

ASX Release

16 April 2018



Asian Integrated Media and Authorised Investment Fund Enter Global partnership Deal

In breaking news, Asian Integrated Media PTY LIMITED (AIM), one of the world's leading media sales representation networks, has entered into an exclusive investment agreement with Authorised Investment Fund Limited (ASX: AIY). The Board of AIY has much pleasure in announcing it has 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. The consideration for the 25% interest in AIM is AUD\$6.25 million.

This investment is fundamental to the overall strategy that AIY has recently embarked on. In January this year agreement was reached with Box Digital Media Pty Ltd (BDM). Now, together with this important investment in AIM, we are confident we have a materially increased capacity to accelerate our growth in emerging disruptive digital technologies.

As stated in the AIY Directors' half yearly report for the period ended 31st December 2017, concerning the AIY equity interests in Box Digital Media Pty Ltd, "The impact of these agreements is likely to resolve in AIY's shareholder funds being restored to above \$1 million dollars by June 30 2018." The agreement with AIM on 13th April 2018 and the placement of AIY shares to fund the AIM investment (62.5 million shares @ 10cents per share. These shares are being placed with interests associated with the Directors of AIM.) The AIY EGM on 26th March 2018, provided AIY Directors with the ability to place the shares and this placement will have a further favourable impact on AIY's 2018 balance sheet. In addition to this we expect to be adding an increasing revenue stream from successful digital strategies during calendar 2018.

AIM and AIY will immediately begin work to roll out a range of new data, programmatic media and interactive digital magazine solutions for its clients and media agency partners.

AIM is one of world's most highly regarded media sales networks, with a long history of working with many leading luxury, travel, tourism, financial services and automotive brands, as well as numerous government authorities.

This new partnership will enable AIM to expand its media offering for brands wishing to tap more highly targeted and valuable audiences. AIM has already commenced development work with AIY partner company, Box Digital Media, to introduce its unique and pioneering technology, E-MERSION, to a number of AIM clients. Delivering 'always on content', in real time, E-MERSION is designed and built for multi-sensory engagement on every page across digital magazine platforms. Creating vast, new real-time revenue channels for advertisers while delivering more tailored content experiences to better engage consumers with the added ability to immediately transact, securely, when, where and how the customer chooses.

AIM can now offer its clients a greater range of media solutions. Delivering an immersive and switched on digital magazine in-flight with products delivered to your door, opening the door to a limitless world of entertainment and content beyond traditional magazines, CRM programs and in-flight channels, and partnering real time with like-minded brands.

Backed by a comprehensive analytics platform, empowering client partners and advertisers to monitor and measure the effectiveness of individual advertising, content placement and distribution within the brand's complete ecosystem.

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

"AIM's new partnership with AIY will enable the AIM brand and its long list of clients, to expand beyond traditional media platforms and take advantage of new audiences from rapidly emerging markets in China and throughout Asia. We have a proud history of working with some of the world's top brands and media partners, and now with AIY partnering AIM in this exciting next chapter, we can invest further in Ad Tech to deliver more targeted audiences, at scale, to our brand partners".

Quote: Ben Genser, Chairman AIY

"The media landscape is changing rapidly with audiences demanding content real time, on their terms, when, where and on their screen choice. To partner with one of Asia's leading and long-established media sales networks to invest in new audience delivery platforms is very exciting. This new partnership will enable AIM to immediately deliver new ad tech solutions to its client list, including the exciting new digital magazine portal, E-MERSION. This, in addition to its vast list of multi-media titles, will offer AIM's clients more options to access richer, more targeted and lucrative audiences for their brands".

About Asian Integrated Media

The original AIM entity was founded in August 2002. Headquartered in Hong Kong, AIM also has sales offices in 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), 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.

About AIY

Authorised Investment Fund LTD (AIY) operates as a registered Pooled Development Fund under the Pooled Development Funds Act 1992 (PDF Act), solely within Australia. The principal activity is to provide passive equity capital to certain eligible small or medium-sized Australian companies in accordance with the provisions of the PDF Act and the Board of AIY believes this investment falls within the PDF Act.

AIY has a number of favourable investment attributes. One of these is its tax-free capital gain status. Since implementation of AIY's strategy to invest in digital media assets, the market has acted favourably and outperformed

the All Ordinaries Index over the past 12 months. Current share price has experienced a growth of 216% in the last 12 months, as evidenced by the enclosed Market Index chart, at as 10:30am, April 12, 2018.

Authorised Invest Chart



AIY share chart, Market Index, as at 10:30 a.m., 12 April 2018.

This release has been prepared for and on behalf of AIM PTY LIMITED (ACN 625 556 292) and Authorised Investment Fund LTD. (ACN 068 793 322).

For and on behalf of the Board



Cathy Lin
Company Secretary - Authorised Investment Fund LTD

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Authorised Contact

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