CROWD MEDIA DELIVERS FIRST REVENUES FROM KINN AS IT EXECUTES EXCLUSIVE EUROPEAN LAUNCH

Crowd Media Holdings Limited (ASX: CM8 & FWB: CM3) (“Crowd” or “Company”), has officially launched the KINN Living EU-based website https://kinn-living.eu/, selling KINN’s eco-friendly, natural, home-cleaning, sanitiser and laundry-care essentials into the European market (excluding UK).

Key features of this website are:

- Multilingual – English, French, German, Italian, Spanish
- Five Social Media links – Facebook, Instagram, YouTube, Twitter, Pinterest
- Four currencies accepted – EUR, GBP, USD, AUD

This agreement leverages Crowd’s core strengths (digital social media / influencer marketing across database of more than 10,000 influencers / conversational commerce) to drive web sales of KINN products across Europe. Crowd will act as exclusive digital distributor for KINN’s award-winning home-cleaning and laundry-care products in all EU markets outside of the UK.

This collaboration marks another milestone in the execution of the Company’s strategic vision, as outlined by Crowd’s Chairman Steven Schapera at the November 2019 AGM, when Mr Schapera highlighted Crowd’s plan to sell exemplary products integral to the lives of European-based millennials on a Direct to Consumer model. Crowd has deep experience in digital marketing to millennials and Gen Z in most European countries, now across 12 different languages, and will be using their well-tested influencer and performance marketing strategies to drive KINN sales.

Crowd’s CEO, Domenic Carosa, said: “Our bullish outlook in this space is well-supported by a recent market report from the world’s largest market research store(1), Research and Markets, which forecasts that the global household green cleaning products market is expected to grow to a significant USD$27.83 billion by the end of 2024(2). Crowd will be leveraging our existing influencer network (10,000+) and the ubiquitous Amazon e-commerce marketplace to grow our KINN business digitally in Europe. My Team are proud to have launched the KINN Living EU website, ahead of schedule, across the most popular European languages including English, German, French, Spanish, and Italian. It’s multicurrency, accepting Euro, GBP, USD and AUD across all the popular payment methods including credit card and Apply Pay. This is a remarkable achievement, as evidenced with revenue already beginning to flow, adding to the revenue from I Am Kamu and London Labs. In the space of two months we have added three new revenue streams each pivoting off our digital know-how.”

This announcement has been authorised for release to the ASX by the Board of Directors of CM8.

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Sources:

(1) https://www.researchandmarkets.com/about-us
ABOUT CROWD MEDIA
Crowd Media Holdings Limited (ASX:CM8 & FWB:CM3) is a global media and marketing company. Crowd Media has two divisions: a Mobile division built upon its Q&A and Subscription tech platforms to produce and deliver content including apps, games and music, and a Digital Marketing division which works with brands and digital influencers to deliver branded content primarily to the fast-growing Millennial and Gen Z markets.

Crowd Media’s networks are strengthened by its partnerships with hundreds of mobile carriers internationally and some of the world’s largest agencies, brands and media companies. The mobile division operates in more than 50 countries and 30 languages and the media division has worked with more than 10,000 digital influencers worldwide.

ABOUT KINN LIVING
Founded just 3 years ago by Marie and Sophie Lavabre, KINN’s range of eco, vegan and natural range of home-cleaning and laundry-care essentials are well recognized by the industry. Having won multiple awards across the ‘wellbeing and beauty’ segment, and renowned for its eco-friendly, vegan & non-toxic credentials, KINN has neatly filled a major hole in the current offering of home and laundry cleaning products. KINN’s range is currently available in the UK only, at more than 280 Waitrose stores (Britain’s poshest supermarket) as well as Ocado. KINN’s own online business has also flourished in the UK, a clear bellwether for its digital prospects in those European markets where Crowd is active.