



Digimatic Group



HELPING BRANDS CONNECT

ASX / Media Release

For immediate release – October 5th, 2016

AP Media Rebrands to Digimatic Creatives to Reflect New Full Fledged Branding & Creative Marketing Agency Role

HIGHLIGHTS:

- AP Media Pte Ltd was acquired by Digimatic Group Ltd in February 2016.
- The entity specializes in branding and content marketing activities to drive engagement and user acquisition.
- AP Media has 2 sub-brands - Anonymous Production, an established brand name known for quality video productions and 360VRAsia.com specializing in virtual and augmented reality solutions for businesses.

Digimatic Group Ltd (ASX:DMC) (the “Company” or “DMC”) is pleased to announce that it has rebranded its subsidiary AP Media Pte Ltd to Digimatic Creatives Pte Ltd (“DMR”) as of 4th October 2016.

The change in company name allows the entity to be easily identified as part of the Digimatic Group of Companies, and also to front the Group for all branding and marketing activities conducted with external parties. This also marks the shift in brand perception for the company where customers can easily understand the range of product and service offerings the company now provides to its customers.

A Unique Branding and Creative Marketing Agency

Originally starting from video production roots, AP Media began in 2006 as Anonymous Production, a boutique video marketing agency setup that specialized in helping businesses craft quality marketing and corporate videos as well as television commercials that meet business objectives, meaningful and yet attention-grabbing.

With the rise of 3D and HD visuals coming into play during the 2010 period, the company started dabbling with new technology and in 2011 started to work on virtual reality and augmented reality applications with a series of 15 VR stills for exhibitions that were used for digital documentation purposes. The new brand 360VRAsia.com was created in 2012 following the success of these projects, making the company one of the first in Asia to be able to produce large scale VR productions.

In 2012, AP Media Pte Ltd was formed as the company started helping companies with more holistic branding and marketing projects with suggestions on how good branding as well as video/ VR content could help businesses build stronger brand recall and gain more organic leads.

The company has built a strong reputation over the years and now counts brands like DBS Bank, Experia Events, CNBC Asia, Sheraton Hotels and Resorts as well as 8I Holdings as some of their regular clients.

After its acquisition by Digimatic Group in February 2016, the company has been gradually expanding its channel reach and in-house capabilities and is now able to help companies with large scale branding requirements as well as their overall marketing planning, content and media buy requirements.

DIGIMATIC GROUP LTD (ASX: DMC)

82 Ubi Avenue 4, #06-04 Edward Boustead Centre, Singapore 408832

T: +65 6385 5576 • F: +65 6385 7292 • enquiry@digimaticgroup.com



www.digimaticgroup.com



Digimatic Group



HELPING BRANDS CONNECT

ENDS

About Digimatic Group Ltd

Digimatic Group Ltd (ASX: DMC) is a Global Brand Enabler that empowers Brands to Connect to their Customers in the most effective way. As a thought leader in the digital space, Digimatic is a disruptive innovator that combines a unique blend of ROI Branding, ROI Marketing and ROI Commerce expertise to help clients achieve true value from their business investment.

About Digimatic Creatives Pte Ltd

Digimatic Creatives is the branding and marketing arm of Digimatic Group Ltd and specializes in content creation as well as full end-to-end branding and marketing solutions for clients. The company started out doing videos and TVCs for clients since 2006, and expanded its portfolio to include VR/ AR solutions as well as full end-to-end branding consultation and strategic positioning advice to help clients meet their business and marketing objectives. The company is now a full-fledged integrated branding and marketing solutions firm.

Further Information:

Singapore

Digimatic Creatives Pte Ltd
Investor Relations
info@digimaticgroup.com

Australia

Zane Lewis
Non Executive Director
Ph +61 40000 7900
zane@smallcapcorporate.com.au

DIGIMATIC GROUP LTD (ASX: DMC)

82 Ubi Avenue 4, #06-04 Edward Boustead Centre, Singapore 408832
T: +65 6385 5576 • F: +65 6385 7292 • enquiry@digimaticgroup.com



www.digimaticgroup.com