



Tuesday, 16th July 2019

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 Ltd (AIM), has been appointed **as the Exclusive F1 Media Sales Representative in Asia Pacific.**

AIY has a 25% equity in AIM. 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 -

For personal use only



7/16/2019

Letter to share holders

AIM Appointed as Exclusive F1 Media Sales Representative in Asia Pacific

FORMULA 1 is the brand used to identify the most prestigious motor racing competition in the world.

The Formula 1 Group of companies own extensive rights in and to the FORMULA 1 brand, including the right to commercially exploit it worldwide.

In a major coup, Asian Integrated Media Ltd. has been appointed as the exclusive sales representative for Formula 1's media assets for the Asia Pacific region.

Peter Jeffery, founder of AIM commented 'we see this as an unprecedented opportunity to generate substantial multimillion-dollar revenues and work with both established and emerging brands in the region to promote themselves to the huge 1.59 bn + F1 audience. We already work in this space through our association with the Grand Prix Management Group, so this perfectly complements our ability to work closely with our clients to get effective promotion to the enormous audiences that F1 has'.

AIM expects to drive well in excess of US\$5m revenue into F1 sponsorship in 2020 and generate substantially more in the years to follow with the prospect for significant growth being extremely healthy as more Asian brands emerge onto the global platform.

Formula 1 which is in the third year of ownership of Liberty Media has released impressive audience growth figures stating that 490.2m unique individuals were registered during 2108, a 10% increase year-on-year.

An increase was also reflected in the TV cumulative audience, which stood at 1.59bn, a rise of 3%.

A handwritten signature in blue ink, appearing to read 'Peter Jeffery', is written over a light blue horizontal line.

Peter Jeffery
Founder