



Netccentric Signs Commercial Agreement with Leading Malaysian Film Producer, MIG Pictures

Highlights

- Commercial agreement signed with MIG Pictures, a leading Malaysian film producer with over 50 celebrities, artists and influencers in their client base
- Agreement provides Netccentric with exclusive access to commercialise MIG's client base by offering advertisers the opportunity to connect with Influencers with a huge social media presence
- MIG is the largest film producer in Malaysia with a portfolio of over 150 films by 2015
- Partnership provides further revenue stream opportunities including the ability to sell product placement in MIG films
- MIG brings wide industry connections to further increase Netccentric's Influencer portfolio and drive further social media engagement campaigns from clients in Malaysia, a key market for Netccentric
- Agreement is aligned to Netccentric's growth strategy to expand in existing markets with new partnerships to increase its client offering and drive acquisition

Netccentric Limited (ASX:NCL) (The '**Company**'), Asia Pacific's leading digital media, marketing and technology business, today announces it has signed a commercial agreement with MIG Pictures (MIG), Malaysia's leading film producer.

The agreement provides Netccentric with exclusive access to all of MIG's celebrity client base currently engaged by MIG directly increasing the Company's social media engagement offering. The partnership also opens up industry wide connections to engage further celebrities and Influencers as required by Netccentric.

MIG is the largest film producer in Malaysia by number of films, with over 150 films currently under their production house name. MIG's films are shown in cinema's nationwide and also available to view on Astro, Malaysia's leading Pay TV service with over 4 million subscribers throughout Asia.

MIG have contracts with a vast amount of Malaysia's top Influencers and celebrities including Nora Danish, who has the highest Instagram following in Malaysia with over 2 million followers and actor Farid Kamil who has almost 1 million Facebook fans.

Through this agreement Netccentric has the ability to offer its clients increased access to leading celebrities' and Influencers' social media platforms to increase the effectiveness of campaigns by providing a wider selection of choice and consumer outreach for client campaigns and promotional activities.

The agreement is a revenue share agreement, which provides for exclusive access to all celebrities and Influencers signed up with MIG for the next five years. It also includes all future talent to be signed up through MIG and leverages their expertise, management capabilities and connections in the market, whilst Netccentric focuses on its digital media and marketing campaigns involving the celebrities.

The partnership with MIG also opens up additional revenues streams for Netccentric including a revenue share of all MIG ambassadorships worth over a certain amount and the option to sell product placement opportunities within MIG films, which in turn also expands its product offering to clients.

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Mr. Cheo Ming Shen, CEO, Netccentric Limited commented: *“This agreement with MIG provides exclusive access to over 50 celebrities and influencers throughout Malaysia and the network to reach out to any local celebrity in the Malaysian entertainment and film industry. Malaysia is one of our core markets of growth and we are committed to our strategy of expanding in this region through increasing our digital marketing and social media offering and driving client acquisition.”*

“MIG’s films are known throughout Malay speaking audiences in Asia and they have created a substantial number of celebrity personalities in Malaysia. Our business is based on our ability to promote our clients products and services successfully and by expanding our Influencer base we have therefore increased our ability to reach consumers through digital and social channels. We expect to see significant traction in Q4 and 2016 in the Malaysian market as a result of this agreement.”

David Teo, CEO of MIG Pictures commented: *“We’re delighted to be working with Netccentric in this venture. This agreement provides our celebrity talent with the opportunity to work with leading brands and provides brands with the ability to reach a wide audience through those people who they are influenced by and respect.”*

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About Netccentric

Netccentric is a digital media business established in 2006 and operates six businesses in the digital advertising sector across multiple geographies including Singapore, Malaysia, Australia, Philippines, China and the U.K. Netccentric provides advertisers with an innovative platform to connect advertisers with publishers and social influencers to promote their products and services. It’s Display Ad Network and Influencer Platform spans over 950,000 blogs making it one of the largest blog advertising networks reaching over 41 million people per month.

About MIG Pictures

MIG Pictures, a leading Malaysian production house started in 2000 and has produced over 100 Malay films to date grossing close to RM200 million (A\$ 67 mil) in the Malaysian box office. The company also produces over 200 hours of TV Drama every year and is expected to have produced up to 150 films by the end of 2015.

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