



**Monday, 15 July 2019**

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

## **e-Mersion Media Opens its Office in London**

**Authorised Investment Fund Limited (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.

By order of the Board

Cathy Lin  
Company Secretary  
- Ends -

15 July 2019

## **e-Mersion Media expands with opening of London office**



John Iliopoulos, Founder

Vincenzo Viola, CEO

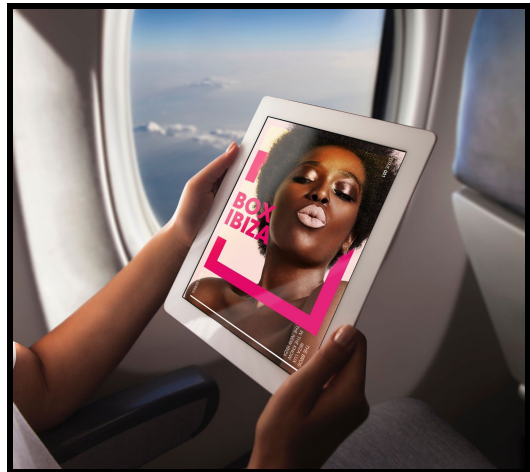
Off the back of a steady pipeline of client projects and business development coming from global brands headquartered in London, e-Mersion Media has taken the decision to open a London office.

This follows the successful launch of the Concierge Monaco 2019 Grand Prix digital magazine app in May, in partnership with e-Mersion Media's London based client, SEO International (Sporting Events Organization), and an agreement recently signed to publish the Concierge Grand Prix Magazine app across further Formula One races in 2020.

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Concierge Monaco Grand Prix Magazine



Box Ibiza Magazine

Additionally, the London office will be responsible for publishing and advertising sales of e-Mersion Media's latest project, Box Ibiza Magazine - the definitive guide to Ibiza, targeting Ibiza's 8 million tourists each summer.

Quote: Vincenzo Viola, CEO, e-Mersion Media

*"e-Mersion Media's digital magazine platform has already met with widespread approval and support. A number of leading global brands headquartered out of London and Hong Kong have jumped on board with committed projects to roll out across the e-Mersion platform in 2019, with contracts committed through to 2020. I look forward to announcing further client announcements soon."*

About e-Mersion Media Pty Ltd

Headquartered in Melbourne, 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.

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

Vincenzo Viola

Chief Executive Officer

e-Mersion Media Pty Ltd

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