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Rev Asia Berhad strikes exclusive sales representation agreement with HCK Media

KUALA LUMPUR – 4 July 2014 Rev Asia Berhad (formerly known as Catcha Media Berhad), announced today that it has struck an exclusive sales representation agreement with HCK Media Sdn Bhd (“HCK Media”) to resell and operate all advertising inventory across HCK Media’s digital assets. Rev Asia Berhad subsidiary, Rev Asia Holdings Sdn Bhd (“REV Asia”) will undertake operations of the partnership.

A division of HCK Capital Group, HCK Media produces a string of well-respected English language print and digital publications, integrated media and events with a business focus. The terms of the contract between REV Asia and HCK Media are for two years and will cover digital advertising inventory for weekly business newspaper Focus Malaysia, weekly investigative newspaper The Heat, and online news portal The Ant Daily (accessible via www.focusmalaysia.my, www.theheat.my and www.theantdaily.com respectively).

“As part of REV Asia’s continuous plans to expand and dominate the news vertical segment, we’re excited to have sealed this partnership with HCK Media. HCK Media is one of Malaysia’s leading news providers, and our partnership with them is an endorsement of REV Asia’s strength and market dominance among advertisers,” said Voon Tze Khay, Managing Director of REV Asia.

REV Asia is one of the region’s leading digital media groups, owning and operating top authority brands with an extensive distribution platform that is able to reach a total of approximately 14 million people each month. In 2013, REV Asia identified the news segment as one of three key verticals that it plans to venture into digitally by mid-2014.

HCK Media Executive Director, Alan Ow welcomed the partnership. “REV Asia has considerable media and advertising experience and an extremely successful track record in operating advertising inventory. We look forward to the value we foresee they will bring to our media business.”

The exclusive sales representation deal with HCK Media is not REV Asia’s first. REV Asia is the non-exclusive operator of inventory for Malaysia’s largest technology forum, Lowyat.net, and has a region-wide content and advertising partnership with Business Insider Inc. for Business Insider websites in Malaysia, Singapore and Indonesia.



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About Rev Asia Berhad

Rev Asia Berhad (formerly known as Catcha Media Berhad) is the holding company of REV Asia. It is publicly listed on the ACE Market of Bursa Malaysia Securities Berhad (Stock Code:0173).

About REV Asia

Formed in October 2013, REV Asia is one of the region's leading digital media groups, owning and operating top authority brands with an extensive distribution platform that is able to reach a total reach of approximately 14 million people each month.

By combining the power of social media marketing and exceptional content with an established portfolio of authority brands, REV Asia is able to put its clients and their brands at the centre of social attention, providing influential digital marketing solutions to enable over 500 clients to engage and connect with their intended audience.

Among REV Asia's brands are JUICE, Hanger, The Guide, Clive, Stuff, Total Film, Fairways, Mint, Prestige, Prestige Top 40 Under 40, Adore, IDEAS, and Starlight Cinema. REV Asia exclusively operates, develops content and delivers advertising solutions for Business Insider Southeast Asia in Malaysia, Singapore and Indonesia, and is the owner of crowd-sourced content broadcasting platform SAYS.com, Klips and 8Share.