



Thursday, 19th April 2018

Australian Stock Exchange Limited,
Level 4, North Tower, Rialto
525 Collins Street
Melbourne 3000

STOCK EXCHANGE ANNOUNCEMENT

Authorised Investment Fund Limited has received the attached information from AIM today and believe it will be of interest to our shareholders.

Cathy Lin

Company Secretary

- Ends -

A letter to shareholders

19 April 2018



CATHAY PACIFIC AIRWAYS REAPPOINTS AIM AS EXCLUSIVE GLOBAL ADVERTISING SALES REPRESENTATIVE

HONG KONG, 19 April 2018 – Asian Integrated Media (AIM) has extended its long standing exclusive media representation agreement with Cathay Pacific, one of the world’s leading premium airlines. The agreement covers multiple media platforms across the global fleet of Cathay Pacific Airways and Cathay Dragon as well as on ground airport lounge assets. These include Discovery Magazine, The Shop, Silk Road and Studio CX in-flight TV channels.

Cathay Pacific’s in-flight channels provide a powerful medium for reaching the airline’s 20 million plus passengers each year and some of the world’s most frequent and affluent flyers. 49% of Cathay Pacific’s audience have an annual income of US\$100,000+ and 31% own at least one investment property.

AIM’s global management of these in-flight channels consistently generates multimillion dollar advertising revenues annually.

About Cathay Pacific Airways media channels:

- Discovery has a monthly readership in excess of 2 million readers each month.
- Inflight shopping magazine, The Shop has a quarterly readership of over 6 million readers.
- Silkroad, Cathay Dragon’s Inflight magazine has a monthly readership of 900,000+.
- Cathay Dragon has a fleet of 42 passenger aircraft serving 54 destinations, and around 5,000 total flights per month.
- Cathay Pacific’s state-of-the-art StudioCX interactive entertainment system reaches all seats in all classes. Each seat has a personal TV that can access On Demand TV or 20 video channels.
- Cathay Pacific and Cathay Dragon’s entire fleet continue to be gradually upgraded with a Wi-Fi streaming system. The Wi-Fi streaming system enables passengers to use their own devices to view the same inflight entertainment programmes as shown on the AVOD system.
- Cathay Pacific Lounge Landing Page - visitors to Cathay Pacific’s world-beating premium passenger lounges in Hong Kong have time on their hands – with work to do or websites to browse for pleasure. Whether on their own devices or one of the lounges’ own screens, they begin on the special lounge landing pages. Selected partners can have an icon on the page that can connect to a tailor-made microsite, or to your main website.

Quote: Peter Jeffery, CEO/Founder, Asian Integrated Media

“We’re thrilled that Cathay Pacific has extended this partnership with AIM”. AIM represents a powerful portfolio of in-flight media opportunities for advertisers to showcase their brand to captive audiences around the globe including in-flight magazines, in-flight TV, digital platforms and ambient media including airport lounge activations. In-flight advertising provides a unique way for media buyers and brand owners to target lucrative frequent flyers and business travellers including decision makers and opinion leaders with a high disposable income.”

About Asian Integrated Media

AIM is headquartered in Hong Kong and has sales offices in Melbourne, Singapore and Beijing.

AIM has an expansive team working across these four cities along with a worldwide affiliate network of sales agents in all the key cities in Europe, Asia and the USA.

With a strong network of experienced advertising sales professionals, AIM now has representation in major cities across 16 countries. These include Australia, Benelux, China, France, Hong Kong, India, Italy, Japan, Korea, Singapore, Switzerland, Taiwan, Thailand, United Arab Emirates, United Kingdom and United States of America

AIM is the exclusive partner of Cathay Pacific and Cathay Dragon representing all media platforms (worldwide representation), Conde Nast International, Qantas, Addition+, Handelsblatt Germany, Die Zeit Germany, Daily Mail UK, Jetstar, Horizon (TurboJET), Indulge (Star Cruises), Design Anthology, Perspective, The Key, Tasting Kitchen, Spirito diVino Asia, Hong Kong Tourism Board, Robb Report China, and Richesse.

Providing the best international sales representation for premium media, AIM is highly selective in the titles and platforms it represents with its key portfolio in the travel and luxury lifestyle segments.

It is the combination of experience, longstanding client relationships and a strong network of sales offices which ensures that AIM delivers the maximum level of advertising revenue for media partners.