

PRESS RELEASE

CLOZETTE AND BRAND NEW MEDIA LAUNCH CLOZETTE.TV

Singapore, 3rd June 2014 – Clozette, Asia’s premier social networking and shopping portal partners with Brand New Media, a global leader in digital media and content marketing to launch a new fashion IPTV channel, **Clozette TV**, to go live this September.

The first of its kind in Asia, **Clozette TV** is a complimentary channel that features fashion and beauty content that are both locally-produced and internationally-sourced. The channel’s content strategy is focused on connecting viewers with the latest global and local content that’s popular and shared by key influencer peer groups.

With presence in six countries, namely Singapore, Indonesia, Malaysia, the Philippines, Japan and Taiwan, Clozette is a digital ecosystem where content, community and commerce converge to enable brands to engage with a stylish, savvy and connected community. Driven by user-generated content, users may share, discover and shop fashion, beauty and style all on the highly visual and innovative social network.

Targeted at fashion forward ladies who love all things trendy and chic, **Clozette TV** will be accessible anytime, anywhere via any internet-connected device such as computer, smart phone, tablet or smart TV. Using Brand New Media’s state-of-the-art ChannelPLAY platform, **Clozette TV** will feature an extensive Video-On-Demand offering with a wide array of how-to videos covering skincare, beauty, and fashion to success stories of the biggest style icons today.

comScore Q1 2014 Video Metrix has reported that Asia’s online video consumption of internet audiences aged six and above accessing the internet from a home or work PC is synonymous with its internet consumption. They found that in the markets that Clozette TV will be made available, Singapore is at the forefront with the highest percentage (85 per cent) of internet consumers viewing online video with an average of 101 videos per viewer. This is followed by Taiwan, with 84 per cent of their internet consumers viewing them with an average of 66 videos per viewer, and then by Japan, with 80 per cent of their internet consumers viewing online videos with the region’s highest average of 279 videos per viewer. In Malaysia, 79 per cent of internet consumers were viewing them with an

average of 80 videos per viewer, 79 per cent of internet consumers in the Philippines were viewing them with an average of 82 videos per viewer and followed by Indonesia, with 67 per cent of their internet consumers viewing them with an average of 40 videos per viewer.

Clozette TV's content categories will include:

1. STYLE SCHOOL – Skincare, beauty and fashion how-to videos and video look books
2. STYLE SHOP – Reviews of the latest products by trusted brands
3. STYLE MAKEOVERS – Before and after looks, makeovers with fashion celebrities and contests for members to win makeovers
4. STYLE EVENTS – Coverage of key fashion and beauty events around Southeast Asia
5. STAR STYLE – Profiles of global and local designers and style icons
6. REAL STYLE – Reality series that covers the world of style
7. STAR STORIES – A series of long-form programmes all things fashion and beauty
8. MY STYLE – User-generated content

Damien Bray, Global Development Director of Brand New Media expressed “Brand New Media’s mission to bring inspiring, informative and innovative programs to consumers offers a unique opportunity for fashion and beauty brands to provide greater engagement with audiences through end-to-end content solutions that deliver strong results. We are pleased to be working with Clozette, bringing engaging fashion and beauty content to discerning audiences across Southeast Asia.”

This marks another milestone for Brand New Media, after having launched and maintained eight IPTV channels and two broadcast channels in the past two years, along with a slew of branded content and content marketing projects and end-to-end solutions across four continents around the globe, for some of the world’s top brands.

"We are very excited about this partnership – Clozette TV is a great addition to Clozette’s ecosystem of style discovery and online shopping. Clozette's reach and community coupled with Brand New Media's expertise in building and operating digital channels deliver fashion, beauty and lifestyle brands a highly integrated and innovative way to engage with new consumers", said Roger Yuen, Founder and Chief Executive of Clozette.

The collaboration with Brand New Media is the latest addition to Clozette's partnership folio. Over past years, Clozette had also strike partnerships with various leaders in the media and entertainment industries to provide advertisers with additional digital platforms and solutions to reach premium beauty, fashion and lifestyle audiences. Collectively, the Clozette's ecosystem has a total reach of 69 million impressions from around the Southeast Asia region.

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About Clozette

Clozette (www.clozette.co) is a visual, image-centric social shopping network that delivers the hottest trends and the coolest community in fashion, beauty, and style - and the ability to shop for it all, in ONE place. It provides a digital ecosystem for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion, beauty & style.

About Brand New Media

Brand New Media is a global digital media company with offices and dedicated studios operating across Australia, Asia, North America and Europe.

At Brand New Media, we own, create and operate digital channels for the world's leading brands and broadcasters. Brand New Media's channelPLAY platform delivers content and channels to all devices, anywhere and anytime. Our integrated marketing solutions drive content consumption and revenues from both traditional and new data-driven advertising models.

Brand New Media owns and operates Brand New Studios, a leader in format development and production services for brands and international broadcasters.

Brand New Media takes a brand new approach to content and distribution ... because at BNM we think. create. connect. www.brandnewmedia.com.au

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