



## ASX Release

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### **migme acquires Indonesian social news site Hipwee**

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- Migme has acquired Hipwee, an established social news site based in Indonesia
  - Hipwee delivers curated original and community generated content, by a team of 16 staff, 100 active contributors and 6 offline communities
  - The acquisition will contribute to migme's results in Indonesia and other priority markets in 2016
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Global digital media company migme Limited ("migme" or "the Company") is pleased to announce the acquisition of social news site PT Hipwee Media Solutions ("Hipwee").

The acquisition of Hipwee will grow audience, engagement and revenues in Indonesia, one of our key target markets, and eventually across the entire business.

Founded by Lauri Lahi and Marlissa Dessy, Hipwee is based in Yogyakarta and Jakarta. The Hipwee social news site delivers curated original and community generated content that is focused on entertainment, relationships and travel, targeting Indonesian urbanites. The Hipwee team comprises 16 editorial and community staff who write and curate content. With over 100 active contributors, the site publishes an average of 25 articles per day.

Hipwee also manages six offline communities (in Jakarta, Bandung, Surabaya, Maland, Yogyakarta and Solo). Their revenue model is centred on the sale of advertising and the creation of tailored advertorial content for fast moving consumer goods and consumer electronics brands.

Through Hipwee's network of established social communities and media relationships, migme's local content, artist and community initiatives will reach a wider audience in Indonesia, which is one of the Company's main target markets, and to replicate the business within migme in other countries such as India, the Philippines and other countries where migme has a user base.

Content creators on the Hipwee platform will also be able to reach a broader South and Southeast Asian audience through the migme platform. Hipwee content will be promoted through migme and an English language version of the site will eventually be created.

"Hipwee has always aimed to be the most influential media company for young Indonesians and joining migme will allow us to continue to pursue our mission in a whole new level", said migme CEO Steven Goh. "We are also excited about bringing Hipwee's business into migme and replicating the service offering in our other priority countries, most immediately, India and the Philippines."

Lahi, who will join migme and continue to head the Hipwee business, said, "Hipwee has always aimed to be the most influential media company for young Indonesians and joining migme will allow us to continue to pursue our mission to a whole new level."

The Hipwee team will join the migme team in January 2016. The terms of the acquisition are commercial in confidence, with settlement in scrip.



### Media contacts

Australia/Asia

Luke Forrestal

Mobile: (+61) 411 479 144

[lforrestal@canningspurple.com.au](mailto:lforrestal@canningspurple.com.au)

### About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. Social entertainment services are delivered through mobile apps migme and LoveByte, artist management website alivenotdead and ecommerce services through Sold. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>

### About PT Hipwee Media Solutions

Founded in 2014, PT Hipwee Media Solutions is a social news company delivering original and user generated content focused on lifestyle and entertainment, targeting Indonesian urbanites. For more information, please visit [www.hipwee.com](http://www.hipwee.com)