

MillionaireAsia Expands to Japan



FRONT ROW,
FROM LEFT:
IAN TU, VICE
PRESIDENT
& FINANCE
DIRECTOR
MAMI INUI,
MANAGING
EDITOR/EDITOR-
IN-CHIEF,
OLIVIER
VOISIN, CEO &
PUBLISHING
DIRECTOR
STANDING, FROM
LEFT:
MUNEHARU KISHI,
VICE PRESIDENT,
ADVERTISING
DIRECTOR
MATTHEW DEAN
HULL, FINANCIAL
ANALYST,
TOMEO RD.M-
GRESSARD,
PUBLIC
RELATIONS
DIRECTOR

SONIX Japan has clinched the exclusive rights to publish *MillionaireAsia* in Japan, home to nearly 1.5 million millionaires, by far largest number of millionaires in any other Asia Pacific country.

The company, co founded by Frenchman Olivier Voisin, CEO and publishing director, Muneharu Kishi, vice-president and advertising director and Ian Tu, vice-president and finance director. Sonix Japan is involved in publishing, consulting, advertising and financial management. It has a proven track record in publishing, club management and events. In less than 6 years, they have already successfully launched 2 magazines: Maholo Club for concierge services

for the well heeled and -Thuries, a gourmet club magazine.

It also has 6 private clubs, which have welcomed more than 30,000 high net worth Japanese. Sonix Japan also publishes 3 annual private club magazines and a corporate magazine for a famous fashion brand.

On its move to secure the *MillionaireAsia* licence, Olivier explained: "Most of our members, clients and readers are senior executives, business owners, doctors and consultants whom on average have over ¥100 million (US\$1 million) in liquid assets. They have an average age of 45 and approximately 40% of them are women. We were looking for possible opportunities to create a common platform for this exclusive target group, a select millionaires' club and we thought *MillionaireAsia's* licence would be the best."

MillionaireAsia's founder and group publisher, Brian Yim is delighted to welcome Sonix Japan into the *MillionaireAsia* family (now published in Singapore, Malaysia, India and Indonesia). He said: "We need to be in Japan which has the largest concentration of Millionaires in the Asia Pacific region.

MillionaireAsia is pleased to partner with Sonix Japan. They have a formidable team composed of some of the most talented people in media, sales, communications and events management. We look forward to collaborating with Sonix Japan to make *MillionaireAsia* succeed phenomenally in Japan."

Understanding The Japanese Millionaire Psyche

Sonix Japan believes that times have changed and Japanese business leaders and millionaires crave exposure to an international high-end society, in which the quest to experience all the excitement and opportunities within the centre of interpersonal and social relationships can be fulfilled. Among successful Japanese businessmen and millionaires, there is a common desire to live life to the fullest, and to share that lifestyle in many aspects.

Olivier comments: "Wealthy Japanese

people seek to discard the boredom of traditional corporate life, and *MillionaireAsia* is, without a doubt, a liberator in that respect. For this reason, the company does not need any introduction. Our philosophy is already implanted here in the heart of thousands and to illustrate our point, in many millionaires that we have met in Tokyo alone, we have not found a single person without the need for a high-end media-event organisation.

He adds, "A media that covers a niche market where money is no object is a well supported idea by millionaires in Japan today. Those who have attained prosperity also wish to fulfil their lives, so wherever the economy is heading, these wealthy people will continue to live the lifestyle of their aspirations.

"*MillionaireAsia* in Japan will represent a bridge between wealth and fulfilment and provide the missing link for thousands of Japanese millionaires to achieve the lifestyle of their dreams. With the added comfort of safety, discretion, reliability and sophistication, we think the services that *MillionaireAsia* promotes are coincidentally tailor made for the Japanese market and indeed, although *MillionaireAsia* Japan is currently being established, it is already a success and will surpass other Asian countries."

How do you see the business prospects for the Japanese market and what is the basis for your optimism?

Olivier: Prospects are bright because Japan is home to far more millionaires than any other Asia-Pacific country and according to the Asia-Pacific Wealth Report produced by Merrill Lynch and Capgemini, the number of these wealthy individuals in Japan grew by 5.1% to 1.477 million in 2006. Personal fulfilment can of course be achieved in many ways, however, *MillionaireAsia* will attract the most outgoing, conspicuous and internationally focused consumers. We can see this from the fact that Dom Perignon's sales are the highest in Japan. Sales of Rolls Royce limousines in Japan are also the second highest in the Asia Pacific, after China.

When is *MillionaireAsia* Japan scheduled for launch and what plans are in store?

Olivier: We will launch our first publication in June 2008 with a grand opening party. We are planning several private events with affiliated sponsors throughout the rest of the year. We are planning to serve our sponsors and subscribers' needs in a way that has never been done by any other media or corporation in Japan.

The editorial will be written first in Japanese and soon after the first and second edition, we will

also have an English version as well. In that way, we will be able to serve the best to our friends in Embassies and all the foreign companies here in Tokyo. We have established the strategy in reaching out to both the Japanese and foreign wealth community throughout Tokyo and its suburbs.

Where will *MillionaireAsia* Japan be distributed? Mostly in Tokyo only or throughout Japan?

Olivier: *MillionaireAsia* Japan will be distributed in major cities throughout Japan. We are planning events and gatherings as well in most major cities including Tokyo.

What is the initial reaction and expectation from potential advertisers/sponsors when you introduced the *MillionaireAsia* concept to them?

Olivier: The initial reaction was overwhelming. Advertisers and sponsors alike are very much looking forward to the publication in Japan. The fact is that we already have a long queue of major companies willing to collaborate with us.

Who will be included in the exclusive circulation list of *MillionaireAsia* Japan?

Olivier: Tokyo is a place of very rich and concentrated networks of the top corporations and luxury brands, celebrities and successful individuals. Japanese VIP's rank from the chairmen of major multinational corporations and owners, famous artists and show

business people and private real estate agency owners. On an international level, we have already established relations with diplomats and national leaders outside Japan. The names of such people are purposely kept confidential before the launch of the magazine in June 2008, however, without a question, we aim at the very top tier to establish the most exclusive readership.

What strategies will you use to attract more *MillionaireAsia* Japan readers and top luxury brands?

Tomeo: Through the communication system we have just recently established, we have full access to most private parties and events in Tokyo where our prospective sponsors and top luxury brands will be. Our main strategy is to be where these people are, with a readiness to meet them around the clock. With our marketing concepts in mind, we have established contacts with major leaders in the chambers of commerce and industry, diplomats and successful businessmen. Our strategy focuses on creating solid personal relationships with heads of companies, leaders and academics in several industries to promote readership to millionaires in Japan.

In the *MillionaireAsia* spirit and legacy established by our founders in Singapore, we will follow the pattern of gathering people through private events and summits tailored to the needs of our sponsors and readers alike. ■

MillionaireAsia is now published in 5 countries

MillionaireAsia is now published in Singapore, Malaysia, India, Indonesia and Japan with a combined circulation of 50,000 copies sent to many of the richest people in Asia.



MILLIONAIREASIA'S GROUP PUBLISHER & MANAGING EDITOR BRIAN YIM (THIRD FROM LEFT), PRESENTS THE LAUNCH ISSUE TO COVER PERSONALITY, DEEPIKA JINDAL AT THE MILLIONAIREASIA INDIA LAUNCH IN NEW DELHI ON 9 MAY 2007 AT THE IMPERIAL HOTEL.



MILLIONAIREASIA INDONESIA WAS UNVEILED WITH MUCH FANFARE IN JAKARTA ON 10 AUGUST 2007 AT GRAND HYATT JAKARTA.



MILLIONAIREASIA'S LAUNCH PARTY WAS HELD AT A PRIVATE JET HANGAR IN SINGAPORE ON 13 MAY 2005.



Meet *MillionaireAsia* Japan's Editor



Mami Inui is the managing editor for *MillionaireAsia* Japan and has more than 15 years experience as a chief editor for several luxury magazines in Japan. A graduate of the very reputable, well-known Tama Art University, Ms Inui's creative and social skills has helped her create a very large network throughout Tokyo. Her attention to details and her ability so sustain focus on what she creates, her excellent work with writers and superior communication

skills, makes Mami Inui the best choice for *MillionaireAsia* Japan.

Ms Inui says, 'We would like to create innovative marketing and build a reputation for having a personal touch. Furthermore, we would like to maintain long-term relationships with our millionaires and partners by creatively exceeding their expectations, and to be recognised in our industry as pioneers and leaders in publishing literature for Millionaires.' ■