

# ASX Release

FOR IMMEDIATE RELEASE

9 November 2017

## ISENTIA APPOINTS NEW DIRECTOR AND CHAIR

The Board of Directors of Isentia Group (ASX:ISD) today announced the appointment of Mr Doug Snedden as a Non-Executive Independent Director and Chair of the Board. This appointment will take effect at the conclusion of the Company's Annual General Meeting on 23 November 2017 and Mr Snedden will stand for re-election at the next annual general meeting.

Mr Snedden will replace Mr Doug Flynn who was appointed Chairman and Director of the Board prior to Isentia's listing on the Australian Securities Exchange in June 2014. On 5 October 2017 Mr Flynn announced his intention to retire as Chairman and Non-Executive Director at the conclusion of the company's Annual General Meeting on 23 November 2017.

Mr Snedden has extensive executive and directorship experience. He is currently an Independent Non-Executive Director at OFX Limited, and Chairman of not-for-profit organisations, Chris O'Brien Lifehouse and Odyssey House McGrath Foundation. Previously Mr Snedden held Non-Executive Director positions at Broadspectrum Limited and UXC Limited.

During his executive career Mr Snedden spent 28 years with Accenture in a range of senior positions in Australia and Asia, including Managing Director – Australia and New Zealand.

Outgoing Chairman Doug Flynn said Mr Snedden was the ideal candidate to take the company forward.

"Doug's depth of experience during his executive career and current and previous Board roles puts him in a good position to provide sound leadership and guidance for Isentia. His appointment will further strengthen the Board and complements the skills of existing Directors."

Managing Director and Chief Executive Officer of Isentia, John Croll said: "Doug's skills and experience will be invaluable to both Board and management. We welcome him and look forward to working together to grow our media intelligence business in Australasia."

Incoming Chairman Doug Snedden said: "Isentia is a strong business with a globally recognised brand and sophisticated product offering. This provides an excellent platform to continue building a presence in Asia while consolidating our market-leading position in Australia and New Zealand. As Chairman, I will be working hard alongside my fellow Directors to deliver future growth for our shareholders."

### For more information:

#### Investors

Françoise Dixon  
Citadel-MAGNUS  
+61 412 292 977

#### Media

Peter Brookes  
Citadel-MAGNUS  
+ 61 407 911 389

**About Isentia**

Isentia (ASX:ISD) is APAC's leading integrated Media Intelligence and Insights business with operations in 11 countries. Isentia blends market-leading monitoring experience with analytics to help the world's biggest brands uncover the whole picture – and act on it. Powered by cutting-edge technology and a team of world class experts, our mission is to help businesses leap-forward where only genuine insight can take them. To find out more about how we inform better decisions, please visit

**[www.isentia.com](http://www.isentia.com)**