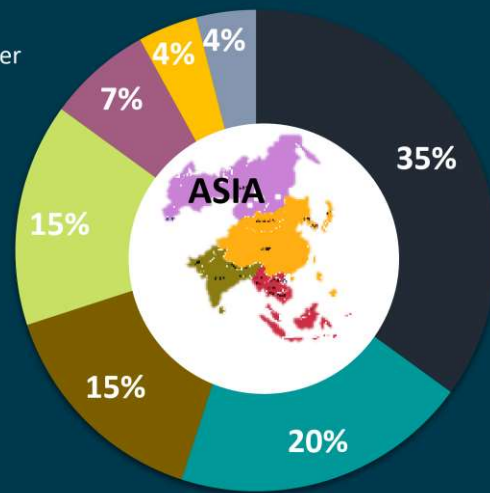


Integrated Marketing Approach

360 MARKETING EFFORT



Mainstream Media

- Trade magazine and e-Newspaper
- Radio / TV Commercial (TBC)

PR Marketing

- Topical releases / blogs
- Media releases

Event Marketing

- Networking Day
- Site visits
- Regional hybrid Roadshows



Relationship Marketing

- Associations / Partners
- Hosted buyers
- Media Partners
- Community Building

Content Marketing

- User-generated Content (reviews, blogs)
- Industry Influencer (KOL)
- Video Content

Digital Marketing

- SEO / Paid Search
- Pay-per-click / SEM
- Social Media Marketing
- Multi-channel Analytic – Data-driven, Optimisation
- Website

Email Marketing

- EDM Automation

KEY FOCUS

- **DIGITAL MARKETING OUTREACH** with sniper approach towards target industries and markets
- **CONTENT MARKETING** effort (Always-on content) to drive audience engagements and conversion
- **TOPICAL PRESS RELEASES** focused on key topic/industry and outreach to targeted trade magazine and media partners
- Curated **HYBRID ROADSHOW** to increase visibility in key markets
- **BROADCAST MEDIA** outreach to 5 key countries