



ASX Release

FOR IMMEDIATE RELEASE

27 March 2020

COVID-19 Update

Isentia Group Limited (ASX: ISD) is today providing an update on the impact of the COVID-19 pandemic on its business operations across the Asia-Pacific.

At the H1 FY20 results on 24 February 2020, Isentia advised that the COVID-19 outbreak was yet to have a material impact on its Asian operations. Since then, as COVID-19 has spread beyond Asia, the company has monitored the situation closely and successfully executed business continuity plans including moving the majority of its over 1,100 employees to remote working practices. As a result, Isentia has been able to deliver its core services to over 3,200 customers with limited disruption.

Isentia is currently experiencing high levels of utilisation of its media monitoring products and services as existing customers try to understand the implications of the pandemic on their brand and corporate reputation. There is also ongoing demand for Insights products as clients commission specific COVID-19 reports. Despite this, with the economic uncertainty clients are facing, Isentia anticipates a net negative impact on revenue and sales pipeline. In response, the company is accelerating cost management programs, the implementation of which have transformed the company's cost base over the past 18 months.

Given these circumstances the Board considers it prudent to withdraw FY20 revenue and EBITDA guidance.

Isentia has a strong balance sheet, cash conversion and significant headroom on its debt covenants and facility (leverage and debt service cover ratios). The existing \$49m bank facility does not expire until 31 July 2021.

Isentia Managing Director and CEO Ed Harrison said: "Our primary focus is the wellbeing of our staff and delivering timely and relevant media intelligence to our customers across the Asia-Pacific region. We have put in place business continuity plans that have included working remotely and have enabled us to operate effectively and limit disruption. While we expect there will be an impact on our revenue and sales pipeline from COVID-19, clients are relying on our media monitoring products and services as they struggle to keep up with the implications of this crisis for their organisations. As a company, we will continue to focus on cost discipline and efficient working capital management as we navigate through this challenging period."

For more information:

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The release of this announcement was authorised by the Board.

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