

~Reimagining Communities of Passion ~by being Human First

Singapore – April 7, 2021: Our drive, commitment and dedication is to ensure that Aaqua becomes a vibrant force for good around the world where Passion Communities are empowered for the right reasons and our stakeholders jointly curate dynamic, original and ever evolving experiences online and offline.

Aaqua is about Human First ~enabling you to connect the dots and bring to life a world of your every “you and yours”. We are partnering with a wide variety of well-known media, content owners and curators, who embrace our philosophy that living your Passions should be about authenticity, inclusiveness and creativity.

Our organisation is called AAQUA and our ~proposition is ~Aaqua.

Since the summer of 2020, AAQUA has been growing at pace and in recent weeks a number of highly talented senior domain whizzes have joined our founder team as M.A.G.I.C. Directors in Asia:

- Wan Pei Tham previously ~One Championship
- Tine Hansen previously ~Sony Pictures and
- Lance Peatey previously ~ESPN. Lance has also been appointed as GM for Australia and New Zealand
- At AAQUA the regional M.A.G.I.C. teams take the lead for the all-important domains of ~Passions ~Members ~Proposition ~Partners, with a super focus on delivering outstanding cultural and demographically relevant experiences always ON in an ethical and on a trusted basis

AAQUA Founder and CEO Robert Bonnier commented: *“it’s quite the testament of how far we have come in a short period of time in being able to attract talented individuals like Wan Pei, Tine and Lance. There is little doubt that they will collectively hit the ground running and in a highly collaborative manner accelerate the ~design ~development and ever evolving original engagement experiences that we believe will fundamentally reimagine Communities of Passion. We have deliberately chosen Asia first for gradual activation later this year because of its distinct dynamics ~cultural ~youth ~curiosity ~vibrancy ~grassroots connections”.*

Backdrop

AAQUA's mission is to reimagine communities of passion and empower them into self-perpetuating economies across the globe. The distinct AAQUA proposition is delivered around authenticity, inclusiveness, and creativity, and is aimed at ensuring digital engagement can be conducted in a genuinely trusted environment with real human interaction and originality delivered in conjunction with many rightsholders¹.

The founder team members include individuals that joined from major global technology, media and entertainment companies including, Netflix, Spotify, Red Bull, TripAdvisor, NBC, TikTok, BBC, Twitter, FB, Microsoft, Uber and Google.

Separately AAQUA also welcomes the appointment of:

Iain Twine – Senior Board Advisor

Iain is a seasoned communications expert and business leader. Before starting his own communication business, Iain was Vice Chairman and CEO at Edelman, a firm he spent 14 years with. Iain is Australian and has lived in 11 countries and worked across Australia, UK, Belgium, and the UAE. Iain moved to Singapore in 2013 with his family. Iain currently works with several Ministers and Governments, City Football Group and is a non-executive director of BLAST, a global sports entertainment company.

Stay tuned for more information via aaqua.live
