

# CATCHA DIGITAL

## Announcement of REV Asia Berhad

### Name Change to Catcha Digital Berhad

**KUALA LUMPUR, 29 JANUARY 2021** – The board of REV Asia Berhad has officially announced the company’s name change to Catcha Digital Berhad. This switch marks a new beginning and direction for Catcha Digital Berhad and embodies Catcha Group’s active participation within the company’s day-to-day operations—in line with the Group’s goals to become a major player across all segments of digital businesses.

Catcha Digital Berhad aims to accelerate its growth through expanding its digital operations, strategic digital investments and value-adding M&A.

“We’ve learnt that big digital businesses can be built from the grounds of Malaysia through our experiences such as co-founding iProperty, Frontier Digital Ventures (ASX: FDV) and Malaysia’s latest unicorn, Carsome Group. These experiences also taught us that partnering with great entrepreneurs can accelerate disruption and grow our business. Hence, we aim to make the right investments and acquisitions with great leaders of digital businesses to grow Catcha Digital Berhad into the next digital behemoth in the public markets,” said Patrick Grove, Director of Catcha Digital Berhad.

“The digital media space is rapidly expanding as evidenced by the 20% growth in global digital ad spend in 2021, according to eMarketer, and the company is uniquely positioned to ride this wave. The internet economy in Southeast Asia was worth more than US\$100 billion in 2020 and is still growing exponentially, according to Google’s e-Economy report – this is a massive market that we will capitalise on - and the invaluable experience that Catcha brings to the table helps us in making a comeback to the arena once more,” said Dato’ Larry Gan, Chairman of Catcha Digital Berhad.

The proposed acquisition of iMedia Asia — pending Bursa Malaysia’s approval — by Catcha Digital Berhad is the foundation of our strategy. iMedia Asia is Malaysia’s fastest growing integrated digital media group focusing on content, technology and social influencer marketing with a combined reach of over 15 million Malaysians each month.

Over the last 12 months, iMedia has been solidifying its lead in the market through the acquisitions of six companies: Oh! Media, Goody Technologies, Nara Media, Moretify, Ittify, and most recently, Favful. A move that enabled iMedia to expand its reach across the various lines of the digital media, advertising and commerce space.

This consortium further strengthens the Catcha Digital Berhad’s vision to become Southeast Asia’s leading tech platform.

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For further information, kindly contact:

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**About Catcha Digital Berhad**

Catcha Digital Berhad is a digital media group with an integrated strategy that incorporates online, publishing, social media and events.