



Monday, 18th June 2018

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

### STOCK EXCHANGE ANNOUNCEMENT

Authorised Investment Fund Limited (ASX:AIY) has received the attached information from Asian Integrated Media Pty Ltd (AIM).

AIY shareholders will no doubt be very interested in this communication from our investee company as it contains important information concerning AIM's expanding operations related to the aviation industry.

AIY notes that the London School of Economics study provided the following information as set out in the attached AIM letter. The study forecasts US\$26 million airline advertising revenue for the 2018 year. The study forecasts that ten years later (2028) this will have grown to US\$3 billion per annum. This equates to an increase of some 115 times of the 2018 forecast.

On behalf of the Board

A handwritten signature in black ink, appearing to read 'Cathy Lin'.

Cathy Lin

Company Secretary

- Ends -

## A letter to shareholders

HONG KONG, 18 June 2018



Asian Integrated Media Pty Ltd

### AIM signs global partnership deal in US\$900 Million in-flight connectivity market

In breaking news, Asian Integrated Media PTY LIMITED (AIM), has been appointed as SITAONAIR's advertising demand sales partner to sell advertising inventory across its in-flight connectivity portals with the following airlines:

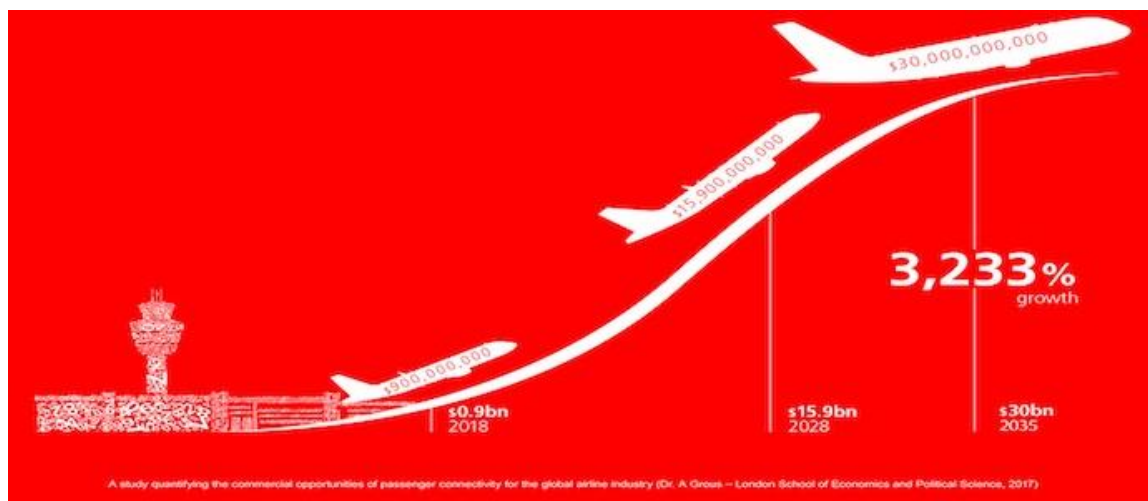
- Singapore Airlines
- All Nippon Airways
- Philippine Airlines
- Cebu Pacific
- Thai Airways
- Garuda Indonesia
- SriLankan Airlines
- Etihad
- EgyptAir
- Oman Air
- Aeroflot
- Iberia
- TAP Portugal

SITAONAIR is a company that enables airline passengers to use their mobile phones and laptops for calls, text messaging, emails and Internet browsing.

The representation agreement, effective 25 May 2018, covers major global markets including China, Hong Kong, Singapore, the UK, France, Switzerland, Italy, and Spain.

AIM will immediately commence selling advertising and brand sponsorships in these markets on behalf of SITAONAIR and share in ongoing advertising revenues.

### Inflight Wi-Fi could be a \$130 billion market by 2035\*



In a recent study by The London School of Economics, the report made a strong business case for the future of Inflight Connectivity (IFC), predicting a market worth \$130 billion by 2035, and contributing \$30 billion to airline revenue.

[The LSE study](#) estimates that targeted advertising revenue for total airline industry IFC is projected at \$26 million in 2018, \$3 billion by 2028, and increase to \$6.8 billion by 2035.

The sharp rise in projected advertising revenue from 2018 onwards for inflight connectivity channels is due to the steady roll out of more aircraft being equipped with Wi-Fi connectivity.

This deal now firmly positions AIM as one of the world's leading providers of advertising solutions in the global aviation sector. AIM already has an impressive portfolio of in-flight media opportunities for advertisers to showcase their brand to captive audiences around the globe including in-flight magazines, in-flight TV, digital platforms and ambient media including airport lounge activations. In-flight advertising provides a unique way for media buyers and brand owners to target lucrative frequent flyers and business travellers including decision makers and opinion leaders with a high disposable income.

Recently, AIM also announced its media representation agreement with Spafax, one of the world's leading providers of in-flight content. The agreement covers multiple media platforms on an impressive collection of international and regional airline partners including: American Airlines, Air Canada, Emirates, JetBlue, LATAM, Malaysia Airlines, Scoot and Tigerair, Singapore Airlines and Virgin America.

**Quote: Peter Jeffery, CEO/Founder, Asian Integrated Media**

"AIM's new partnership with SITAONAIR secures our leadership position in being able to deliver to AIM's clients valuable access to the rapidly growing and lucrative travel market, particularly from Asia. Delivering this rich audience through dynamic and 'always on' media platforms via the latest in technology with in-flight connectivity, opens the doors to vast advertising opportunities for the brands AIM represents."

**Quote: Ben Genser, Chairman AIY**

"AIY is extremely excited by the AIM/SITAONAIR deal. This deal reinforces our belief in the solid investment strategy into the digital media arena through the highest calibre of companies like AIM. We are delighted that AIM continues to grow and multiply our potential shareholder revenue and profits."

**About SITAONAIR:**

SITAONAIR is a company that enables airline passengers to use their mobile phones and laptops for calls, text messaging, emails and Internet browsing.

The company is a fully owned subsidiary of SITA, originally incorporated as OnAir as a joint venture with Airbus in February 2005. In February 2013, Airbus sold its 33% final stake to SITA. The company is headquartered in Geneva, Switzerland, and has operations in Seattle and sales offices in London, Singapore and Dubai.

They empower the air transport industry through tailored 'nose-to-tail' connectivity solutions that deliver true value.

**About Asian Integrated Media:**

Asian Integrated Media PTY LIMITED (AIM), is one of the world's leading media sales representation networks. Headquartered in Hong Kong, AIM also has sales offices in 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.

\*Credit: published Oct 2, 2017 in an article by travel tech news online site, 'tnooz'.

The information contained in this letter to shareholders is accurate and authorised to be released to Authorised Investment Fund Limited (ASX: AIY) and its shareholders on 18 June 2018.

Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media  
18 June 2018