



Friday, 01 February 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 its investee company, e-Mersion (previous name as Box Digital Media Pty Ltd) today.

We believe that AIY shareholders will be very interested in the latest news.

On behalf of the Board

Cathy Lin

Company Secretary

- Ends -

1st February 2019

Dear Shareholder,

We are pleased to be able to provide you with this update on the business of e-Mersion Media.

Change of Name from Box Digital Media to e-Mersion Media

You would now be aware (if you weren't previously) that the company's name has been changed from Box Digital Media Pty Ltd to e-Mersion Media Pty Ltd.

Originally the name 'Box' reflected and was a simple extension to the Box Magazine acquisition and name. Intentions were that Box Magazine would be the first magazine published using our digital technology.

Insofar as our business is no longer about the publication/ digitisation of Box Magazine but, instead, the development and roll out of a complete digital publishing ecosystem, including a platform to digitise third-party magazines, which was the purpose for which it was developed in the first place and which is a far more substantial pursuit for e-Mersion Media, the 'Box' name no longer reflects what we do.

On the other hand, the name 'e-Mersion' was chosen because, with the platform's multi-sensory engagement through site, sound and action, it conveys the true essence of what we deliver to the viewer on each and every page. e-Mersion is a unique and pioneering technology that fully immerses consumers across a brand's entire ecosystem.

Delivering 'always on content', in real time, e-Mersion is designed and built for multi-sensory engagement on each and every page through the digital magazine portal.

It creates vast, new real-time revenue channels for advertisers while delivering 'always on' and immersive content from brands to better engage consumers through tailored content and the ability to immediately transact, securely, when, where and how the customer chooses.

Brands can now tap into, aggregate, tailor and share existing 'richer content' that formerly was distributed only through limited owned web and social channels.

All backed by a comprehensive analytics platform, empowering advertisers to monitor and measure the effectiveness of individual advertising, content placement and distribution.

Consistent with that change, our digital platform is now referred to as e-Mersion Media, as per the logo set out above, and for which we have recently lodged an application for trademark protection in Australia through leading intellectual property attorneys, Davies Collison Cave.

We note that the number of shares you previously held in Box Digital Media is exactly the same as the number of shares you now hold in e-Mersion Media.

Appointment of DiUS Computing Pty Ltd as Software Development Partner

We are pleased to report the recent engagement of DiUS Computing Pty Ltd, one of Australia's leading tech services companies, as our principal provider of software development services.

DiUS is a multi-award-winning privately owned software development firm headquartered in Melbourne. The company has many prominent clients such as Qantas, National Australia Bank, NIB, State Government of Victoria, AGL, to name just a few.

Following a handover from In The Code which occurred last December, DiUS now has a working demonstration environment on e-Mersion Media's own platform, so that magazines can be created/ updated for sales pitches and meetings, and has documented the path forward to bringing the back-end of the platform up to full production scale quality.

DiUS Co-founder & Director, Mr Clency Coutet said today:

"We are delighted to welcome e-Mersion Media as a client. e-Mersion Media is truly an exciting digital publishing platform concept and we believe brands will benefit from its fully immersive content experience."

Dispute with In The Code Pty Ltd

On 19 April 2017, the IT platform precursor to e-Mersion Media was acquired from In The Code Pty Ltd pursuant to a Deed of Assignment of Intellectual Property.

As you may be aware, on 29 June 2018, without warning, In The Code denied us access to e-Mersion Media and ceased providing development services.

In conclusion, I am pleased to advise that e-Mersion Media's dispute with In The Code has been resolved with In The Code formally foregoing all right to the software and other Intellectual Property in relation to the e-Mersion Media platform and acknowledging the ownership of e-Mersion Media.

Other

We take this opportunity to thank you for your ongoing support.

Yours sincerely

A handwritten signature in black ink, appearing to read "John Iliopoulos", written in a cursive style.

John Iliopoulos
Managing Director