

A FIRSTCLASSE MEDIAKIT



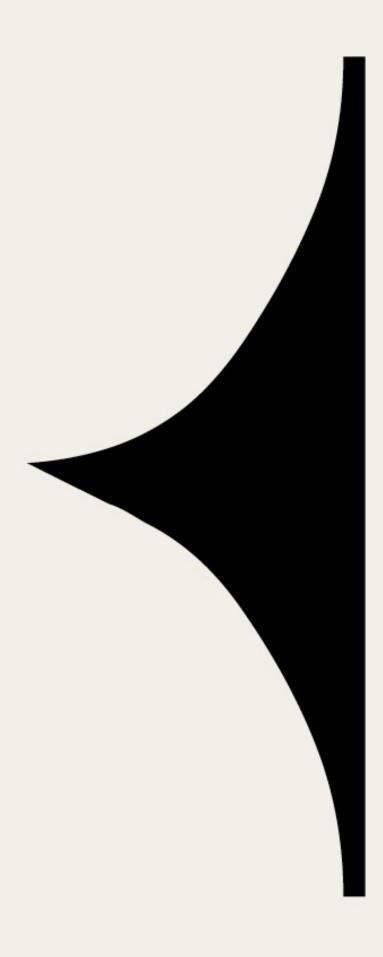
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A LUXURY LIFESTYLE DIGITAL **FOUNDED IN KUALA LUMPUR**

Sophisticated. Refined. Urbane. Relevant.

FirstClasse is about more than just luxury. We are about appreciating the finer things in life whilst always being two steps ahead and aspiring for the next best thing whether in fashion, lifestyle, dining, travel or everything in between.

We are the thrill-seekers, the daredevils, the life-drinkers of the many adventures this rich Kuala Lumpur city landscape has to offer and we do it a notch above the rest. We do it first class all the way, nothing less. It's in the name.





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A DIGITAL INTERACTIVE PLATFORM

Proudly founded and based in Kuala Lumpur, we strive to deliver the latest news and trends in luxury lifestyle to our readers in the most interactive and engaging way. We are the only title so far to be birthed in the proud city of KL with a focus on both local and international news and coverage. Through riveting content complemented by quality photos, clean layouts, live videos and more, we send luxury news in not only the fastest, but most impactful manner, catered to Malaysians at home and away.





PRECISE.

Our content is underlined by insider knowledge and genuine appreciation for craftsmanship and class, delivered by means of a dedicated editorial team tirelessly seeking and delivering the best and latest in luxury.



Our content is customisable at any level to be as interactive as you please with the main objective of pulling the reader in and be fully engaged. Animated photos, videos, live streaming and more are possible, a nod to our promise of a fully digital, interactive platform.



Being solely digital allows us to create and share the latest news as fast as by the hour and have it offered in a myriad of ways with the same objective – to share good things with beautiful people in a deservingly well-packaged mean.



NEB SIG

We premiered as a luxury lifestyle digital publication updated daily with fresh content created by an in-house team of writers, designers and producers. We share content in the form of news and features across six categories – Fashion & Beauty, Cars & Gadgets, Watches & Jewellery, Travel & Homes, Lifestyle, People and Inspire – in luxury.

SERVICES

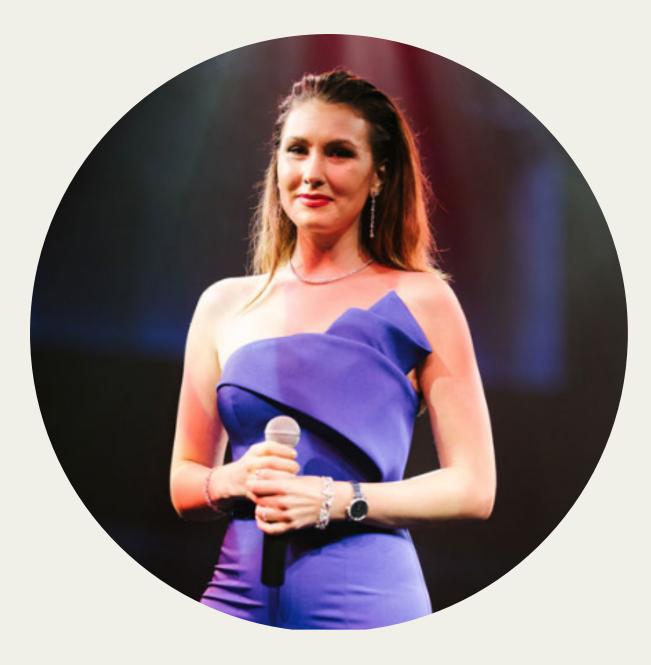
BRODU I DRONU

Branching out, we are proud to premiere our in-house production team, FirstClasse Productions. All our video and digital assets have always been produced in-house, but only for editorial purposes. Due to popular demand for and growth in strength in this particular department, we are open to taking on thirdparty production projects outside of our editorial scope of luxury.





ONGROUND



#FIB(TDDDT)

F1RSTParty was our first anniversary party, a sit down black-tie gala dinner accompanied by performances to celebrate our mark in the scene as well as to thank loyal readers and client brands that have supported us throughout our journey. For the particular celebration, we flew in Loren Allred, the original singing voice of Jenny Lind in the movie musical 'The Greatest Showman' for a performance that truly stole the show at W Kuala Lumpur.



We celebrated our second birthday with a secret agent-themed cocktail party aptly dubbed Mission 2.0, marking another memorable year of working with old and new clients as well as loyal readers who have supported us since day one. Toasts were made, performances were staged and missions were accomplished at Blank.Space @ Skyviews, Platinum Park, complete with 360-degree views of our birthplace of KL.

<u>See photos from the day here.</u>

See photos from the day here.

PREVIOUS PROJECTS

MISSION/



INTERNATIONAL TRAVEL



Tropical Snowman Chalets

Commissioned by Nicholas Wong, Ipoh-born owner of the Tropical Snowman Chalets in St Gervais les Bains in France, we travelled with a KOL (Patricia Knudsen and friend) to France where we documented her stay encompassing all she saw, heard, tasted and played during her stay as promotional material for the chalet. Photos, videos and articles were all produced inhouse for a comprehensive coverage of all the services his chalet has to offer, which was then dispersed to our readers and the KOL's followers.

See photos and videos here.



In collaboration with TUMI, we travelled to the golden city of Yangon with Malaysian couple Aiman Hakim and Zahirah Macwilson, documenting the cultural sights, eats and experiences over three days under our #FirstClasseGoesTo travel series. Photos and videos were produced in-house as promotional material for the brand's carry-on luggage and bag collections, complete with a hotel and luggage giveaway for our readers to experience it all for themselves.

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PREVIOUS PROJECTS

#FirstClasseGoesTo Yangon

See photos and videos here.



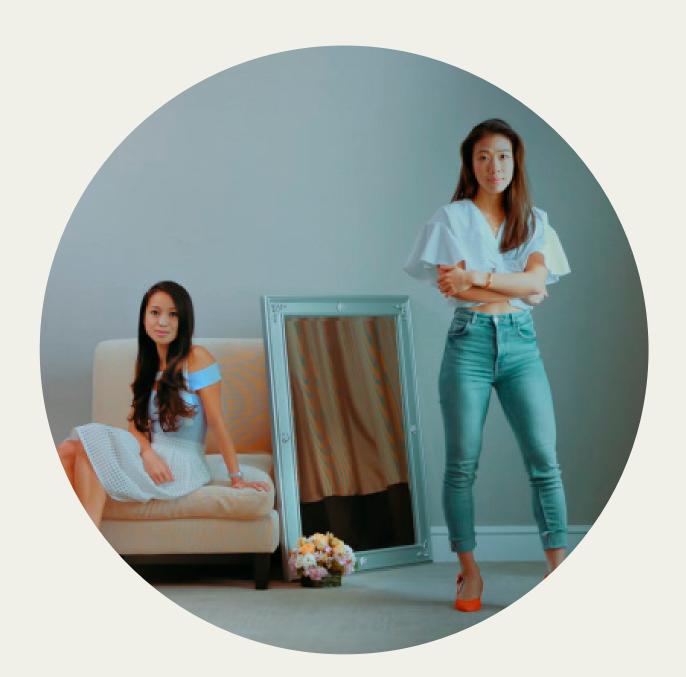
LOCAL TRAVEL



Element by Westin Hotel

We partnered with a KOL (Aishah Sinclair) to document her stay at Element by Westin Hotel, KL's first sustainable green hotel with a devotion to the environment that resounds with the radio host and family. We produced a video and captured her passion for the environment in an extended feature complete with photos on why Element by Westin is her chosen home away from home.

See photos and videos here.



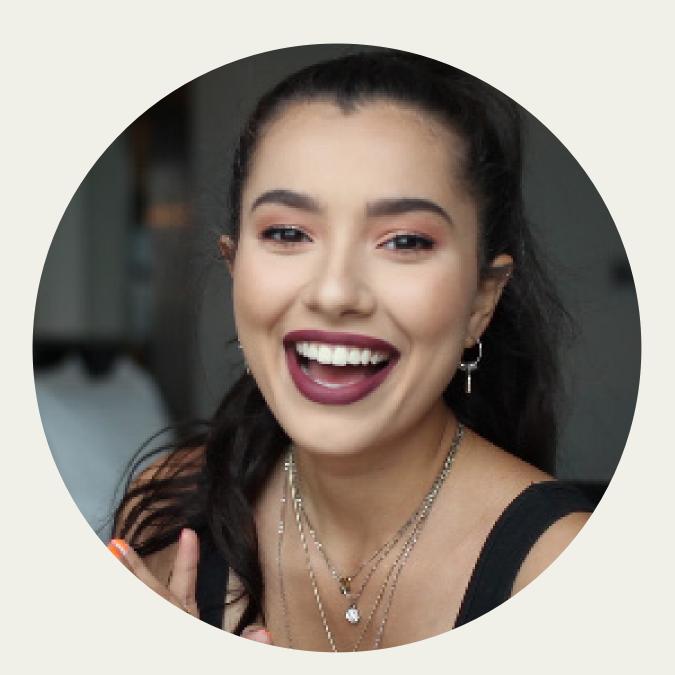
As part of Decorte's global project to promote its Moisture Liposome Serum and Treatment Liquid duo, we engaged with business partners and best friends Rebekah Yeoh (Finance Manager at YTL Corp) and Teo Yi Ping (trainer at FlyProject) on why some things are better together, like the serum and treatment liquid. We produced a video documenting their friendship and compatibility, which resulted in a dynamic partnership in friendship and business, to drill home the message that sometimes, the best things come in pairs, like Decorte's signature hydration lisposome duo. <u>See photos and video here.</u>

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PREVIOUS PROJECTS

BEAUTY

Decorte Moisture Liposome Global Project



Getting Ready Unready With In collaboration with Sephora

How do some of social media's most popular influencers get ready for a night out? How do they take it all off before heading to bed? We visit them right at home and get it on video exactly how they do it and what their favourite products are for a personal insider look to their daily makeup and skincare routines.

<u>See videos here.</u>











HEARTS ON FIRE®



∫*D **JAQUET DROZ** SWISS WATCHMAKER SINCE 1738

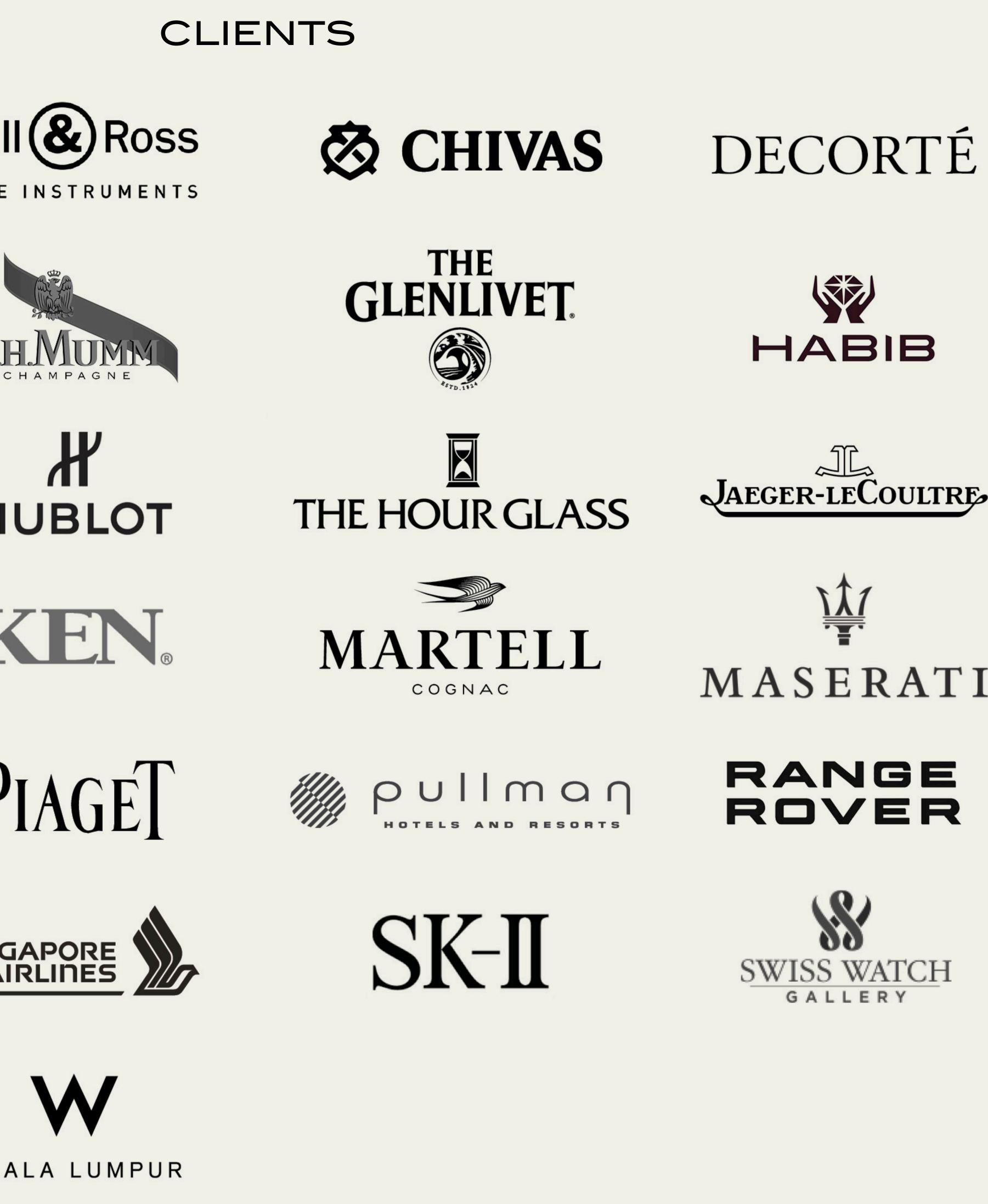




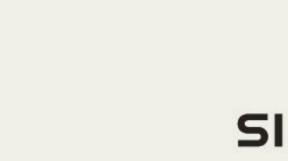








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Where to go, what to eat and what to be seen in – we've got it all across seven categories. We update across them all with equal frequency with original content produced in-house. Layouts are different across landing pages, optimised for consumption based on reader behaviour. Whether you're more into fashion and beauty or cars and gadgets, there will be something for you.

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SHOTCHES NATCHES 0 %

0°00 LIFESTYLE

13% 6 FASHION & BEAUT







Get the latest fashion and beauty trends, new arrivals, limited editions and more and stay on top of your style game with entertaining reads on world-class brands with our Fashion & Beauty section.



WATCHES EVELLERY

Lift the veil on the mastery, craftsmanship and savoire faire that go into the making of the most sophisticated watches and jewellery with insightful features and investigative articles in the world of horology and haute joallerie.









EGADGETS



tech – lane with our Cars & Gadgets section, where test drives, first person reviews and more bring informative updates to you long before some of the cars hit our roads in Malaysia.

Expand your horizon with that European getaway or make your life a perpetual holiday by jazzing up your home with this section where we'll bring you the what, when, where, who, why and how to live life to the fullest, both away and inside your home.

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where to go for good food, fine wines and more so literal.



Stir up your desire to be the best – and more – with our monthly features on deserving individuals to look out for. We pick the brains of these wave-makers in their respective fields for priceless life lessons and advice and get to know what makes them tick.







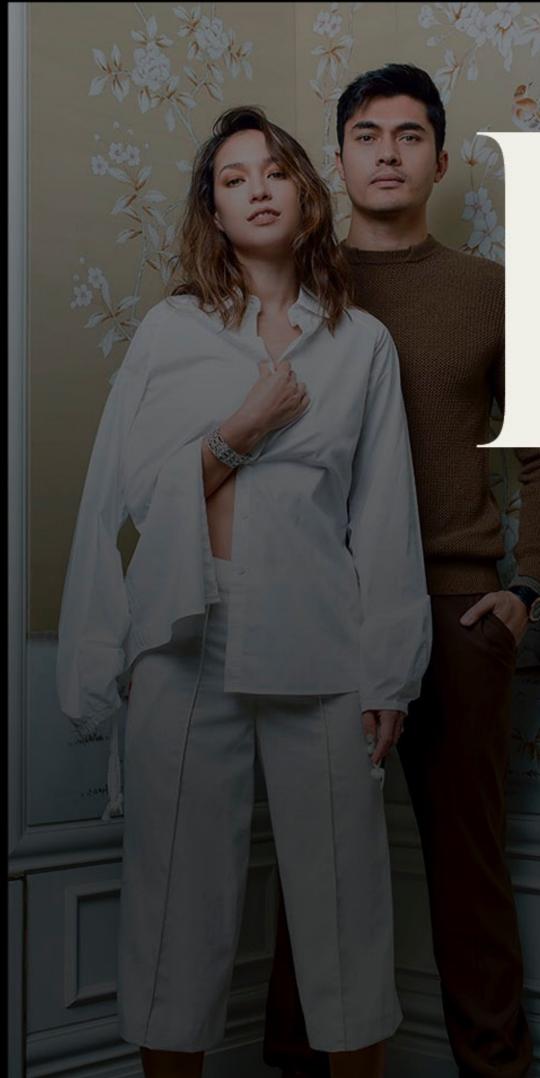


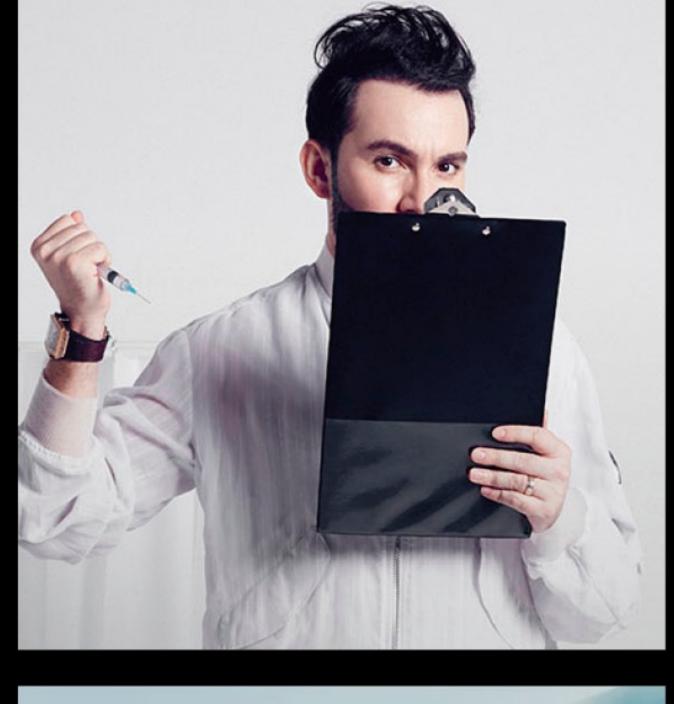








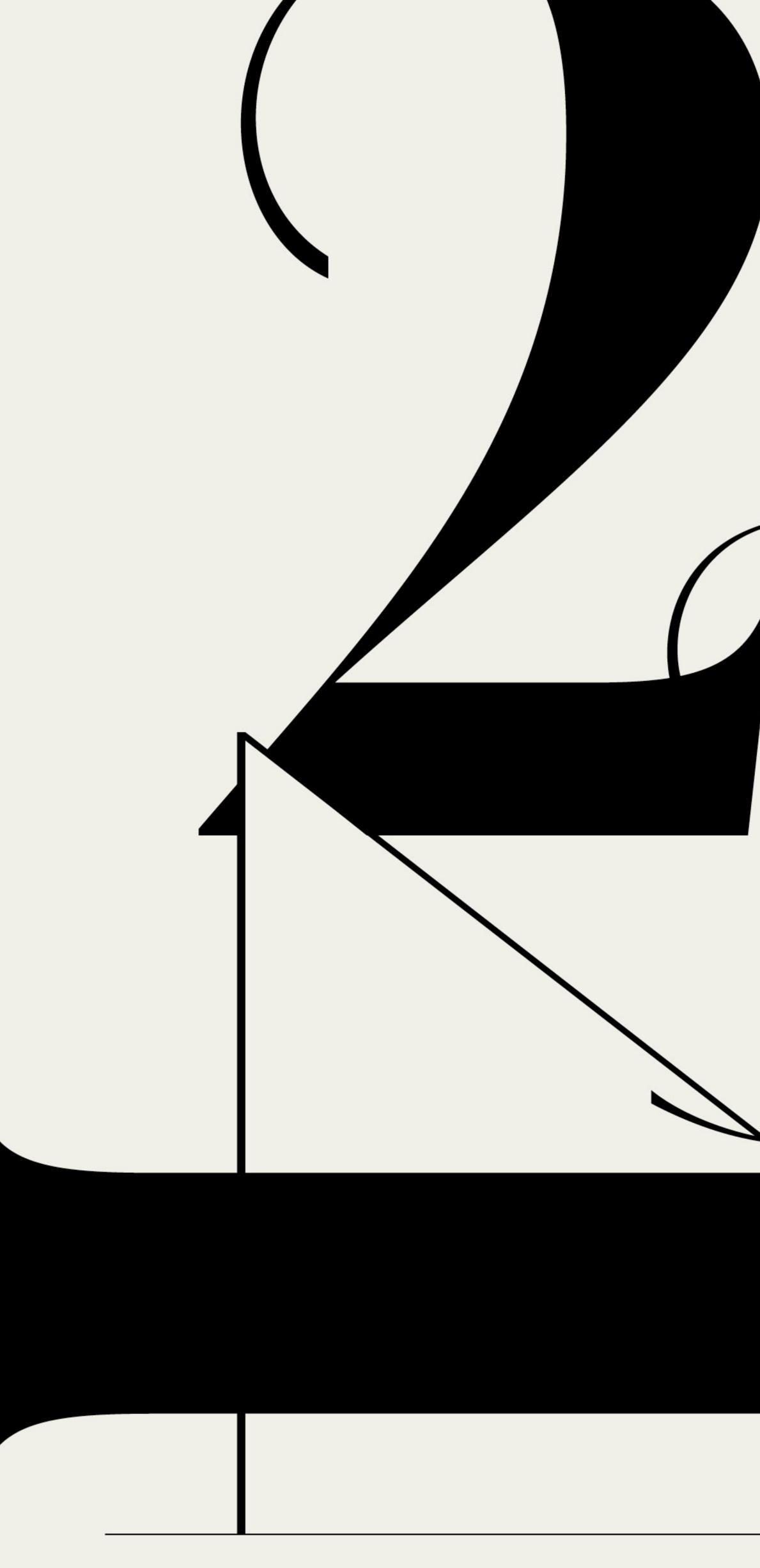






Our monthly digital cover, this space is dedicated to names and personalities who personify the FirstClasse spirit. Stylish, dynamic, ambitious and fearless, their stories set the pace for our monthly theme, captured and shared in a full-production photo- and videoshoot.

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OUR AUDIENCE

20's 30's 40's

Distinguished by timely and relevant content, witty delivery and fresh presentations, FirstClasse will be the first-hand guide to living life with revelry whether you're in your 20's and climbing the ranks; in your 30's and shaping opinions and trends; or in your 40's and looking for the next big thing.







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SITE DEMOGRAPHIC

mobile (58.97%)

10% 43% 24% 12.5% 10.5%



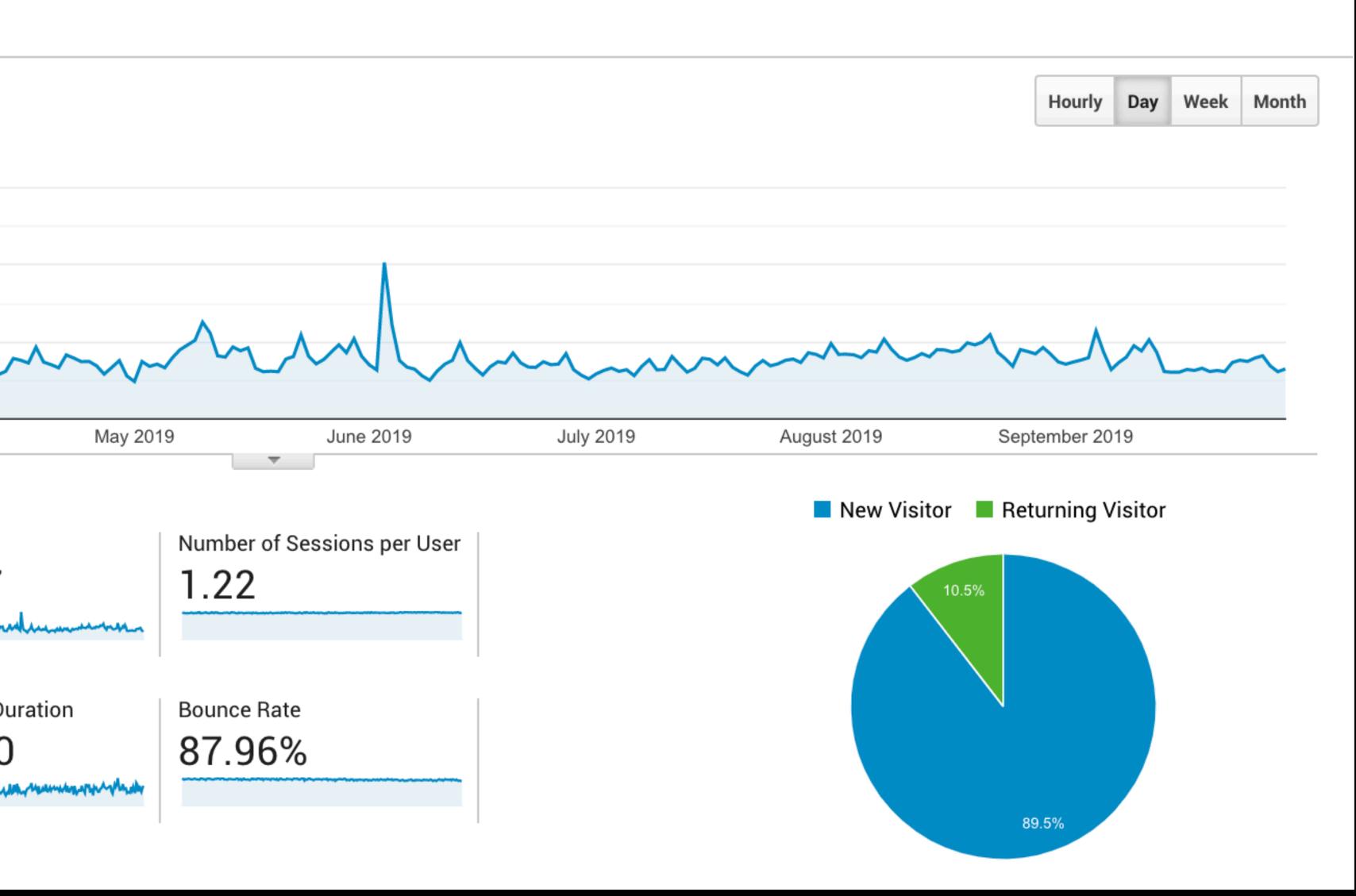


Q3 WEBSITE STATISTICS 1 JAN - 30 SEPT 2019



Q3 GOOGLE ANALYTICS SCREENGRAB 1 JAN - 30 SEPT 2019

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2,000		
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Users 348,428 Pageviews 536,074	New Users 349,932	Sessions 426,117







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EDITORIAL LINEUP FOR 2019

Resolutions / Kickstarting the new year / SIHH 2019

Valentine's / Chinese New Year / Love & Relationships

International Women's Day / Baselworld 2019 / Oscars

Health and wellness / Going green / Eco-lifestyle

Mother's Day / Cannes Film Festival / Ramadhan

Father's Day / Hari Raya / Men's fashion focus

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DECEMBER

NOVEMBER

OCTOBER

SEPTEMBER

AUGUST

JULY

EDITORIAL LINEUP FOR 2019

Friendship / Summer Holiday features

Independence Day / Local Designers / Local brands

Food Focus / Breast Cancer Awareness

Guide to partying / Christmas / New Year

21



Homepage

Pop-Up Banner (Action tringger)

Web Content Take-over

E-Newsletter (Weekly)

Fashion & Beauty

Cars & Gadgets

Watches & Jewellery

Home & Travel

Lifestyle

People

Inspire* (Buy-out)

Note

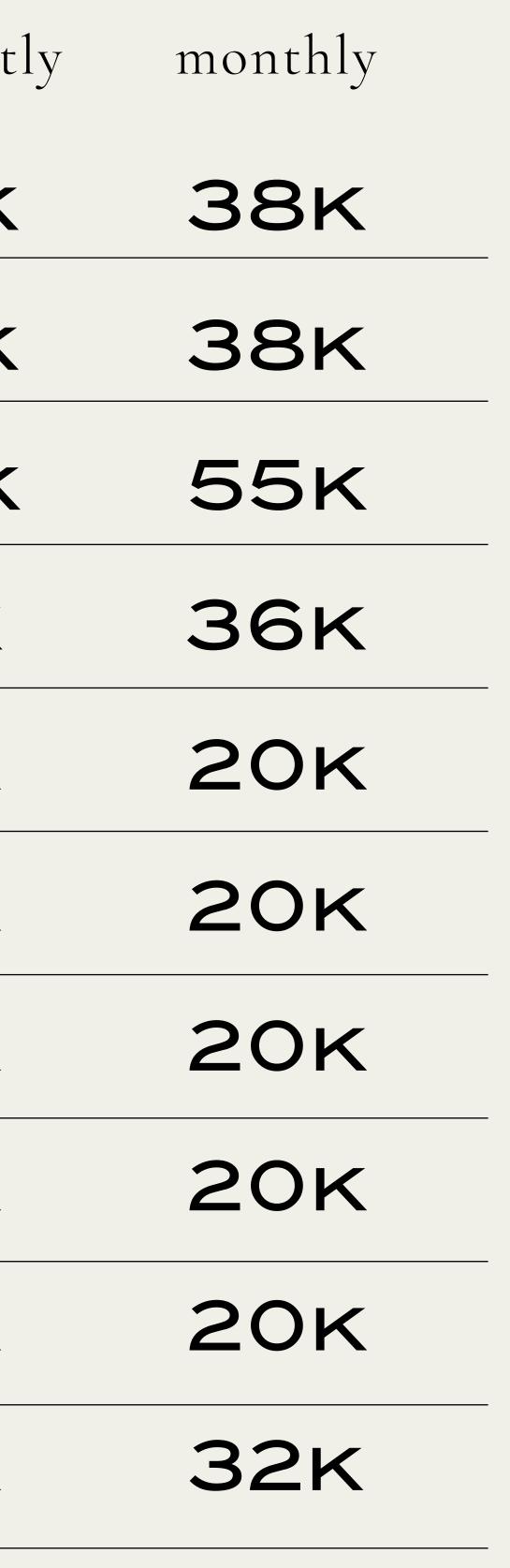
- All advertising placements above will be on 100% SOV basis in its own section/page.
- All rates are quoted in Ringgit Malaysia and are subjected to 6% SST.
 No extra surcharges for Rich Media* advertisements.
- All advertising materials are to be provided by the advertiser.

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DISPLAY ADVERTISING RATES

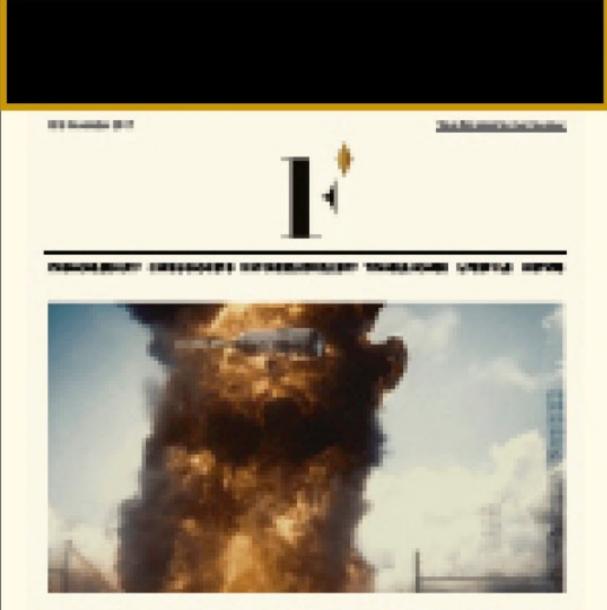
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12K

*Inspire (buy-out) will include only your brands product placement.





NEWSLETTER \ WEEKLY



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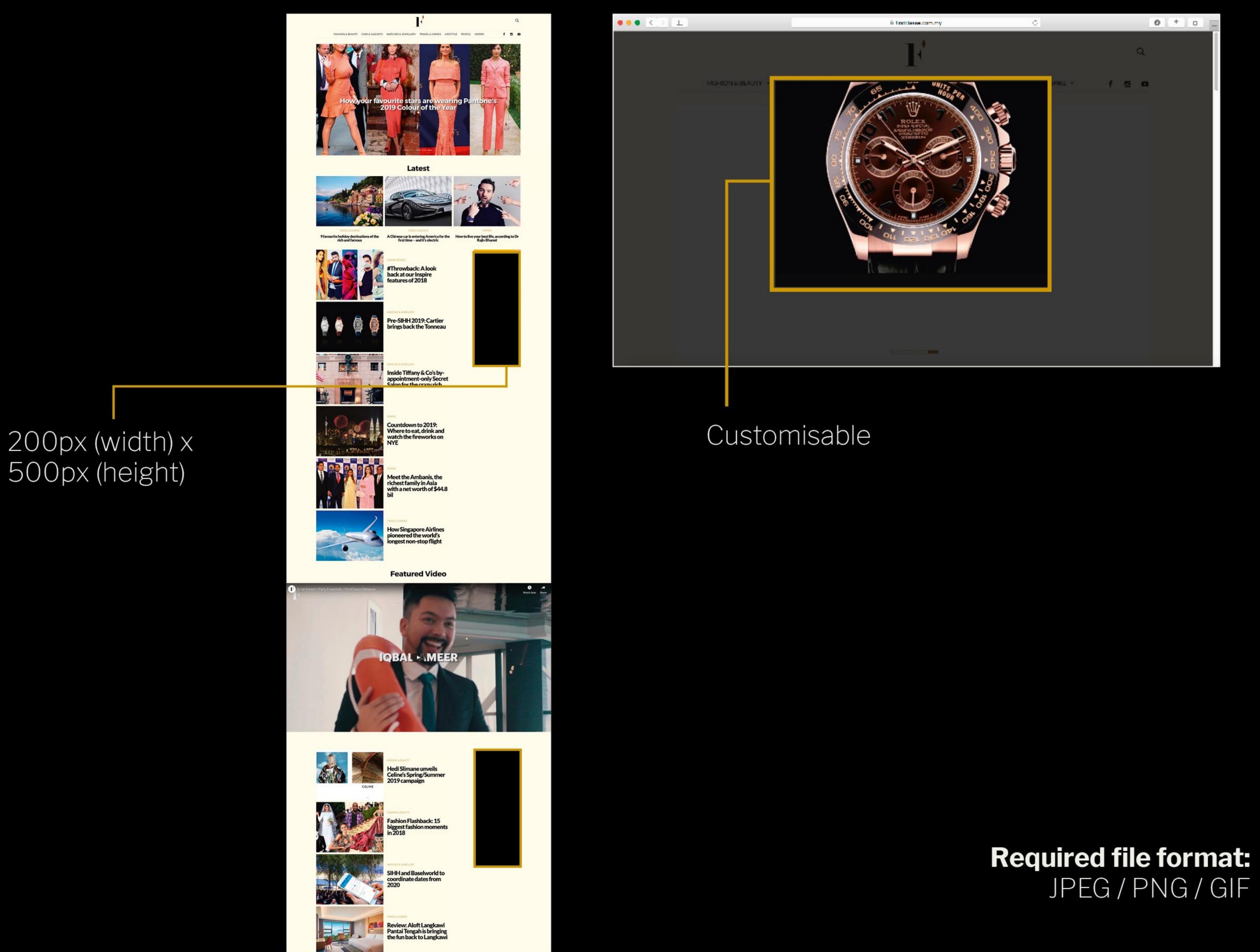
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Number of Subscribers



Required file format: JPEG/PNG/GIF

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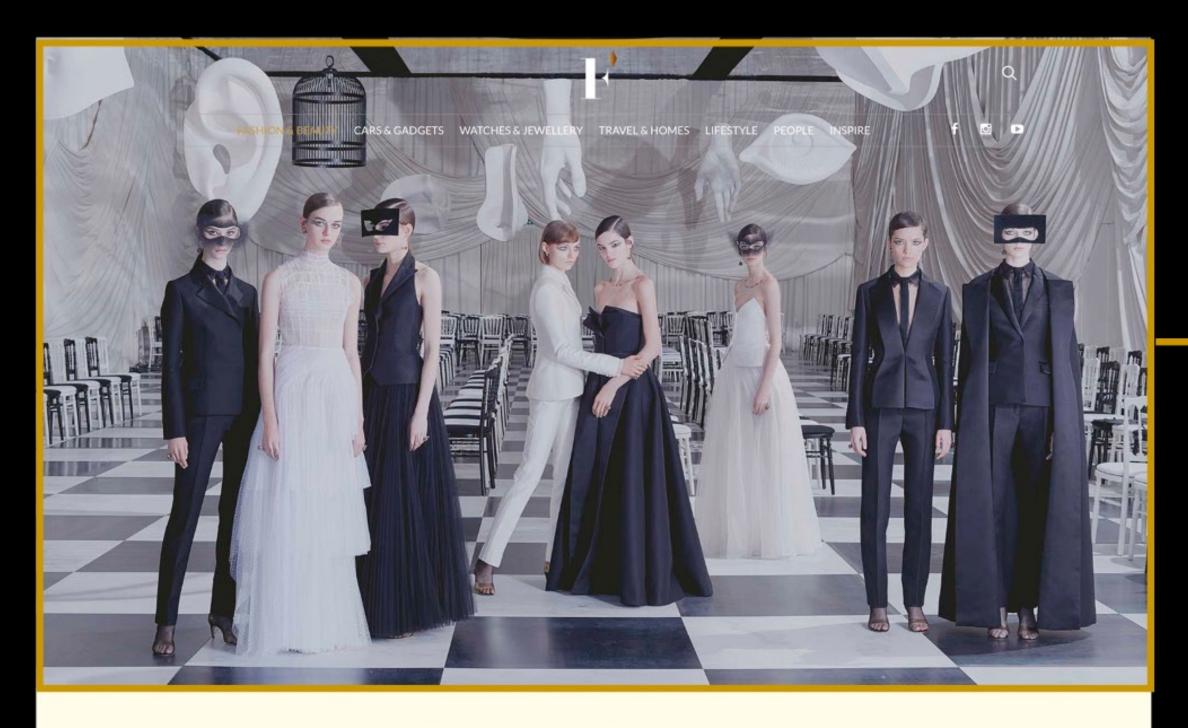
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AD SPACE \ HOMEPAGE

JPEG/PNG/GIF

24

AD SPACE \ FASHION & BEAUTY







Hedi Slimane unveils Celine's Spring/Summer 2019 campaign

Shot by none other than the designer himself. Following a divisive debut at Paris Fashion Week, Hedi Slimane is unwavering on his vision of a chic, youthful Celine as seen... December 19, 2018



Getting Unready With: Shikin Gomez

Model and AsNTM finalist Shikin Gomez shows how skincare can be quick yet efficient for when you're on-the-go. Watch and win Sephora products worth RM1,000! Less than a week after... December 10, 2018



Wishlisted: Last minute holiday beauty gifts to shop in December 2018 Featuring Meghan Markle's favourite personal care tool, among other gift ideas from Fresh, shu uemura, YSL Beauty and more. Another month, another set of beauty products to add to our ...

December / 2010



Fashion Flashback: 15 biggest fashion moments in 2018

From fur bans and promising new appointments to the loss of style icons and the old Celine, these are the fashion moments defining 2018. In the words of Pierre Balmain.... December 19, 2018





12 Christmas outfit ideas to channel your favourite holiday tunes

...so you can Have Yourself a Merry Little Christmas. "Last Christmas, I gave you my heart. But the very next day, you gave it away. This year, to save me... December 13, 2018



What's inside YSL Beaute's new Or Rouge that's more precious than gold Looking to the land that led Mr

Saint Laurent to experiment with colours - Morocco - YSL Beaute discovered a secret that has been prized for centuries for its medicinal... December 10, 2018



How your favourite stars are wearing Pantone's 2019 Colour of the Year

Goodbye Ultra Violet, hello Living Coral. With the new year just around the corner, everyone is hit with trend forecasts and things to expect in 2019. For almost 20 years,...

December 17, 2018



This French fragrance house makes bespoke perfume for up to \$20 million

Each scent and bottle from the Le Monde Sur Mesure line by Morreale Paris is customised for the individual client and can cost between \$1.5 million to \$20 million. How... December 11, 2018



Chanel will no longer use exotic skins and fur in its products

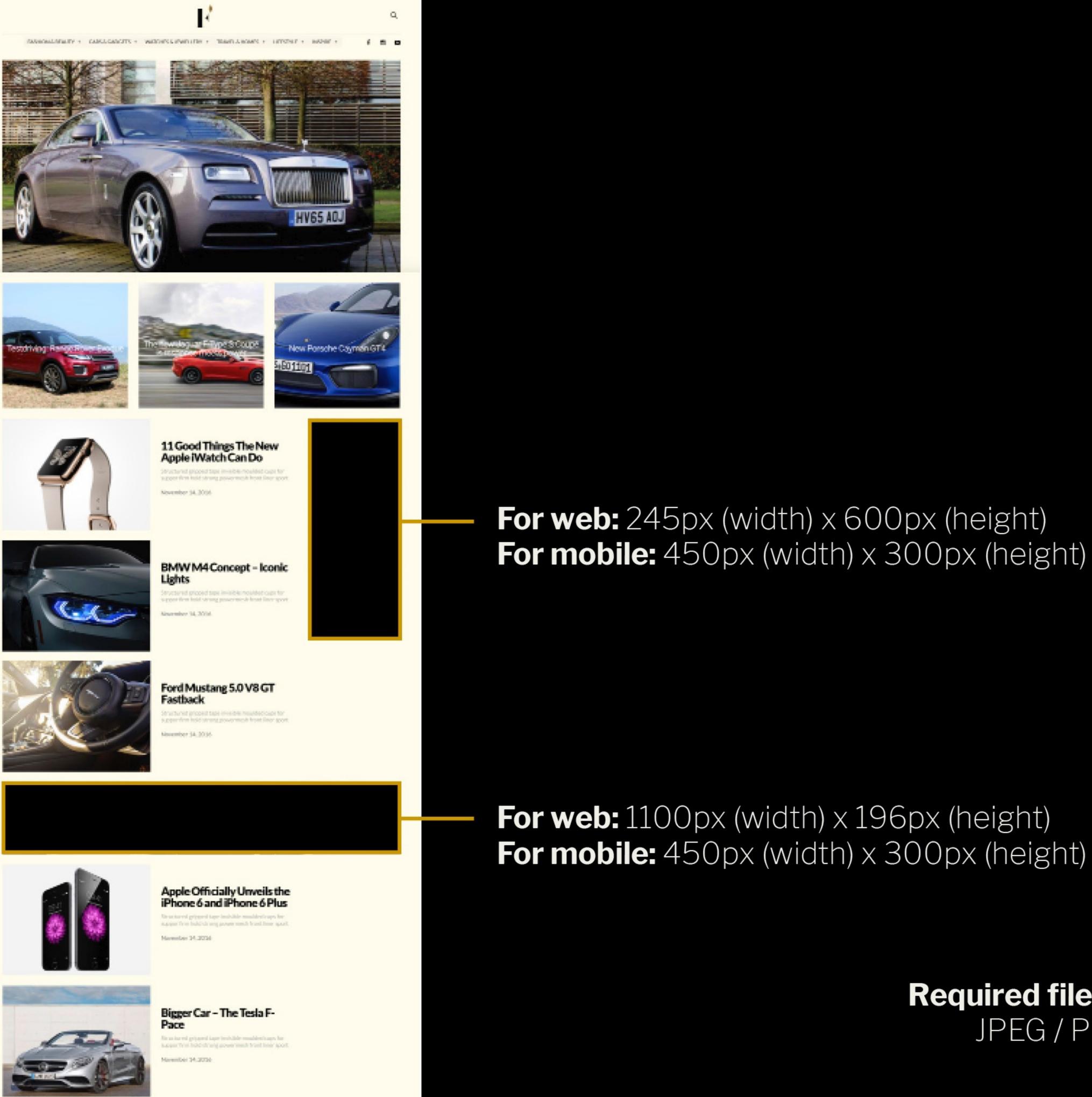
The exotic skins in question include crocodile, lizard, snake and stingray. The night before its Pre-Fall 2019 Metiers d'Art show at New York's Metropolitan Museum of Art, Chanel

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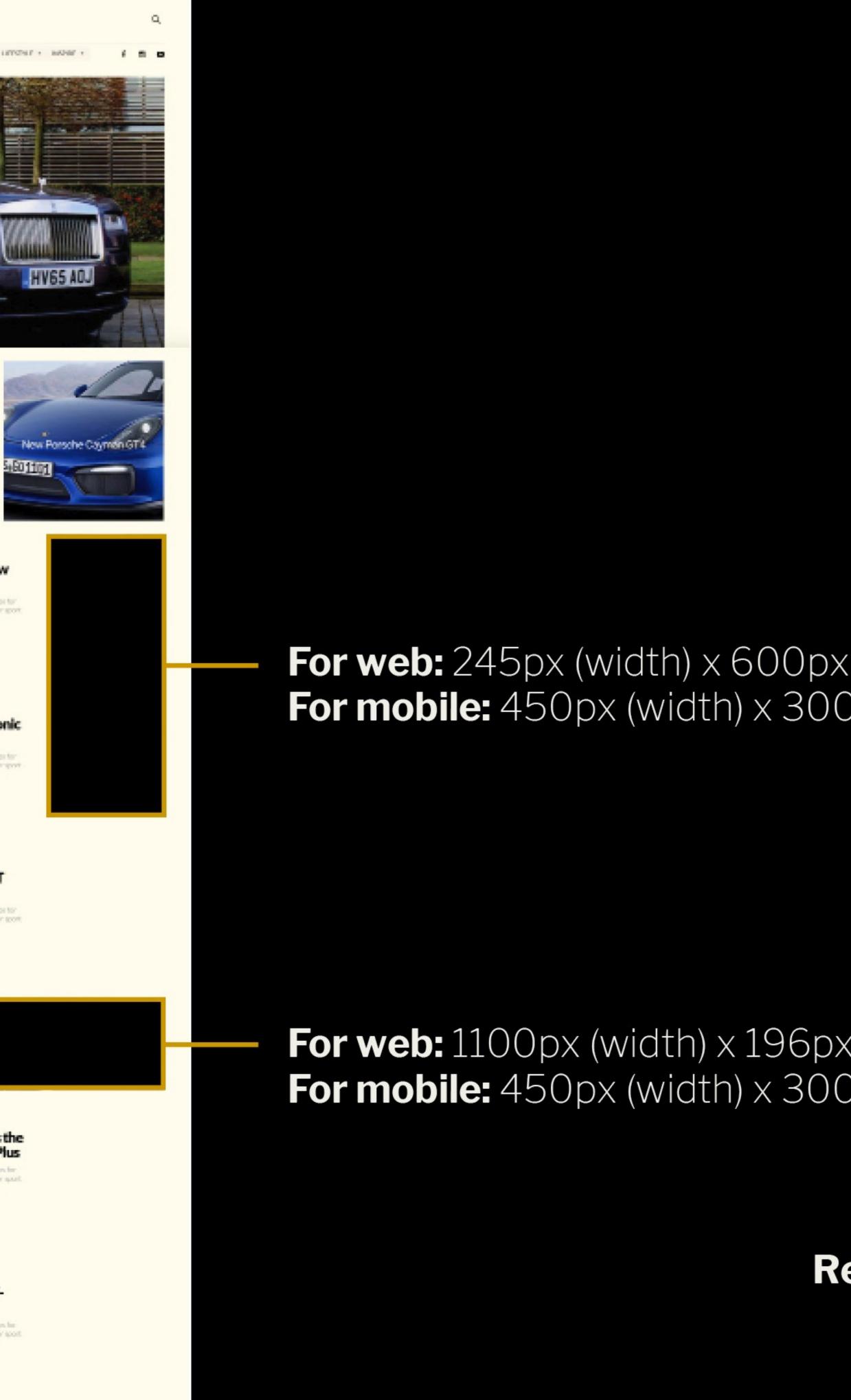
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AD SPACE \ CARS & GADGETS















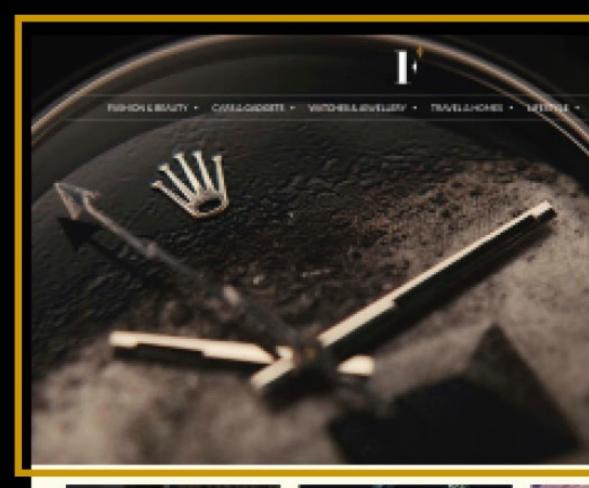




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AD SPACE \ WATCHES & JEWELLERY





is bright as her diamonds.



9 minutes with CEO of Romain Jerume, Manuel Errich

Dorothy Jen Ng of Frou Frou on shining as bright as her

Watch and Je

amonds

9 minutes with CEO of Romain Jerome, Manuel Emch Wengenale Ind Manual Results CEO of Research Internet, In-Med party hore about the latent #J sofections from

December 23, 2014

Watch and Jewellery Content Page







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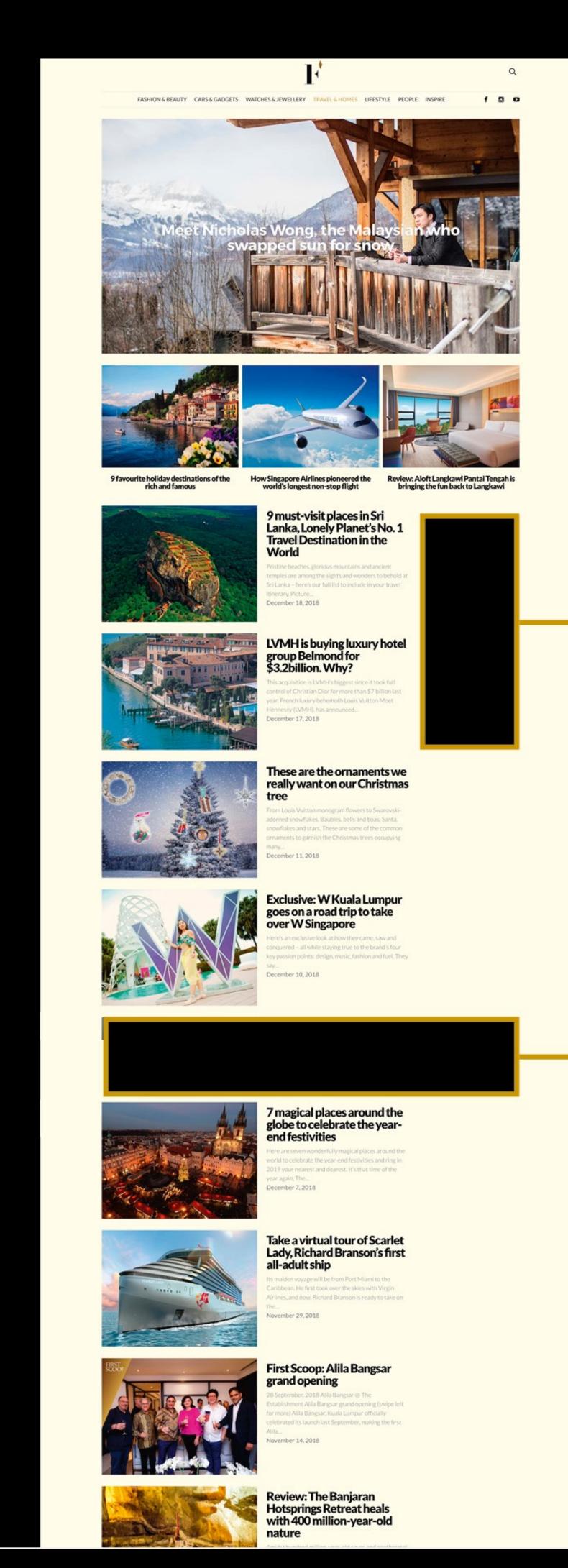


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AD SPACE \ TRAVEL & HOMES



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AD SPACE \ LIFESTYLE (DINING, WELLNESS, ENTERTAINMENT, EXPERIENCES)

Countdown to 2019: Where to eat, drink and watch the fireworks on NYE



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DINING





Moët & Chandon's 2018 holiday bottle embodies French Art-de-Vivre

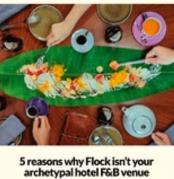
Whisky Hour: Bruichladdich Black Art 06.1





Sushi Secrets: 10 things you didn't know about sush







Ao Yun rises from the mountains of China, to the clouds of the world





this December for jazz and sushi



A refreshing journey through New Zealand with Cloudy Bay Sauvignon Blanc 2018



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Q FASHION & BEAUTY CARS & GADGETS WATCHES & JEWELLERY TRAVEL & HOMES LIFESTYLE PEOPLE INSPIRE f 🖾 🖸





Europe's youngest 3 Michelin star chef Andreas Caminada isn't afraid of

Indulge in a French taste of Christmas at 2OX @ The Row



Eggnog 101: 5 things to know about the famous holiday tipple



10 places to feast with your loved ones this festive season



Whisky Hour: Chivas XV



Hisho Japanese Restaurant brings out the 'fun' in the fusion cuisine it present

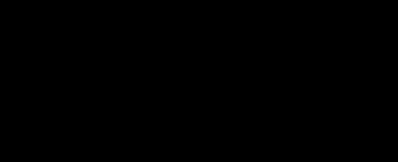


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PEOPLE

14.









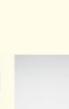




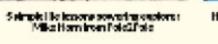


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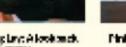












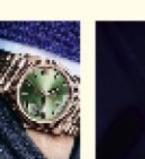


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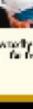


























AD SPACE \ PEOPLE





Food as fait Tricks Tably a week that pre-sentation in A king and a set table with food

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How no ity first-class area of the world for the elite The Point view



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AD SPACE \ INSPIRE





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Livescape Asia CEO labal Ameer isn't docking soon.

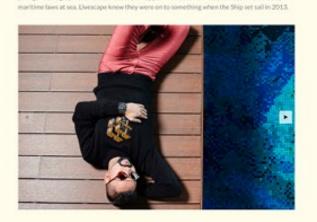
day cruise party, which he organised. Separately, he received a Youth Icon Award the night before and recently welcomed his first child into the world. one had such a good time," the Livescape Asla CEO grins when asked about the fifth year of It's the Ship! "It was our most successful Ship to date. We were at full capacity, averaging four to a The four-day, three-night cruise took 4,000 party people from Singapore, to Phuket, then back to Singapore - but this is one of those journeys that matter more than the destination. On this ship, you're guaranteed a non-stop party. If is possible to spend the night at poolside rave, then the next after noon mini-golfing with DJs - and if you're lucky, sip on some Cristal passed on by generous



The music industry rakes in billions in revenue every year - given a live platform with the right people on it, it stands to become a tourism tour-de-force. Such was the case of Livescape Asia's grandest event, Future Music Festival Asia, before its untimely demise in 2014. Regulations and red-tape cost the organisers and sponsors, while abruptly halting the potential of a home-grown music festival. ligbal is offhandedly honest about the situation now, reminiscing how the team turned their lowest point into a springboard for novelty. 'We started toying around with a blank canvas – what event would you throw if you had no constraints?' he recalls. That's where the idea of a cruise party came about. Not only was the cruise industry on choppy waters in the face of affordable air travel, but the

younger demographic remained virtually untapped in this scene. Plus, you need only abide by

(Swipe left for watch)



ligbal wears sweater by Bottega Veneta, pants by Coach and sunglasses from Girgio Armani Men's Collection, with the Bell & Ross BR 03-92 Nightlum on his wrist



already in the works for 2019 - from gapore, China, and Japan, For ligbal, this is the icle of his events management career so far lustrices one, to say the this knack for curating parties in Melbourne. "We looked for dying id them we'll pack their

Homepage Royal Slider (Max .5) Homepage Exclusive Column Category Page: Main Featured Content (Max.1) Category Page: Pinned Sub-featured content (Max. 3) Creative Content Creation - Subjective to Scale of project Customised Content - Write Up Advertorial Video Advertorial - Assets provided by client Video Advertorial - FirstClasse Production

Rich Media Advertorial

• Content creation will be planned and structured and executed by FirstClasse Creative and Editorial team. Charges may vary if FirstClasse Production is involved.

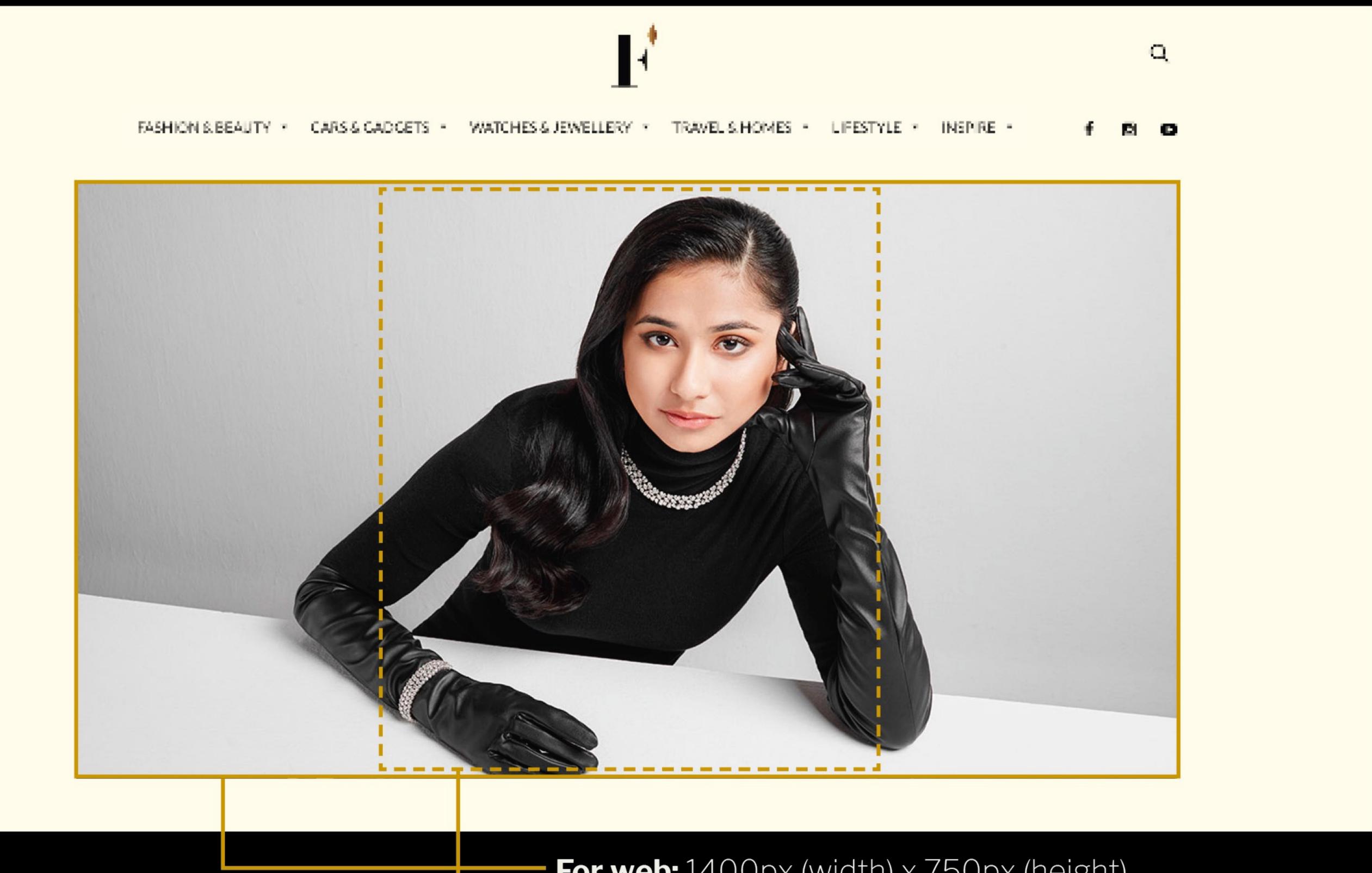
• Please contact Sales team for more details.

ADVERTORIAL RATE

weekly
8.5K
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6K
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8.5K
15ĸ



ADVERTORIAL SPACE \ HOMEPAGE ROYAL SLIER (MAX. 5)



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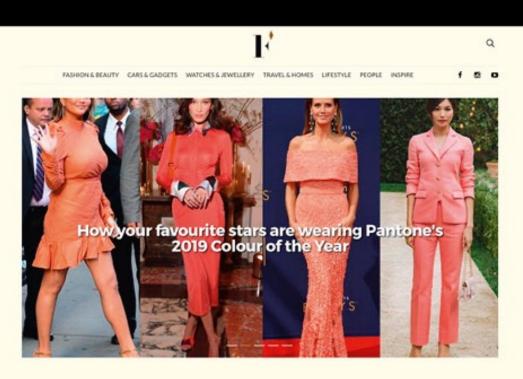
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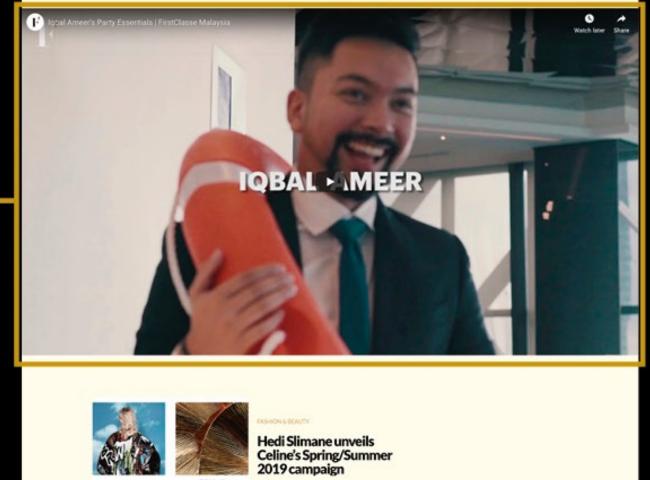
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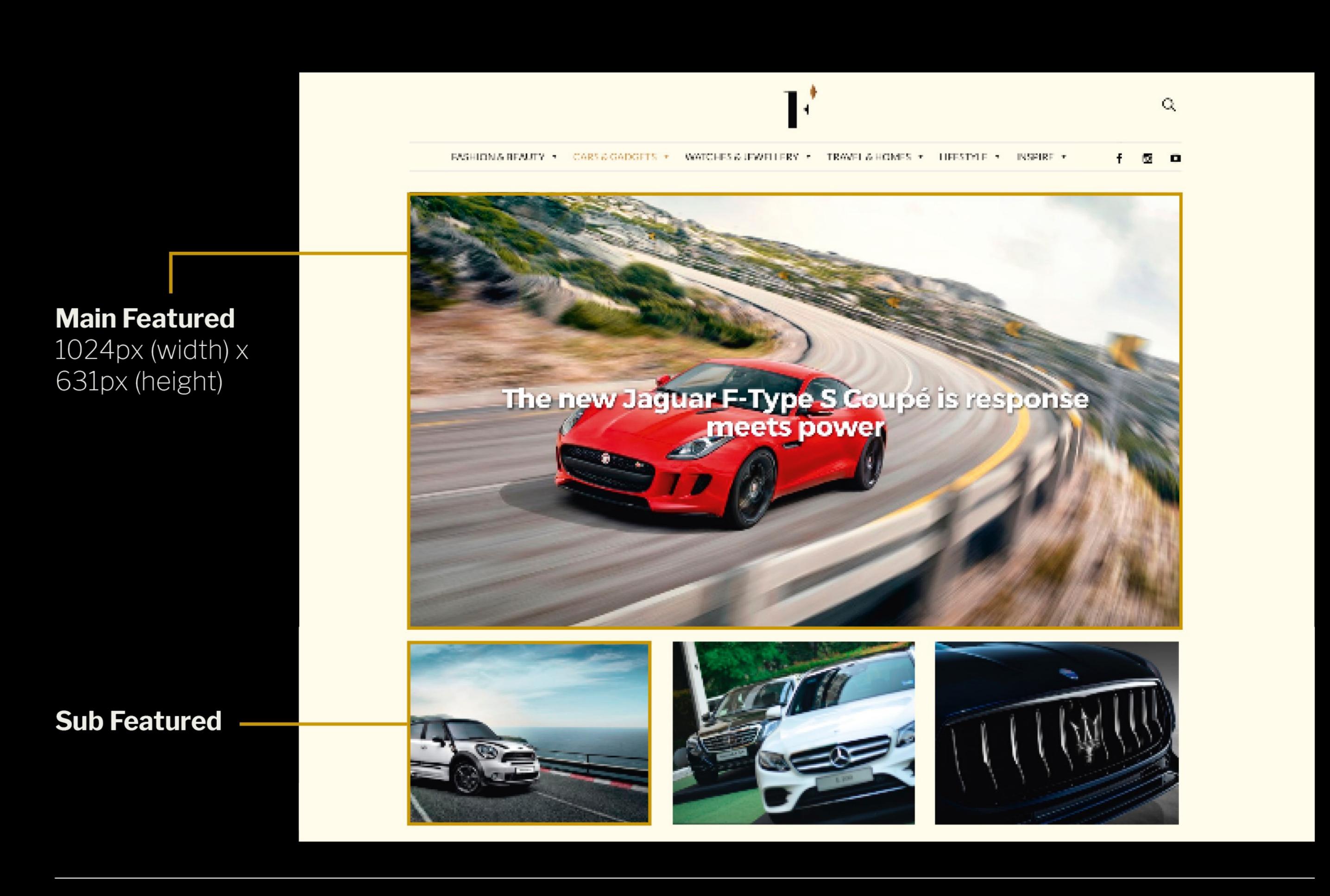


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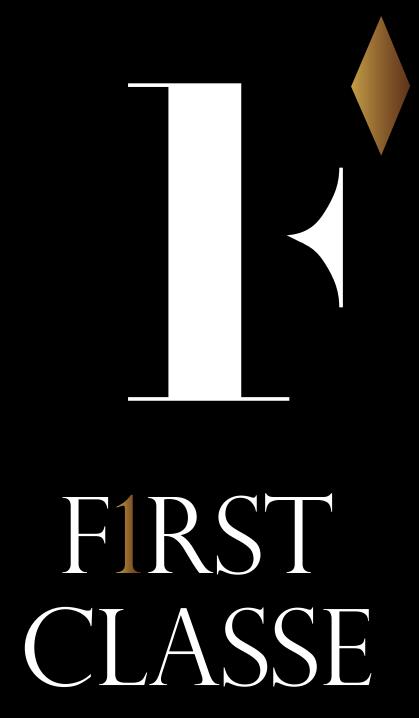
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www.firstclasse.com.my

General Manager leonardlo@firstclasse.com.my Senior Account Manager sylvialim@firstclasse.com.my Account Manager aaronloh@firstclasse.com.my

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