

CATCHA MEDIA

For Immediate Release

CATCHA MEDIA BERHAD ENTERS INTO TERM SHEET WITH LUXURY E-COMMERCE WEBSITE, HAUTEAVENUE.COM

KUALA LUMPUR, 15 September, 2011 – Catcha Media Berhad (“Catcha Media”), today announced it has entered into a term sheet relating to the proposed acquisition of 100% equity interest in Haute Groupe Pte Ltd, the operator of a members-only luxury fashion sales business through website “Hauteavenue.com”. The terms sheet sets out the indicative parameters that governs the proposed acquisition.

Across the globe, luxury fashion sales websites specialising in current and post-season inventory have proven to be some of the fastest growing online businesses over recent years. They can be highly profitable and popular businesses, utilising strong databases of online users to generate high margin sales of high value products.

Companies such as Vente Privee in Europe and Gilt Group in North America have enjoyed tremendous success, turning over an estimated US\$1.3 billion and US\$270 million in sales respectively for the financial year ended 2010. Such business models are still nascent in the ASEAN region, with potential for considerable growth given ASEAN’s relatively early stage in the development of e-commerce and its sizable consumer appetite for luxury goods.

Hauteavenue.com currently operates in Singapore, with Catcha Media intending to develop and launch its product offering in Malaysia and then across the region.

Said Patrick Grove, Director of Catcha Media, “We are very excited to be working on this proposed acquisition of Hauteavenue.com. There is an enormous opportunity to leverage our existing user database of approximately 9 million Malaysians every month and to bring Hauteavenue.com’s product offering to a much larger, regional market. We believe we can add significant value to the business almost instantly, in particular by leveraging our Malaysian audience to deploy and market the business rapidly in the Malaysian online market at very little additional cost.”

Grove also said, “The rapid growth of an urban middle class across the region as a whole has led to a powerful increase in discretionary spending. In the luxury fashion category, companies such as Hauteavenue.com have the ability to deliver a highly coveted product to a high-spending consumer group at a significantly lower price, making them exceptionally

popular online destinations. Such businesses when conducted online command very strong profit margins and are most powerful when coupled with expertise in building large databases of users, such as Catcha Media's."

The proposed purchase consideration for Hauteavenue.com is SGD5.00 million (approximately RM12.34 million). The purchase consideration includes a net profit after tax guarantee from the vendors of Hauteavenue.com amounting to SGD1.50 million (approximately RM3.70 million) for the 12 months subsequent to completion of the proposed acquisition.

The proposed acquisition of Hauteavenue.com is a significant step towards Catcha Media's vision of building the leading online company in the region, representing its first foray into e-commerce and a larger regional footprint.

About Catcha Media Berhad

Catcha Media Berhad (Catcha Media) is a Malaysian-based company, in online media and publishing, with both businesses contributing to a combined reach of approximately 9 million people per month. Catcha Media also operates all of Microsoft's online properties in Malaysia, including the MSN portal, Windows Live Messenger (MY) and Hotmail (MY), the inventory for Lowyat.net (Malaysia's largest technology forum). Catcha Publishing, the Group's publishing division, has 14 titles in 16 editions published across three countries.

Catcha Media's publishing portfolio has a comprehensive demographic spread from children through to high net worth readership with publication titles including JUICE, Hanger, Stuff, Clive, Fairways, Mint, K-Zone, Prestige, Prestige Lifestyle, HomePride, EVO, Supercars, EVO Performance Heroes and Kitchen+Bathroom Magazine.

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