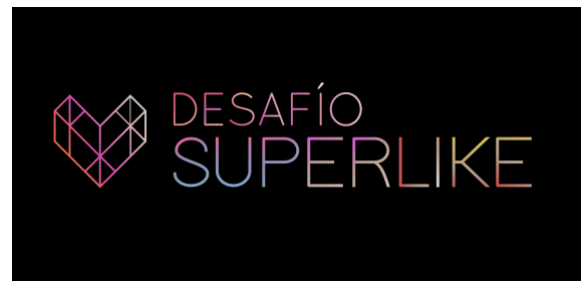


28.01.2022

Hong Kong based global content distributor O4 Media has been appointed the exclusive distributor of Argentina's 'Superlike Challenge'. *Desafío Superlike* or, *Superlike Challenge* sees 12 influencer contestants battle it out to be crowned the best emerging Fashion Influencer, ultimately winning a trip to one of the fashion capitals of the world, as well as brand and product contract opportunities.

Gary Pudney  
**Founder and Managing Director, O4 Media**

We're looking forward to expanding into some exciting new markets with this format. The characters *Superlike Challenge* attracts are exceptionally creative within the industry, and the cross-pollination opportunities are countless. We can't wait to see what this year brings in terms of Latin American content for us.



Rapo Paz Marcolla  
**Director, RPM Content LLC**

We're excited to partner with O4 Media on *Desafío Superlike* to share further the stories of these creative and energetic young influencers. We hope that with the dynamic outreach and networks of O4 Media, our content will captivate and inspire other fashion influencers amongst different audiences in new regions across the globe.

#### **About O4 Media Ltd**

O4 Media is a global distributor of scripted and non-scripted formats and IP development. O4 Media showcases culture and connects content creators and producers from the East to the West and from the West to the East.

Led by industry veteran Gary Pudney and his head of sales and acquisitions, Nixon Lim, the O4 team has over 100 years of combined experience in content distribution and acquisitions with an expansive network. O4 Media is headquartered in Hong Kong with a strategically positioned global team based in London, Budapest, Manila, Mexico City, and Australia.