



Friday, 11 January 2019

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

STOCK EXCHANGE ANNOUNCEMENT

A Letter to Shareholder from AENEA

Dear Shareholder,

Authorised Investment Fund Ltd (ASX:AIY) is pleased to receive the attached letter from AENEA. AENEA is one of AIY's investee company.

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

- Ends -

Authorised Contact

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A Letter to Shareholders - 11 January 2019



Business Development Updates

Epigenetic cosmetics company Aeneia Cosmetics, an investee company of ASX-listed [Authorised Investment Fund \(ASX: AIY\)](#), has unveiled a high-profile brand ambassador that intends to push the luxury brand to a “whole new level” with the aid of America’s wealthiest real-estate mogul, Dottie Herman.

Ms Herman is the largest female real-estate tycoon in the US, with an estimated net worth of around US\$270 million (A\$375 million) and serving as existing CEO of Douglas Elliman, a property company specialising in high-value home sales in the wealthiest regions of the US. Aeneia Cosmetics has struck a deal with Ms Herman for the tycoon to become its new brand ambassador, in a role to establish and assist in growing Aeneia as “one of the most relevant, luxurious skincare brands” in the US, capable of attracting significant market demand. Aeneia announced Dottie Herman’s appointment as North American brand ambassador last month, at a brand event staged at Bergdorf Goodman in New York attended by a large gathering of top business leaders, luxury brands and influential media organisations including Vogue magazine, GQ, Marie Claire, New York Times and the Washington Post.



Aeneia says its new brand ambassador is a “true visionary and prominent role model in business”, given her past success in real estate including winning multiple industry awards and driving her business to the forefront of success in the US – possibly the most competitive market for real estate in the world today.

Generating US sales

Ms Herman is currently writing a book that is expected to delve into detail regarding her successful career and plans to launch a new podcast aimed at women aged 50 and above – a demographic Ms Herman refers to as “the invisible generation”.

Ms Herman has also confirmed that she plans to spend more time coaching less-advantaged women as well as speaking at high profile events across the US and making appearances on national television to promote the causes she strongly supports – including healthy cosmetics. The strong push into extended media coverage in the US could potentially improve the brand awareness of Aenea Cosmetics’ epigenetics-focused luxury cosmetics, which Ms Herman has labelled as “inspirational”.

Ms Herman said she was inspired by Aenea CEO Damien Zannetou and his passion for his cosmetics brand, witnessing first hand his entrepreneurial spirit and hearing of his journey to bring the brand to fruition.

Having watched Aenea complete its successful launch in luxury consumer store Harrods in London and Bergdorf Goodman in New York, Ms Bergman described these two department stores taking up the product as a testament of Aenea’s product validity, and ultimately, could signal strong future success among her network of high-powered women in the US.

“I am thrilled to share my role as ambassador of House of Aenea. It’s not just another skincare brand to add to the vanity case. It’s a luxury skincare range with purpose and relevance,” said Ms Bergman.

“It’s so rare to find technology behind a luxury skincare brand that actually delivers and isn’t just hype,” she said.

Aenea’s epigenetic range

Founded by beauty brand and cosmetics entrepreneur Damien Zannetou, the multi-award-winning Aenea Cosmetics product range was launched by Damien in 2014 and boasts a full range of what’s been dubbed “epigenetic” skin care – products that combat the growing incidence of epigenetic environmental factors such as air pollution, radiation emitted from electronic devices, sleep deprivation, lower exercise regimens and poor hydration.

Aenea says these factors all help to increase cortisol production which has been shown to break down collagen in human skin.

Aenea has already secured Harrods in London, Bergdorf Goodman in New York, Feel Unique Online Europe and BFF BKK Bangkok as exclusive global retail partners, to advance the brand’s market position as a luxury good with a clear marketing strategy across leading skin care markets.

This letter is approved and authorised to release to all the shareholders by Mr Damien Zannetou, Aenea Cosmetics Managing Director of AENEA.