



Wednesday, 14 August 2019

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

**STOCK EXCHANGE ANNOUNCEMENT**

**e-Mersion Media launches Box Ibiza Magazine**

Authorised Investment Fund Limited (ASX:AIY) received the attached letter from its investee company, e-Mersion Media (e-Mersion) today.

We believe that AIY shareholders will be very interested in e-Mersion's latest news regarding its operations.

On behalf of the Board

Cathy Lin

Company Secretary

- Ends -

14 August 2019

## e-Mersion Media launches Box Ibiza Magazine targeting 4 million+ visitors to Ibiza



Box Ibiza Magazine is the definitive guide to Ibiza, targeting Ibiza's 4 million+ tourists each summer. The enhanced digital magazine is a fully immersive and interactive lifestyle magazine bringing the pulse of the island to discerning individuals in search of an insider experience like no other. It is e-Mersion Media's first digital magazine created from the ground up. All editorial, creative design, production and digital enhancement on the e-Mersion digital magazine platform has been developed exclusively by the e-Mersion Media team in Melbourne, working with the London based Box Ibiza Magazine partners, editorial and sales team, and the team of freelance content producers on the island of Ibiza.

Lucrative audience:

- Ibiza is a true global hub with over 4 million visitors in 2018
- Visitors average spend 170€ - 250€ per day
- Five-star hotel occupancy is at 95%
- Top Travellers: UK (979k), Italy (450k), Germany (321k) and Netherlands (289k)

(Source: Ibiza Official Tourism Site, 2018 Figures)

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Revenue potential from multiple revenue streams being targeted through the Box Ibiza Magazine include:

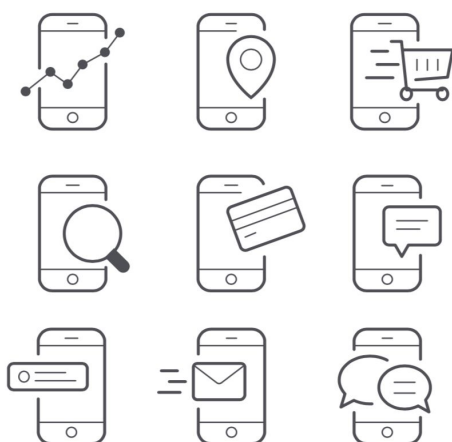
- Revenue generated from app download fees
- Advertising sold within each issue of the magazine across the summer of 2019
- Revenue share of e-commerce / merchandise sales from participating partners within the magazine
- Monetisation of data generated through the e-Mersion platform for programmatic advertising purposes
- Revenue sharing from affiliate partners for categories including hotel reservations, Club VIP tables booked from within app for Ibiza Clubs featured within the magazine, car rental bookings, tickets to events, etc.

Enhancing the Ibiza fan lifecycle:

Regular visitors to Ibiza, or any of the world's super islands, are no longer content to merely engage with their favourite club or DJ at one event alone, they want an active on-going relationship via new channels. They want to interact before, during and after the event experience – all of this opens up huge opportunities for clubs and key Ibiza stakeholders to create unique experiences, clearly differentiate from all the competition and better monetise the fan's hunger and passion.

Box Ibiza Magazine will deliver stakeholders a well-structured, innovative fan engagement platform and keep their current fan base switched on and attract a whole new group of followers looking for the next big thing.

e-Mersion Media's analytics reporting dashboard empowering advertisers with better data:



#### Tracking & Analytics

- Traffic
- Time in app
- E-Commerce
- Engagement with ads & content
- Events triggers
- User journey
- Audience segments
- Issues downloaded

Quote: Vincenzo Viola, CEO, e-Mersion Media

*"Today's powerful mobile devices enable consumers to unlock rich content that combines creativity with technology, resulting in a rich and disruptive experience unseen in previous generations of publishing. Unlike regular magazines, we won't just interview DJs. We hang out with the DJs in the DJ booth... you can't get closer. Through e-Mersion's Box Ibiza Magazine, you will be able to go behind the scenes, watch them mixing tunes, download their very latest playlist and even book tickets to their next gig. The e-Mersion platform enables live updates; exclusive offers and fan / event interactivity; quality, authentic, customised content; ease of purchase process prior to the event, before touching down on the island; and VIP access – no queues, great offers and preferential service."*

About e-Mersion Media Pty Ltd

e-Mersion Media is the owner and publisher of Box Ibiza Magazine. Headquartered in Melbourne, and with offices in London and Hong Kong, e-Mersion Media Pty Ltd developed and wholly owns e-Mersion.Media™, a groundbreaking magazine digitisation solution for mobile devices encompassing:

- Multi-sensory engagement through site, sound and action.
- A pioneering technology that fully immerses consumers across a brand's entire ecosystem.
- Delivering 'always on' content in real time.
- Creates new real-time revenue channels for advertisers, while customers can transact, securely, when and how they choose.
- Brands can tap into, aggregate, tailor and share existing 'richer content' that formerly was distributed only through limited owned web and social channels.

Backed by a comprehensive data-gathering analytics platform, empowering client partners and advertisers to monitor and measure content engagement and e-commerce.

Download your free copy of Box Ibiza Magazine now:



This announcement has been prepared for and on behalf of the Board of e-Mersion Media Pty Ltd.

Vincenzo Viola

A handwritten signature in black ink, appearing to be 'V. Viola'.

Chief Executive Officer  
e-Mersion Media Pty Ltd

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