



**Authorised**  
Investment Fund Ltd.

ASX RELEASE

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Tuesday, 23 July 2019

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

### Amended Business Updates of e-Mersion

Authorised Investment Fund Limited (AIY) would like to amend the earlier announcement today regarding **e-Mersion Media (e-Mersion)** Business Updates. Inadvertently a draft was released.

Please refer to the attached as the correct version of the Business Updates of e-Mersion released today.

By order of the Board

Cathy Lin  
Company Secretary  
- Ends -

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22 July 2019

## Mark Buckman joins board of e-Mersion Media

In significant news for the media and marketing industry, e-Mersion Media Pty Ltd, has bolstered its executive team with the appointment of renowned international business and marketing executive Mark Buckman. Buckman's career spans over 30 years in Australia, New York and London with expertise in the Media, Marketing, Consulting, Communications, Telco and Banking industries.

He has served as Chairman and Chief Executive Officer of McCann-Erickson (Australia/NZ), Chief Operating Officer of Universal McCann Worldwide (New York), Chief Marketing Officer of Commonwealth Bank, Group Managing Director of Telstra Media, Managing Director Foxtel and currently serves as an Advisor to Accenture Interactive throughout Europe Africa Middle East & Latin America.

Mark was recognized as "Australia's most influential person in Marketing" and three times named Marketer of the Year. He has been included in Forbes Magazine's World's Most Influential Marketers list.



Mark Buckman



Vincenzo Viola

The e-Mersion digital magazine platform has met with widespread approval and support with a number of leading global brands headquartered in London jumping on board. London based Mark Buckman will advise the directors of e-Mersion while helping oversee projects scheduled to roll out across the e-Mersion platform in 2019.

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Quote: Vincenzo Viola, CEO, e-Mersion Media

*"The directors and stakeholders of e-Mersion Media are thrilled to have someone of Mark's calibre, with such vast global business and marketing experience on board. He is a change agent and provocateur who thrives in environments that require radical and rapid re-imagination. After a number of years developing our proprietary technology and building the e-Mersion digital magazine publishing platform to where it is today, we are delighted to bring on board Mark to help advise e-Mersion through its next chapter as we commercialise the platform and partner with some of the world's leading brands."*

Quote: Mark Buckman, Non Executive Director, e-Mersion Media

*"In my three decades working in media and marketing roles globally, with some of the world's leading and most innovative brands, I have not come across a greater, more interactive digital magazine platform. A fully immersive content experience that unlocks rich content combining creativity with technology, resulting in a unique and disruptive experience unseen in previous generations of publishing."*

About Mark Buckman:

Mark Hilton Buckman is an international executive with a career spanning over 30 years in Australia, New York and London with expertise in the Media, Marketing, Consulting, Communications, Telco and Banking industries. He served as Chairman and Chief Executive Officer of McCann-Erickson (Australia/NZ), Chief Operating Officer of Universal McCann Worldwide (New York), Chief Marketing Officer of Commonwealth Bank, Group Managing Director of Telstra Media, Managing Director Foxtel and currently serves as an Advisor to Accenture Interactive throughout Europe Africa Middle East & Latin America.

Mark was instrumental in the positioning and building some of the world's leading brands including Coca-Cola, General Motors, MasterCard, Nestle and Unilever and domestic Australian brands including Australian Government, Coles Myer, Commonwealth Bank, Holden, Telstra and Foxtel; and is credited with the transformation of two of Australia's largest brands, Commonwealth Bank and Telstra.

He was recognized as "Australia's most influential person in Marketing" and three times named Marketer of the Year. He has been included in Forbes Magazine's World's Most Influential Marketers list.

Mark has a history of leading businesses through all economic cycles, including significant change, high growth, downturns and acquisition. Strong customer focus experience and sustainable continuous improvement. He led the turnaround of Telstra Media into a vibrant, profit generating business in digital media and subscription and IP television. He has advised some of the world's

leading organisations on Digital Transformation. He was a key member of Foxtel's transformation leadership; and co-sponsor of Foxtel's IP Streaming business.

Mark is a past non-Executive Director of the Association of Australian National Advertisers and the Australian Direct Marketing Association; Health Engine; Chief Entertainment; and Telstra TV. He was a founding member of PwC Australia's CMO Advisory Board. He is currently an Advisor to One Education; The Inside Out Company; Background Creative Counsel; and e-Mersion Media.

Mark holds an MBA from Macquarie University.

#### About e-Mersion Media

Wholly-owned by e-Mersion Media Pty Ltd, with operational headquarters in Melbourne, and offices in London and Hong Kong, 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

CEO

e-Mersion Media Pty Ltd

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