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WhiteWave Media Group enters into strategic partnership with Asia360

Singapore, 17 September 2012 – WhiteWave Media Group announced today a strategic investment in Asia360, Asia's only regional news magazine.

The resulting strategic partnership will see WWMG and Asia360 work closely on an enhanced integrated offering for Asia360 in print, online and mobile, to be re-launched before Q1 2013. Asia360 will reorganize along fully integrated publishing workflows, with its regional network of journalists producing content that is optimized for all three mediums, instead of merely re-purposing print content for cross-publication in digital mediums.

Asia360 will also tap on WWMG's regional network in Asia to strengthen its regional presence. As part of this strategic partnership, WWMG CEO Julian Peh, will fulfill the newly created role of Publishing Director of Asia360.

Speaking on the partnership, founder and editor-in-chief of Asia360 Goh Chien Yen says: "Asia360 fulfills a gap for in-depth regional news and analysis for some of the most sophisticated readers in Asia. With our regional content sourced through our empirical news-gathering process the NewsLab, Asia360 is a news organization with an inherently digital DNA. The strategic partnership with WWMG will enhance our digital publishing capabilities to make sure our reader can have the content they want, wherever they are."

On Asia360's to-be-launched integrated publishing platform, Julian Peh added, "Advertisers are well-served by media companies that can truly provide a way to use digital effectively to reach across geographical boundaries. With Asia360's upcoming launch of its integrated platform, we hope to increase ROI for regional advertisers looking for a way to reach the discerning readers and intelligentsia across Asia."

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An Associate Company of SPH Magazines



About WhiteWave Media Group

Launched with a single website Luxury-Insider.com in 2006, WhiteWave Media Group is now Asia's no 1 integrated luxury media group. We publish leading luxury magazines, websites and mobile apps, with offices in Singapore, Hong Kong and Shanghai.

The Group was a global pioneer in online luxury publishing, with its flagship product Luxury-Insider.com being Asia's leading luxury website today, and InLuxe.cn growing fast in its Chinese readership. Together with our partner SPH Magazines, we also run China-Boating.com, JETAsiaPacific.com, LPdibiao.com, Asia-PacificBoating.com.

Combining high quality editorial with deep technical knowhow in digital delivery, the group's websites constantly raise the standards of luxury content published online.

Through its early start, the Group is the most trusted online media team in the luxury industry, with a long and proven track record, delivering hundreds of successful online campaigns for the most prestigious luxury houses.

Constant focus on editorial quality enabled the Group to make waves in the print medium as well. Building on its early success in supplying content to other publishers, the Group owns and publishes BACCARAT Magazine, a vibrant luxury lifestyle title with more than 10 years of history in Hong Kong. The group's editorial credentials were further affirmed by its winning of the Citibank contract to publish Ultima Magazine, a controlled circulation title for Citibank's ultra-affluent Ultima clients.

The Group's portfolio of media products, including websites, print magazines and mobile apps targeting affluent luxury buyers across the region, gives it the largest and most powerful integrated media platform for luxury marketers in Asia.

As the leading luxury publisher combining innovation & technology with media, WWMG is in a prime position to assist luxury companies with innovative and effective marketing solutions to reach the sophisticated Asian luxury buyer of today.

WWMG is an associate company of the SPH Magazines group.

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

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