



**Authorised**  
Investment Fund Ltd.

ASX RELEASE

[www.authorisedinvestment.com.au](http://www.authorisedinvestment.com.au)

Friday, 20th 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 BDM today and believe it will be of interest to our shareholders.

Cathy Lin

Company Secretary

- Ends -



**A letter to shareholders**  
**20 April 2018**

**BOX DIGITAL MEDIA WINS EXCLUSIVE PUBLISHING CONTRACT TO DIGITALLY COMMERCIALISE LEADING ARCHITECTURAL MAGAZINE - PERSPECTIVE**

**HONG KONG, 20 April 2018 –**

The directors of Box Digital Media are thrilled to have been awarded the contract to digitally publish and commercialise *Perspective* magazine, one of Asia Pacific's most respected architectural and interior design magazines, across its entire portfolio. *Perspective* already publishes a monthly magazine with strong readership throughout Asia Pacific. This new digital format, sitting alongside the print edition, will expand distribution and readership while radically monetising *Perspective*'s entire portfolio of print editions.

This follows the news that another AIY investment, Asian Integrated Media (AIM), acquired 100% of the company shares of *Perspective* Ltd., the Hong Kong based publishing company for the architecture, interiors and design community.

The new digital portal for *Perspective* will seamlessly link e-commerce to content within the one native device, enhancing both the reader's experience while delivering maximum monetised returns for advertisers and the publisher.

*Perspective*'s portfolio includes:

- **PERSPECTIVE**

With coverage of cutting edge design concepts, global trends and interviews with influential leading designers, *Perspective* is a vital source of information for architects and design professionals.

- **PERSPECTIVE+**

For the architecture & construction industries, *Perspective+* is the annual directory featuring a lavishly illustrated selection of the most emblematic works completed in Asia-Pacific and beyond, and profiles of the world's leading architectural firms.

- **THE KEY**

*The Key* is Hong Kong's leading monthly lifestyle showcase of luxury residential homes. It is also the only magazine whose distribution is permitted inside Christie's twice-yearly Hong Kong auctions.

- **AWARDS AND EVENTS**

- A&D Trophy awards – The annual A&D Trophy Awards – Architecture & Design Awards Asia-Pacific, celebrates excellence in architecture, interiors and product design, was created since 2004, in recognition of its growing stature as an industry awards show.
- 40 Under 40 – As Asia's foremost accolade for the very brightest up-and-coming stars of the design industry, our 40 Under 40 awards honour 40 talented young individuals under the age of 40 who will lead Asia's design industry in the next two decades.

**Quote: John Iliopoulos, Managing Director/Founder, Box Digital Media**

"We are thrilled to be working with such a highly respected architectural and interior design publisher. We look forward to expanding distribution, and most importantly, stronger revenues for *Perspective* globally, far beyond the newsstands of Asia Pacific. With no back page, there's no longer a limit to advertising revenues now available."



**Quote: Peter Jeffery, Publisher, Perspective & CEO/Founder, Asian Integrated**

“Box Digital Media’s E-MERSION portal and the opportunities it represents for Perspective far exceeds all expectations, gaining instant repour with all advertising clients who have viewed the demonstration. We can’t wait to see the effect it will have on readership and circulation and the ensuing revenues. There’s no doubt this will have a profound effect on revenues. The digital portal also dramatically reduces production costs while maximising returns across all platforms within Perspective, including the Perspective+ and 40 under 40.”

#### **About Perspective:**

For more than a decade, Perspective Ltd has covered the architecture, interiors and design markets in Asia and beyond.

With a strong readership and widespread support from leading industry figures both regionally and as far afield as Europe and the US, the magazine has honed its edge by focusing on the new and the breakthrough; by looking at both established, well-known success stories as well as young, upcoming talent.

Products are continually reviewed with the aim of determining how they can be improved to be more relevant to both readers and clients. Changes and improvements are regularly implemented, with many already achieving great results. The magazine works closely with the architecture and design community, seeking their feedback, suggestions and ideas to ensure an increased level of professionalism and commitment.

To preview the latest issue of the magazine, please click [here](#).

To preview *Perspective+* 2016/17, please click [here](#)

To preview the latest issue of *The Key*, please click [here](#)

[www.perspectiveglobal.com](http://www.perspectiveglobal.com)

#### **About Asian Integrated Media**

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), 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.