



FOR IMMEDIATE RELEASE

3 May 2017

**Macquarie Australia Conference Presentation**

Isentia Group Limited (ASX : ISD) Chief Executive Officer John Croll will today deliver a presentation at the Macquarie Australia Conference.

Presentation slides are attached.

**ENDS**

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**About Isentia**

*Isentia is Asia-Pacific's leading integrated Media Intelligence, Insights and Content Marketing business. Through both innovative, market leading SaaS as well as strategic advice and direction, Isentia works with over 5,000 clients across 15 countries providing data analysis, content and consulting services around the clock. To find out more about how we inform better decisions, please visit [www.isentia.com](http://www.isentia.com)*



# Macquarie Australia Conference

John Croll - CEO  
3 May 2017





# Agenda

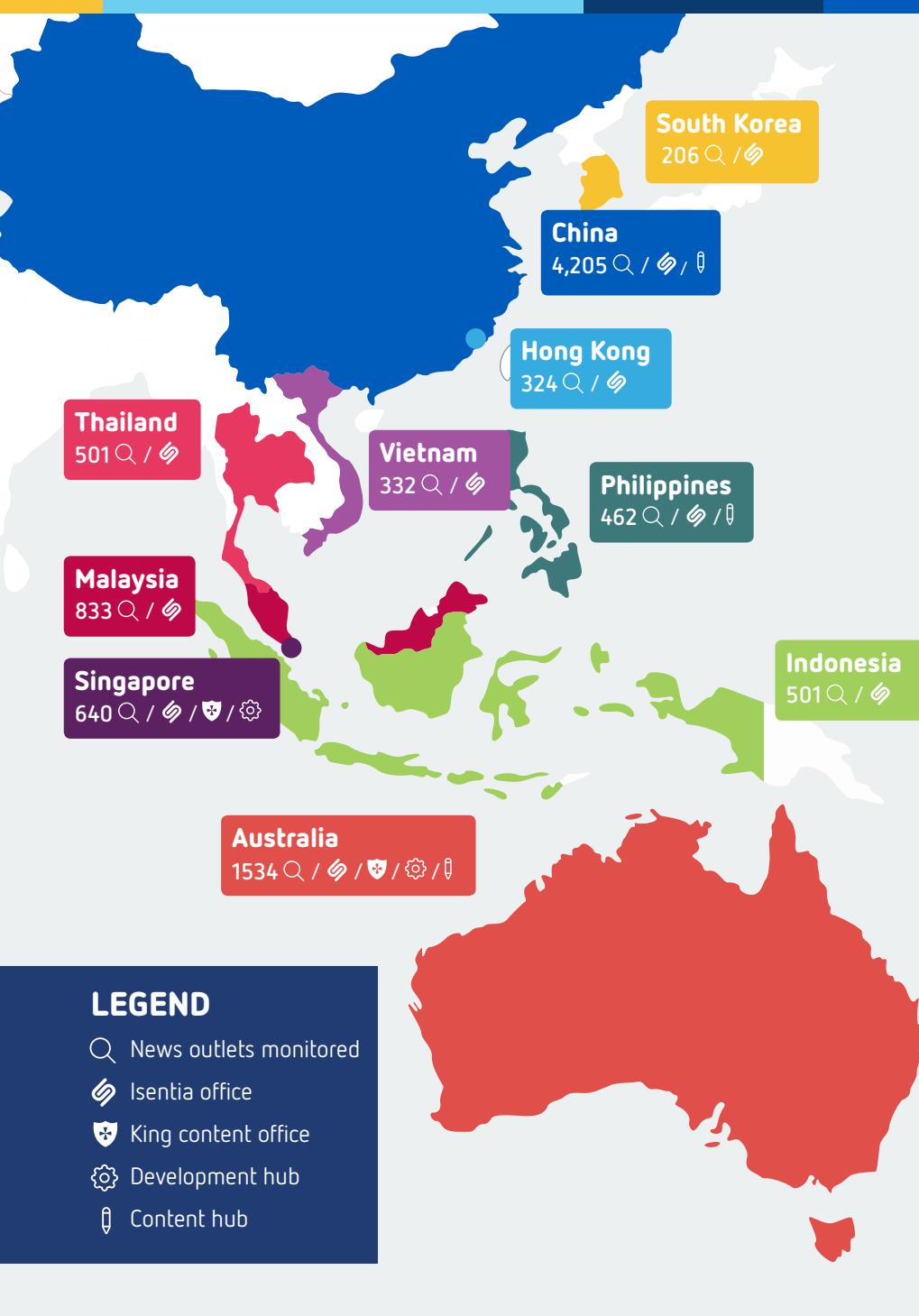
## 2020 Strategy Update

- Enhancing our product offering
- Optimising platforms for growth
- Capitalising on our position in high growth markets

## Trading Update

## Appendix

- FY17 H1 Results Overview



## United ∴ Empowered

There's information everywhere. But what's rare, and what's valuable, insight.  
**Powered by technology. Inspired by people.**

Platform led data capture of more than 282 media items per second across Asia Pacific and 1,200 people helping 5,000 clients derive actionable insight from data

Across Asia Pacific Isentia offers:

- Media and analytics
- Research and Insights
- Strategy and Content

# 2020 Strategy Update

# Isentia's strategy to drive future growth

An essential service that is becoming more essential with the complexity of the media cycle



## Enhancing our product offering



### Media Intelligence mobile app

- Version 1 delivered to market in November 2016
- Alignment to reducing client churn



### Mediportal Recharge

- Will deliver revenue growth in FY18 in ANZ and Asia



### Social media integration with 'storyview'

- Integrated social and mainstream monitoring and alerting
- Social media listening bundled in for all Mediportal clients



### Mid-tier 'self service' offering - expand the market

- Drive penetration in mid-tier market using existing Isentia capability
  - Addressable opportunity of 2,000 mid tier businesses in Australia



## Optimising platforms for growth



### Data intelligence platform

- Increases speed, scalability and content sources for Isentia clients
- Enhanced real-time alerting
- Search algorithms and technology delivering highly relevant results



### Automation to drive operational efficiencies

- Content Hubs delivering increased production efficiencies
- DaaS delivering efficiencies through technology



### Strategic cross-selling initiatives

- Increase cross-selling through dedicated resources and incentive structure delivering revenue opportunities
- Channel strategy to deepen penetration of industry verticals



## Capitalising on our position in high growth markets



### Insights – leverage data and client base

- Leverage Isentia data and continue to build strategic alliances with third party data providers
- Lift penetration with redesigned Executive Briefings



### Asia – market and client growth

- Investing in skills with large wins in government and corporate clients in a number of countries
- Asian acquisitions in FY16 provided market entry into South Korea and market share improvements
- In FY17 H1, Isentia extended its Asian media database capabilities with the platform and technology acquisition of China Newswire
- Bolt on acquisitions remain part of the strategy in Asia



### Content Marketing

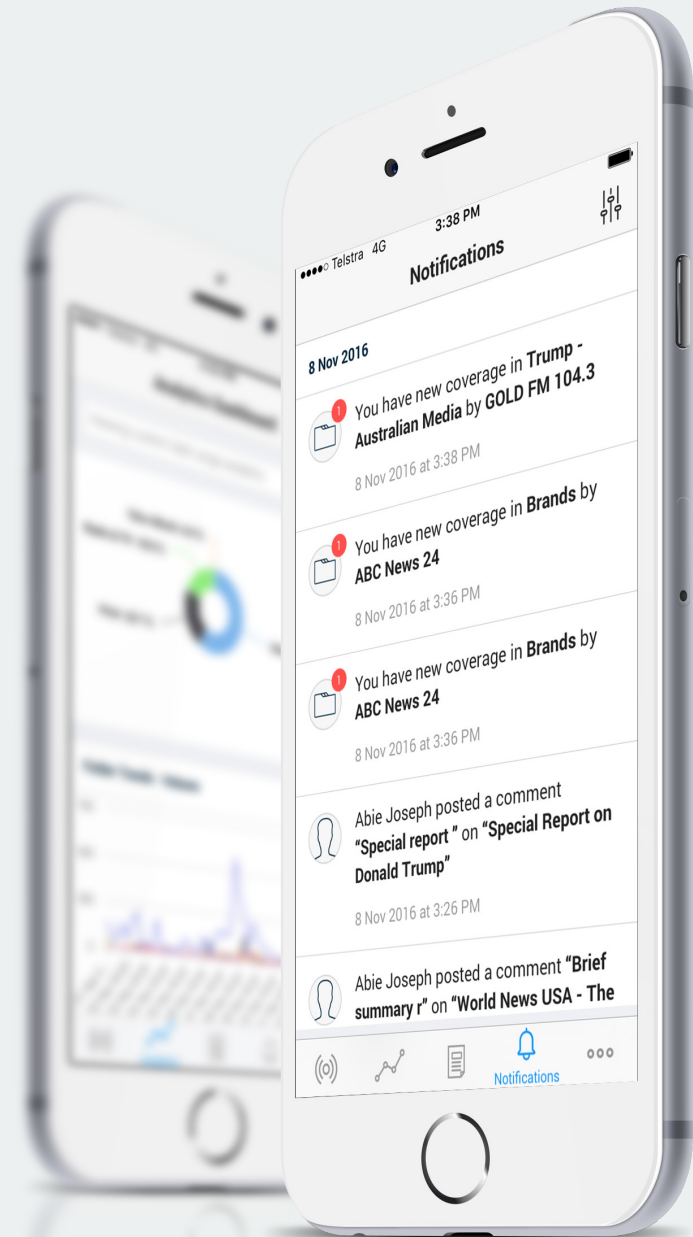
- Fully integrated into Isentia



# Enhancing our product offering

# Media Intelligence Mobile App

- Delivered to market in November 2016
- Tools and functionality built for sharing and reporting to senior executives
- Strong app downloads
- Particularly high engagement from high value platinum and gold clients





# Mediaportal Recharge – delivered to market in Q3

## Key Points

- The new and improved Mediaportal launched in ANZ in Q3
- 97% of users have migrated to the new platform
- New interface creates a more flexible platform for future development including the rollout of Storyview
- Additional new features include:
  - Built on cloud for speed and reliability
  - Greater and more flexible search functionality
  - A fully responsive design to ensure seamless access from all device types
  - Simplified navigation and stronger metadata against media items
- API layer built to integrate third party data

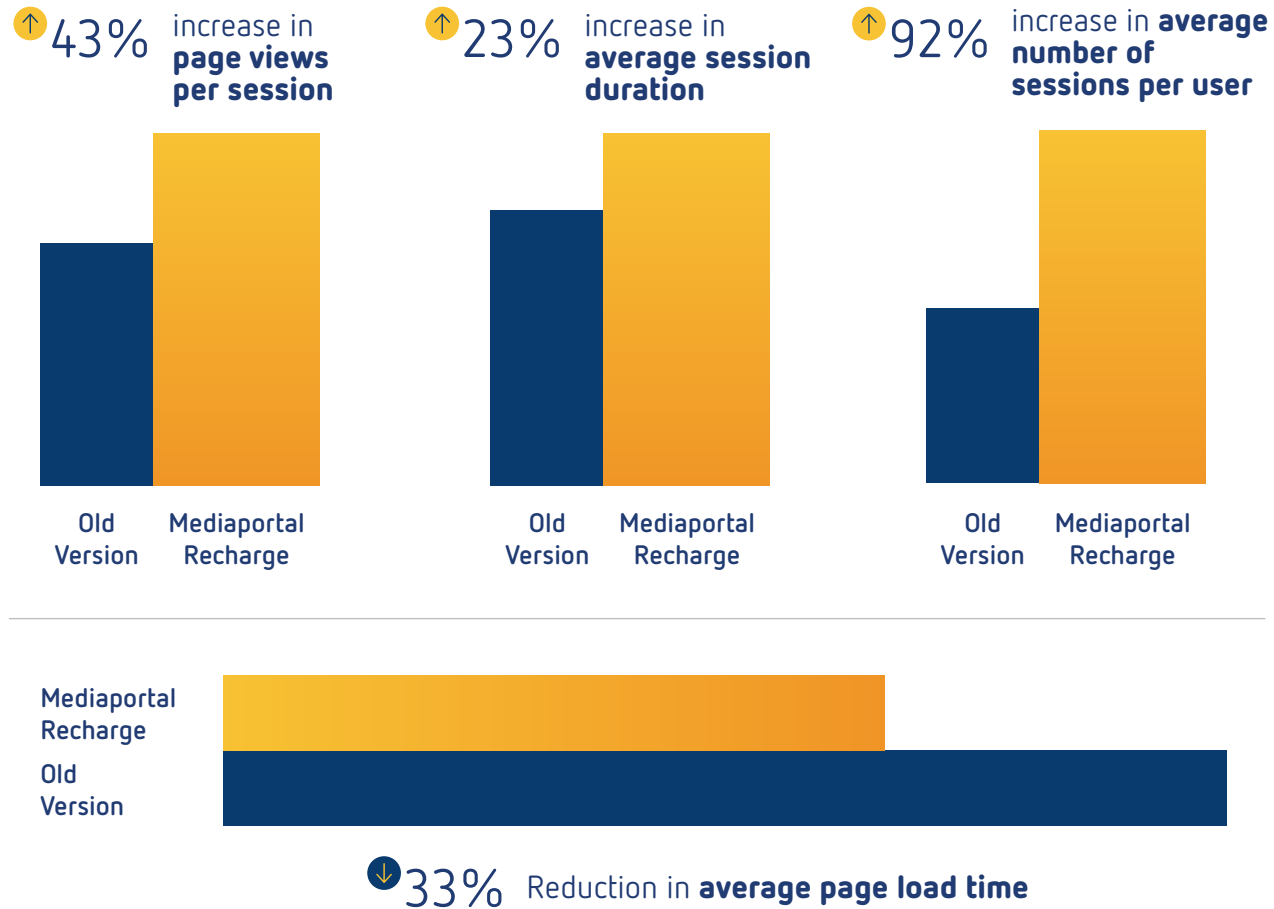
## Benefits to Isentia

- Best platform in market
  - Client retention and longer contracts
  - Enhanced pricing power with Storyview



# 97% of clients migrated to an excellent user experience

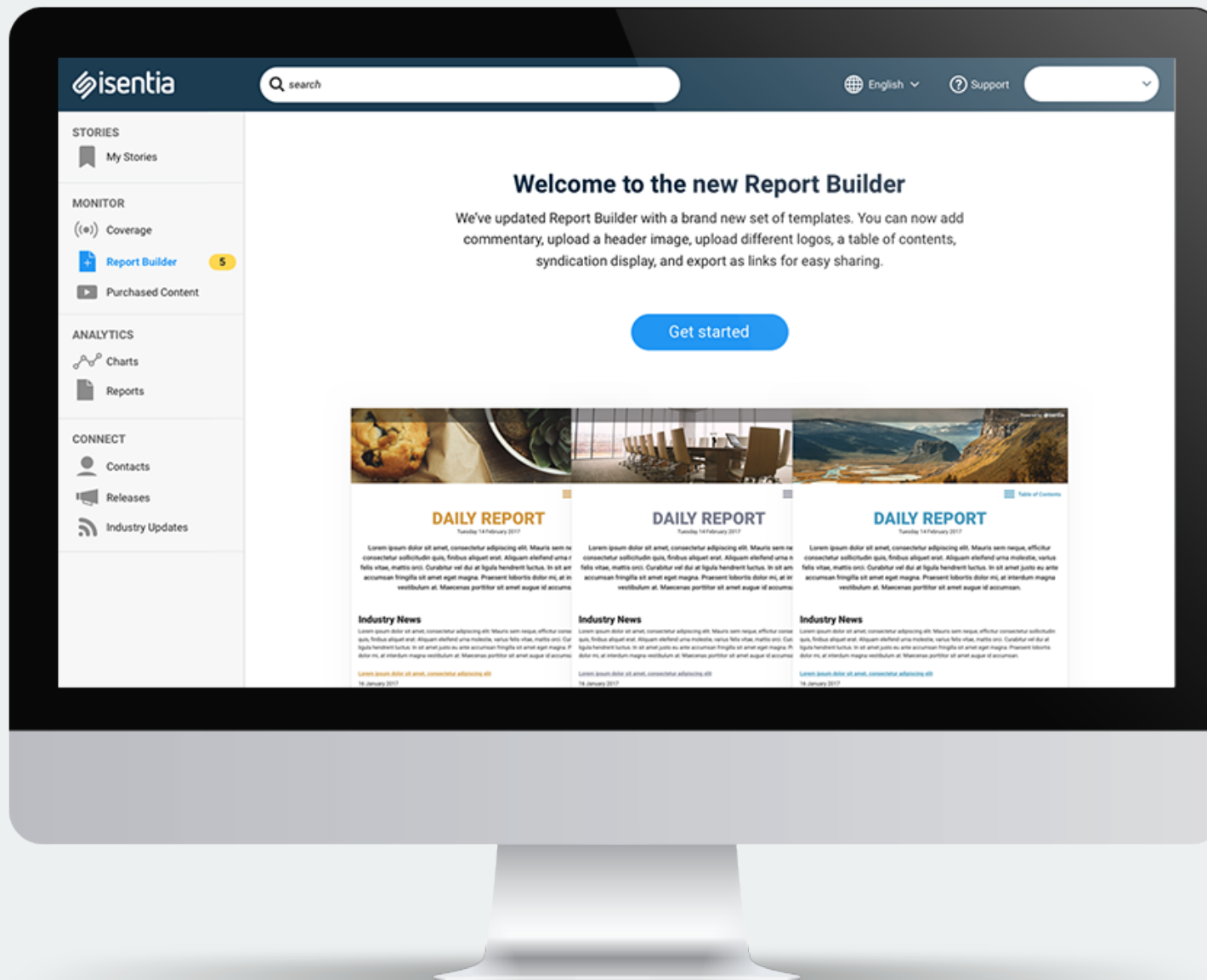
## Improved metrics



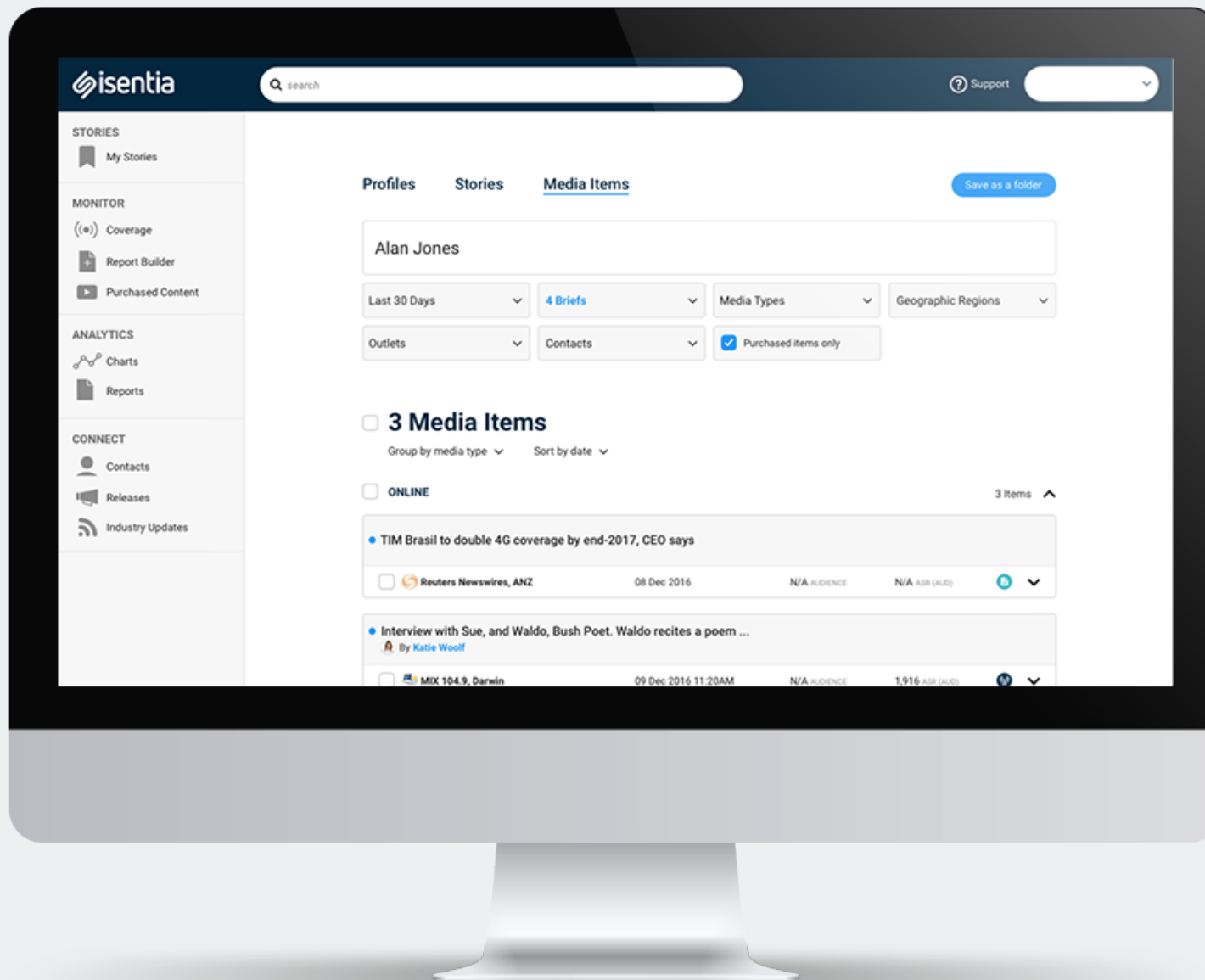
## Client feedback

- “It's beautiful! So much easier to navigate - Corporate”
- “I really like the look of the new site. navigation seems easy and intuitive - Corporate”
- “Love it!!! No more scrolling! - Corporate”
- “Thanks, love the new look. - Corporate”
- “Much better and definitely easier to read! - Corporate”
- “Thanks, great improvement on the UX design, feels very intuitive. - Government”

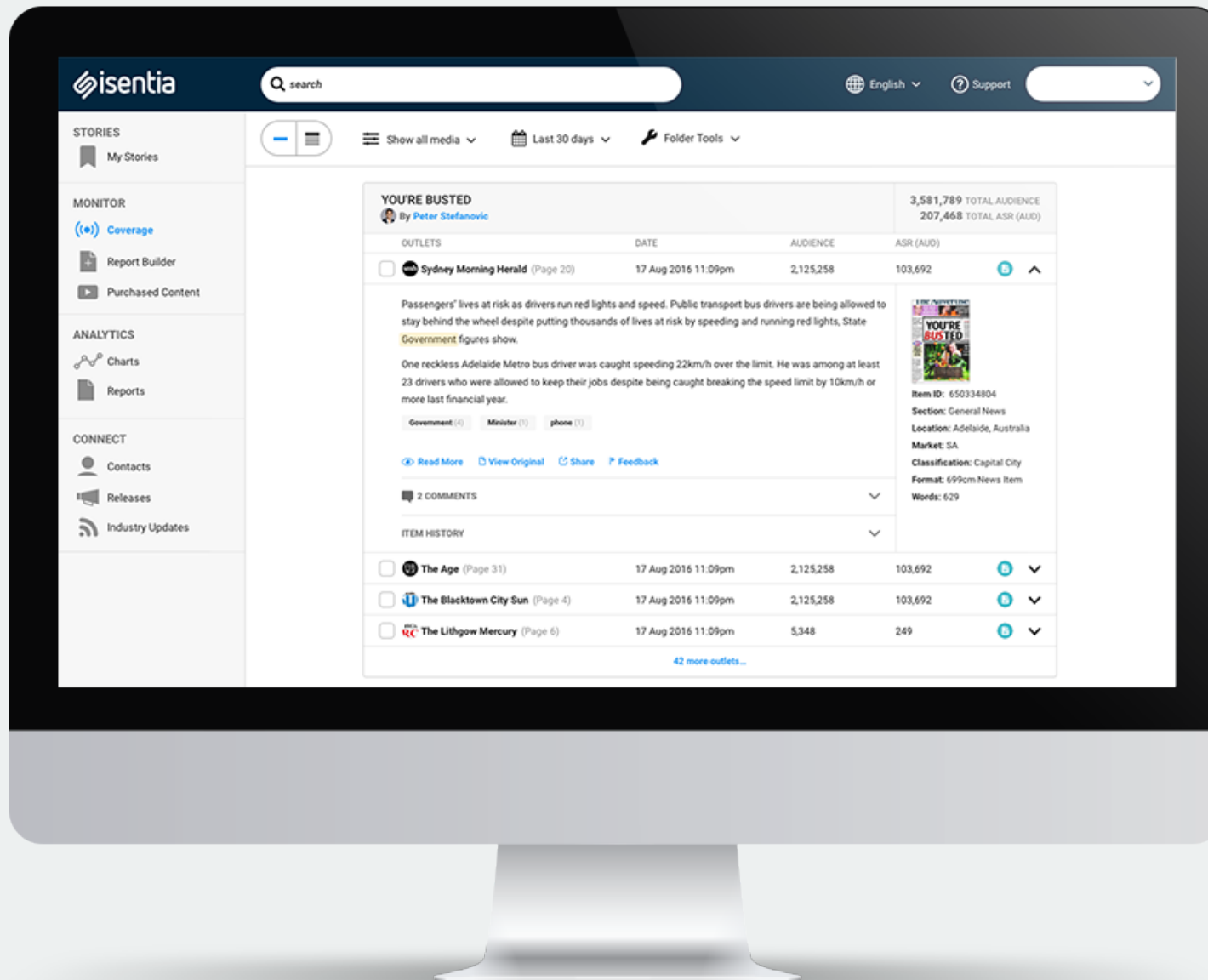
# Additional Mediaportal features – Report Builder



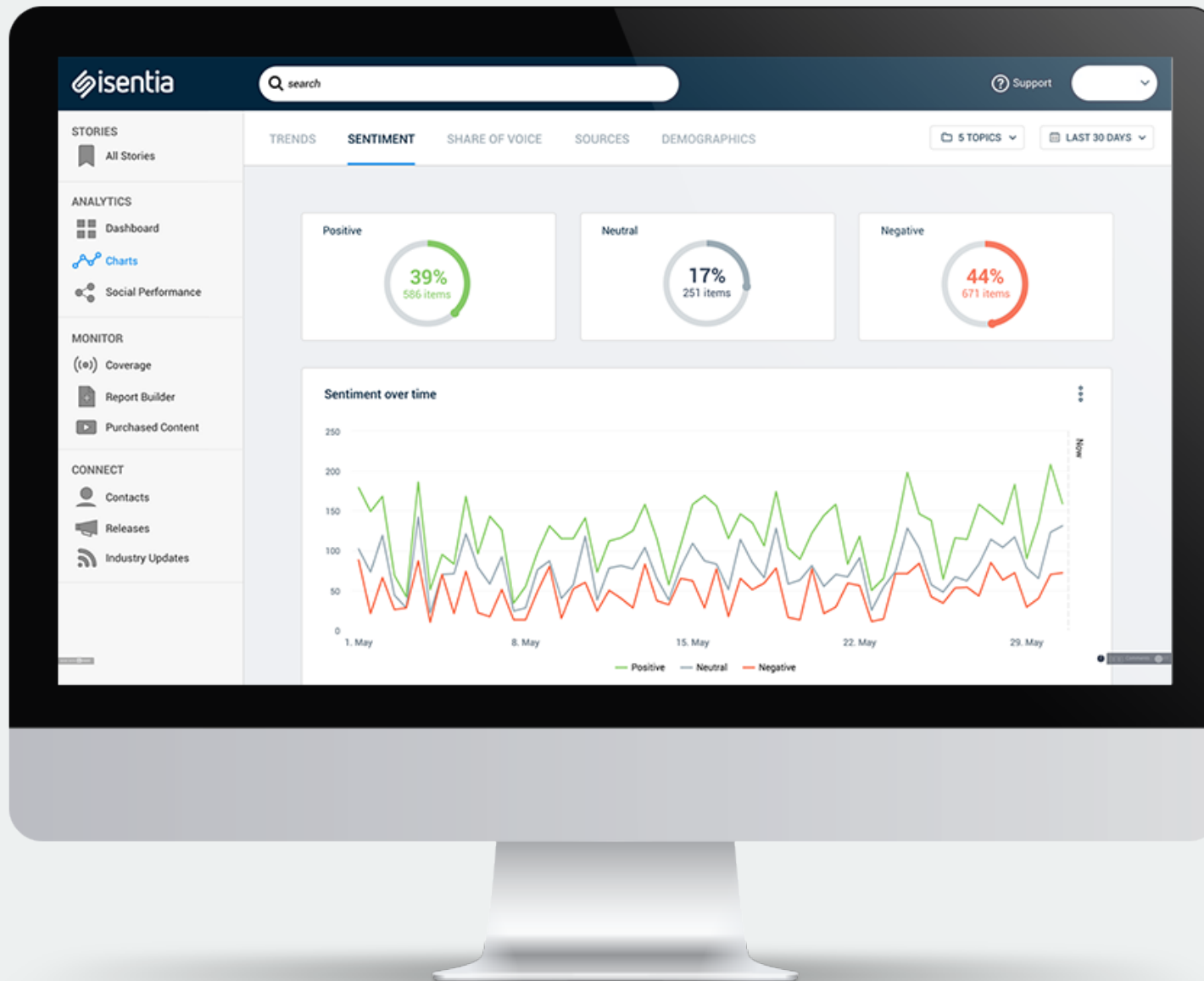
# Additional Mediaportal features – Global Search



# Additional Mediaportal features – Syndication View



# Additional Mediaportal features – Social sentiment analysis



# Storyview – Q4 launch

## Integrated Media Intelligence

### Key Points

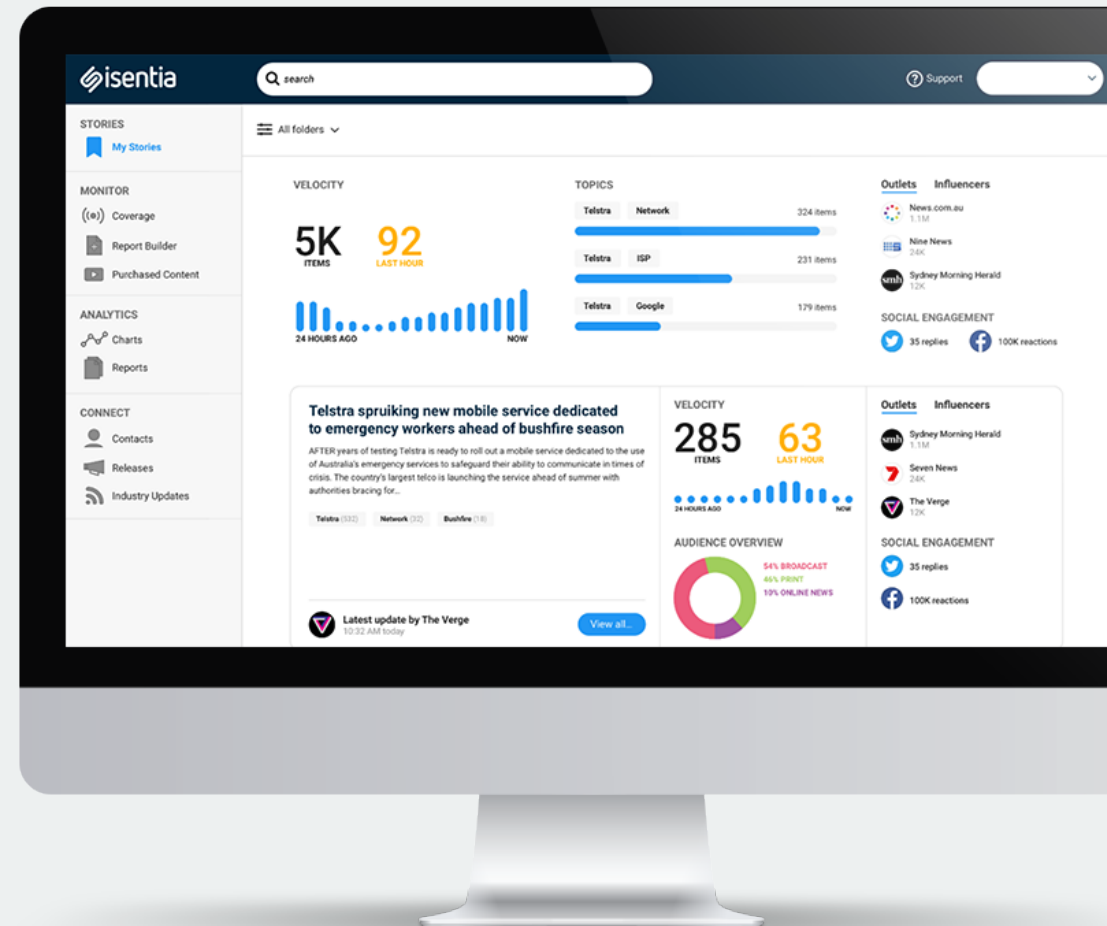
#### Benefits for the client

- A world's first view of the connectivity, context and chronology in a story
- The story, not the media type, becomes the focus of Isentia's media intelligence
  - Including fully integrated print, broadcast, online and social media items
- Reduced time and effort to understand the core, depth and velocity of a story
- Media intelligence feeds directly into strategic decision making

#### Benefits for Isentia

- Shifting the revenue model for both old and new media types
  - Any new content sources feed seamlessly into the story to drive SaaS revenue uplift
- Clients will have free access to the product on a trial basis for a number of months prior to making a decision on an opt out basis
- Create a distinct market position and dissonance for the proposed mid-tier product
- Shift revenue creation to high value intelligence from content volume

Note: All Storyview metrics are illustrative



The background features an abstract graphic on the right side consisting of a grid of squares in various shades of blue, yellow, and white. On the left side, there are several horizontal bars of different colors (blue, yellow, grey) and lengths, some of which are partially obscured by the text.

# Optimising platforms for growth



# Isentia's technology supports high quality product development

Isentia partnered with AWS in 2015 to build a powerful, scalable cloud first platform to deliver a differentiated offering to clients

## Powerful cloud based platform

- AWS architecture provides for speed of entry in markets and addition of new products

## High speed

- Enhanced speed of content search and delivery
- Less than 1 minute between post and harvest across high profile online sites












## Highly scalable

- Entirely dynamic and scalable to peak loads
- Highly redundant

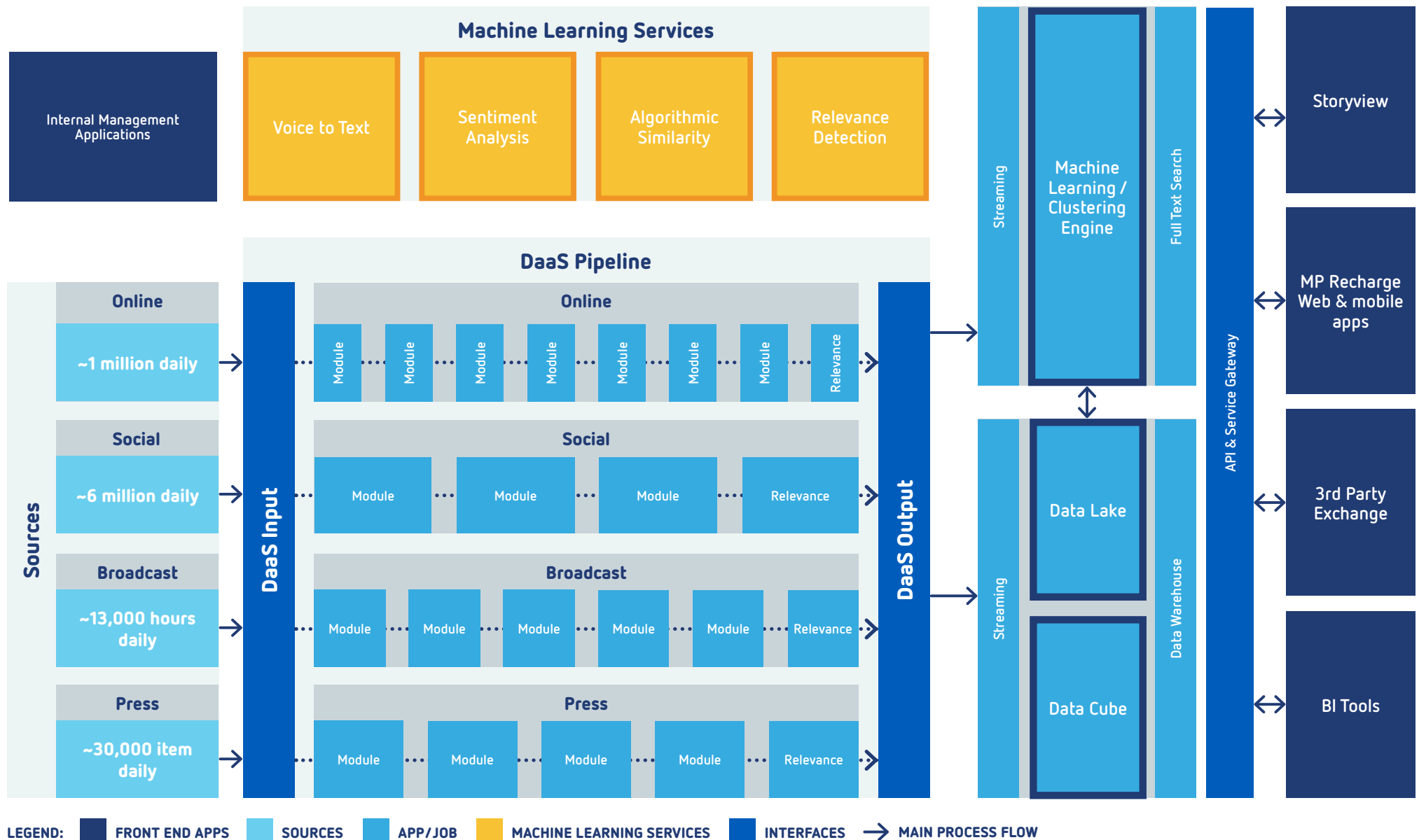
## Enhanced relevance and security

- 99% relevancy scores
- Increased accuracy and reliability of data

## ~7 million pieces of content processed daily

	Print	30k items
	Broadcast	13k summaries
	Online News	1m items
	Twitter	4.5m relevant tweets
	Sina Weibo	250k posts
	Forums	230k posts
	Instagram	100k posts
	Blogs	32k posts
	YouTube:	6k new videos
	Facebook Pages	300k posts and comments
	WeChat	500k items

# Isentia's technology supports high quality product development



## ANZ – Product releases are driving increased client satisfaction and retention

- Growth in net ANZ client numbers in FY17 Q3 reflecting positive response to new product release
- FY17 Q3 client churn has returned to historic norms
- High retention of Platinum and Gold clients which are delivering high single digit ARPC growth YoY
- NPS scores have increased this calendar year reaching > 30 in April

# Isentia has unrivalled content and service in ANZ

	isentia	Competitor
Account Management	<ul style="list-style-type: none"> <li>• 12 local Account Management Teams</li> <li>• Clients segmented by vertical industry, geography, spend and potential</li> <li>• 24/7 support and client services</li> <li>• Highly customised alerting</li> </ul>	<ul style="list-style-type: none"> <li>• Centralised support team</li> <li>• Monday to Friday</li> </ul>
Online News	<ul style="list-style-type: none"> <li>• 6,400 Channels</li> </ul>	<ul style="list-style-type: none"> <li>• 5,800 Channels</li> </ul>
Print Media (PDF images)	<ul style="list-style-type: none"> <li>• 1,284 publications</li> <li>• Print Monitoring License with Copyright Australia</li> </ul>	<ul style="list-style-type: none"> <li>• No print media coverage – 0 publications</li> <li>• No Copyright License</li> </ul>
TV and Radio	<ul style="list-style-type: none"> <li>• 390 Stations</li> <li>• 15,000 summaries per day</li> <li>• Agreements in place with all Networks</li> </ul>	<ul style="list-style-type: none"> <li>• Outsourced with limited coverage and poor relevance and context</li> </ul>
Social	<ul style="list-style-type: none"> <li>• Facebook, Twitter, Pinterest, Youtube, Snapchat, Instagram, Google+, Reddit</li> <li>• 500+ blogs and forums</li> <li>• Facebook Topic Data and LinkedIn Engagement Insights</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook, Twitter, Pinterest, Youtube, Snapchat, Instagram, Google+, Reddit</li> </ul>
Other products and services	<ul style="list-style-type: none"> <li>• Value Added Services</li> <li>• Daily Briefings</li> <li>• Insights</li> <li>• Strategy</li> <li>• Content</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>



# Capitalising on our position in high growth markets

# Asia – driving client and market growth

## Growing client numbers

- Leveraging technology to increase SaaS penetration
  - Mediaportal Recharge rollout in coming months
- Increasing penetration of VAS products through cross-sell
- Leveraging Isentia's regional sales and service teams for multiple market client wins

## Increasing market footprint

- New market entry
  - South Korea entry in FY16 Q4
  - Future opportunities include Taiwan
- Bolt-on acquisitions deliver
  - Revenue growth and margin expansion
  - Barriers to entry
  - Increase in ARPC through upselling
- Bolt-ons in Thailand, Vietnam and Hong Kong tracking well

## Recent customer wins in 2H17

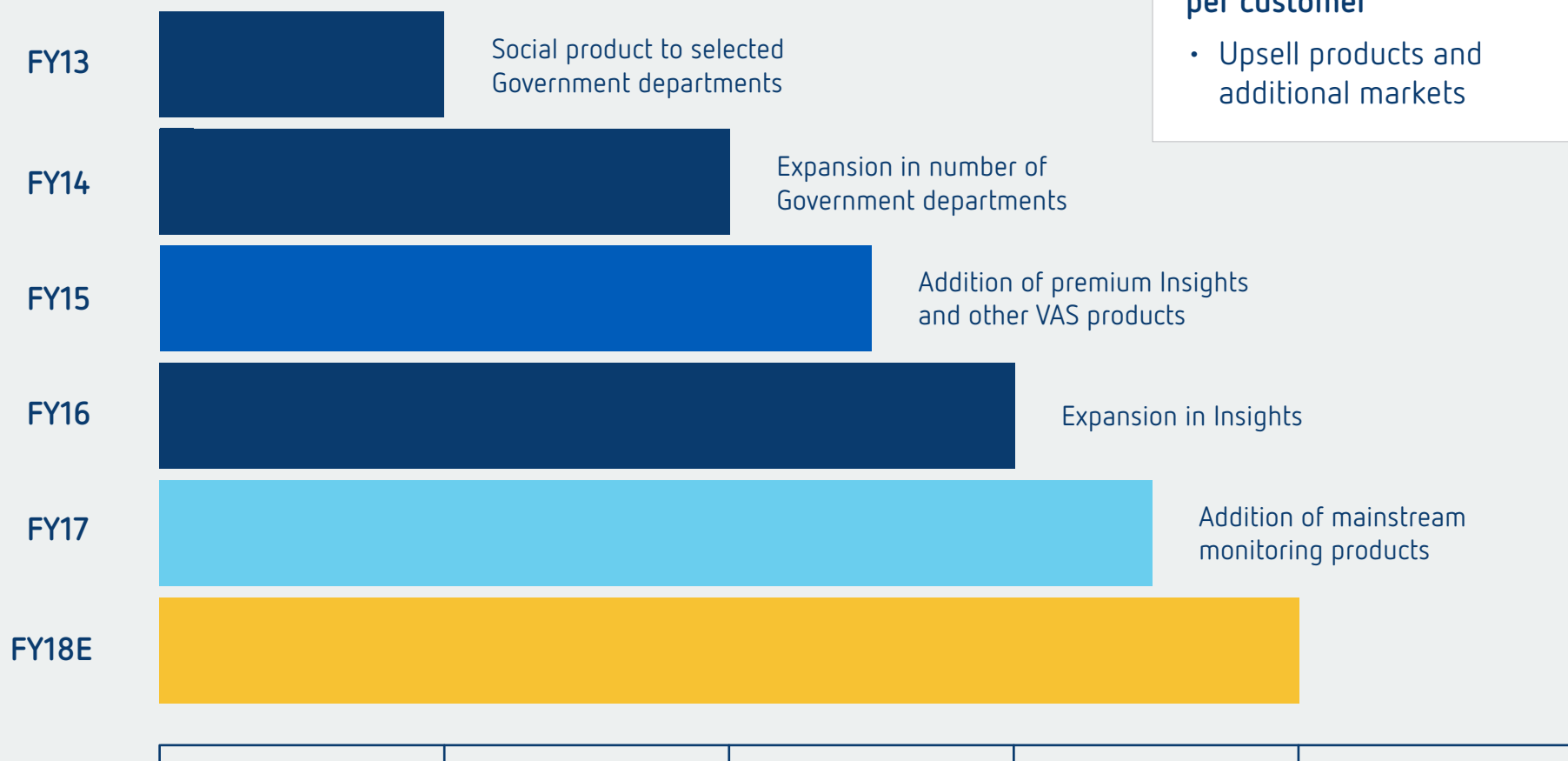


# Asia – Case study of client growth

## Asia Government Client – Monitoring/Insights

**Increasing average revenue per customer**

- Upsell products and additional markets



# Insights – leveraging data and clients to grow penetration

## Award winning research and measurement



### 2015 Global Communications Research and Measurement Company of the Year

8 AMEC awards for our Insights team including Young Professional of the Year



### 2016 Global Communications Research and Measurement Company of the Year

8 AMEC awards for our Insights team including three gold medals



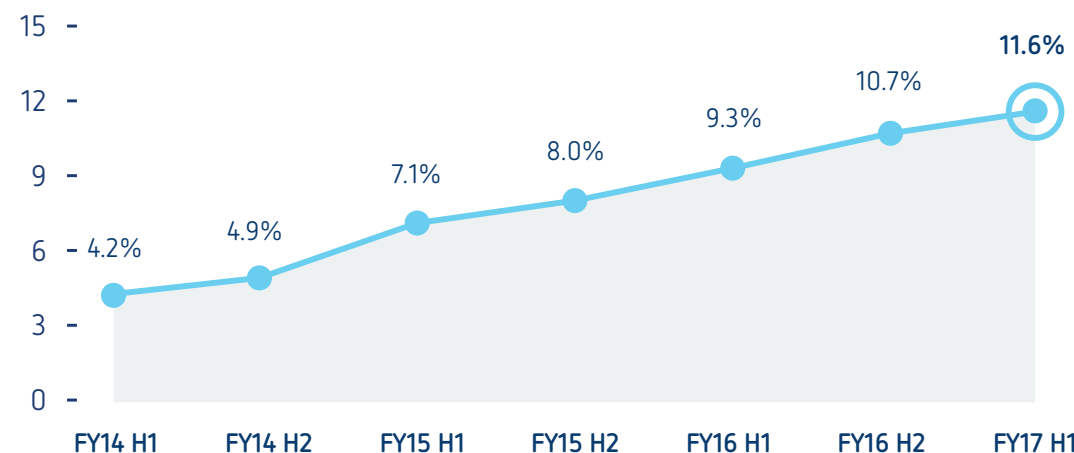
### 2017 – Isentia shortlisted for 11 AMEC awards

- More awards nominations than any other company
- Awards ceremony to be held in May 2017

## Growing penetration of Insights products

- ANZ Insights revenue is growing at 24% YoY
- All key services are contributing

Insights Penetration of ANZ Unique Customers (%)





# Content Marketing – actions underway to improve performance

- Strategic review undertaken by new CEO Matt Stanton who commenced in February 2017
- Improving capabilities through integration into Isentia
  - Content marketing sales integrated into Isentia sales teams
    - Early wins from cross-sell into Isentia client base
  - Increasing use of data across entire Isentia group to measure earned, owned and paid media
  - Focussing content marketing offering around strategy and content to maximise strategic integration
- Concentrated geographic focus
  - Australia
  - South East Asia through Singapore
  - UK



# Trading update

# Trading update

- FY17 revenue in line with consensus estimate of \$162m
- FY17 underlying EBITDA in line with consensus estimate of \$44m

# Q&A

# Appendix

# Appendix – FY17 H1 Results Overview

\$M	FY17 H1	FY16 H1	VARIANCE \$M	VARIANCE %
Revenue	79.6	75.8	3.8	5%
<b>ANZ</b>				
SaaS - Media Intelligence	44.7	43.6	1.1	3%
VAS	11.1	9.7	1.4	15%
Content Marketing	4.0	5.1	(1.1)	(21%)
<b>Total ANZ</b>	<b>59.8</b>	<b>58.4</b>	<b>1.5</b>	<b>3%</b>
<b>Asia &amp; Rest of the World</b>				
SaaS - Media Intelligence	8.4	7.6	0.8	11%
VAS	8.0	6.6	1.4	21%
Content Marketing	3.4	3.3	0.1	4%
<b>Total Asia &amp; Rest of the World</b>	<b>19.8</b>	<b>17.5</b>	<b>2.3</b>	<b>13%</b>
<b>Expenses</b>				
Copyright expenses	(8.9)	(6.4)	(2.5)	39%
Other expenses	(50.2)	(46.0)	(4.2)	9%
<b>Total Expenses</b>	<b>(59.1)</b>	<b>(52.4)</b>	<b>(6.7)</b>	<b>13%</b>
<b>EBITDA</b>	<b>20.5</b>	<b>23.5</b>	<b>(2.9)</b>	<b>(13%)</b>
<i>EBITDA Margin</i>	<i>26%</i>	<i>31%</i>		
<b>NPATA</b>	<b>22.7</b>	<b>13.1</b>	<b>9.6</b>	<b>73%</b>
<b>Underlying NPATA*</b>	<b>12.4</b>	<b>14.9</b>	<b>(2.5)</b>	<b>(17%)</b>
<b>Earnings per share (cents)</b>	<b>6.2</b>	<b>7.4</b>	<b>(1.2)</b>	<b>(17%)</b>

\* Underlying NPATA excludes the impact of non-recurring items of \$10.3m (net) mainly relating to addback of King Content earn out provision

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All amounts are in Australian dollars.

All references starting with FY refer to the financial period ended 30 June. For example, FY17 H1 refers to the period ended 31 December 2016.