



Friday, 06th July 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.

Asian Integrated Media PTY LIMITED (AIM), has entered into an agreement with the world's leading Formula One sponsorship and content rights management group, Grand Prix Management Group (GPMG Media LTD).

AIM is one of our investee companies. We believe that AIY shareholders will no doubt be very interested in this new development.

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

Cathy Lin

Company Secretary

- Ends -



Asian Integrated Media Pty Ltd

**Asian Integrated Media on track with Grand Prix Management Group in US \$ Billion F1 sponsorship market.**

In breaking news, Asian Integrated Media PTY LIMITED (AIM), has entered into an agreement with the world's leading Formula One sponsorship and content rights management group, Grand Prix Management Group (GPMG Media LTD).



The MOU between AIM and GPMG covers an agreement between the two parties for 3 years for the territory including China, Hong Kong and Asia.

F1 is exploding in popularity in China with in excess of 200 million F1 fans in China alone (source Nielsen SDNA Survey 2016). The annual worldwide TV audience of F1 is 500 million.

GPMG represents the commercial interests of the teams, drivers, and stakeholders involved in the FIA Formula One World Championship. They have been operating inside the F1 Paddock since 1995 during which time they have constructed more than \$1Bn USD of commercial agreements in F1. GPMG's management team comes from Fortune 500 leadership backgrounds and F1 leadership roles. They have worked on behalf of both sponsors and rights holders, specialising in developing extremely high ROI deal models which allow many of their clients to engage in self-financing agreements or to construct substantial sponsorships with minimal budgetary impact.

GPMG's sponsorship clients include BP, Microsoft, Unilever, FedEx, I Am Other, Red Bull, Phillips, Lenovo, Glaxo Smith Kline, and Hewlett Packard.



i  
am  
OTHER

FedEx  
Express



Red Bull

PHILIPS

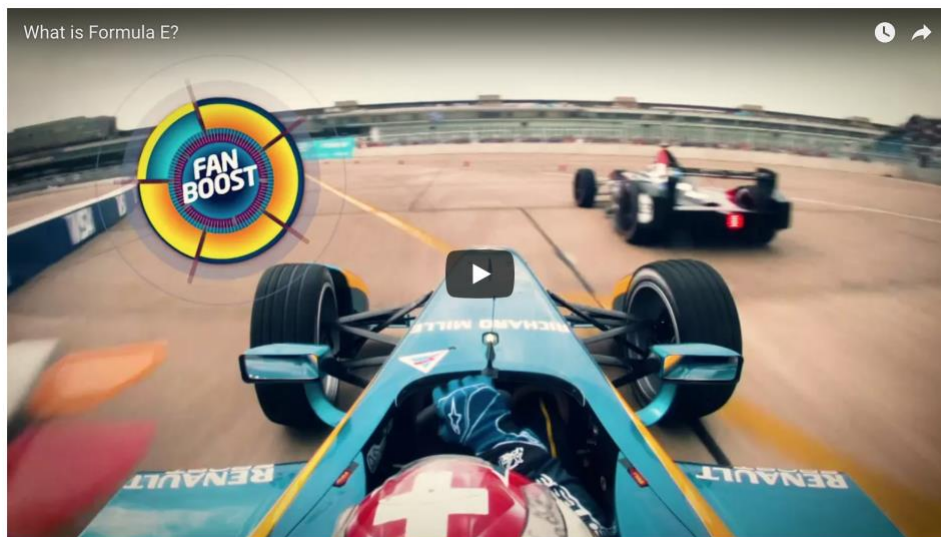


AIM will represent GPMG in discussions and meetings with existing sponsors and develop new sponsorship opportunities for brands in the agreed territory. This agreement presents strong revenue growth opportunities for AIM, providing sponsorship sales and management together with on the ground assistance principally in China to tap the lucrative China sports sponsorship and activation market.

The agreement covers both Formula One and Formula E. F1 is the more popular and currently the more lucrative in terms of brand sponsorship with typical deals ranging from US\$3million upwards per year for a minimum of 3 years. GPMG and AIM will share in sponsorship revenues covered by this agreement.

The ABB FIA Formula E Championship is the world's first fully-electric international single-seater street racing series.

Consisting of ten teams and 20 drivers, Formula E delivers world-class racing to 10 cities over five continents, throughout the seven-month Championship season. Bringing racing rivalries to city streets, set against some of the most iconic skylines in the world - such as New York, Hong Kong, Paris and Rome - Formula E is racing, reinvented.



<https://youtu.be/bUkLiLu06j0>

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

“Brand sponsorship doesn’t get much bigger than F1. We’re thrilled with our agreement with GPMG as this creates a huge opportunity for AIM to get a slice of this lucrative sponsorship revenue from the world’s most exciting and most watched motor sport. And, with the addition of Formula E in the sponsorship agreement, this is not only good news for the planet but good news for the shareholders of both AIM and AIY. This fits right in with AIM’s strategy of pushing latest technologies to push revenues forward.”

**Quote: Richard Davies, Managing Director, GPMG**

“Our agreement with AIM covers the rapidly emerging region in F1 of Asia but both GPMG and AIM believe that most scope will come from China, particularly with the China automotive companies who are just starting to expand internationally. We’re thrilled to be partnering with one of the world’s leading ad sales networks in AIM.”

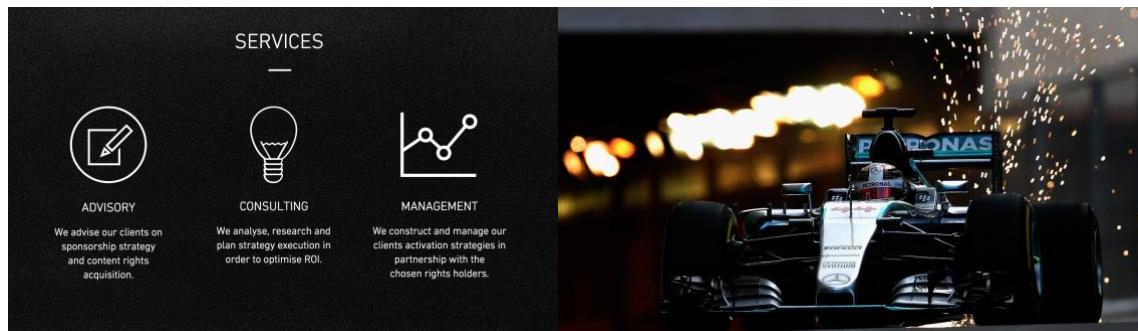
## About GPMG:

The Grand Prix Management Group represents the commercial interests of the stakeholders participating in the FIA Formula One World Championship. We have been operating inside the F1 Paddock since 1995.

During this time, we have constructed more than \$1Bn USD of commercial agreements in F1.

Our management team comes from Fortune 500 leadership backgrounds and F1 leadership roles. We have worked on behalf of both sponsors and rights holders; as a result, we have developed considerable sector expertise.

We are specialists in developing extremely high ROI deal models which allow many of our clients to engage in self-financing agreements or to construct substantial sponsorships with minimal budgetary impact.



## 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.

A handwritten signature in blue ink, appearing to be "Peter Jeffrey", is written over a faint circular stamp or watermark.

Authorised by Peter Jeffrey, CEO/Founder, Asian integrated Media  
06 July 2018