



Wednesday, 13 March 2019

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

### **STOCK EXCHANGE ANNOUNCEMENT**

Authorised Investment Fund Limited (ASX:AIY) is pleased to announce to AIY shareholders, that Asian Integrated Media ( AIM ) and Ambient Digital Group ( ADG ) have agreed to undertake an Australian incorporated joint venture to provide highly targeted, data driven programmatic online advertising campaigns.

AIY is being offered the opportunity to acquire a 30% interest in this venture and is progressing with ADG and AIM with a Non- Binding Indicative Term Sheet toward establishing the venture

Shareholders will no doubt be very excited by this new development. Please refer to the following ASX release for more details.

Cathy Lin

Company Secretary

- Ends -



## ASX RELEASE

13/03/2019

### AUTHORISED INVESTMENT FUND LIMITED TO INVEST IN JOINT VENTURE BETWEEN ASIAN INTEGRATED MEDIA AND AMBIENT DIGITAL GROUP

Asian Integrated Media (**AIM**) and Ambient Digital Group (**ADG**) have invited Authorised Investment Fund Limited (**AIY**) to invest in a new joint venture between AIM and ADG. The joint venture will be conducted through a proprietary limited company that will soon be incorporated (VENTURE).

At this stage it has been agreed that AIM, ADG and AIY will sign a non-binding term sheet. The term sheet will set out the necessary terms and conditions of AIY's investment into the Venture, such investment to take the form of the Venture company issuing to AIY fully paid ordinary shares equal to 30% of its issued capital in consideration for:

- (a) AIY issuing to the Venture company 5,200,000 fully paid ordinary shares in AIY (**AIY Shares**) at \$0.30 per share; and
- (b) AIY granting a further 5,200,000 options with an expiry date of 1 March 2021 and an exercise price of \$0.40 per option (**AIY Options**). Upon exercise of each AIY Option, AIY will issue one AIY Share to the option holder. The AIY Options will not be quoted on the ASX.

Once the parties have executed the non-binding term sheet, AIY will disclose to the market the material terms and conditions of the transaction. However a condition precedent to the transaction will be AIY obtaining approval from the Board of the Pooled Development Funds (**PDF Board**) to issue AIY Shares to the Venture company under the proposed transaction. AIY has not yet applied for approval from the PDF Board and does not make any representations as to the likelihood of success in seeking PDF Board approval.

## **ABOUT THE VENTURE**

The Venture is intended to provide global highly targeted, data-driven programmatic online advertising campaigns, with emphasis (though not exclusively) in the travel, luxury goods and private wealth sectors.

ADG has extensive experience in running very sharply focused online campaigns using proprietary technology supported by beneficial third-party trading relationships. The collection, analysis and dissemination of specific, relevant data is key to this process. It allows for the correct target audience to be built and ensures that an on-point pool of 'lookalike' recipients of the ads is grown exponentially through the duration of the campaign.

AIM has long-established experience in the business sectors that the JV will concentrate on and brings both a highly valuable client list and very strong account management infrastructure.

There are several unique elements to this venture:

- Proprietary Technology ADG has invested over USD 2m in proprietary programmatic technology and its inhouse, data-driven programmatic trading desk is connected to multiple sources of Asian and Global inventory.
- Travel Elite ADG has created a bespoke method of tracking demographic, class of travel, departure and destination data of visitors to airline and hotel booking sites, enabling incredibly focused targeting for advertisers.
- China ADG (technology) and AIM (relationships) are able to focus on the extremely lucrative Chinese market of global travelers with high disposable income in a way that nobody else is currently doing.

The new venture has projected pretax revenue of USD 2.7m in 2019-20, USD 5.3m in 2020-21 and USD 7.1m in 2021-22.

From an Ambient perspective:



“Ambient is very excited to be launching this venture with AIM. We have invested heavily over the last few years, both in our proprietary programmatic technology and in hiring the best digital media experts available, to be able to provide world class, precision targeted digital media campaigns in any market that our clients require. AIM’s global reach and expertise in the highly lucrative travel, luxury goods and private wealth sectors aligns perfectly with our offer and we look forward to a long and very fruitful partnership with them”.

Matt Robinson, Ambient Group COO, <https://ambientdigitalgroup.com/>

From an Aim Perspective:



“It is becoming increasingly apparent that the appetite by brands to engage with an audience of sophisticated travelers is huge. Through our relationships with airlines and the travel industry we are now in a position to offer even more channels of engagement and through our association with the Ambient Group we are able to facilitate this. As such we are very excited about this partnership which allows us to work with our advertising clients around the world in order to deliver great results on their behalf.”

Peter Jeffery CEO, AIM . <http://www.asianimedia.com/>

From an AIY Perspective:



“AIY are very pleased to have invested in AIM in 2018. To now have the opportunity to invest in Ambient Digital and AIMs new Joint venture in such a superpowered digital market sector is remarkable and wonderfully exciting. The combined force of AIM and Ambient under the current service provider relationship between AIM and Ambient is already making major inroads into this highly specialised and lucrative market place thru the ‘Travel Elite’ platform launched by AIM in January 2019. To now have the benefit and potential to be included in a much bigger and broader series of targeted marketing and programmatic campaigns and initiatives to capture a potential significant portion of the immense shift toward multibillion dollar digital and programmatic ad spend in other programmatic sectors is nothing short of a breath-taking opportunity.

We look forward to potentially broader, more lucrative and positive outcomes from AIYs 30% investment in the AIM/AMBIENT/AIY initiative.”

Ben Genser Chairman. AIY <https://www.authorisedinvestment.com.au/>

## PROGRAMMATIC MEDIA MARKET SNAPSHOT

### *2019,2020 Programmatic Spend*

Industry sources WARC and Zennith media state:

“Programmatic ad spend could grow as much 19% this year, reaching US\$84bn 65% of all money spent on advertising in digital media in 2019 will be traded programmatically, according to Zenith’s *Programmatic Marketing Forecasts* this year Advertisers will spend US\$84bn programmatically in 2019, up from US\$70bn in 2018, which represents 62% of digital media expenditure Zennith predict that in 2020 advertisers will spend US\$98bn on programmatic advertising, representing 68% of their expenditure on digital media advertising. By digital media, Zennith define as: all forms of paid-for advertising within online content, including online video and social media, but excluding paid search and classified advertising.”

## **ABOUT AMBIENT**

Ambient Digital is an independent digital media company providing marketing and media solutions across Southeast Asia and beyond. Ambient deliver the entire range of digital media products to mobile and desktop via a market leading, proprietary, programmatic technology platform as well as leveraging the best available third-party platforms to provide highly effective digital media solutions.

Ambient's unique platform enables advertisers to plan dynamic, cross device campaigns, reaching millions of consumers, across billions of ad impressions in Indonesia, Myanmar, The Philippines, and Vietnam -and now, through AIM, the rest of the world.

Additionally, Ambient's proprietary Supply Side Platform (SSP) is opening up many other markets both within the region and beyond to local, regional and global buyers of digital media.

Ambient Digital provides local services to advertisers in 4 major South East Asian markets with a combined reach of over 500 million people.

- Vietnam
- The Philippines
- Indonesia
- Myanmar

Additionally, with over 150 connections to global demand partners, Ambient Digital also provides a global marketplace for publishers and advertisers alike.

## **ABOUT ASIAN INTEGRATED MEDIA**

Asian Integrated Media PTY LIMITED (AIM), entered into an exclusive investment agreement with Authorised Investment Fund Limited (ASX: AIY) in April 2018. The Board of AIY announced in April it had agreed to acquire a 25% interest in AIM. It also has an option to increase this holding by a further 5% to a total of 30% at any time over the next 3 years.

Asian Integrated Media PTY LIMITED (AIM), is one of the world's leading media sales representation networks. Headquartered in Hong Kong, AIM also has sales offices in Melbourne, Singapore and Beijing. AIM has an expansive team working across these three 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), in-flight media for major international airlines, Condé Nast International, Newsweek, National Geographic Magazine, Handelsblatt Germany, Die Zeit Germany, SITAONAIR, Perspective, HKTG, Robb Report China, and Harrods Media.

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.

A handwritten signature in blue ink, appearing to read 'P. Jeffrey', with a large, sweeping horizontal stroke above the name.

Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media  
13 March 2019