



Thursday, 20 December 2018

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

**STOCK EXCHANGE ANNOUNCEMENT**

**A Letter to AIY Shareholders**

Dear Shareholder,

Authorised Investment Fund Ltd (ASX:AIY) is pleased to release the attached Media Release with AENEA. AENEA is one of AIY's investee company.

The release is to advise shareholders of AIY that AENEA announces global digital distribution partnership in 16.31 billion-dollar Epigenetics Market.

We believe all the shareholders of AIY would be pleased to learn about AENEA's latest business development.

On Behalf of the Board

Cathy Lin

Company Secretary

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**Authorised Contact**

For information regarding the above announcement, please contact:

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## Media Release - 20 December 2018



### **AENEA ANNOUNCE GLOBAL DIGITAL DISTRIBUTION PARTNERSHIP IN 16.31 BILLION DOLLAR EPIGENETICS MARKET. PROJECTED UK SALES IN YEAR 1 LIKELY TO EXCEED \$3.5M OFF BACK OF PRE ORDER SALES OF \$200K WITHIN DAYS OF LAUNCH.**

Aenea Cosmetics reports its new digital distribution agreement has had instant effect with \$200K pre order sales. This follows a major article on Aenea and epigenetics published in the Financial Times on the 15<sup>th</sup> December 2018. With an exposure to 942,000 'paid-for' users (as of November 2018) and over 740,000 digital subscribers in its 'How to Spend It Magazine', it received 290,000 downloads giving Aenea and its products further global attention to a focused audience.

The article is certainly making waves in the world of beauty as the science of epigenetics goes mainstream 'This huge excitement in aesthetic circles revolves around the fact that epigenetics has been shown to be able to not just stop further ageing but also reverse the effects.'

The global exposure to Aenea through the Financial Times and other recent articles which include The Telegraph, New York luxury lifestyle magazine Les Carats and New Beauty (7m views), are set to make a powerful impact on the conservative sales projections of \$3.5m in year 1, \$15m in year 2 and \$50m in year 3, with further coverage secured in both the UK and US for Grazia, Vogue, Marie Claire and GQ magazines.

As Aenea Group address the mass luxury segment of the epigenetics cosmeceuticals market, it will broaden its product range to meet the appetite of this enormous emerging market.

Although to be launched in January 2019, its new product line has already exceeded first quarter targets by an impressive 400%. This is in addition to Aenea Group receiving AUD 437,500 of purchase orders from their existing distribution partners and to which they are preparing to increase order cycle timing to meet existing demand.

In addition, an established distributor has signed a one-year distribution agreement with options that underpins sales projections moving forward for the Group.

Aenea Group projects a healthy financial outlook, maintaining positive cash flow and profitability through 2019 and beyond.

AUD (Million)	2019	2020	2021
Total Revenue	3.5	15	50
Gross Profit Margin	79.5%	75.5%	75.3%
Net Profit Margin	67.2%	74.2%	75.0%

In addition to the above digital sales and outlook the territory growth strategy for 2019 sees brand establishment in the EU marketplace, Middle East and Asia Pacific.

These include the largest in Spain (70 stores), Russia (850 stores located in 250 cities of the country), two EU respective distributors who between them account for 1230 outlets in 14 markets including Belgium, Netherlands, Luxembourg, France, Austria and Switzerland and finally one of the largest in Asia Pacific.

A targeted strategy to roll the brand out across the luxury hotel spa sector has commenced with agreements already in place in the Middle East with three major luxury hotels confirmed to launch in quarter 1 2019. A further 11 properties are expected to open throughout the year in this region alone.

Data released by the Global Wellness Institute (GWI) shows unfolding trends in wellness tourism with revenues growing 5 times faster than the average global growth rate in this region alone.

In a report by Grand View Research, Inc, the global [epigenetics market](#) is expected to reach USD 16.31 billion by 2022. Aenea are on track to capture a considerable slice of this fast-growing market and are poised to capture its growth as it unfolds.

Since investment of up to 30% in Aenea Cosmetics by AIY 'Authorised Investment Fund LTD' from 20% up to 30% the additional capital injection has enabled the brand to focus marketing strategies, brand awareness and global PR opportunities to grow Aenea. We are happy to report the investment has well and truly paid off with the rapid global exposure of the brand across many platforms and the resulting lift in sales and brand recognition.

2019 is looking exciting and challenging as we grow in to expanding markets.

Aenea Cosmetics has forged and found its place in this rapidly expanding and exciting industry.

See Aenea Cosmetics Founder, Damien Zannetou talk about the importance of Epigenetics in the Aenea Cosmetics range and the roll out plan for the range in leading department stores around the globe.

[https://www.youtube.com/watch?time\\_continue=36&v=Ih3eXp1CsgE](https://www.youtube.com/watch?time_continue=36&v=Ih3eXp1CsgE)



**Quote: Damien Zannetou, Founder, Aenea Cosmetics**  
[www.houseofaenea.com](http://www.houseofaenea.com)

'2018 has been a pivotal year for Aenea and the investment by AIY combined with our commitment to create a best in practice global luxury cosmetics brand is paying results across all strategies.

With the awareness of epigenetic skin care growing at an unprecedented and lightening speed pace so do we need to embrace all possible channels for sales and distribution to enable Aenea to become the leader in this luxury market.

Investment has been set aside to focus heavily on programmatic media and marketing with the assistance and support of AIY's other investee company Asia Integrated Media.

2019 is set to become the launch pad for Aenea to go to infinity and beyond.

**Quote: Ben Genser, Chairman AIY**  
[www.authorisedinvestment.com.au](http://www.authorisedinvestment.com.au)

'AIY are extremely proud and excited with the enormous traction Aenea has managed to gain in the extremely difficult and competitive world of cosmetics. With focused strategies and an extremely keen eye for quality and affordability without compromise, Aenea appear to have skin care covered.

AIY look forward to Aenea's increased revenue and further momentum in year on year sales and the ongoing increase returns to its investors.'

#### **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.

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 and cosmetics, the market has acted favourably and outperformed the All Ordinaries Index over the past 12 months. Current share price has experienced growth exceeding the ASX in the 12 months.

The above media release was approved and authorised by Mr Damien Zannetou, Aenea Cosmetics Managing Director of AENEA.

For and on behalf of the Board



Cathy Lin  
Company Secretary - Authorised Investment Fund LTD

- Ends -

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