

FOR IMMEDIATE RELEASE

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APPOINTMENT OF NEW CHIEF FINANCIAL OFFICER

Isentia Group Limited (ASX:ISD) announces that following an extensive search, Peter McClelland has been appointed Chief Financial Officer with effect from 18 February 2019.

Mr McClelland brings strong financial, operational and strategic expertise with an impressive track record executing complex business strategies across a range of industry sectors, including leading media and retail companies.

As CFO and Chief Operating Officer of leading out-of-home advertising company oOh! Media, Mr McClelland was instrumental in building the scale and diversity of the business, and running the ASX listing process. In this role, he was responsible for optimising operations including re-engineering finance, HR, legal, assets and IT functions.

Prior to this, Mr McClelland was Chief Financial & Administration Officer for Asia Pacific and South Africa at Luxottica, the world's largest manufacturer, wholesaler and retailer of optical and sunglass products. Mr McClelland had a hands-on role in the development of the retail business across these regions including a number of significant M&A transactions. More recently, Mr McClelland has been CFO of Velocity Frequent Flyer.

Isentia CEO and Managing Director Ed Harrison said: "We are very pleased to welcome Peter to the Isentia executive team. His public company experience, knowledge of Asian markets and high degree of commercial acumen will be invaluable to the ongoing transformation of Isentia. In addition, his successful execution of multifaceted business strategies will accelerate our tech-led, product focused growth agenda".

Commenting on his appointment, Peter McClelland said: "I am excited to be joining the leading media intelligence company in the Asia-Pacific region. I look forward to working with Ed and his team and bringing my financial, operational and strategic expertise and experience to effect change and build growth and value in the business".

Mr McClelland takes over from outgoing CFO James Orlando who announced his resignation in July. Mr Orlando will remain with the company until early CY2019. Mr Harrison acknowledged James Orlando's significant contribution to Isentia and thanked him for his support in recent months as he settled into the CEO role.

For more information:

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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