



# ASX Announcement

26 May 2014

## New Client Wins and Key Appointment

### Executive Summary

- Asia Pacific Digital announces two significant Tier One client wins in Australia, eBay and Village Roadshow
- aCommerce is rolling out the Group's SmartMailPro email and customer management platform in key Southeast Asian markets as part of its alliance with Asia Pacific Digital
- Sean Seah has been appointed to drive Asian eCommerce ventures, starting with [www.cellarmasterwines.com](http://www.cellarmasterwines.com)

### New Business Secured with Tier One Multinational Clients

Asia Pacific Digital's **dgm** subsidiary has been appointed by eBay Australia to provide a full suite of Search Engine Optimisation services.

The Company's **Next Digital** subsidiary has been engaged by Village Roadshow to design and plan significant new digital collateral, for launch in late September 2014. Longer term engagements are under discussion.

The Group has also been awarded several significant new client mandates in Asia which are still subject to legal documentation. Further information will be provided when formal processes are complete.

These new clients provide an encouraging early platform for revenue growth in FY15.

### Rollout of SmartMailPro in Key Southeast Asian Markets

Asia Pacific Digital's alliance partner aCommerce has adopted SmartMailPro as its email platform of choice and is now working with Jericho to roll out the platform in local languages in its key Southeast Asian markets.

Following this implementation, SmartMailPro will be deployed in multiple languages across the region in Australia, New Zealand, Hong Kong, the Philippines, Singapore, Malaysia, Indonesia and Thailand.

## Key Appointment

The Company is pleased to announce that it has appointed Mr. Sean Seah as Director of New Ventures, Asia with responsibility for driving its investment in [www.cellarmasterwines.com](http://www.cellarmasterwines.com) in Hong Kong, and for subsequently identifying and structuring new ventures.

Mr. Seah is a highly experienced eCommerce professional, having previously run eCommerce at Air New Zealand, established the Zuji brand in both Singapore and Hong Kong, run the online channel for Langham Hotels and most recently the travel vertical for Groupon across Asia. Mr. Seah will start on 1 June 2014.

### For more information:

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