



Digimatic Group Ltd
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ASX / Media Release

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Company Update

Digimatic Group Ltd (**ASX:DMC**) (the “Company” or “DMC”), is pleased to provide an update on the Company’s activities:

Digimatic Media Expansion

In the past quarter, Digimatic Media (the digital marketing division of the Company) has secured additional marketing contracts with seven Singapore and Malaysian clients. The clients are providers of various seminars and events in Singapore and Malaysia. Digimatic Media undertakes digital marketing on behalf of the clients and is remunerated under CPA (“Cost per Acquisition”) methodology whereby the Company is paid when a successful outcome is achieved through the marketing activities.

In addition, the Company is opening a new seminar venue in Singapore to service the seminar facilities requirements of both the Company and its clients. Digimatic Media also intends to open a Malaysian office to expand its digital marketing and event management services in Malaysia in the future.

Digimatic Solutions

TR46 standard with IDA

In 2013, Infocom Development Authority of Singapore (“IDA”) set out to involve companies from the eCommerce sector and logistics industry to develop and implement the TR46 (“TR”) standard in real-time.

The goal was to improve buyer experience and logistics efficiency by defining and standardizing the process and order fulfilment between eCommerce businesses and logistics service providers. Digimatic Solutions actively participated to define TR and built the first technical reference implementation for it, and has successfully implemented this across its eCommerce solutions.

Since then, the Company has successfully worked with leading logistic providers such as Yusen Logistics, IX Trans, BN Logistics and others to deliver complete solutions based on the TR standard. Among many beneficiaries of the TR is Digimatic Solution’s customer – Singapore based leading brand EZ-Link.



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The IDA recently formalised and launched the TR46 standard and has listed Digimatic Solutions as one of the providers of TR46 enabled e-commerce solutions.

Digimatic Ventures

Continuous assessment of complementary acquisition opportunities

As announced February 25 2016, DMC via its venture arm Digimatic Ventures (“DMV”) has explored multiple opportunities within the media and technology industries and has successfully acquired 51% of AP Media Pte Ltd (“AP Media”). Digimatic also has the option to acquire the remaining 49% of AP Media within 2 years. AP Media specialises in media video marketing and has established itself as one of the leading video marketing and 360 Virtual reality companies in Singapore.

Digimatic Ventures continues to assess complementary acquisition opportunities to increase shareholder value.

Digimatic Executive Director Hui Jie Lim commented *“We are encouraged by the activities of our team, and the potential of our ecommerce and marketing solutions. We are continuing to deliver to our customers our value proposition of the twin engines of growth, being of our marketing and technology engine. This is consistent with the key goal of Digimatic Group to become a Global Brand Enabler of connecting Brands to their Customers most effectively.”*

ENDS

Further Information:

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