

ASX Release

FOR IMMEDIATE RELEASE

21 November 2019

WILSONS RAPID INSIGHTS CONFERENCE

Pleased find attached an investor presentation to be delivered at the Wilsons Rapid Insights Conference in Sydney today.

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

WILSONS

Rapid Insights

Conference

2019

21 November 2019

Leading provider of media intelligence in Asia-Pacific



FY19 Revenue by Region

ASIA
28%

ANZ
72%

11
Markets

18
Languages

3,336
Subscription customers*

78%
Recurring revenue**

*Average subscription customers over 6 months to 30 June 2019.

**Percentage of FY19 revenue that is recurring (subscription & VAS revenue).

Isentia is well-positioned for success with unique strengths

APAC

market leader

in media intelligence

Close partnerships with

multinational

and local clients

Strong

client service

ethos

Leading provider of

social analytics

in Asia

Local client base and expertise

11 markets

Globally awarded

Insights

business

A change in direction throughout FY19

New Executive Team

Driving a material shift in culture and capability

New Chief Executive Asia recently appointed

New Strategy

Launched in Feb FY19

H2 FY19 milestones achieved

Restructured Cost Base

Favourable interim copyright licence in place

Cost out program delivered \$5.2M in FY19

Strategic growth investment underway

FY19 Financial Overview

Revenue of

\$122.5M

in line with FY19 guidance

Underlying EBITDA¹ of

\$23.1M

in line with FY19 guidance

Underlying NPATA

\$9.2M

in line with underlying EBITDA

NPAT loss of

\$34.3M

due to a write-down of
intangible assets in FY19

Operating cash flow of

\$25.9M

due to strong conversion from
underlying EBITDA²

Net debt reduced by

\$14.8M

to \$28.3M at 30 June 2019

Gross debt reduced by \$22m since 2017

¹ Underlying EBITDA and underlying NPATA reflect adjustments for certain non-operating items.

² Operating cash flow reflects timing benefit in respect to payments.

Our strategy

Empowering clients to make great decisions



Establish an efficient operating model underpinned by single technology platform

Improve our core

Deliver world-class, market-centric product innovation

Differentiate and grow

Create regional scale to strengthen Asia Pacific leadership

Drive a material shift in culture and capability

Our clear path to growth remains unchanged

H2 FY19 → FY20 → FY21/22

Establish an efficient operating model underpinned by single platform

- Tech solution for single platform fully architected
- ANZ Press automation
- New workflow for ANZ Daily Briefings
- Relocate ANZ administration roles



- Number of platforms/systems substantially reduced
- English-language broadcast automation
- ANZ production workflow automation complete

- Single platform and best-practice systems in place
- Continue to seek opportunities for further automation

Deliver world-class, market-centric product innovation

- New product innovation culture designed and implemented
- Launch new mobile app
- Launch new mobile-responsive Daily Briefings



- Launch updated Insights product suite
- Launch new self-serve features
- Launch other new market-validated products and features

- Continued innovation and product releases to address the changing market
- Explore options to grow through partnership

Create regional scale to strengthen Asia Pacific leadership

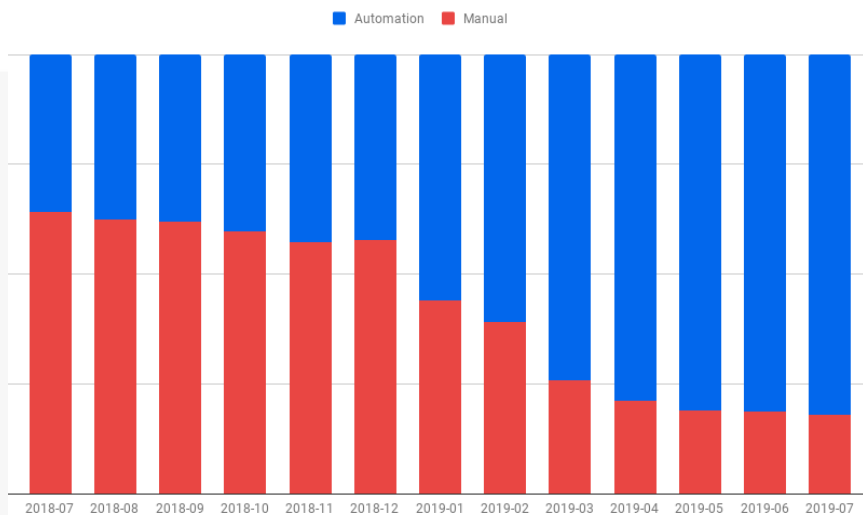
- Increase product development team in SE Asia
- Develop multinational offering and sales structure
- Refocus China on Insights



- Build enhanced Asia-led social analytics in Mediaportal to benefit Asia and ANZ
- Implement shared service model

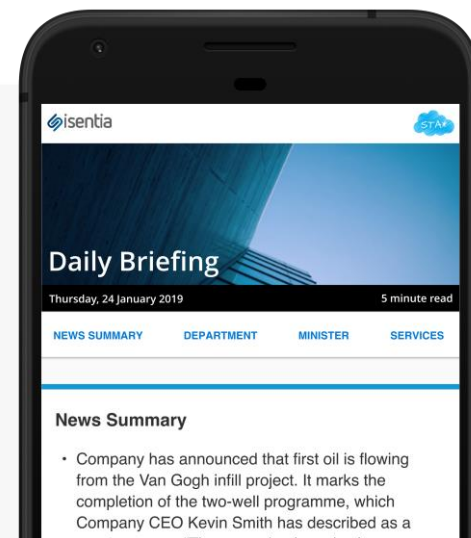
- Complete client migration to single platform
- Continue to launch new Asia-focused products
- Explore options to scale China profitably

Establishing an efficient operating model



Press Automation

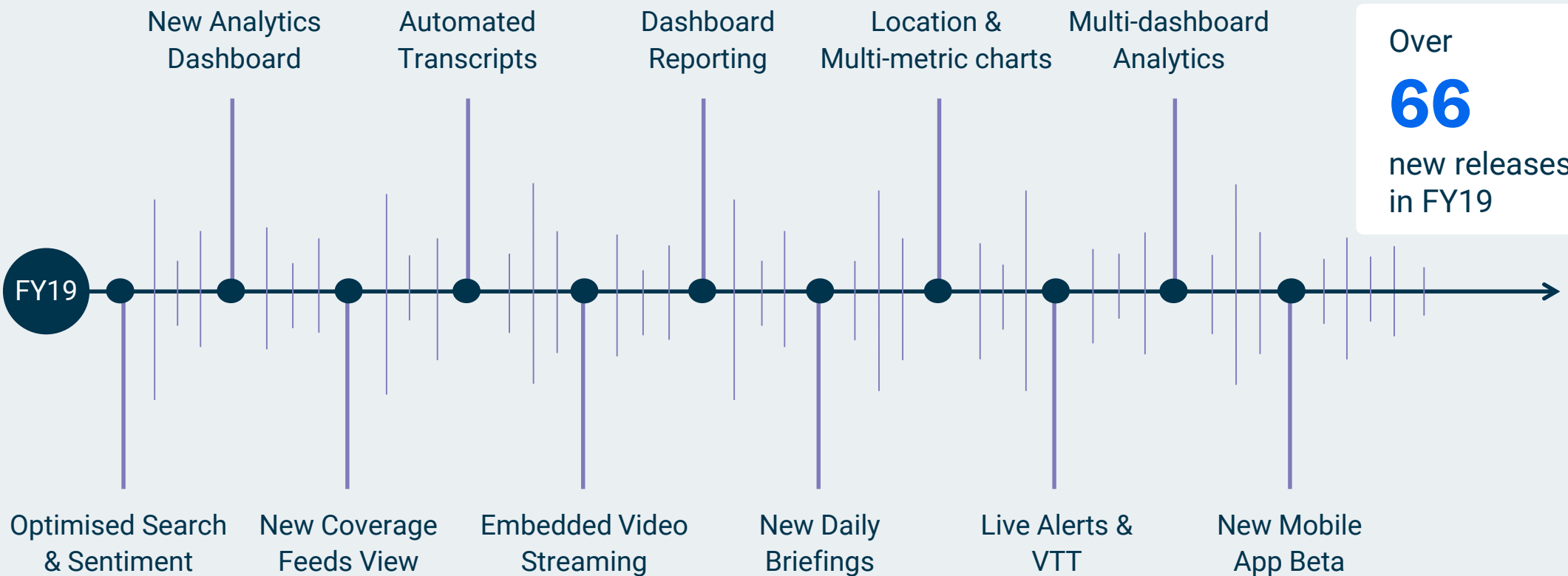
- Press relevancy processing now 80% automated using machine learning
- FTE cost reduction
- Faster delivery of content to clients
- Increased levels of accuracy in delivering relevant content



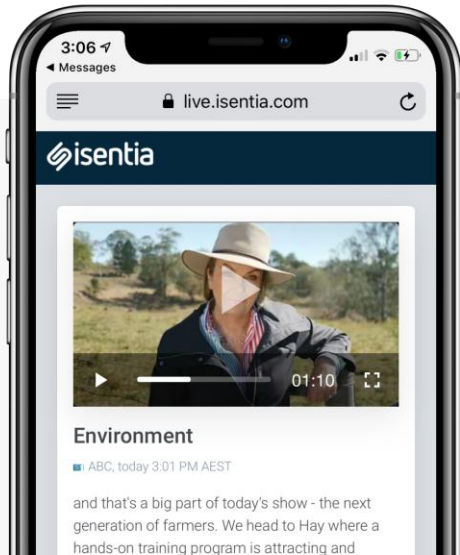
Daily Briefings

- New proprietary production platform
- Faster delivery to clients
- New mobile-friendly, email optimised experience
- Improvement in labour efficiency

Product release velocity increased threefold

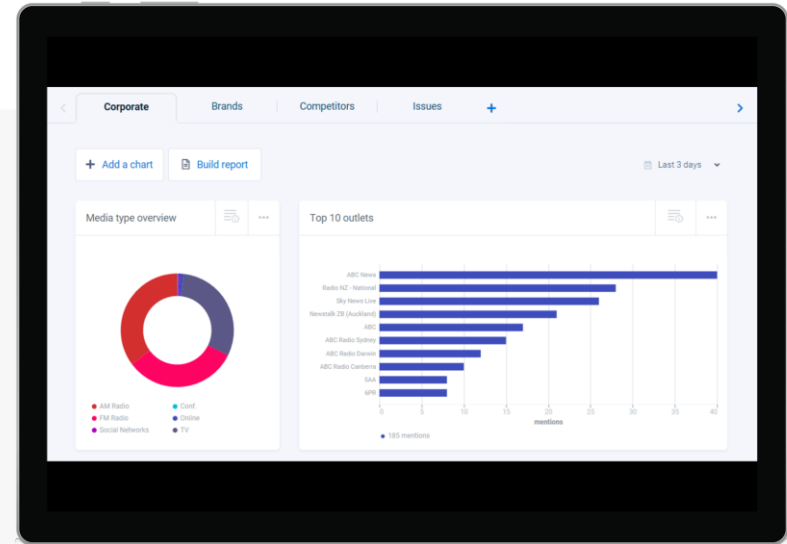


Delivering world-class, market-centric product innovation



Live Alerts

- New real-time SMS alerting system using voice to text technology
- Delivers shareable broadcast content to clients
- Strong growth in usage since launch



Dashboard Analytics

- Powerful on-platform analytics tools including multi-dashboard capabilities, integrated reporting and customisable data visualisation
- 44 new features released since launch
- Available to clients across Asia-Pacific

FY20 Outlook

Expect revenue decline to be similar to FY19

Significant operating and capital investments in building new products and technology

FY20 EBITDA guidance of \$20M – \$23M

Excluding the impact of AASB16 lease accounting standard

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Isentia Group Ltd

(ASX: ISD)

Leading provider of media intelligence with unique Asia-Pacific footprint



- Founded in 1982, Isentia has 3,336 subscription customers across 11 markets and 18 languages.
- Most comprehensive provider of traditional, social and online media intelligence in Asia-Pacific.
- High quality client base including government, ASX-listed corporates and global brands.
- Broad product suite, growing pipeline as focus on agile development increases product release velocity.
- New Board and management team implementing new strategy to transform business and drive long term earnings growth.

At a glance

Listed on ASX in June 2014 (ASX: ISD)

Industry Sector:	Information Technology
Fiscal year end:	30 June
Shares on issue:	200,000,001
Market Cap:	\$59M (as at 20 Nov 2019)

2019 Financial Highlights

Revenue	\$122.5M
Underlying EBITDA	\$23.1M
Net debt	\$28.3M

Substantial Shareholders

Gilead Capital	15.4%
Sphera Asset Management	14.7%



FY19 Revenue by region

ASIA 28%

ANZ 72%

Investment Highlights

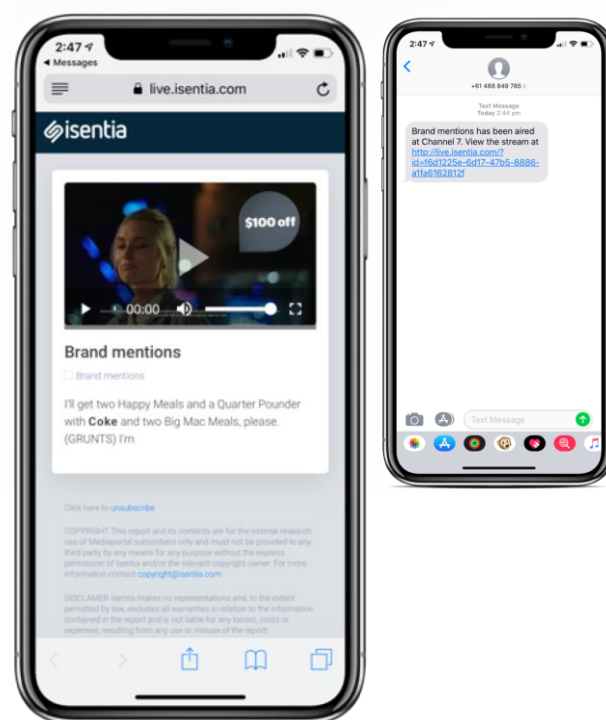
- ✓ Rapidly evolving media landscape driving demand for media intelligence, critical service for government and corporates
- ✓ New Board and management with deep experience in leading businesses in transition
- ✓ 78% of revenue is recurring (subscription & VAS), strong cash conversion from operations
- ✓ Favourable interim copyright outcome
- ✓ Strong balance sheet, 2-year debt facility renewed in late 2018
- ✓ New strategy in place to address competitive challenges, reduce costs and drive scale

New strategy provides clear path to growth

New strategy launched in February 2019 focuses on:

- Operational efficiencies from system consolidation and automation
- Increased investment in client-focused product pipeline and technology
- Investment in Asian growth markets to drive scale

Strategy funding expected to come from existing cash envelope.



Improve our core

Differentiate and grow

Drive a material shift in culture and capability

One click video streaming of live alerts is latest in series of product enhancements delivered to clients reflecting a more agile approach to product development

Market-leading positions, Asian growth opportunities



Australia And New Zealand

- Competitive market, renew majority of clients
- High quality client base
- Cost out program, action on copyright
- AI-driven automation projects reducing FTE



South East Asia

- Highly recurring business, leading market positions
- Close partnerships with local and multi-national clients
- Leading provider of social media analytics, leverage capability across APAC



North Asia

- Focus on Insights, build on existing Insights strength
- Leverage local relationships with multi-national clients
- Reduced opex and limited capital requirements in near term

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