

7th November 2018

Swift Appoints Lee Hunter to the Executive Team ASX: SW1

Highlights:

- **Lee Hunter appointed to Swift’s Executive Team, focusing on strategy and growth initiatives.**
- **Lee is a former Head of Marketing Strategy and Innovation at Google and YouTube’s former Global Head of Brand and Creative.**
- **He was also Interim CEO of ASX-listed advertising technology company Tech Mpire Ltd (ASX: TMP).**

Leading communications, content and advertising solutions provider Swift Networks Group Limited (ASX: SW1, “Swift” or “the Company”) is pleased to announce that it has appointed former Google and YouTube executive Lee Hunter to its Executive Team. Lee will be responsible for driving Swift’s strategy and growth initiatives, particularly the deployment of new revenue streams from advertising across Swift’s platforms.

Lee is a 10-year Google veteran, where as Head of Marketing Strategy and Innovation across Asia Pacific he was responsible for delivering innovative marketing and product development for Google.

Prior to this, Lee ran Brand and Creative Marketing for YouTube globally, launching some of their biggest initiatives and working with the world’s top talent and brands.

Most recently, Lee stepped in as Interim CEO for Tech Mpire Ltd (ASX: TMP) in Sydney, leading the restructure of the company’s global sales operation, building a new leadership team, launching its Asia-Pacific operation in Singapore and developing a new go-to-market strategy for the business during his tenure.

Lee brings a strong record of accomplishment in executing strategy at two of the world’s most demanding Tech businesses, building the world’s top technology brands, leading high-performing teams, driving growth and launching successful products and campaigns over nearly 20 years.

Swift Chief Executive Officer Xavier Kris said:

“We are really excited to have an executive of Lee’s pedigree join our management team. Lee’s achievements and strategic experience are strongly applicable to the markets in which we are growing our business. We believe he will help us continue to innovate and grow Swift as we work to fast-track our advertising deployment and build a fully-fledged media business.”

Lee Hunter said:

“I’m looking forward to working closely with Xavier and the executive team to help take Swift to the next level. I joined the business, inspired by Swift’s vision to become a premium media business. With a fantastic foundation of content, technology and audiences, we’re currently launching new advertising revenue streams, with additional growth opportunities to come.”

Swift Networks Group Limited ABN 54 006 222 395

1 Watts Place, Bentley WA 6069

W: www.swiftnetworks.com.au E: investor@swiftnetworks.com.au

P: +61 (8) 6103 7595 F: +61 (8) 6103 7594

For more information, please contact:

Xavier Kris

Chief Executive Officer

+61 8 6103 7595 / investor@swiftnetworks.com.au

Tim Dohrmann

Investor and Media Relations

+61 468 420 846 / tim@nwrcommunications.com.au

About Swift Networks Group Limited

Swift Networks Group Limited (ASX: SW1) is a diversified telecommunications, content and advertising solutions provider. Swift empowers guests to watch, play, connect and interact and provides accommodation providers with meaningful insights and opportunities to drive new business.

Swift delivers customised content, communications and targeted advertising across secure closed networks. Swift's services include free-to-air television, pay television, telecommunications, video on demand with content from some of Hollywood's largest studios, integrated advertising and analytics.

Running in more than 330 sites (approximately 65,000 rooms) across the mining, oil, gas, aged care, retirement village and hospitality sectors, Swift's fully integrated platform is deployed in some of the world's harshest regions, where reliability, flexibility and scalability are critical success factors.

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