



Monday, 19 August 2019

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

**STOCK EXCHANGE ANNOUNCEMENT**

**AIM signs global representation deal with Chinese aviation technology company TD Link**

Authorised Investment Fund Limited (ASX:AIY) received the attached letter from its investee company, **Asian Integrated Media PTY LIMITED (AIM)** today.

We believe that AIY shareholders will be very interested in AIM's latest business development.

On behalf of the Board

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

Cathy Lin

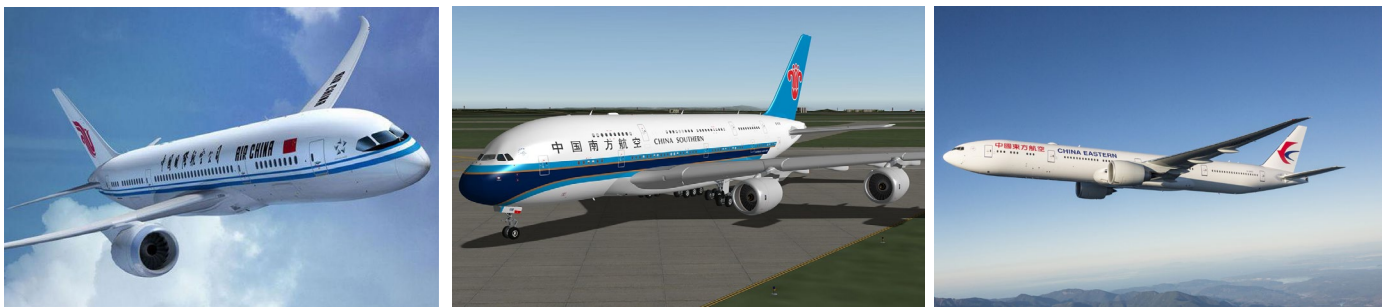
Company Secretary

- Ends -

## Asian Integrated Media signs global representation deal with Chinese aviation technology company, TD Link to manage 10 Chinese airlines.



AIM has signed a contract with Chinese based airline supplier TD Link, part owned by the Blue Focus Group, to represent 10 Chinese airlines for their in-flight media sales across all international markets, including the main 3 international carriers: Air China, China Southern and China Eastern.

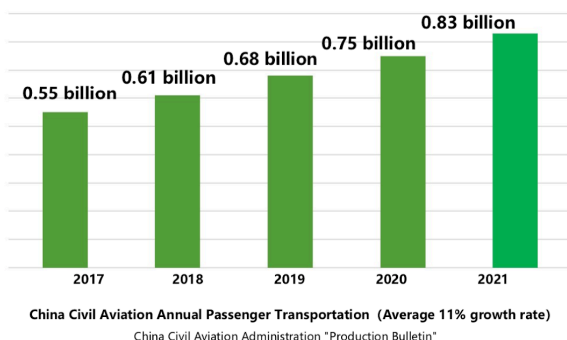


Together, the size of the inflight media audience accessed across all of the se airlines is in excess of 40 million passengers per month. This is in addition to AIM’s existing contracts representing Cathay Pacific and Cathay Dragon. Along with AIM’s digital programmatic channel ‘China Elite’ AIM provides international brands with unrivalled opportunities to engage with the fast growing Chinese travel market.

International travellers from China now constitute the largest international travel market in the world with travellers spending in excess of US\$235billion per year



## Market potential



**4.2 Billion RMB**

Calculated by the per capita output value of China’s civil aviation advertising in 2017  
 China Advertising Association Civil Aviation Branch

**57.3 Billion RMB**

With the current North American air-paying Internet access, the estimated per capita per passenger is 10 US dollars (6.9 exchange rate)  
 GEE, gogo survey

**112.1 billion RMB**

Calculated by the average spending of 135 yuan per person in China’s Internet video/audio pay in 2017  
 China Network Audiovisual Program Service Association "2017 China Network Audiovisual Development Research Report"



TD Link's Digital Intelligent Operation Platform offers an end to end solution for partners including:

- ad management
- data distribution
- e-commerce operations
- content management service
- data analytics covering behavioral and business data
- personalised, targeted, segmented content by passengers, by cabin, by airlines, by advertiser

TD Link's scope of services includes:

1. Global premium content copyrights with partners including CCTV for air content. CCTV is the predominant state television broadcaster in Mainland China with a network of 50 channels, accessible to more than one billion viewers.
2. International digital aviation operation platform partnerships with international airlines including Singapore Airlines, Qatar Airways, Korean Air, Malaysia Airlines, Turkish Airlines and Finnair.
3. Providing digital marketing solutions for both Chinese brands and International brands across the Chinese and Global aviation scene.



China's new AUD16bn mega-airport in Beijing





Quote: Peter Jeffery, AIM CEO & Founder:

“China is fast becoming one of the world’s leading aviation markets. This agreement to work with every major airline in China is a tremendous addition to our existing portfolio and we can now provide brands with multiple channels to reach the Chinese travel market. We are delighted to be working with TD Link to provide the opportunity for AIM’s advertiser client base to promote their brands specifically within the China market. This deal compliments so much of what our company is already doing working with many of the world’s leading airlines and our China Elite digital advertising and programmatic advertising platform”.

About TD Link Technology Co., Ltd.

Digital cabin service provider with a strong business built across many Chinese and International airlines. Established on May 28, 2015, TD Link is one of the earliest technology companies engaged in IFEC business investment and operation.

TD Link completed the A round of financing in April 2018

TD Link is an IFEC high-tech enterprise jointly invested by BlueFocus Group and Guangzhou Huangpu Development district, a national development district.

The global headquarters is located in Guangzhou Development Zone, with branches in Beijing, Shanghai, Hong Kong, Los Angeles and other places, with more than 200+ high-end talents.

Committed to IFEC investment and operations, innovative application of IFEC scenario marketing and technology, providing a turn-key solution for digital cabins.

Create a national digital innovation center in Guangdong, Hong Kong and Macau, and aim to build a trillion-rmb digital industry cluster based on digital aviation and digital museums.

In 2018, China’s civil aviation allowed 3,200 aircraft to use mobile phones, marking the digital cabin industry into a new era.

Services provided include:

- product technology innovation with independent intellectual property rights
- civil aviation digital transformation
- Consulting team of civil aviation ecology and digital operations

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



## Asian Integrated Media Limited

Melbourne, Singapore and Beijing. AIM has an expansive team working across these four 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 the 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, Perspective, 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, long standing 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, appearing to be 'Peter Jeffrey', written over a horizontal line.

Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media  
19 August 2019