



Millionaireasia® To Publish In China, Hong Kong & Macau

MillionaireAsia has just finalised its largest licensing deal to date to expand its brand into 3 strategic markets: China, Hong Kong and Macau in the coming months.

Eight Custom Media, a leader in the custom publishing field with offices in Hong Kong, Beijing, Shanghai and Macau, has secured the MillionaireAsia licence to publish 3 separate editions dedicated for Hong Kong, China and Macau millionaires.

This latest foray comes hot on the heels of the launch of MillionaireAsia Japan in June 2008 and MillionaireAsia Malaysia in February 2008. MillionaireAsia is currently also published in Singapore, India and Indonesia, with each edition having distinctive local content. With the edition of the new markets, MillionaireAsia is poised to expand its current reach of 50,000 copies per issue to 80,000 copies soon.

Bjorn Fjelddahl, Managing Director of Eight Custom Media commented that his company is "extraordinarily pleased" to be joining the MillionaireAsia team. "We believe the phenomenal growth of MillionaireAsia is indicative of the need in the market for the kind of product offered by the magazine and the events and we're pleased to have the support of the network of sister publications in India, Indonesia, Singapore, Japan and Malaysia. It's a big step for us at Eight and we're really looking forward to publishing our first issue."

Brian Yim, Founder and Publisher of MillionaireAsia was elated to have forged a partnership with Eight Custom Media. "Finding the right partner with the correct mix of attributes for success is difficult. We have always wanted to expand our network into China, Hong Kong and Macau. Hence we are absolutely delighted to have found

Eight Custom Media and to work with a highly driven, talented and successful company with proven experience and expertise in the three markets to expand the MillionaireAsia brand to some of the largest and fastest growing concentrations of millionaires in the world."

The latest 2008 World Wealth Report, published by Merrill Lynch and Capgemini shows the total number of high net-worth individuals in Hong Kong climbed to 95,000 after increasing 10.2% last year. Mainland China was the world's second fastest-growing high net worth individual (HNWI) market (* after India's 22.7%) rising by 20.3% to 415,000 millionaires.

"We believe these numbers will readily support the kind of high quality magazine we will be producing and the exclusive events we will hold in partnership with our advertisers who want to reach this key demographic. We believe these

From left: Queenie Cheung – Sales & Marketing, Matthew Driskill – Executive Editor, Chris Baker – Eight Beijing, Bjorn Fjelddahl – Managing Director, Yves Ngakoutou – Eight Macau, Chris Chan – Eight Macau, Roger Searl – Commercial Director, Kim Yu – Sales & Marketing, Maggie Chooi – Sales & Marketing



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three markets are a key growth area for us as a company and for the MillionaireAsia brand," said Bjorn.

He added: "Eight Custom Media was also attracted by the hard work MillionaireAsia has already done to establish the brand and to attract the kind of attention it has already throughout the region. We view this partnership as a natural extension for us as a company that has long experience and deep roots in Hong Kong and the region. With our experience and an already-established office in China and Macau and the rapid growth of high net worth people there, it is a natural fit. Finally, our work in the commercial publishing field makes this a natural fit for us and for the region."

Pitched at the "Working" Millionaires

In line with the profile of the other MillionaireAsia Editions, MillionaireAsia Hong Kong, Macau and China will distinguish itself from other luxury titles and will instead focus on the working wealthy, the operative word being "working." Bjorn explained, "We don't view this as a "society" magazine with pretty pictures. We view the titles as being focused on providing a very specific audience with the information they need to expand their wealth, protect their wealth, and enjoy their wealth and their hard work."

"We also view the titles as a very effective way for us to create a media platform that links our audience with the advertisers and service suppliers who want to reach them, not only through the magazine but online as well and through the events. The titles will also stand apart because of the languages we will be using. Hong Kong will be published in English, but because of the markets and the specific demographics, the titles in Macau and mainland China will be printed in Chinese." ■



Macau, A Huge Magnet For Visiting Millionaires

Macau enjoys incredible growth and the huge number of people from the mainland visit the city. Eight Custom Media sees MillionaireAsia as a natural fit for the city because of the huge population of visiting millionaires, the high number of special events produced by the hotels and casinos and many first-class restaurants that are calling Macau home.

"It's a perfect storm of high net worth people coming together to enjoy their wealth and hard work and we want to help our advertisers and sponsors reach out to them and connect with them," enthused Bjorn.

With 27 million visitors in 2007 and growing at a scorching 20%, Macau visitors have already exceeded Hong Kong's visitor arrivals after the first quarter 2008. Strongly driven by mainland Chinese tourists (almost 15 million) and Hong Kong residents (just over 8 million), Macau's economy is showing no signs of fatigue. The gaming industry is expected to

generate more than US\$7.4 billion in 2008. The hospitality business is doing so well that from 20,000 rooms today, Macau will count a stunning over 50,000 hotel rooms by 2010 with the best hotel groups setting up in town such as St Regis, Shangri La, Conrad, Hilton and Raffles Hotels & Resorts.

The retail industry is growing by 33% from 2006 to 2007 with luxury brands leading the pack. Leading entertainment companies are launching shows such as Cirque Du Soleil who will start from August brings world standard shows in a permanent theater for two years.

Private jet services, Rolls Royce limousine services, stunning suites, gourmet cuisine and more are waiting for Asians and worldwide high net worth individuals who expect nothing but the best during their trip to Macau. Millionaires come from mainland China, Hong Kong and the whole Asia and spend millions in entertainment and gaming.



MillionaireAsia is published in 5 countries

What to Expect from MillionaireAsia Hong Kong, China & Macau

Bjorn: "Readers of these versions can expect to see the same high quality editorial content as in the sister titles of MillionaireAsia and a focus on the working wealthy and ways to expand and protect that wealth, as well as ways to enjoy the fruits of their labour. People in Hong Kong and Macau may be accustomed to their wealth and we want to help them expand their knowledge of how to enjoy it more. People in the mainland are seeing tremendous growth and don't have the history of wealth expansion or wealth protection that other markets have. We see this as a key area for growth for the titles and events. Again, it's not about pretty pictures, but it's about high quality information delivered through the magazine and online and in person at the events."

How Will Eight Custom Media take the MillionaireAsia brand to the next level?

Bjorn: "Eight Custom Media is very focused on creating direct channels of communications between a client, or advertiser, and the people that client or advertiser wants to reach. We accomplish this by working very hard to understand our client's business and understand their goals.

Another strength is our knowledge of the communications industry and being able to put that deep knowledge to use on behalf of our clients. We have been leaders in the custom publishing field for several years and are now consolidating and expanding our work in the commercial publishing field. We have extensive experience in creating these channels of communications on behalf of clients and now we'll be able to create them on behalf of MillionaireAsia.

Key Driver for Business Growth

Bjorn: "Eight Custom Media is very focused on growing its business and MillionaireAsia is going to be a key driver of that growth. The company is expanding its business to include more of its own and licensed titles and we see this as the way forward. We are also expanding our digital capabilities because we see the MillionaireAsia website as a key portal to reach out to readers and advertisers and involve them on a deeper level.

One of the key factors as well in making this decision to take on three markets is the growth of the luxury business and the fact that publications targeting high net worth individuals consistently outperform other publications in the market.

Some of our clients include such luxury brands as Montblanc, The Peninsula Hotels and many others like the Venetian in Macau as well as Virgin Atlantic. We've also worked with wider consumer brands like Walt Disney.

We've managed to attract and retain the clients we have because we're involved in all aspects of publishing – both in print and online – by employing award-winning editors, writers, photographers and designers who provide a suite of turnkey services. These publishing professionals handle it all, from editorial to design, photo, print, video, interactive, custom relationship management, distribution and circulation and advertising sales.

Distribution : 30,000 in China, Hong Kong & Macau

Bjorn: "Initially there will be 10,000 copies distributed to each market. We're only targeting a very select group of high net worth individuals so there will be no newsstand sales or anything like that. In Macau there may also be some additional distribution to five-star hotels and casinos, but again, these will be restricted to a select group of guests who meet certain criteria to qualify and it's one reason why Eight has opened a special office in Macau to handle MillionaireAsia sales, distribution and some editorial work as well." ■

Millionaireasia®

Eyes Rapid Expansion

With the latest addition of Hong Kong, China & Macau, MillionaireAsia connects to 80,000 millionaires in 8 territories, including Singapore, India, Indonesia, Malaysia and Japan. MillionaireAsia will continue to expand its brand to all 23 countries where its brand has registered its trademark. The other countries include Thailand, Vietnam, Taiwan, Korea, Philippines, United Arab Emirates, Russia, Australia, New Zealand, USA, United Kingdom, Chile, Argentina, Mexico and South Africa.

MEET THE TEAM @ EIGHT

BJORN FJELDDAHL
Managing Director

Bjorn is the managing director of Eight Custom Media. After completing an MBA with a specialty in business law, he previously worked as a senior executive all over the world, building brands and businesses in the sporting goods industry. In addition to keeping a close eye on the publishing operations, Bjorn is heavily involved in developing communications strategies for international clients. Bjorn's enthusiasm for helping clients compete harder, faster, better is reflected in his leisure activities – he is an action sports fanatic who is always ready for a windsurfing, mountain biking or snowboarding challenge.



ROGER SEARL
Commercial/Sales Director

Roger is a force of nature, with 20 years of media sales, sales management and company management experience in Europe and Asia. For 10 years, Roger worked with Maxwell Business Communications in the U.K., handling a division with 10 business titles and associated products. Moving to Hong Kong in 2001, he joined SCMP Haymarket, where he launched PR Week Asia and headed up the CEI Asia Pacific sales teams in Hong Kong and Singapore. In 2002, Roger moved to Adkom. In two years, he launched four new titles: AsiaSpa, Asia Pacific Boating, China Boating and Jets Asia Pacific. Joining Emphasis in 2005, as general manager advertising sales, Roger headed up the media sales network comprising 59 offices in 22 countries and looked after relationships with over 50 airline clients.



CHRIS BAKER
Eight Custom Media Ltd. Beijing

Chris Baker drives Eight's operations in China. After graduating with degrees in economics and communications at Simon Fraser University, he studied industrial design before completing a post-graduate degree in international management. He has handled advertising sales for TV Week magazine in Vancouver and overseen editorial operations at the renowned trade publishing group Global Sources in Asia. Chris hails from Vancouver, Canada. At Global Sources in Hong Kong in 2000, he managed the editorial bureaus in Hong Kong, China, Taiwan, Korea and Singapore, and supervised the editorial development for over a dozen publications and websites.



MATTHEW DRISKILL
Executive Editor

Matthew Driskill is an award-winning journalist, photographer, multimedia producer and university lecturer who has lived and worked through Asia and Europe since 1989. Prior to his current posting, Driskill served from 2002-2008 as Editor of Business Asia, a daily section of international financial news covering Asia published by the International Herald Tribune. Driskill oversaw all aspects of the daily section and coordinated global coverage on three continents. Prior to joining the International Herald Tribune, Driskill served as the Managing Editor for IO Magazine, a quarterly review of business research published by the global business and management school INSEAD in France. Driskill served as President of the Foreign Correspondents Club of Hong Kong in 2004-2005.



EMILIO RIVERA
Design Director

Combining creativity with an eye for perfection, Emilio is defining the structure and the look of the company's publications. A seasoned designer with more than 25 years of design experience under his belt, his forte is transforming elaborate and detailed stories into reader friendly and engaging designs. A teacher and lecturer, Emilio lives and breathes graphic design and illustration. In between shuttling to Manila to visit his family, Emilio uses his spare time doing volunteer work for a migrants' organisation in Hong Kong.



YVES NGAKOUTOU
Eight Custom Media Macau Ltd

Yves is the Managing Director of Eight Custom Media Macau. He has worked in the media industry for six years with leading companies in Asia such as Asia Inflight Ltd., Adkom Media Group (now Blu Inc Media) on both Asia and Greater China focused projects. Covering custom publishing to luxury lifestyle publications, Yves successfully launched titles such as Elite (MARTELL Europe), and Asia Spa Japan. Yves was also in charge of CAAC In-flight magazine, Pinnacle Magazine dedicated to Rolls Royce owners and Destination Macau magazine.



CHRIS CHAN
Eight Custom Media Macau Ltd

Chris is a Macau-born media and advertising executive who graduated with a degree in communications from Macau University. Chris was part of the innovative team that launched taxi-video advertising in Macau. Before joining Eight Custom Media Macau, Chris was the Sales Director for Destination Macau. Chris has a well-connected network in the luxury industry in Macau. ■

