



FOR IMMEDIATE RELEASE

WWMG and MPGMEDIA form strategic alliance for the expansion of BACCARAT Magazine and Surface Asia titles

Singapore, 6 August, 2013 – WhiteWave Media Group (WWMG), Asia’s leading integrated luxury media group has joined forces with Indonesian publisher MPGMedia to launch a joint venture called **WhiteWave MPGmedia (Hong Kong) Limited**.

This new strategic partnership will launch WhiteWave’s BACCARAT Magazine in Indonesia and boost the reach and visibility of MPGMedia’s Surface Asia magazine in Hong Kong. It will leverage the expertise of both media companies, expanding their geographic positions in the region and allow them to take advantage of the strengths presented in their respective companies.

Since 1999, BACCARAT Magazine has been Hong Kong’s most vibrant and dynamic luxury and high-society publication. Featuring A-List celebrities, movers and shakers, and the very best of the luxury lifestyle in Hong Kong, BACCARAT has a loyal and growing readership, and is poised to go regional this year. MPGMedia’s strong base in Indonesia, one of Southeast Asia’s fastest growing markets, makes the regional launch of BACCARAT INDONESIA by MPGMedia much anticipated.

Surface Asia, the region’s definitive resource for design, architecture, art and culture will appoint WWMG to manage its Hong Kong circulation, marketing and advertising sales to better serve Hong Kong clients. Well-respected for its incisive pieces and in-depth knowledge of Asia’s design industry, the publication will make use of WWMG’s editorial expertise to further highlight the work of the Hong Kong’s design and architecture community.

“We are delighted to be working with WhiteWave Media Group on this joint venture in Hong Kong,” says CEO of MPGMedia and publisher of *Surface Asia*, Denise Tjokrosaputro. “The WWMG team is known for being creative and dynamic and I have full confidence they will take *Surface Asia* to the next level with this collaboration.”

Adds WWMG CEO Julian Peh, “The partnership with MPGMedia is highly complimentary for both of us. Indonesia is a rising market and we are proud to work closely together with a similarly dynamic partner in the country. MPGMedia publishes some very cutting-edge titles, which I admire and look forward to establishing further in Asia.”

This joint venture with MPGMedia follows the launch of WOW (World of Watches) HK, both of which are part of WWMG's active pursuit of new projects and publications to boost its portfolio. This includes the upcoming launches of BACCARAT Magazine in Indonesia and Malaysia.

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About MPGMedia

MPGMedia is Indonesia's leading publisher of high-end, niche market magazines. In addition to *Surface Asia*, the company publishes some of the world's most prominent titles including *Dwell*, America's premiere modern home magazine, as well as *NYLON Singapore* and *NYLON Indonesia* based on the best-selling pop culture and fashion magazine for young adults. From the UK, the company publishes *Living Etc Indonesia*, the country's top title on modern homes, and also *Indesign Indonesia*, Australia's leading architectural magazine. Regionally, it produces *AugustMan Indonesia* and *inspirekids*, Indonesia's foremost parenting magazine.

About WhiteWave Media Group

WhiteWave Media Group is Asia's no. 1 integrated luxury media group, publishing leading luxury magazines, websites and mobile apps. With offices in Singapore, Hong Kong and Shanghai, the group combines high-quality editorial with deep technical know-how in digital delivery.

A global pioneer in online luxury publishing, the Group launched its flagship product *Luxury-Insider.com* in 2006. Today it is Asia's leading luxury website, with its Chinese language sister site, *InLuxe.cn* growing fast in its readership. With its long and proven track record for delivering successful online campaigns for the most prestigious luxury brands, the Group is the most trusted online media team in the publishing industry.

Its consistently high editorial quality has enabled the Group to make waves in the print medium as well. Building on its early success supplying content to other publishers, the Group owns and publishes BACCARAT, Hong Kong's most dynamic luxury and society magazine with more than 10 years of history.

Once again breaking new ground, the Group launched its Luxury Locator app first in Singapore, then Hong Kong in 2012. The first mobile app to list and organize the most essential luxury brand boutiques and shops in the city, it has quickly become the definitive directory for luxury shopping.

The Group's portfolio targets affluent luxury buyers across the region, making it the largest and most powerful integrated media platform for luxury marketers in Asia. With a combination of innovation, technology and media acumen, WWMG is in a prime position to assist companies with forward-thinking and effective marketing solutions.

Visit www.WW-MG.com for more details.