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## **GBCI Ventures Appoints R3D Global as Strategic PR Agency for its Smart City Ecosystem**

R3D Global Limited (ASX:R3D) is pleased to announce that it has been appointed by GBCI Ventures (**GBCI**) as GBCI's strategic public relations and digital media communications agency for its Smart City Ecosystem in Asia Pacific.

Based in Singapore, co-founded by Douglas Gan, GBCI is a leading venture capital fund and venture builder in Asia. GBCI Ventures' US \$100m Smart City Development Fund will focus on innovative technology start-ups ranging from artificial intelligence (AI), Internet of Things (IoT), Blockchain, Big Data to Virtual Reality (VR). R3D will also be the exclusive agency to all start-ups and companies invested or built by GBCI.

GBCI's first venture-built company, BCBGlobal, specializes in developing blockchain technology known as Building Cities Beyond (BCB) Blockchain that serves as a platform for smart city solutions. Together with GBCI, BCBGlobal will launch Blockchain Accelerator regionally. GBCI has also committed a minimum of US\$10m to invest in smart city projects developed on the BCB Blockchain.

"We were looking for a strategic partner that could offer PR and communication services that would enhance our presence in the region and help us build the Smart City Ecosystem. R3D Global was able to understand our business quickly and provide us with the market insights and strategies that we needed and we are really excited to be working together with them," said Douglas Gan, CEO and co-founder of GBCI.

R3D Global will assist GBCI in their planning and execution of their marketing communications and public relations strategy and also for their ecosystem of venture-built start-ups. R3D will also help GBCI to create communities through its social media channels. The initial appointment of R3D by GBCI will be until the end of 2019.

"R3D shares GBCI Ventures' ambition to continually improve our cities through smart technologies and innovations. As their strategic partner, we will be able to use our network and capabilities to share the vision and our successes so as to excite more companies to be part of this smart city eco-system. Ultimately, we will co-develop smart cities through our combined strengths and resources," said Florence Fang, CEO of R3D Global.

The securing of GBCI by R3D is another significant achievement for the Company and follows the signing of a number of other high value, prominent clients in recent months as prior advised to market. A continually expanding client base coupled with recent engagement of senior talent, including a new Regional Creative Director for Asia, is expected to result in stronger revenue momentum in upcoming quarters.

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#### **About R3D Global Limited [r3d.com.au](http://r3d.com.au)**

R3D Global Limited (ASX: R3D) is a full-service corporate marketing agency, offering global investor relations and public relations services, digital content creation, branding, and strategic advice backed by a global media distribution platform, with a strong specialisation within Asian markets. R3D is headquartered in Sydney with operations across the Asia Pacific. R3D provides disruptive, dynamic and digitally integrative marketing solutions to companies interested in reaching out to new markets. R3D's experienced management team has significant experience in capital markets, financial services, as well as media and public relations.

#### **About GBCI Ventures**

GBCI Ventures is a leading venture capital fund and a venture builder in Asia. They invest in start-ups in the early stage of opportunities in smart city technology, bringing together a new generation of technology leaders, solutions providers and community that are key to building a dynamic and adaptive smart city ecosystem. With a US\$100 million smart city development fund, GBCI Ventures focuses on innovative technology investments ranging from artificial intelligence (AI), robotics, big data, IoT, blockchain to virtual reality (VR).

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