commercialise the platform and partner with some of the world’s leading brands. Today’s powerful mobile devices open up huge possibilities for the consumer to unlock rich content that combines creativity with technology, resulting in a rich and disruptive experience unseen in previous generations of publishing. With Vincenzo at the helm, we will provide a much richer experience for both our stakeholders and readers of digital magazines globally.”

Quote: Vincenzo Viola, CEO, e-Mersion Media

“The groundbreaking e-Mersion digital publishing platform provides our clients with an ‘end to end’ solution and a superior branded content experience. Importantly, it delivers this across three major stakeholders. For the Consumer, a far richer, targeted, immersive, interactive and superior content experience, complete with e-commerce functionality. For the Publisher/Media Owner, an opportunity to deliver far greater content bandwidth and advertising revenue for its content channels across multiple formats. For the Advertiser, the ability to engage consumers longer, and deeper, with native marketing content that will build greater brand awareness, engagement and call to action within the one platform.”

About Vincenzo Viola:

Vincenzo moved back to Australia in 2014 following 15 years as Executive Vice President/Managing Director, McCann Hong Kong. During this time, Vince managed the dedicated integrated marketing agency for Cathay Pacific Airways across 27 markets.

Prior to moving to Hong Kong, Vincenzo worked at Ogilvy & Mather, New York, as Senior Partner and D’Arcy, Masius, Benton & Bowles, New York as Senior Vice President, Director Business Development, responsible for the New York office’s business development program and managing a portfolio of Procter & Gamble brands for the US market.

Vincenzo began his advertising career in Melbourne after graduating from RMIT University, initially working for Australia’s then largest agency, George Patterson and later in Sydney with Saatchi & Saatchi, during the time the agency was voted agency of the year 3 years running. Vincenzo then joined McCann Sydney as part of its Australian management team before moving to New York.

Upon Vincenzo’s return, he took up a number of board and advisory roles consulting to companies including Asian Integrated Media (AIM), Pacific Brands, The Restaurant & Catering Industry, Express Travel Group and Collingwood Football Club’s CBD Group. He also returned to McCann Australia for 12 months consulting as National CEO, SMART, and, recognising the rapidly changing landscape currently facing the advertising industry with the convergence of content creation, curation and data, Vincenzo took on a consulting role with London based ad tech and programmatic media agency Addition Plus as consultant Managing Director Asia.

About e-Mersion Media

Wholly-owned by e-Mersion Media Pty Ltd, with operational headquarters in Melbourne, e-Mersion.Media™ is a ground breaking magazine digitisation solution for mobile devices encompassing:

- Multi-sensory engagement through site, sound and action.
- A pioneering technology that fully immerses consumers across a brand's entire ecosystem.
- Delivering 'always on' content in real time.
- Creates new real-time revenue channels for advertisers, while customers can transact, securely, when and how they choose.
- Brands can tap into, aggregate, tailor and share existing 'richer content' that formerly was distributed only through limited owned web and social channels.

Backed by a comprehensive data-gathering analytics platform, empowering client partners and advertisers to monitor and measure content engagement and e-commerce.

See website and demo video:

<https://www.e-mersion.media>

e-Mersion Media (formerly Box Digital Media) entered into an investment agreement with Authorised Investment Fund (ASX: AIY) in January 2018.

This announcement has been prepared for and on behalf of the Board of e-Mersion Media Pty Ltd.

A handwritten signature in black ink, appearing to read "John Iliopoulos". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Iliopoulos

Founder/Director

e-Mersion Media Pty Ltd