



Heart Media - Press Release

FOR IMMEDIATE RELEASE

Heart Media acquired by media industry veterans and set for fast growth

SINGAPORE, 9 April 2013 – Heart Media Group, a leading magazine publisher in Singapore, has been acquired by a new media holding company led by luxury media industry veterans **Mr Olivier Burlot** and **Mr Julian Peh**.

The new established company Heart Media Holding Ltd. will acquire Heart Media's entire business, including its Malaysian and Indonesian entities, encompassing its stable of magazines which include **WOW**, **Men's FOLIO**, **FORM (Singapore)** and **ROOM (Malaysia)** as well as digital properties. The titles are published and circulated in Singapore, Malaysia and in major cities in Asia.

Mr Olivier Burlot, the newly appointed CEO & Publisher, said: "Heart Media is a trusted and long-established brand in the luxury media market. Over the past 16 years, Eddy Koh and his team have built magazine titles which are read and loved by some of the most sophisticated readers in Asia. I am equally excited to partner with Julian Peh and his WhiteWave Media Group whose undisputed leadership in digital luxury media will prove a key element of further success. We believe that with such combined strengths **Heart Media** will fortify its position as a major magazine publisher in the Asia region."

Mr Eddy Koh, who founded the media group in 1997, will remain a strategic investor in Heart Media, said: "I am thrilled to see Heart Media being brought to new heights. The new management team will definitely create exciting and excellent growth for the titles and let us offer even more to our readers, advertisers and business partners."

Heart Media has licensing partners in **Indonesia** for its titles **WOW** and **Men's FOLIO**. More editions of both titles will be added across the region over the next 24 months.

Heart Media will be embarking on new initiatives to ensure that the group meets the diverse needs and interests of its readers, advertisers and business partners. Heart Media is set to be one of the region's fast growing high-end media players.

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About Heart Media Group

Heart Media Group is a media company established in 1997 that publishes the leading lifestyle magazines Men's Folio, WOW (World of Watches) and FORM. It has offices and market presence in Singapore, Malaysia, Indonesia, Hong Kong.

Olivier Burlot has extensive experience in the media scene in Asia. After launching car and female titles for Hachette Filipacchi in China in the mid-nineties, Olivier headed the Taiwan edition of fashion title ELLE for 3 years. He then co-founded Adkom Media Group in 2001, specializing in high-end titles targeted at Chinese HNWI, which was later sold to media giant SPH. Olivier, now based in Singapore, is a graduate of IEP Paris and ESSEC. Olivier is CEO and Publisher of Heart Media.

Julian Peh is Group CEO / Founder of WhiteWave Media Group (WW-MG.com), an integrated media company with offices in Singapore, Hong Kong and Shanghai. WWMG owns leading luxury media products in web, print and mobile platforms. With its flagship product Luxury-Insider.com being the no 1 luxury website in the region, WWMG is also the undisputed leader digital luxury media in Asia. Julian serves as Executive Director of Heart Media.