

# ASX Announcement

24 June 2015

The Manager  
ASX Market Announcements  
Australian Securities Exchange Limited  
Sydney NSW 2000

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## **PARTIAL SALE OF ACOMMERCE SHAREHOLDING | REGIONAL AGREEMENT FOR IBM SILVERPOP ENTERPRISE SUITE | OPERATIONS UPDATE**

### **aCommerce**

Asia Pacific Digital Ltd (ASX: DIG) has entered an unconditional agreement to sell 75% of its shareholding in aCommerce, the fast-growing Southeast Asian eCommerce logistics service provider, for AUD\$1.7m. An initial investment of APD's Venture division in April 2014, the partial divestment will deliver a ~2x money return for the 14 month investment. Funds realised from the sale will be used to further develop APD's regional expansion.

APD will retain 25% of its initial interest in aCommerce (currently valued at ~AUD\$550,000) and anticipates further upside potential as aCommerce completes its forthcoming Series B capital raising. APD and aCommerce will maintain their commercial relationship.

Completion will occur before 30 June 2015.

### **IBM Silverpop**

APD has finalised a multi-year agreement with Silverpop, an IBM Company, across Asia Pacific.

Silverpop is a cloud based digital marketing platform that enables marketers to track customer behaviours across multiple touchpoints. The agreement significantly strengthens APD's customer management offering for enterprise-level customers, with Silverpop providing market-leading technology functionality and a deep development roadmap for further platform enhancements.

Silverpop will also complement APD's existing SmartMailPRO platform which powers hundreds of SME clients across the region, and provides a seamless upgrade pathway.

APD expects that this partnership will change the growth profile of its Engage division.

### **Client Win: Goodyear Dunlop**

Following the recent rebrand of all operating businesses to APD, the Company is pleased to announce that it has been appointed Agency of Record for digital website services for Goodyear & Dunlop Tyres as the first major client win under its new integrated 360 degree digital services model. The project will see APD managing all aspects of digital website services for retail networks including Beaufort, Goodyear Autocare, Dunlop Super Dealers as well as the Goodyear, Dunlop, Kelly and corporate brands.

### **Management Appointments**

Veteran performance marketer **John Matthews** has transferred to Singapore where he has commenced building APD's Acquire performance marketing business in Southeast Asia. Mr. Matthews formerly ran APD's performance marketing business in Australia and is launching the company's full suite of customer acquisition channels in Southeast Asia. The business has already attracted its first client wins. APD anticipates building a scale business across Southeast Asia to complement its Australian business.



**Goon Chee Hung** has been appointed Country CEO of APD Malaysia, replacing Janet Teo who has left to build a new recruitment business in a commercial alliance with APD.

Mr Chee Hung has been General Manager of APD Interact for the past year and was previously Business Director at Ogilvy One in Vietnam. Mr Chee Hung takes over a thriving Malaysian business, with clients including Maxis, Proton, GSK and BMW.

**Sean Seah** has been appointed CEO, Greater China for APD. Mr Seah will build the firm's 360 degree offer from its existing operations in Shanghai and Hong Kong. Mr Seah has a long and successful client side career having run global marketing for Langham Hotels, the Asia travel vertical for Groupon and as founding CEO of Zuji in Hong Kong and Singapore.

**Paul Pritchard** has been appointed Country CEO of APD in New Zealand and will build APD's 360 degree services offer in that country. Mr. Pritchard was formerly Managing Director of Reactive New Zealand, Accenture's recently acquired digital agency. APD has a significant market presence in New Zealand through its Engage division and SmartMailPRO clients, and a successful eCommerce venture with Advantage.

#### **For more information:**

Peter Hynd  
Chief Commercial Officer  
[phynd@apdgroup.com](mailto:phynd@apdgroup.com)

Campbell Nicholas  
Chief Financial Officer  
[cnicholas@apdgroup.com](mailto:cnicholas@apdgroup.com)

#### **ABOUT APD**

APD (<http://www.apdgroup.com>) is a 360-degree digital services firm that delivers digital growth to more than 1,000 clients across the Asia Pacific region.

APD employs almost 400 digital professionals in Sydney, Melbourne, Auckland, Shanghai, Hong Kong, Manila (its technology hub), Kuala Lumpur and Singapore (Head Office).

APD integrates its clients' digital value chains through providing digital strategy, building technology, providing creative and campaign strategies, driving traffic to the web assets it builds, converting traffic into customers, retaining those customers and measuring performance through analytics. It also manages end-to-end eCommerce ventures on the basis of shared risk and reward.

Clients include such as Bayer, Budget, Cisco, Dell, eBay, Ecco, Expedia, Fonterra, Ford, GSK, Lend Lease, Lenovo, Maxis, Nestlé, Panasonic, Qantas, Tumblr and Village Roadshow.

APD has four divisions: APD Interact, who create interactive customer experiences; APD Acquire, who attract and retain customers via performance-based channels; APD Engage, who engage customers through sophisticated communication strategies and technology platforms, and; APD Venture, who invest in end-to-end eCommerce partnerships.

Asia Pacific Digital is listed on the Australian Stock Exchange and its ordinary shares are traded under the ticker DIG.

