

19 February 2014

## **mig33 acquires alivenotdead.com**

---

### **Highlights**

---

- mig33 (“mig33” or the “Company”) has advised Latin Gold that it has acquired alivenotdead.com, a major Asian artist and entertainment management group with a reach of over 1800 artists.
- alivenotdead.com is operating on a cashflow positive basis. This transaction is revenue and earnings accretive to the mig33 group of companies.
- The cost of the acquisition (which is commercial in confidence) will be fully provided within the existing acquisition agreement between Latin Gold and mig33. This means that no additional Latin Gold shares are required to be issued other than the shares previously announced to acquire the mig33 group of companies.
- As previously advised, Latin Gold has reached agreement to acquire 100% of the mig33 social entertainment platform through the issue of approximately 720 million Latin Gold shares and anticipates trading on ASX as mig33 in May 2014.
- mig33 is a social entertainment platform with over 3 million monthly active users and was recently relaunched as a Beta in August 2013. The service includes Miniblog, Chat, Chatrooms, Virtual Gifts and Games and is available on Android, WAP and Web.
- The platform is monetising and is targeting internet users in emerging markets representing over 3.5 billion people and the next frontier of growth in the Internet.

### **About alivenotdead.com**

The acquisition of alivenotdead.com by mig33 will deliver a significant boost to mig33's entertainment platform, offering fans and artists a way to connect and enable alivenotdead.com's fast-growing stable of more than 1,800 artists to engage with, grow and monetise their audiences among mig33's members.

1

Alivenotdead.com is an Asia Pacific-centric online community platform that connects musicians, filmmakers, and other artists with their fan base. The existing mig33 footprint presents an opportunity to grow alivenotdead.com's franchise across larger Asia and brings additional advertising and sponsorship revenues to the Company.

mig33 is growing as a social entertainment and networking community and a key component of the growth model is the use of artists to engage with their fan base and convert that engagement into monetisation. The addition of alivenotdead.com will accelerate the growth of mig33 as it allows content creators a unique way to monetize as they directly engage with an expanded audience via events, sponsorships, chat and more.

As mig33 grows it will offer more and more artists a chance to monetise across hundreds of millions of potential fans across emerging markets, in a community that features engagement figures comparable to Facebook, Twitter and other popular sites.

Hong Kong-based alivenotdead.com was founded in 2007 with the goal of strengthening artist communities worldwide, allowing artists to connect with and grow their audience, share their creative works and meet and collaborate with other artists. The community was founded by Patrick Lee, a successful entrepreneur focused on internet and entertainment and co-founder in 2000 of the very popular motion picture review site, RottenTomatoes.com.

### **mig33 business model**

mig33 have a clearly defined model for becoming the leading social interaction network across the emerging markets, which contain some 3.5 billion people.

As the mig33 platform is refined for substantial update around May 2014 the Company will continue to use organic development as well as the acquisition of other complementary digital assets to achieve the Company's market and monetisation expectations in the shortest time possible.

The Board of Latin Gold is excited with the growth potential of the mig33 platform and see the acquisition of alivenotdead.com as early confirmation to the business model that mig33 has developed.

The acquisition of alivenotdead.com by mig33 during the Latin Gold merger period will not result in any increase in the negotiated merger consideration.

The acquisition demonstrates the strong commitment of the mig33 team to the merger with Latin Gold and also their commitment to accelerate the mig33 business model into high growth and positive earnings in the shortest time frame possible.

alivenotdead.com's chief operating officer, Raffi Kamalian, will stay onboard as alivenotdead.com's CEO, spearheading mig33's expansion of the online agency's brand throughout Asia and emerging markets.

alivenotdead.com has already commenced the transition of its client base to the mig33 platform for chats, contests and other fan interaction activities, with very positive early results. As the transition accelerates it will create additional promotional opportunities for the existing alivenotdead.com artist base into a number of mig33's key South Asian strongholds."

Howard Dawson  
Chairman

Attachment: mig33 Press Release

**For Release Only at  
9 am Singapore Time  
Wednesday, February 19, 2014**

**mig33 Acquires Artist/Fan Site alivenotdead.com,  
Bolstering New Engagement and Monetization Opportunities for Artists**

**Singapore – Feb. 19, 2014** -- mig33, one of the fastest-growing social entertainment and networking communities in emerging markets, today announced it has acquired alivenotdead.com (AnD), an Asia Pacific-centric online community uniting musicians, filmmakers, and other artists with their fans.

The acquisition delivers a dramatic boost to mig33's entertainment platform, offering fans and artists a way to connect and enabling AnD's fast-growing stable of more than 1,800 artists to engage with, grow and monetize their audiences among mig33's members.

"As mig33 continues to quickly emerge as a social entertainment and networking community, our engagement with alivenotdead.com is about two core things for artists: unique engagement and monetization," said Steven Goh, co-founder and CEO, mig33. "This acquisition will be mig33's boldest move yet to offer content creators a unique way to monetize as they directly engage with an expanded audience via events, sponsorships, chat and more."

"mig33 now more than ever offers artists a chance to monetize across hundreds of millions of potential fans across emerging markets, in a community that features engagement figures comparable to Facebook, Twitter and other popular sites."

Hong Kong-based alivenotdead.com was founded in 2007 with the goal of strengthening artist communities worldwide, allowing artists to connect with and grow their audience, share their creative works, and meet and collaborate with other artists. The community was founded by Patrick Lee, a serial entrepreneur focused on internet and entertainment and co-founder in 2000 of the wildly popular motion picture review site Rottentomatoes.com.

alivenotdead's chief operating officer, Raffi Kamalian, will stay onboard as alivenotdead's CEO, spearheading mig33's expansion of the online agency's brand throughout Asia and emerging markets.

"We've already started experimenting with bringing our artist database to the mig33 platform for chats, contests and other fan interaction activities, and the results have been great," said Kamalian. "Looking forward, there are a lot of opportunities for promotion into some of mig33's key South Asian strongholds."

"This acquisition goes beyond mig33 facilitating alivenotdead's growth across other parts of Asia, and alivenotdead accelerating mig33's reach to artist communities and media relationships," said Goh. "We're polishing the mig33 platform, proceeding towards a listing on the Australian Stock Exchange and looking to acquire other complementary digital assets with a focus on the fast growing markets of Asia, Eastern Europe, Middle East and Africa. This acquisition is the first of what we hope will be many."

**About alivenotdead.com**

alivenotdead.com was founded in 2007 by a group of Hong Kong artists, including film star Daniel Wu along with two of the cofounders of Rottentomatoes.com. Founded as an online community to connect artists and fans from around the world in many fields including actors, musicians and fine artists, alivenotdead.com has grown to over 1,800 official artists and become a pioneer in Asia in connecting artists with job opportunities through bookings and online social media endorsements.

**About mig33**

mig33, founded in 2006, is a multi-platform mobile and internet business focused on social entertainment and networking in emerging markets. Originally available only on feature phones, mig33 now includes a highly popular miniblog, chat and chatrooms, virtual gifts and games and is available as a beta on the web, mobile web, android and J2ME. The company has a corporate presence in Singapore, Malaysia, Indonesia and Silicon Valley. mig33 has recently entered into a heads of agreement with Latin Gold Limited (ASX:LAT) to proceed towards a reverse takeover, a transaction that is likely to complete in May 2014. For more information, please visit [www.mig33.com](http://www.mig33.com).

###

**Media Inquiries**

Timothy Johnson  
for mig33  
1.408.499.7617  
[tim@whitespinnaker.com](mailto:tim@whitespinnaker.com)

Australia Contact:  
Luke Forrestal  
Account Manager  
Cannings Purple  
+61 411 479 144  
[lforrestal@canningspurple.com.au](mailto:lforrestal@canningspurple.com.au)