

ASX Release | Chapmans Limited (ASX:CHP)

20FOUR Appoints WeThinkMedia as Exclusive Advertising Representative

Highlights

- 20FOUR has appointed specialist Australian media sales agency WeThinkMedia as exclusive advertising and media industry representative
- 20FOUR is a sports-focused digital media business that connects sporting heroes, fans, and brands
- Chapmans currently has a strategic 39% direct equity interest in 20FOUR
- WeThinkMedia offers expert and personalised services to Australian and international media platforms
- WeThinkMedia was founded by Peter Wiltshire, one of Australia's most experienced and successful media sales executives
- 20FOUR will seek an ASX listing via RTO in Q2 CY18 and is in the final stages of negotiations with target entities

14 March 2018: Diversified investment company Chapmans Limited (ASX:CHP) ("Chapmans" or "the Company") is pleased to announce that 20FOUR Media Holdings Pty Limited ("20FOUR") has appointed WeThinkMedia ("WTM") as its exclusive advertising representative.

20FOUR is a sports-focused digital media business which provides fans with interactive and personalised content from their favourite sports stars via an app or web platform.

It features content shared daily by over 200 of Australia's most recognisable and influential sporting heroes across all major codes and countless niches. 20FOUR's audience is huge and growing with over 20 million social accounts and 10 million unique site visits. 20FOUR is already working with major brands such as Schick, Netflix, Reece, Air New Zealand, and MJ Bale, and has deals with numerous other major brands in the pipeline.

Chapmans currently has a strategic 39% direct equity interest in 20FOUR. The Company is raising pre-ASX listing capital and in the final stages of negotiations with suitable entities that 20FOUR can use for an RTO listing on the ASX [ASX Announcement: January 24, 2018].

20FOUR has appointed WTM to provide connections to the media buying community in order to advance 20FOUR's commercial expansion.

WTM is an independent Australian representation business that offers expert and personalised services to Australian and international media platforms and has extensive relationships in the media buying community. It was founded by Peter Wiltshire, a highly experienced media executive and former Chief Revenue Officer/Group Sales & Marketing Director at Nine Entertainment Co.(ASX:NEC) ("Nine"). During his tenure at Nine, Mr Wiltshire was responsible for annualised revenues across Nine's media assets reaching \$1.6 billion.

"In our sports-mad country, athletes deliver a rare combination of authenticity, engagement and influence. We're delighted to join forces with 20FOUR to involve advertisers in this powerful equation," WTM Head of Sales Jane Stucci said in a press release.

Chapmans anticipates that 20FOUR will list on the ASX in Q2 CY18.

Chapmans Executive Director Anthony Dunlop: “We are very pleased with 20FOUR’s appointment of Peter Wiltshire’s WeThinkMedia as media sales and industry representative. 20FOUR is a unique company that is starting to realise the significant potential of its business model. By leveraging the influence and popularity of the platform’s sporting heroes, 20FOUR is able to provide a valuable connection between brands and their customers. We look forward to 20FOUR’s imminent listing on the ASX and believe leveraging the media sales experience and industry relationships of WeThinkMedia with 20FOUR’s platform, athletes and content generation is an important and timely step towards accelerating 20FOUR’s Australian market penetration and revenues.”

WeThinkMedia’s Founder and Director, Peter Wiltshire: “20FOUR adds an exciting social influencer and digital marketing dimension to WeThinkMedia’s offer and reflects the steady and diversified array of publishers we are looking to partner with. We have a great belief in what 20FOUR have created and are confident it will get the attention of advertisers and agencies seeking to connect with the platform’s hyper engaged audience.”

Ends

For further information please contact:

Peter Dykes
Executive Chairman
Chapmans Limited
E: peter.dykes@chapmansltd.com
T: 02 9300 3605

Anthony Dunlop
Executive Director
Chapmans Limited
E: anthony.dunlop@chapmansltd.com
T: 02 9300 3605

Media and Investor Enquiries
The Capital Network
Julia Maguire, Director
E: julia@thecapitalnetwork.com.au
T: +61 419 815 386

About Chapmans Limited

Chapmans Limited (ASX:CHP) is an ASX-listed diversified investment company engaged in special situation investments across a diverse range of industries, with a focus and expertise in the mobile and advanced industrial technology sectors. The Company seeks to be an active strategic investor in high growth areas of the market and to identify and work with emerging high growth companies. Chapmans’ investment philosophy and approach are based on a unique mix of high conviction and special situation features, characterised by advisory and equity investments structured around specific events and assets for both public and large private corporates.

The Company made its first strategic investment into blockchain in 2017 and established the Blockchain Industry Advisory Board to identify and assess compelling blockchain investment opportunities. Chapmans’ investment in blockchain technology aligns with its growth plans and commitment to investing in early stage technologies with reach into key international markets.

To learn more, please visit: www.chapmansltd.com

About WeThink Media

WeThinkMedia is an independent Australian business offering expert and personalised media representation services to local and international media platforms. Based in Sydney, WeThinkMedia has extensive relationships with Australia’s advertising and media buying community. Founded by highly experienced media executive, Peter Wiltshire, WeThinkMedia launched in April 2017 and services clients across the media spectrum seeking representation in Australia and also provides consulting and advisory expertise.

To learn more, please visit www.wethinkmedia.com.au