



19 April 2021

By Asia ~For Asia ~From Asia ~into Europe

From today, our M.A.G.I.C. Europe founding team of Directors commence in their roles to ensure that we further accelerate the development, ~curation of a compelling line-up of originals ~epic digital and offline initiatives and other cool things for our founder members and partners.

Whether it be re-imagining off the beaten track adventures across Asia and into Europe and or main-stream global epic initiatives, AAQUA expects to deliver authentic, inclusive and vibrant Passion experiences that are Always ON evolving.

AAQUA M.A.G.I.C. EUROPE Directors

Rachel Channing

Rachel has held senior global and regional communications & public relations roles within a range of industries. Her career to date includes roles within Uber, Hewlett Packard and Three Mobile where she spent over 11 years in national and regional roles. Rachel has joined us after four years as Global Communications Director with Hotels.com (Expedia Group).

Sam Hodges

Sam's experience in the content communication domain includes roles such as the Head of Communications for Twitter (UK) and most recently Director of Content Communication with Netflix (EMEA). Prior to working in the social media arena, Sam spent 10 years in television with the likes of BBC and Channel 4.

David Piper

Aka Pipes is an experienced sports marketer who for over 20 years has consulted for global brands such as Samsung, Microsoft, T-Mobile and Coca-Cola. David was also previously COO and head of Sport for Bluestar Mobile Group Plc, specialising in the creation and management of original sporting IP, including creating The Premier League Asia Cup with ESPN Star Sports.

Jim Butcher

Jim is a former journalist turned communications expert. Founding member of Spotify, he held various senior communication roles whilst based in Australia, Sweden and Singapore. His 11 years with Spotify saw it evolve from a European start-up to its current position today. Prior to joining the music service sector, Jim spent 15 years in the public relations and publishing sectors.

AAQUA anticipates that one additional Director will be joining the M.A.G.I.C. Europe team in the relatively near term. The team in Europe will be chaired by Tom, AAQUA's co-founder and collaborate



very closely with the M.A.G.I.C. Asia team and of course with the rapidly expanding rest of the AAQUA organisation.

AAQUA's all-important Trust & Ops domain

Gudrun Herrmann – Director of Trust & Safety Comms

Gudrun is a communications expert. During her eight years with LinkedIn she held the role of Head of Communications & Social for DACH region (Germany, Austria & Switzerland). Gudrun joins us after two years with TikTok where she was the Head of Communications for DACH and The Netherlands. Gudrun, her husband and two daughters will relocate to Singapore in the second half of this year. Gudrun will initially join as a member of the M.A.G.I.C. Europe reporting to Robert our CEO & Founder.

We are reinforcing **Moving Together**.
Being clear on what we have to do.
And **doing it Right**.

Happy Kick-Start to our First Private World ~60 days and counting

Victoria & Tom