



Hera Capital announces investment in Bomanbridge Media, a leading Singapore-based TV distribution agency and production company.

Hera Capital, a Singapore based private equity firm, announced its investment in Bomanbridge Media. The investment acquired by Bomanbridge will equip it with the necessary funds to expand in Asia, allowing it to accelerate its growth.

Hera Capital is pleased to announce its investment in Bomanbridge Media, a Singapore-based TV distribution agency and production company, exclusively representing renowned TV programming from around the world. The company's diverse catalogue currently holds over 4,000 hours of top quality programming consisting of Formats, Lifestyle, Factual, Drama, Kids and Educational.

Sonia Fleck, CEO of Bomanbridge Media said, "Bomanbridge is ready for this next step with our exceptional team of media professionals and a dynamic partnership with Hera Capital. We have been working towards this moment of expansion for 5 years, steadily gaining the trust and respect of our broadcast and production partners who count on us to know what really works in the region. In addition to opening our new offices in Seoul and Ulaan Bator, we are also excited to launch our first original series in the first quarter of 2015."

"Hera Capital is excited to work with Bomanbridge Media to support the fabulous growth opportunity Asia represents for innovative media distribution and production companies. 4.3 billion people live in Asia, half of them are below the age of 36, and 2/3 carry mobile phones! Bomanbridge Media sits right here, in the middle of that major shift in media consumption which is happening right now in Asia. We have known Sonia for many years and are convinced she has the drive, the experience and the potential to bring her company to the next level. We will be hands-on investors, supporting her in scaling Bomanbridge Media and deliver the ambitious Business Plan we are embarking on," said Thierry de Panafieu, Managing Partner at Hera Capital.

About Bomanbridge Media

Bomanbridge Media is a leading Singapore-based TV distribution agency and production company, exclusively representing renowned TV programming from around the world. The company's team earned a stellar reputation in the region as the go-to people to get deals done. Serving as both brand strategist and program distributor for entry into the Asia Pacific markets, the acquisition team continually handpicks select products for multi-territory acquisition and distribution. Following significant investment in 2014, Bomanbridge has expanded into original production and format development, opening offices in Mongolia and Korea to strengthen its Asian roots. Bomanbridge offers compelling, ratings-driving content for the international market; presents sophisticated market solutions to build brand awareness; fosters understanding between cultures in the entertainment industry; and delivers successful revenue returns. Bomanbridge makes a complicated market profitable for its clients in the region, offering guidance and providing confidence to producers who want to enter the lucrative, emerging Asian market.

www.bomanbridge.tv

About Hera Capital

Hera Capital is a fund management company based in Singapore, specialised in Private Equity transactions in South East Asia. The company invests from US\$1 million to US\$10 million in high growth companies which are either established in the region or willing to accelerate in that part of the world. Hera Capital provides capital, strategic advice, networks and expertise to its portfolio companies.

www.hera-capital.com