



**Authorised**  
Investment Fund Ltd.

ASX RELEASE

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Wednesday, 18th 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

18 April 2018



## **SPAFAX APPOINTMENT DELIVERS SIGNIFICANT INCREASED INFLIGHT REVENUE STREAMS FOR AIM.**

**HONG KONG, 18 April 2018** – Asian Integrated Media (AIM) has extended its exclusive media representation agreement with Spafax, one of the world’s leading providers of in-flight content. The agreement covers multiple media platforms on an impressive collection of international and regional airline partners.

AIM has an impressive 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.

AIM’s agreement with Spafax includes the following airline partners:

Air Canada  
American Airlines  
Emirates  
JetBlue  
LATAM  
Malaysia Airlines  
Scoot and Tigerair  
Singapore Airlines  
Virgin America

### **About Spafax:**

Spafax is an international content marketing agency and one of the world’s leading providers of media sales, entertainment curation and content marketing focusing on in-flight magazines and IFE. The group was founded in 1985 and is now part of WPP Group PLC, in the tenthavenue division. The group is headquartered in London with over a dozen offices around the world.

Spafax creates engaging and entertaining media products that help client and client’s customer’s converse and connect in the United Kingdom and internationally. It offers entertainment, content publishing, media sales, interactive design, interactive development and management, technical, branded content, specialized inflight entertainment management, custom marketing, and advertising sales and production services.

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

“AIM’s partnership with Spafax delivers to AIM’s clients valuable access to burgeoning affluent travelers, particularly from Asia. This partnership enables AIM to provide expanded in-flight advertising and airport lounge opportunities to the world’s leading brands. Both through existing inflight channels as well the rapidly emerging digital channels.

### **About Asian Integrated Media**

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.