



**ASX Release**

**FOR IMMEDIATE RELEASE**

**15th April 2021**

### **Changes to Isentia's Board**

**Isentia Group Limited (ASX: ISD)** today announces the resignation of Abigail Cheadle as Independent Non-Executive Director and appointment of Peter George as Independent Non-Executive Director, effective 15th April 2021. Ms Cheadle, who joined Isentia's Board in January 2019, will be replaced by Mr George as Chair of the Audit and Risk Committee.

Isentia's Chairman Doug Snedden said: "I would like to thank Abigail for her important contribution over the past two years and welcome Peter to the Board. With his extensive background in media, telecommunications and corporate finance, Peter brings an invaluable mix of skills both as a Non-Executive Director and an experienced business leader who has led the restructuring of a number of organisations including Retail Food Group and PMP Limited. As a Board, we will continue to focus on the implementation of our strategic roadmap and transformation of our Company."

Mr George is Executive Chairman of ASX-listed Retail Food Group and was Managing Director of PMP Limited from 2012-2017. He also previously served as Non-Executive Director and Chair of the Audit and Risk Committee for Asciano Limited, Executive Chairman of Nylex Limited and was a member of the Optus Communications Board.

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](http://www.isentia.com)

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