

ASX Release

FOR IMMEDIATE RELEASE

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APPOINTMENT OF NON-EXECUTIVE DIRECTORS

Isentia Group Limited (ASX:ISD) announces the appointment of Travyn Rhall and Justin Kane as Non-Executive Directors and the retirement of Geoff Raby, who joined Isentia's Board as Non-Executive Director in May 2014. These changes take effect from today.

Mr Rhall is a former Consumer Insights and Analytics executive with over 30 years experience leading businesses operating across Europe, Asia Pacific, North and South America, Africa, and the Middle East. Most recently, he was Global CEO of Kantar Insights, a division of Kantar, the data investment management arm of WPP plc, an FTSE100 media, marketing and communications group. As Global CEO, Mr Rhall was responsible for integrating WPP/Kantar's portfolio of leading Consumer Insights brands at a time of major structural change. From 2006 to 2015, Mr Rhall was Regional CEO of Millward Brown for Africa, Middle East and Asia Pacific, and then Global CEO, where he executed strategies that delivered exceptional growth, especially in China and South East Asia, and successfully integrated acquisitions in Analytics, Consulting and Digital Advertising Effectiveness. Mr Rhall has a B.A. (Hons) in Statistics from Macquarie University and a Graduate Diploma in Economics from the Australian National University (ANU). As an Independent Non-Executive Director, Mr Rhall will be a member of Isentia's Nomination and Remuneration Committee as well as its Audit and Risk Committee.

Mr Kane is Director of Research and a Founding Partner of Gilead Capital LP, an investment management firm located in New York. Gilead Capital is Isentia's largest shareholder and currently owns 15.4% of issued capital. Mr Kane has extensive experience in the investment management and technology industries. He has a Master of Business Administration from the University of Chicago Booth School of Business and a B.A. in Philosophy (High Honors) from Swarthmore College, where he was a McCabe Scholar and Phi Beta Kappa. As Non-Executive Director, Mr Kane will be a member of Isentia's Nomination and Remuneration Committee.

Mr Kane has nominated Jeffrey Strong as alternate director. Mr Strong is the Chief Investment Officer, Managing Partner and a Founding Partner of Gilead Capital LP. He has a long career in investment management and broad experience as a director on company boards across Europe and North America. Mr. Strong is a Director of MCS Holdings Ltd and was previously a Director of Landauer Inc, TPC Group and Treveria plc. Mr. Strong is a Chartered Financial Analyst with a Master of Business Administration from the College of William & Mary and a B.Sc. from the University of Missouri. Mr Strong will serve as Alternate Director when Mr Kane has notified that he is unable to attend Board meetings. In addition, Isentia has put in place protocols that reflect Mr Kane's roles as director and major shareholder, which apply equally to Mr Strong as his alternate.

Chairman Doug Snedden said, "I am delighted to welcome Travyn and Justin to Isentia's Board and Jeffrey as alternate director. These directors bring a fresh perspective and compelling mix of skills. Travyn has an in-depth understanding of the global consumer insights and analytics industry. His extensive experience in establishing and leading businesses across the Asia-Pacific region and implementing digital and client-led product strategies will be highly valuable. Justin and Jeffrey have an impressive track record as long-term investors in businesses in North America and Europe, and we

appreciate Gilead Capital's ongoing commitment to Isentia as major shareholder and member of the Board. Finally, I would like to take this opportunity to thank Geoff Raby for his important contribution to Isentia over the past four years as Isentia transitioned from a private to public company".

Mr Rhall and Mr Kane join an expanded Board that includes, in addition to the Chairman, Fiona Pak-Poy, Pat O'Sullivan and incoming Managing Director and CEO Ed Harrison, who will commence at Isentia on 6 August 2018.

Further biographical details about the new non-executive directors are provided below.

Travyn Rhall has over 30 years experience as a Consumer Insights and Analytics executive based in Sydney, New York and London. Mr Rhall was Global CEO from January 2016 to December 2017 of Kantar Insights, a division of Kantar, the data investment management arm of WPP plc, an FTSE100 integrated media, marketing and communications group. As Global CEO, Mr Rhall was responsible for WPP/Kantar's portfolio of leading Consumer Insights brands which included Millward Brown, TNS, IMRB (an Indian Insights business), Kantar Japan and Lightspeed (an online and mobile survey research provider). These businesses had combined revenue of US\$2.5 billion and over 15,000 employees. From 2006 to 2013, Mr Rhall was Regional CEO of Millward Brown for Africa, Middle East and Asia Pacific and then Global CEO from 2013 to 2015. During this period, Mr Rhall executed strategies that resulted in exceptional growth especially in China and South East Asia, and the successful integration of a number of acquisitions in Analytics, Consulting and Digital Advertising Effectiveness. He also led the analytics practice globally within Millward Brown. From 1998 to 2006, Mr Rhall held various roles at AC Nielsen in New York and Sydney including Managing Director of Asia Pacific. Prior to his roles at ACNielsen, Mr Rhall held senior executive roles at Roy Morgan Research and the Australian Bureau of Statistics where he was Director of Statistical Methods. Mr Rhall is a Fellow of the Australian Institute of Company Directors and the Market and Social Research Society of Australia. He has a B.A. (Hons) in Statistics from Macquarie University and Graduate Diploma in Economics from the Australian National University (ANU).

Justin Kane is the Director of Research and a Founding Partner of Gilead Capital LP. Prior to founding Gilead, Mr. Kane spent more than five years at QVT Financial, a multi-billion-dollar multi-strategy hedge fund. At QVT, Mr. Kane led a team of analysts researching value-based, catalyst-driven equity and credit investments in industries and businesses undergoing major structural changes. Before QVT, Mr. Kane was Associate Director of New Product Development and a technology consultant at The Advisory Board Company, a subscription-based research, consulting, and software firm for the healthcare industry. Prior to The Advisory Board Company, Mr. Kane was an investigative journalist. Mr. Kane earned a Master of Business Administration from The University of Chicago Booth School of Business and a B.A. in Philosophy with high honors from Swarthmore College, where he was a McCabe Scholar and Phi Beta Kappa.

Jeffrey Strong (*alternate to Justin Kane*) is the Chief Investment Officer, Managing Partner, and a Founding Partner of Gilead Capital LP. Prior to founding Gilead, Mr. Strong was a Partner and Managing Director at QVT Financial, a multi-billion-dollar multi-strategy hedge fund. While at QVT, Mr. Strong was responsible for global special situations, which included leading multiple active ownership campaigns and serving on a number of corporate boards across Europe and North America. Mr. Strong also served as a member of the firm's Risk Committee and head of Recruiting. Prior to joining QVT, Mr. Strong began his career as a research analyst at Shenkman Capital Management, a multi-billion-dollar high-yield bond

investment firm. Mr. Strong is a Chartered Financial Analyst and holds a Master of Business Administration from the College of William & Mary and a B.Sc. from the University of Missouri. Mr. Strong currently serves as a Director of MCS Holdings Ltd. He previously served as a Director of Landauer Inc, TPC Group and Treveria plc, and as a member of the Nomination Committee for Fornebu Utvikling.

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About Isentia

Isentia (ASX:ISD) is APAC's leading integrated Media Intelligence and Insights business with operations in 11 markets. 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