



FOR IMMEDIATE RELEASE

CATCHA MEDIA BERHAD FORMS “REV ASIA”

Merger creates one of Malaysia’s largest digital media groups

KUALA LUMPUR – 10 October 2013 Following the completion of the merger between certain Catcha Media Berhad (Catcha Media) subsidiaries and Says Sdn Bhd on 8 October 2013, a new company, Rev Media Equity Holdings Sdn Bhd (Rev Asia), has been formed. Rev Asia’s vision is to be Southeast Asia’s largest digital media group with top authority brands and the widest digital reach. It hopes to achieve this through the synergy of Catcha Digital’s digital reach, the digital transformation of Catcha Publishing’s authority media brands, and leveraging SAYS.com’s social media user network.

Presently the combined reach and users of all businesses under Rev Asia is approximately 14 million people per month. It will have over 500 clients and more than 100 members of staff.

Khailee Ng, who is Co-founder and CEO of SAYS.com, has been appointed as Chairman of the Board of Directors of Rev Asia and will steer the vision, direction and corporate culture of Rev Asia. He brings with him the entrepreneurial track record of building many successful Internet ventures including a leading e-commerce business, which was ultimately acquired by NASDAQ-listed Groupon, Inc (Groupon).

Rev Asia’s Board of Directors is a dream team of successful Internet entrepreneurs and experts. They are Catcha Group, Group CEO Patrick Grove; Catcha Group Executive Director Luke Elliott; and SAYS.com Co-founder Joel Neoh, who is also Head of Asia Pacific for Groupon.

Catcha Media General Manager Voon Tze Khay has been appointed as Rev Asia Managing Director. With over 15 years in the media industry, Voon Tze Khay has considerable experience in sales and advertising and has overseen the growth of Catcha Media from a fledgling publishing business to a listed media company. He will be tasked with driving the Rev Asia business on a day-to-day basis, executing the strategy and vision of the business, with a clear focus on revenue growth and maximising profitability.

CATCHA MEDIA

Speaking about the formation of Rev Asia, Mr Khailee Ng said, "The future of digital marketing is enormous and we're extremely excited about the possibilities that Rev Asia will be able to present to advertisers looking to speak directly to ASEAN's growing, socially-connected, tech-savvy populace. Through a combination of authority media brands and wide digital and social media reach, Rev Asia is able to put advertisers at the centre of social attention in a way never seen before in this region."

Collectively the companies of Rev Asia service over 500 clients, with advertisers like Petronas, Proton and Maybank ranking amongst its biggest spenders. As part of Rev Asia's regional expansion strategy, the company has plans to expand its operations to the Philippines and Singapore by the end of 2013.

CATCHA MEDIA

About Rev Asia

Formed in 2013, Rev Asia is the owner and operator of Catcha Digital, Catcha Publishing and SAYS.com businesses, and is Malaysia's largest digital media group, with a total reach of approximately 14 million people each month. By pairing the power of social media marketing with an established portfolio of digital content authority brands, it is able to provide influential digital marketing solutions. Rev Asia is headquartered in Kuala Lumpur.

About Catcha Publishing

Catcha Publishing has 16 titles in 18 editions published across three countries. Its portfolio extends to a comprehensive demographic spread from youth through to high net worth readership with publication titles including JUICE, Hanger, The Guide, Stuff, Electronic Lifestyle, Clive, Total Film, Fairways, Mint, Prestige, Prestige Top 40 Under 40, Adore, IDEAS, Idaman, HomePride, and Kitchen+Bathroom Magazine.

About Catcha Digital

Catcha Digital exclusively operates, develops content and delivers advertising solutions across Microsoft Advertising's entire Malaysian portfolio of online products. This portfolio includes the MSN Malaysia portal (msn.com.my), Outlook.com (MY) and Skype (MY). It is also the exclusive operator of inventory for Malaysia's largest technology forum, Lowyat.net. With a reach of approximately 8 million unique users a month, Catcha Digital is one of the region's largest online publishers and the #1 branded content experiences partner.

About SAYS.com

SAYS.com is network of crowd-curated social news sites with operations in Malaysia, Singapore and the Philippines. Using a crowd-sourced content broadcasting platform, social media users curate and share trending local news, videos, and social causes, and get paid when they broadcast relevant advertiser sponsored content. Says.com have represented over 80 leading brands in their social media campaigns including Nike, Coca-Cola and Nestle. The company was named in the WorldBlu list of Most Democratic Workplaces in 2012 and again in 2013.

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