

FOR IMMEDIATE RELEASE:

Unveiling of Keynote Speakers and Announcement of New Chairman for APPIES 2015

Singapore, July 1, 2015 - Organisers of the APPIES 2015 Asia Pacific Marketing Congress today announced the line-up of keynote speakers and introduction of the new chairman for the annual flagship event.

Set to take place at the National University of Singapore Society (NUSS) building, the conference is pleased to feature **Sam Ahmed**, SVP Head of Marketing, MasterCard Asia Pacific and **Sameer Satpathy**, Chief Marketing Officer - Marico Limited, as this year's guest keynote speakers. They will engage the bright marketing and advertising minds attending with thought-provoking and simulating topics:

Accelerating your E-commerce Transaction Velocity with Sam Ahmed

Asia Pacific is the largest E-commerce region in the world, and is still growing at double digits. As home to 50% of the world's social media users, digital and social business innovations, learnings and best practices to drive your E-commerce revenue growth are happening here, right now.

Over the last 6 months, Sam has led 3 key E-commerce campaigns that have driven 152 million reach, 31 million engagements, 11 million video views and 5.4 million qualified leads to merchants. MasterCard Asia Pacific has achieved a 155% increase in click-to-merchant rates versus industry average.

Sam will share learnings on how businesses can transform their E-commerce marketing model – and effectively go from eyeballs, to hearts, to click-throughs and, finally to transactions.

Changing Consumer, Changing Challenges for Marketers with Sameer Satpathy

The consumer today is facing rapid change. Technology has transformed the way information flows, how they interact with each other, how they shop and even how they relate to each other. There are many changes intended or unintended.

Geography has actually become history! And consumers of similar mind-sets gravitate towards each other and cluster around areas of common interest. Information asymmetry is in the past today and the consumer is as informed, or in some cases misinformed, independent of geography. Word of mouth which has been critical is now magnified and a consumer voice has become stronger. The consumer consumes "advertising" in many shapes and forms, and sometimes has the option to shut it off.

Sameer will provide insight on the key question for brands; how do you engage with consumers of today and continue to build equity or engagement. Bringing to light today's changing consumer and new challenges for marketers.

Announcement of New Chairman

René de Monchy, Head of Marketing from Asia Pacific Breweries, will be stepping down as Chairman for The APPIES with **Alvin Neo**, Chief Marketing Officer of Parkway Pantai taking his place at the helm. The APPIES council members wishes to thank **René de Monchy** for his invaluable contribution over the years and welcomes Alvin Neo to lead the event.

In the spirit of exchanging learnings and ideas, this year's event with its theme of **"RELEARN EVERYTHING"**, will once again provide a stimulating platform for attendees to learn from leading industry peers, share award-worthy work, and network for future business and professional opportunities.

The APPIES 2015 will feature the congress's unique 4-6-20 "live" presentation format, where campaign creators showcase their work through a 4-minute show reel, followed by a 6-minute exposition of the campaign's key highlights. The assessor panel and audience will then have the opportunity to pose questions and engage in deeper discussions about the campaign and its learnings in a 20-minute dialogue session.

Currently into its sixth year, the APPIES is expecting attendance from more than 300 marketers and agency personnel.

The APPIES 2015 is organized by the Institute of Advertising Singapore, and supported by Asia Pacific Breweries Singapore, BBDO Singapore, Black Marketing Asia, zPixel, WARC.com Singapore Press Holdings, The Edge, NBCU Global Networks Asia, MediaCorp and presenting sponsor Singtel.

Be part of this stimulating event! Conference passes are open for registration at <http://www.appies.asia/appies-2015/appies-registration>

For enquiries, please contact:

Ms May Loong : Executive Director (Institute of Advertising Singapore):

Tel: +65 6220 8382 | Email: may@ias.org.sg

Visit the website <http://www.appies.asia/>

About IAS

Launched in 1990, the IAS (Institute of Advertising, Singapore) is a not-for-profit organisation that represents all parties in the marketing communications industry including marketing companies, media owners and their agencies. Its remit is to help the marketing communications industry in Singapore shape its future in a global leadership role. The IAS does this by focusing on the development of its key asset, talent. As businesses that are centered on people and ideas, the attraction, development and the retention of talent is, without doubt, the number one priority for the industry.

The IAS organises educational events and programs, celebrates best practice (through award shows – e.g. Effies, APPIES, Hall of Fame Awards) and facilitates the exchange of information and ideas.

For further information about the any of the events, please visit www.ias.org.sg or call the IAS office at 6220 8382.

ABOUT SAM AHMED**SVP HEAD OF MARKETING****MASTERCARD ASIA PACIFIC**

Sam Ahmed is SVP Head of Marketing of Asia/Pacific, Middle East and Africa (APMEA) for MasterCard. Based in Singapore, he is responsible for managing the region's marketing strategy and brand positioning. Sam's career in marketing spans more than 17 years, with the last 12 years spent building global blue-chip brands such as MasterCard, Starbucks and Kraft (Mondelez). He has been on 3 Asia Pacific Executive Leadership Teams for USD +\$1 billion businesses in the AP region as Marketing & Category head. He is a graduate of Harvard Business School and has an MBA in International Marketing.

ABOUT SAMEER SATPATHY**CHIEF MARKETING OFFICER****MARICO LIMITED**

Sameer joined Marico in 2002 and has since held several leadership positions at Marico, the most recent being Chief Marketing Officer – Marico India. Prior to Marico, Sameer had a 7-year long stint Berger Paints. He holds an MBA in Marketing from Xavier Institute of Management, Bhubaneswar and a Bachelor of Commerce from Hansraj College University of Delhi. He has also studied Consumer Marketing Strategy at Harvard Business School and Global Program for Management Development at University of Michigan.

ABOUT ALVIN NEO**CHIEF MARKETING OFFICER****PARKWAY PANTAI**

Alvin Neo is Chief Marketing Officer (CMO) at Parkway Pantai, part of IHH Healthcare (One of Asia's largest private healthcare providers, 2nd largest in the world by market capitalization). He leads the strategic/operational marketing, sales, product innovation, new business/market development, front office, customer service and call center functions for the company's largest divisions. A veteran business leader, Alvin has over 20 years of extensive marketing, strategy, innovation and start-up experience across the Asia Pacific. He has previously worked with top MNCs Procter & Gamble, Gillette, J&J and BCG; as well as with digital consultancy Netdecisions. Alvin has a BBA from the National University of Singapore and completed the GMP at the Cambridge Judge School.

ABOUT RENÉ DE MONCHY**HEAD OF MARKETING****ASIA PACIFIC BREWERIES SINGAPORE**

As the Head of Marketing for Asia Pacific Breweries in Singapore (APBS), René is responsible for all areas of Marketing spread across the 16 brands managed by APBS. René started off his career with DB Breweries in 2002, where he held a variety of different marketing roles which included Brand Manager Innovation, Premium Marketing Manager and Consumer Marketing Manager. He also worked for Heineken in Amsterdam as the Regional Marketing Manager for Western Europe and the Americas from 2006 – 2009. René holds a bachelor's degree in Commerce from the University of Auckland, majoring in Marketing and International Business.