



Tuesday, 25 June 2019

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

e-Mersion Media Partners with Concierge Grand Prix Magazine

Authorised Investment Fund Limited (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.

By order of the Board

A handwritten signature in black ink, appearing to read 'Cathy Lin', is positioned above the printed name.

Cathy Lin
Company Secretary
- Ends -

25 June 2019

e-Mersion Media partners with Concierge Grand Prix Magazine for additional F1 races in 2020



Following the recent successful launch on both the Apple App Store and Google Play Store of the Concierge Monaco 2019 Grand Prix digital enhanced magazine app, e-Mersion Media and SEO International (Sporting Events Organization), have entered into an agreement to roll out the Concierge Grand Prix Magazine app across further Formula One races in 2020.

Concierge is the leading authority on Formula One destinations. The Concierge Magazine app is a ground-breaking new digital enhanced magazine created using e-Mersion Media's pioneering technology. It offers readers a richer, more immersive way to view the magazine and extends the value of the popular print magazine to bring to life destination guides for F1 fans through a new fully interactive and enhanced magazine.

Last month's Concierge Magazine celebrated 90 years of the Monaco Grand Prix. To kick-off the celebrations Sir Patrick Head revealed his unique insights into three key Formula One figures: Alain Prost, Jody Scheckter and Martin Brundle, discussing their success on and off the track.

Quote: Monica Head, SEO International and Concierge Founder & CEO

“Last year’s Concierge destination guide to Monaco was so well received, I thought that it might be a challenge to keep it fresh for 2019, but happily not so. With renovated hotels, new restaurants, shops and places to party – there is always something different and exciting in Monaco. Like Monaco, I hope to surprise and offer innovation. This year our readers were invited to download the magazine app on our exciting new platform. It allowed our readers to immerse themselves in our rich, fully interactive content, while also being able to book their favourite restaurants and hotels directly”.

Quote: Vincenzo Viola, CEO, e-Mersion Media

“e-Mersion Media is pleased to enter the next phase of commercialisation of our digital enhanced magazine app with such an important and profile partner in Concierge / SEO. Their powerful and popular Formula One destination guide for this year’s Monaco 2019 Grand Prix gave e-Mersion the perfect platform to test and launch a pilot digital magazine. I can report we have successfully completed this important milestone in our app development, with real proof of concept, rigorous stress and volume testing, valuable learnings from UX testing and the capture of important data. We are excited to now have our first commercial app up on both iOS and Android platforms, with 58% of users on iOS and 42% on Android. What’s really exciting is to learn that 81% of our audience clicked “play” on one of the many videos within the issue and that during the Monaco Grand Prix, our retention rate was 40.9% (people accessing the app more than once over the course of the race weekend).”

About Concierge:

Concierge is the new leading destination guide created by Monica Head, founder of SEO - Sports Events Organisation. The unique concept grants motorsport enthusiasts and their families unprecedented access to the top tier of Formula One. It combines exclusive interviews with a targeted handbook of the finest that Grand Prix destinations have to offer.

Each edition offers a complete guide detailing the very best hotels, spas, restaurants and bars for each Formula One destination. Concierge profiles internationally renowned artists, Michelin-starred chefs, as well as leading influencers, going far beyond a traditional city guide.

About SEO International:

Sporting Events Organisation is a luxury logistics company with more than 20 years experience at major sporting events around the world. From CEOs to Formula One teams, we have developed an accessible perspective on the who, what, where and why of motor racing.

Concierge began as a guide for SEO clients attending the Grand Prix at Monza. The response was such that shortly afterwards a second issue for Mexico City was published. Gathering momentum, in May this year, the 140-page Monaco edition was praised by His Serene Highness Albert II for its quality.

About e-Mersion Media Pty Ltd

Headquartered in Melbourne, e-Mersion Media Pty Ltd developed and wholly owns e-Mersion.Media™, a groundbreaking 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.

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

Vincenzo Viola

Chief Executive Officer

e-Mersion Media Pty Ltd