

# CATCHA MEDIA

*FOR IMMEDIATE RELEASE*

## **Catcha Media Prepares for Rapid Growth – Appoints Co-Founder As CEO**

**Kuala Lumpur, Malaysia; 30 November 2011** - Catcha Media Berhad (“Catcha Media”) announced today changes to its leadership team. Mr Kensuke Tsurumaru, who has served as CEO of Catcha Media since 2010, will be replaced by Mr Patrick Grove, who is current a non-independent non-executive director of Catcha Media. These changes are effective immediately.

Said Dato’ Larry Gan, Chairman of Catcha Media, “The internet and new media environment is moving so rapidly, we felt the company needed to engage a more dynamic and entrepreneurial leader to navigate it through the coming aggressive growth period. The Board believes Mr Grove adopting a formal, executive role with the company offers it the experienced, entrepreneurial stewardship it needs into 2012.”

“Mr Grove’s vast experience operating high growth businesses in this part of the world and his recognised ability to lead such organisations will be of enormous value. Having Mr Grove move into this executive role and beefing up the calibre of management in this manner affords Catcha Media with success”, he continued.

Mr Grove, the largest shareholder of Catcha Media’s majority shareholder, Catcha Group Pte Ltd, (where he is the current Group CEO) and is a co-founder of Catcha Media. He was appointed to the Board as a non-independent non-executive director in October 2010. In 1997 he graduated with a Bachelor of Commerce in Finance from University of Sydney, Australia and he is also a chartered accountant, a member of the Institute of Chartered Accountants of Australia. As a co-founder and major shareholder of Catcha Group Pte Ltd, Catcha Media’s majority shareholder, Mr Grove has built a number of media and internet-based businesses in Asia and has been independently recognised with numerous international awards such as Global Leader of Tomorrow by the World Economic Forum, New Asian Leader by the World Economic Forum, Young Entrepreneur of the Year by the Australian Chamber of Commerce, Singapore and Top Entrepreneur under 40 by Business Week Asia.

Mr Grove said, “I am extremely excited to be taking on this challenging role. I look forward to driving the company aggressively into a new phase of growth. With our dominant position in magazine publishing, exciting partnership with MSN and recent acquisitions of Hauteavenue.com (which is in the midst of completion) and the terms sheet signed for our acquisition of Carlist.my, we are building an asset base of excellent new media properties. I’m excited about driving the business to the next level.”

He continued, “It has been a challenging few months for the business, but I am extremely enthusiastic about the opportunities Catcha Media has to continue and grow its leadership position in the Malaysian online media and internet landscape.”

Outgoing CEO, Mr Tsurumaru will remain with Catcha Media as an Executive Director and will work on integrating acquisitions such as Hauteavenue.com and other special projects.

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