



Wednesday, 19 June 2019

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

### **e-Mersion Media Announces Key Senior Executives**

**Authorised Investment Fund Limited (AIY)** received the attached letter from its investee company, **e-Mersion Media (e-Mersion)** today.

We believe that AIY shareholders will be very interested in e-Mersion's latest news regarding its operations.

By order of the Board

A handwritten signature in cursive script, appearing to read 'Cathy Lin'.

Cathy Lin  
Company Secretary  
- Ends -

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19 June 2019

## e-Mersion Media Announces Key Senior Hires

Digital media and publishing start up, e-Mersion Media Pty Ltd, is pleased to announce the appointment of three key executives to support the growth plans for e-Mersion Media. The three hires will have particular focus on the important areas of digital media, programmatic media, data analytics and app build.

In his first announcement as the newly appointed CEO of e-Mersion Media, Vincenzo Viola announced the key appointments of Michael Chmielewski as Chief Digital Officer, Greg Kodikara as Chief Technology Officer and Jane Walshe as Head of Media & Partnerships.



Michael Chmielewski

Greg Kodikara

Jane Walshe

The appointments of Mike, Greg and Jane represent ‘best in class’ additions to the e-Mersion team. They are each highly regarded in their respective fields and each live and breathe the creation and curation of best in class content and the ability to constantly evaluate, adapt and improve e-Mersion’s content engagement experience through powerful data.

As the e-Mersion platform rolls out across a number of projects launching over the next few months, the addition of these three experienced and well respected executives will further strengthen our road map to build and execute a stable digital magazine platform, at scale, for e-Mersion Media’s increasing global client base.

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Quote: Vincenzo Viola, CEO, e-Mersion Media

“The appointment of Mike, Greg and Jane underpin e-Mersion Media’s vision of providing clients with an ‘end to end’, superior branded content experience. Importantly, it delivers this through content creation, curation and evaluation, all within the one digital magazine platform.”

“Armed with e-Mersion Media’s groundbreaking digital publishing platform, we provide clients with a far richer, targeted, immersive content experience, complete with e-commerce functionality, an opportunity to deliver far greater content bandwidth and advertising revenue and the ability to engage consumers longer, deeper, with native marketing content that will build greater brand awareness, engagement and call to action.”

About Michael Chmielewski:

Former Lead Strategist for Fairfax Media, Nine Entertainment, and Guardian Labs. As Group Strategy Manager at Nine Entertainment, Mike was Cross Platform Strategist across TV and Digital, responsible for the NRL Junior State of Origin partnership between NRL, Holden and Nine, as well as Strategist for sponsorship of The Block, The Voice, Cricket and NRL. As GLabs Account Director - The Guardian, Mike was responsible for all Victorian clients, including their year long NAB partnership. And, as Strategist at Fairfax Media, Mike managed cross platform strategy - digital and print, where his role included Lead Strategist for the Automotive vertical Australia wide, VIC State Government, and the Federal Government. Mike was also previously a music journalist for various digital and print publications, and a content creator for Flex Magazine (USA), and remains an avid filmmaker.

About Greg Kodikara:

Former delivery lead at Avanade / Accenture, Head of Delivery at Acquire Learning / Career One, and Chief Technology Officer at iQuantum, Greg has over a decade of technology industry experience with leading brands. Greg has been instrumental to the architecture and delivery for several enterprise clients, including Baby Bunting, Mondelez (Cadbury), Fernwood Fitness, Tennis Australia, Melbourne University, Melbourne Water, [CareerOne.com.au](http://CareerOne.com.au) and Vocus. As e-Mersion Media’s first CTO, Greg will be responsible for overseeing all technical aspects of the company, the delivery of all projects, development of new IP to facilitate product and business growth and the mapping, centralising and streamlining of business process via IT and IO.

About Jane Walshe:

Jane has over 20 years’ experience as a media professional and a genuine passion for brand and advertising. Although she calls New Zealand her original home, her career began in Los Angeles in media strategy and implementation across heavy hitter brands such as Nestle, MGM, Cingular Wireless, IKEA, Snapple, Mercedes and Safeway, then later continued to Melbourne where her extensive experience covers both agency and client side roles. She has held senior leadership positions within global networks Omnicom, WPP and IPG working with both Australia’s largest

corporations as well as heritage institutions such as University of Melbourne as well as exciting, growing brands just starting out their journey. Along the way, she has held key roles on the client side at Suncorp Group, Bupa and Coles learning the value of big company process and long-term strategic planning. She has a passion for advertising and brands and a focus on innovation in digital media.

All three senior executive appointments are based in the Melbourne headquarters of e-Mersion Media.

#### About e-Mersion Media

Wholly-owned by e-Mersion Media Pty Ltd, with operational headquarters in Melbourne, e-Mersion.Media™ is a ground breaking magazine digitisation solution for mobile devices encompassing:

- Multi-sensory engagement through site, sound and action.
- A pioneering technology that fully immerses consumers across a brand's entire ecosystem.
- Delivering 'always on' content in real time.
- Creates new real-time revenue channels for advertisers, while customers can transact, securely, when and how they choose.
- Brands can tap into, aggregate, tailor and share existing 'richer content' that formerly was distributed only through limited owned web and social channels.

Backed by a comprehensive data-gathering analytics platform, empowering client partners and advertisers to monitor and measure content engagement and e-commerce.

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This announcement has been prepared for and on behalf of the Board of e-Mersion Media Pty Ltd.



Vincenzo Viola  
Chief Executive Officer  
e-Mersion Media Pty Ltd