



ASX Release

FOR IMMEDIATE RELEASE

18 November 2020

Key services restored, new CBA debt facility finalised

Isentia Group Limited (ASX: ISD) today announces that following the cyber security incident last month, all key services including its Mediaportal platform are once again available.

Isentia also wishes to advise that, further to the announcement on 3 November, it has finalised the new debt facility with the Commonwealth Bank of Australia (CBA). The 3-year debt facility, which was initially announced on 13 October, consists of a \$33.5m term loan with a \$12m revolving tranche as well as a \$1m bank guarantee and transactional bank tranche.

As a result of the incident, Isentia has provided discounts or credits to affected customers, significantly reducing expected FY2021 revenues. The Company has also incurred remediation costs, which together with the revenue impact, are expected to reduce net profit before tax (NPBT) by \$7-8.5m in FY2021.

Isentia's CEO Ed Harrison said: "We apologise to our customers for the disruption this incident has caused. This has been a challenging time for Isentia, and I am grateful for our customers' ongoing support and proud of our people's response. Our tech teams, together with leading cyber-security experts, have worked around the clock to restore services and our account managers have developed even stronger relationships with our customers as they have worked tirelessly to keep them informed of important media coverage.

"We are also pleased to finalise a new 3-year debt facility which was announced on 13 October and welcome CBA as our banking partner. This 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."

The release of this announcement was authorised by the Board.

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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 www.isentia.com

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