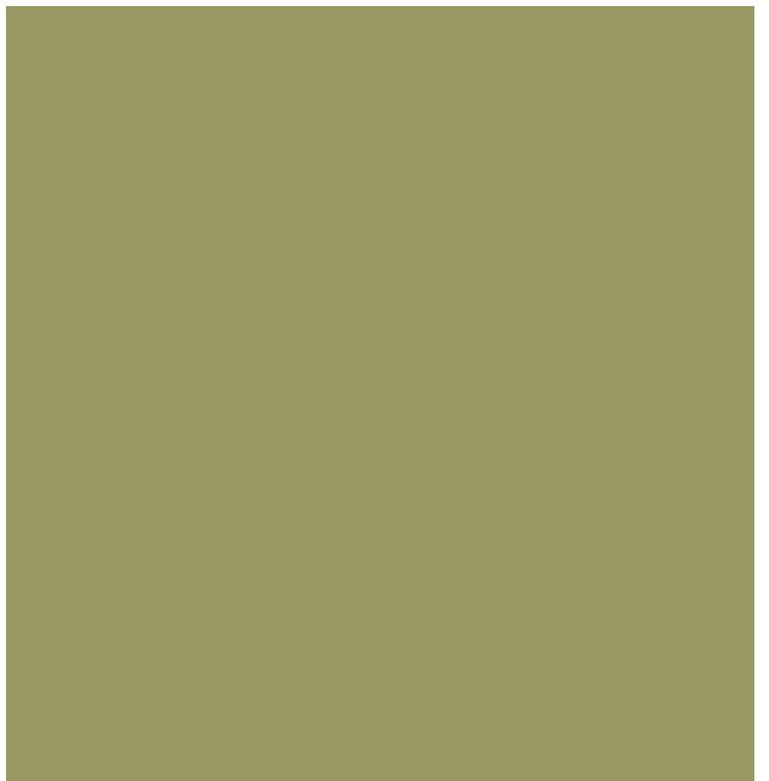




CORPORATE PROFILE

Indulge

~ the spring of timepieces ~





Indulge, IN A NUTSHELL

Indulge is a brand new luxury watch magazine set to elevate this 'gadget' in Malaysia's urban lifestyle scene and revolutionize the industry locally. With its inaugural publication of 15 000 copies set to launch in January 2012 and every quarter henceforth, it will be the first of its kind to cater specifically to the nation.

Indulge, TAGLINE

~ the spring of timepieces~

Our tagline plays on the word 'spring' to bring forth two connotations:

- 1) literally the mechanism within the watch that causes the hand *to move*
- 2) *the origin of something*

Both these meanings imply that the magazine will kick-start and keep the momentum of the local watch industry.

Indulge, PHILOSOPHY

We believe in providing our readers with the latest, most relevant, insightful and unbiased information. To achieve so, we must remain in tune with our readers' needs and trends. This will only serve to increase and maintain our readership, which ultimately benefits our advertisers.

MEDIA INFORMATION

Circulation : 15 000

Frequency : Quarterly

Price : MYR20.00

Distribution :
Major bookstores and newsstands

CONTENT

- 101 articles (the basics)
- unbiased brand and service reviews
- features on individual brands
- features on watch collectors
- features on industry players (retailers, repair services)
- coverage of related events
- producing and promoting related exhibitions, competitions and events

"Luxury timepiece is a USD2.5 billion industry"



TARGET AUDIENCE

- watch collectors and aficionados
- watch industry players
- urban sophisticates
- executives and business owners
- fashion practitioners
- design engineers
- fashion designers
- potential watch making students

Indulge, IN DEPTH

Unlike other publications, which serve to merely communicate information to its readers, *Indulge* has a bigger plan to catapult luxury timepieces to the forefront of urban sophisticated lifestyle. *Indulge* and the people behind it who have a burning passion for timepieces have taken it upon themselves to revitalize the interest and promote the building of the industry in Malaysia. With that enormous task at hand, the content of *Indulge* will be a gamut of information, as diverse as it is in depth.

In today's day and age, statement pieces of success and style are commonly highly priced, mass-produced techno gadgets and automobiles. However, there is something elegant and timeless to be said about timepieces that have been designed meticulously to its minute pieces and each piece crafted delicately by hand. *Indulge* believes it will be able to edify the up and coming generation on this more elegant approach by producing a comprehensive magazine to help them understand better this amazing mechanism.

On the other hand, there lacks a local reliable resource for existing watch aficionados and collectors. To fill the void, *Indulge* intends to provide relevant information and unbiased reviews on brands and services available in Malaysia. Furthermore, we will feature articles and organize events involving individual industry players to help form a close knitted local watch industry.

To keep the momentum going, we intend to encourage interests in potential watch designers and makers - for instance, design engineers, fashion designers and watch making students - by bringing forth the aesthetic quality and complex engineering of timepieces and the prestige of being a master watchmaker, one of the few in the world.

As complimentary efforts to the quarterly publication, *Indulge* would be organizing exhibitions, events, conferences, seminars and workshops to promote interest and encourage curiosity from the public about timepieces, as well as create a platform for industry experts and enthusiasts to congregate and exchange ideas. Trade fairs, competitions, road shows, gallery showcases and prestigious auctions of rare pieces by renowned international auction houses are part of the bigger picture.

Further down the pipeline, now just at the initial planning stages, is the production of a documentary on timepieces from a global to local spectrum. It will take the path of a normal documentary that encompasses the invention, history and progression of the subject matter, and will gradually focus on the industry's development in Malaysia.

Indulge, ONLINE

Indulge will be available in electronic format, created especially for the internationally based or technologically inclined readers.

Indulge, ADVERTISING OPPORTUNITIES

Indulge is the ideal publicity medium for sophisticated brands and related services because:

1) We have a wide target audience that transcends gender and age

For watch brands and services, this is ideal for increasing general brand awareness while still maintaining reach towards your business' niche customer base.

2) Our inaugural edition will already produce 15 000 copies, a considerable amount for a new magazine

3) Our rates are reasonable as we are a new publication

4) We are the only watch magazine in the nation

5) A digital version of the magazine is available for online subscribers, allowing higher visibility of advertisements with wider reach.



THE COMPANY

"There can be up to 800 minuscule components in a 45cm diameter watch"

INDULGE COMMUNICATIONS SDN BHD

BACKGROUND

Indulge Communications is a publication and exhibition producer established in March 2011. Our base is in the strategic Kuala Lumpur Central Business District, the perfect creative and vibrant environment for a young SME.

The nature of the company is to facilitate communication and networking platforms for a variety of valuable topics and fields. We believe that a publication (written communication) and exhibition (verbal and visual communication) are complimentary cores that only serve to strengthen the level of service to our customers.

*"Endless
Possibilities,
Timeless Passion"*

VISION & PHILOSOPHY

Indulge Communications is driven by the idea that there are endless possibilities that can be achieved when we possess infinite passion in reaching for the end result. Our philosophy guides us to put off all self-limitations hence our efforts are often more far reaching, our goals higher. The manifestation of our value is seen in the objective of our first publication, *Indulge*, which is more than just a magazine but propaganda of sorts to revolutionize the industry.

We aim to be the catalyst if not the driving force behind the changes and development of different industries in Malaysia and the region.

THE TEAM

The founding team brings to the table a complimentary set of skills and valuable experiences, specifically in areas of publication and literature, education and training, global conference and exhibition management.

Our people embody the philosophy of "Endless Possibilities, Timeless Passion". No goals, big or small, are impossible for us if we pursue it with enthusiasm and determination.

Dr Rupa Saminathan, Executive Chairman

Dr Rupa is the Founder and President of Selecta Education Group, which had been offering market driven education programmes for more than 10 years. In the span of her career, she has been involved in establishing tertiary education institutions and training centres on a national and international level.

Dr Rupa previously served as the President of the Kuala Lumpur Consumer Association.

Vikneshmaran Veerapan, Director

Vikneshmaran is an entrepreneur through and through, with multiple successful ventures under his belt. He founded an international conference management company, which organised conferences participated by delegates and diplomats from around the world.

A brief venture into the retail watch industry sparked an interest in Vikneshmaran that would develop into an eager enthusiasm for the timeless pieces.

Hazrita Mohd Hatta, Director

Hazrita has spent almost 20 years honing her skills in the hospitality, retail and banking industry, specifically in the areas of customer service, sales, public relations and MICE.

She currently also holds the Senior Project Manager position for Business Development in Glenreagh Sdn Bhd, a company that develops and organises high profile forums and seminars.

OTHER SERVICES

International exhibition producer

Indulge Communications' other expertise is as an international exhibition producer. Our skills in managing small to large scale showcase exhibitions, trade fairs, seminars, conferences and nationwide road show campaigns help organizations enhance competitiveness and strategic capabilities.

Our extensive network allows our exhibitions to become knowledge exchange channels between thought leaders, movers and shakers of industries, and the general public.

Our planning and approach is tailored differently to each event's unique objectives and are detailed to the tee to successfully run the event from conception to completion. While all possible steps are taken to ensure that events unfold smoothly and contingency plans are incorporated, it is inevitable that unforeseen circumstances and outcomes will throw the event into a loop. The knowledge and preparation we have in expecting the unexpected gives us a definite edge over others. For it is how we react in moments of crisis - the dexterity in identifying issues; the flexibility and creativity in solving issues - determines the overall success of the occasion.

Graphic solutions provider

Indulge Communications' in-house graphic design team have an unique sort of experience for they are involve in both publication and exhibitions designs.

The most alluring graphic designs may still fail if it does not successfully embody the brand, product or service, and convey these in a thoughtful manner. While most consider graphic design as two dimensional representations, Indulge Communications always remember that designs exist in a three dimensional world.

Space, lighting, mounting, surroundings...external factors affect the final outcome of a design. It is with this unique perspective that allows us to offer graphic solutions for multiple applications, from printed advertisements to packaging, from wall decor to exhibition booths.

OTHER UPCOMING PROJECTS (PUBLICATION)

Employ Me

A human resources publication targeting HR practitioners and job seekers. It aims to bring readers up to date on the latest organizational development, recruitment, compensation and benefits trend in the market, while connecting companies with potential employees.

Voluptuous

A new magazine concept intend on setting the trend for healthy beauty and lifestyle. Its content will focus on promoting a balanced lifestyle, including diet, nutrition and exercise, pregnancy and parenting, beauty, style and home while maintaining a very realistic approach to each topics. Voluptuous contends that size 8 is the norm, not sample size 2.

Our Nation

A publication promoting international eco tourism. It will feature various efforts in conserving nature while promoting the beauty of natural landscapes and features. *Our Nation* hopes to promote eco tourism by facilitating the exchanging of ideas and technology while promoting the tourism industry to boost the nations' economy.

CONTACT INFORMATION:

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