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## **migme expands in Southeast Asia with BMBX Entertainment and Terno Recordings**

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### **Highlights:**

- New artist engagement partnerships signed with BMBX and Terno Recordings
  - BMBX was founded by apl.de.ap, a member of the Black Eyed Peas
  - BMBX will introduce a roster of artists, including The Voice Philippines semi-finalist Jessica Reynoso
  - Terno Recordings will add an initial 12 artists, including popular regional band Up Dharma Down
  - Partnerships provide more entertainment to the migme platform in exchange for artists receiving a share of revenues from virtual goods based activities
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Global digital media company migme Limited ("migme" or the "Company") is pleased to announce new partnerships with BMBX Entertainment ("BMBX") and Terno Recordings ("Terno"), expanding its reach into the Southeast Asian region.

BMBX is a Singapore based independent music label focused on Southeast Asian entertainment that was founded by apl.de.ap (Allan Pineda Lindo), who is best known as a member of the Grammy Award winning group The Black Eyed Peas.

BMBX will introduce a roster of artists to the migme platform starting with The Voice Philippines semi-finalist Jessica Reynoso and Singapore-based, Born to Sing Asia Talent Quest winner, Miguel Antonio.

Terno is an independent Philippines based record label founded by Manila born DJ Toti Dalmacion. Terno will add an initial 12 artists to the migme platform, including popular regional band Up Dharma Down, which has also worked with the Singapore Tourism Board.

These partnerships allow for more artists across the region to share their lives and provide entertainment to migme users, whilst widening their fan base, increasing fan engagement and receiving a share of revenues from the sharing of virtual goods-based activities.

migme Limited CEO Steven Goh said: "We are excited to be working with these regional independent music labels and we welcome them as a valuable addition to our expansion program."

BMBX CEO Kelly Chew said: "It's a whole new world in music and BMBX are constantly looking for interesting platforms to work with. We look forward to this collaboration with migme which will introduce our talents to a new audience worldwide."

Terno founder DJ Toti Dalmacion said: "We are excited to work with migme and we are looking forward to extending our reach to new and different markets in the region."

The partnerships with BMBX and Terno follow on from the expansion of migme's artist engagement program into India, through partnering with CAA Kwan, one of India's largest celebrity and sports management agencies, Sony Music Entertainment India and creative multi-channel network Qyuki.

## **Media contacts**

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## **About migme Limited**

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. We deliver social entertainment services through mobile apps migme and LoveByte, artist management website alivenotdead and ecommerce services through Sold. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>