



**ASX Release**

**FOR IMMEDIATE RELEASE**

**13 October 2020**

### **Isentia secures new debt facility**

**Isentia Group Limited (ASX: ISD)** today advises that it has secured a new 3-year \$46.5m senior debt facility with the Commonwealth Bank of Australia.

The new debt facility has a maturity date of three years and consists of a \$33.5m term loan with a \$12m revolving credit tranche as well as a \$1m bank guarantee and transactional bank tranche. The initial drawdown of approximately \$34m will be used to repay the existing 2-year debt facility with Westpac Banking Corporation which was due to expire in August 2021.

Isentia Managing Director and CEO Ed Harrison said: “The new debt facility provides us with cost effective funding and improved flexibility to drive future growth and invest in product and technology in line with our strategic plan. It also strengthens our financial position as we continue to prioritise debt reduction and the careful management of our cash envelope. We are pleased to have CBA as our new bank partner and thank Westpac for its support over the years.”

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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 eight 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

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