



Friday, 22 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) received the attached letter from Asian Integrated Media Pty Ltd (AIM) today.

We believe that AIY shareholders will no doubt be very interested in this letter from our investee company as it contains important information regarding AIM's expanding operations.

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, 22 June 2018



Asian Integrated Media Pty Ltd

### Asian Integrated Media concludes the purchase of Perspective Media Group

In breaking news, Asian Integrated Media PTY LIMITED (AIM), has now concluded the purchase of Perspective Ltd., a Hong Kong based media company responsible for hosting [Perspectiveglobal.com](http://Perspectiveglobal.com), events and publishing a leading magazine for architects and interior designers.

Perspective is published in Hong Kong and made available throughout the region to members of:

- American Institute of Architects
- HK Institute of Architects
- Royal Institute of British Architects
- HK Interior Design Association
- International Federation of Landscape Architects

As part of AIM's expansion programme for Perspective 2018, AIM will launch the A&D China Awards to be held in Shenzhen in November 2018.

The A&D Awards is recognised as Asia's leading event for architects and interior designers. 2018 has already seen an 80% increase in entries for the awards. The A&D Awards are now into their 15th year. Approximately 400 senior architects/interior designers attend the event with over 500 paid entries to the awards.

AIM and its publishing team at Perspective has immediately commenced work on producing the July/August issue of Perspective to be made available not only in print and web enabled editions but also through the exciting new E-MERSION fully interactive platform. This will be a first for any magazine using the E-MERSION platform.

E-MERSION is an exciting, fully immersive digital magazine platform created and being rolled out by another AIY investee company, Box Digital Media, which is now in a strategic partnership with AIM across its entire advertising client and publishing base.

Perspective also hosts a series of forums and the 40U40 Awards. 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: Peter Jeffery, Publisher, Perspective & CEO/Founder, Asian Integrated Media**

"The complete acquisition of Perspective by AIM, further consolidates AIM's position as one of Asia's leading publishers and advertising sales networks in both the traditional and emerging digital publishing space. Through our partnership with Box Digital Media and its E-MERSION portal, the increased advertising revenue opportunities it represents for Perspective are immense. We look forward to seeing the effect it will have on readership and circulation and the ensuing advertising and event sponsorship revenues. There's no doubt this will have a profound effect on revenues."

**Quote: Ben Genser, Chairman AIY**

"AIY is excited by the rapid developments being made by AIM with its progress into new and transformative content and digital publishing solutions. This recent deal further reinforces our belief in the solid investment strategy into the content and digital media arena through partners like AIM. We are delighted that AIM continues to disrupt the publishing industry and ultimately grow and deliver greater revenue and profits to our AIY shareholders."

**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:**

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.

Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media

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