

# CATCHA MEDIA

***FOR IMMEDIATE RELEASE***

## **Catcha Media To List on ACE Market**

**Kuala Lumpur, 30 June 2011** – Catcha Media Berhad (“Catcha Media”) today launched its prospectus for its proposed listing on the ACE Market of Bursa Malaysia Securities Berhad (“Bursa Malaysia”).

Guided by Adviser, Underwriter and Placement Agent, OSK Investment Bank Berhad (“OSK”), Catcha Media aims to raise RM17.25 million from its Public Issue of 23,000,000 new ordinary shares, each at an issue price of RM0.75 where 3,000,000 shares have been offered to the Malaysian public, while 20,000,000 shares are for private placement.

In conjunction with the exercise, an Offer For Sale of 11 million ordinary shares will also be made to identified investors.

Catcha Media is presently a media owner and operator of a magazine publishing business and an online media business. The magazine publishing business currently publishes 14 magazine titles, while the online media business sells internet advertising space to Malaysian brand owners and advertising agencies. Catcha Media’s online media business entered a strategic alliance with Microsoft in early 2009, whereby Catcha Media exclusively sells, promotes and monetises Microsoft’s entire suite of online products in Malaysia. Catcha Media also has exclusive sales rights for leading Malaysian website, Lowyat.net. In total, media properties controlled by Catcha Media currently reach 9.78 million Malaysians.

Catcha Media has earmarked approximately RM13.15 million of the proceeds from the Public Issue for working capital required for growth of its business. RM2 million will fund research and development activity while the remaining RM2.1 million will be used to fund listing expenses.

For its financial year ended 31 December 2010, Catcha Media recorded total revenues of RM35.42 million with a profit after tax (PAT) of RM8.10 million. The online media business contributed 81.75% of Catcha Media’s PAT.

According to Frost & Sullivan, online advertising expenditure in Malaysia is expected to grow at a compound annual growth rate (CAGR) of 56.63% per year for the next five years. Frost & Sullivan also estimates that Catcha Media captured a 26.62% share of Malaysia’s online advertising market in 2010.

Moving forward, Catcha Media seeks to expand by way of acquiring more representation and sales rights for local and international online properties, while leveraging its magazine publishing business to grow its online media business.

“We believe Catcha Media has very strong prospects, given its leading position in the online media industry,” said Patrick Grove, Director and Founder of Catcha Media. “With the

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industry growing at such a rapid pace, the listing of Catcha Media on the ACE Market will give it a significant advantage in terms of both its ability to execute in a rapidly growing market, as well as the resources to give it a great chance of remaining at the forefront of online media businesses in Malaysia and ASEAN.”

The prospectus is open for subscription from today until 8 July 2011. Catcha Media is due to list its shares on Bursa Malaysia’s ACE Market on 22 July 2011. A copy of the prospectus relating to this offering may be obtained from Bursa Malaysia’s website ([www.bursamalaysia.com](http://www.bursamalaysia.com)) or Catcha Media’s website ([www.catchamedia.com](http://www.catchamedia.com)).

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PDQ Group Sdn Bhd

***On behalf of:***

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