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STW Group launches Edge Asia

First regional digital network truly born and bred in South East Asia

STW Communications Group Limited (ASX: SGN), Australasia's leading marketing content and communications group, has launched Edge Asia – a leading regional digital advertising network with key offices in five major South East Asia markets.

The first regional digital network truly 'born and bred' in South East Asia, Edge Asia has a strong foothold across the Vietnam, Thailand, Malaysia, Singapore, and Indonesia markets.

Edge Asia has a team of more than 450 staff with a client roster including powerhouse brands such as HSBC, Diageo, Visa, MSN, AIA, Samsung, Citibank and Mead Johnson.

The Edge Asia network has been created by bringing together the power of established STW-majority owned agencies, including Edge Marketing in Vietnam, newmedia+ in Thailand, and Antics Studios in Malaysia, Singapore and Indonesia. Each of these agencies will rebrand as Edge Asia to form the new network.

Edge Asia Group CEO Patrick Looram said that "each of the agencies coming together as Edge Asia have already been working together under one vision, one mission and one management team for some time".

STW's CEO Michael Connaghan said the launch of Edge Asia was part of STW's strategy to "expand our South East Asia footprint by partnering with the best specialist talent and businesses in each market".

"Patrick has brought together exceptional agencies that already operate extremely successfully in their respective markets. These agencies were born and bred in the region, have deep understanding of local consumers, and have proven expertise in new and emerging communication technologies for the Digital Age.

"Clients are telling us they need to protect the integrity of their brands in every market in Asia and need an integrated approach bed rocked in local knowledge, around the region. Edge Asia creates a clear and valuable differentiator for clients in the region. The result is an exciting, dynamic network of the best digital experts, who truly understand the nuances of each market and how to generate the most outstanding results for their clients," Mr Connaghan said.

Edge Asia provides clients with a deep and diverse portfolio of services, including digital strategy, media planning and buying, campaign creative and production, event management, user experience design, CRM & loyalty programs, social media and community management, branded content, and contact centre management.

“Simply put, Edge Asia is the first digital network in the region with an Asian soul. It’s an exciting venture to be part of and it has been great to see it come together. Our mission has always been to create strong, provocative connections between brands and people in the Digital Age of South East Asia, and today we are setting out to do this on an even bigger scale,” Mr Looram said.

Key leadership positions announced as part of the Edge Asia network include:

- Patrick Looram, Group Chief Executive
- David Appleton, President
- Natalie Lockwood, Managing Director, Vietnam
- Nam Do, Managing Director, Thailand
- David Barton-Grimley, Managing Director, Malaysia-Indonesia
- Erik Posthuma, Managing Director, Singapore
- Nat Nunthapiwat, Group CFO

Edge Asia is part of STW Group, Australasia’s leading marketing content and communications group.

For more information visit [www edge-asia com](http://www.edge-asia.com) or [www stwgroup com au](http://www.stwgroup.com.au)
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