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R3D Global Appoints Joyce Lim as Regional Creative Director

R3D Global Limited (ASX:R3D) (**R3D** or the **Company**) is pleased to announce the appointment of Joyce Lim as Regional Creative Director in Asia, as part of R3D's initiative to grow its activity within the Asian region.

The appointment of Joyce Lim is fundamental to R3D's strategy within Asia and strengthens its team. As the Regional Creative Director, Ms Lim will oversee the development of R3D's creative and digital communication services portfolio and will directly support clients in their brand and marketing transformation.

Ms Lim has enjoyed a successful career with more than 20 years' experience in the design and advertising industry. She graduated from the University of Kent, Canterbury, in the United Kingdom with a Master's Degree in Graphic Fine Art. She went on to become the youngest art director of an international 4As advertising agency, BBDO Singapore and subsequently worked in McCann Erickson. Ms Lim's work is all-encompassing, varying from traditional oil and acrylic painting to modern media such as photography, video film and digital art. Her profound innovative ideas and creative prowess have proved critical for the success of the campaigns for her extensive list of clientele including Mercedes Benz, Dunhill, Fendi, Clarins, Hyatt Hotel, Pan Pacific Hotel, Peninsula Hotel, Star Cruise, Tung Lok Group, Asia Pacific Brewery, Bayer, UOB Bank, MTV, Semcorp, Npark, Singapore Art Museum, Coffee Club and TAL Group. Over the past few years, she has also exhibited in several galleries in the U.K. such as the Mall Gallery in London, the Herbert Read Gallery in Canterbury and the Singapore Art Museum in Singapore.

"Joyce brings a wealth of experience in the creative and media industries and has the passion and dynamism to develop our creative services portfolio to greater heights. I am confident that she will be able to strengthen our offerings and support our clients' brand transformation from local status to appeal to regional and global audiences," said Florence Fang, Chief Executive Officer of R3D.

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About R3D Global Limited r3d.com.au

R3D Global Limited (ASX: R3D) is a global investor relations and public relations firm with a global media distribution platform, with a strong specialisation within Asian markets. Founded in 2004 and listed in 2016, R3D is headquartered in Sydney with operations across Asia. Backed by a management team with vast financial market and public relations experience, R3D provides disruptive, dynamic and digitally integrative marketing solutions to companies interested to reach out to new markets.

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