

## ASX RELEASE

# Netccentric and Astro Form Content Marketing Partnership

**Melbourne, Australia: March 7<sup>th</sup>, 2018:** Leading digital marketing solutions provider Netccentric Limited (ASX: NCL) (“Netccentric” or the “Company”) is pleased to announce that the Company’s influencer marketing business Nuffnang has executed a commercial partnership with leading Southeast Asian content and consumer company Astro Malaysia Holdings Berhad (Astro) to create high impact ‘Content Marketing’ packages for Malaysian advertisers.

Nuffnang has experienced an increasing demand from advertisers for such ‘Content Marketing’ packages consisting of:

- brand or product placement in a popular news piece,
- publication of these news pieces on popular news / content portals, and
- a large base of social media users sharing the news with their friends at a pre-scheduled time to increase the chances of a viral effect.

This new relationship between Nuffnang and Astro will bring together one of the largest networks of digital news and content portals in Astro, with the largest and strongest base of social media users in Malaysia held by Nuffnang. The contract will be for an initial 1-year period, commencing in March 2018.

Netccentric CEO Mr. Desmond Kiu commented:

*“We’re excited to bring this contract to completion for the benefit of both parties as a hand-in-glove partnership solution. Our team is very eager to take this product to the Malaysia market as the first of hopefully many programs we can replicate and roll-out across all of our operating markets in the region.”*

General Manager of Blaze Digital – Astro’s Digital Sales Unit – Mr. Jayaram Nagaraj commented:

*“This is a partnership that blends the best of what Astro has to offer with Nuffnang’s talent network, as well as content marketing, and performance marketing capabilities. We are keen to expose these unique marketing solutions to our clients to drive the performance of our content solutions for the Malaysian market.”*

### **About Astro Malaysia Holdings Berhad**

Astro Malaysia Holdings Berhad (Astro) is a Malaysian and ASEAN digital-first media and lifestyle company in the Digital, TV, Radio and eCommerce space. Astro is Malaysia’s No. 1 online media company with 7.4 million unique visitors per month across the digital platforms of its entertainment and lifestyle brands.

The company serves 21 million individuals in 5.3 million households, or 73% of Malaysian households, who are able to watch Astro content on all screens and on demand, be it TV, laptop, tablet and phone. NJOI, the Company’s subscription-free TV service, offers all Malaysians free access to 28 TV and 20 radio channels on TV and mobile devices. With its subscription-free model, NJOI has been well-received and will continue to drive the company’s market reach. Astro Radio includes Malaysia’s highest rated stations across key languages and there are available on both terrestrial and digital channels, reaching 16.5 million weekly listeners.

Astro holds the distinction of the ‘Gold’ award in the Media and Entertainment category at the Putra Brand Awards for 8 consecutive years from 2010 to 2017, including the ‘Brand of the Year’ award in 2012, the ‘Brand Icon’ award in 2013 and the ‘Malaysian Marketer

of the Year' award in 2016. Astro Kasih is the company's CSR arm, whose award-winning programmes have been recognised for its innovation and life-changing impact on the community it aspires to serve.

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**FORWARD-LOOKING STATEMENTS:**

This press release may contain "forward-looking statements". Such statements include, but are not limited to, any statements relating to our growth strategy and product development programs and any other statements that are not historical facts. Forward-looking statements are based on management's current expectations and are subject to risks and uncertainties that could negatively affect our business, operating results, financial condition and stock value. Factors that could cause actual results to differ materially from those currently anticipated include: risks relating to our growth strategy; our ability to obtain, perform under and maintain financing and strategic agreements and relationships; risks relating to the results of research and development activities; risks relating to the timing of starting and completing clinical trials; uncertainties relating to preclinical and clinical testing; our dependence on third-party suppliers; our ability to attract, integrate and retain key personnel; the early stage of products under development; our need for substantial additional funds; government regulation; patent and intellectual property matters; competition; as well as other risks described in our stock exchange and company filings. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in our expectations or any changes in events, conditions or circumstances on which any such statement is based, except as required by law and regulators.

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