

HIGHPOINT CAPITAL INVESTS IN BRAND NEW MEDIA TO ACCELERATE ITS GROWTH

19 NOVEMBER 2013 – Private Equity firm HighPoint Capital (“HighPoint”) is pleased to announce its second investment in the last 12 months, this time in Brand New Media Pty Ltd (“BNM” or the “Company”), a global digital media business with offices and dedicated studios operating across Australia (Sydney head office), Singapore, USA and Europe. HighPoint is partnering with Perry Smith, the founder and CEO of BNM and its management team, having acquired a significant minority shareholding in the Company.

Brand New Media creates, owns and operates digital channels for the world’s leading brands and broadcasters. BNM creates advertiser funded digital channels and has developed “ChannelPLAY” an innovative platform to deliver content and channels to all devices anywhere and at anytime. BNM’s integrated marketing solutions drive content consumption and revenues from both traditional and new data driven advertising models. BNM owns and operates Brand New Studios, a leader in format development and productions services for brands and international broadcasters.

BNM takes a brand new approach to content and distribution:

- Creates – the idea on a multi-platform basis. The whole process begins with the creation of the entertainment idea rather than as an impromptu response to a brand brief;
- Sells - a targeted solution to brands, broadcasters and digital networks;
- Produces – and selectively acquires the content:
- Broadcasts - on its own video-rich, digital channels; and
- Leverages - through t-commerce, gamification and e-learning modules and community management.

BNM has a fantastic pool of talent with over 80 staff members worldwide and earns the majority of its revenues by creating brand funded digital broadcast channels. The Company is a very profitable having doubled its revenues year on year over the past three years, now approaching over 45 million Australian dollars and with CAGR in earnings (historical and forecast) of over 30% p.a. BNM is the leading digital media provider to local and global brands both in Australia and overseas.

Commenting on the transaction, Steven Furman, Managing Director at HighPoint said: “We are very pleased and excited to have this opportunity to invest in and partner Perry in a market leading business with a strong value proposition and an experienced management team. There are some very exciting growth opportunities that lie ahead for BNM, both in Australia and Asia, with their fast growing Singapore office. We look forward to working with Perry and his team in capitalising on these opportunities, as the business enters its next phase of growth.”

BNM Chief Executive Officer, Perry Smith, added:

“We are delighted to have found HighPoint as our investment partner. HighPoint has a strong reputation for working in close partnership with the management of businesses and

we are particularly excited to leverage off HighPoint's investor base, to assist us in opening doors into key local and global brands. Steven has shown a deep understanding of our sector and we believe HighPoint is the right partner for us as we look to deliver on our plans."

Two HighPoint representatives including Steven Furman, will be joining the BNM board, alongside Perry Smith and Frank Brown, the ex-President/CEO, Asia Pacific Viacom, MTV, Nickelodeon and Paramount Pictures.

HighPoint is a private equity firm that is backed by a committed group of high net worth families looking to invest growth capital into established small to medium size, profitable businesses, that have a strong potential for capital appreciation. HighPoint is not just a source of capital, the firm partners with the CEO and the rest of management on key strategic, financial and corporate development decisions, as well as leveraging off its investor base, to help in achieving the growth.

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