

Swift Media partners with XTD to drive national advertising growth in medical media sector

- Swift Media has awarded the three and a half year (+ two year option) national agency and programmatic sales rights for its Health and Wellbeing screen network to XTD's recently launched subsidiary Motio. The combination of Swift's wide-reaching network with XTD's place-based out-of-home expertise is designed to drive future national advertising revenue growth
- The agreement enables Swift to focus on its core Mining and Resources and Aged Care growth strategies as well as on local sales on its Health and Wellness network

Swift Media Limited ('Swift' or 'the Company') (ASX:SW1) is pleased to announce that it has awarded the three and a half year (+ two year option) national agency and programmatic sales rights for its 1,400-strong Health and Wellbeing screen network (formerly Medical Media) to XTD Limited (ASX:XTD). The deal combines XTD's deep experience in the place-based media sector with Swift's wide-reaching network spanning Australia and a centrally managed system for instantaneous information and campaign delivery.

Following competitive tender process, Swift awarded the rights to XTD. Among the key factors in the decision was the pedigree of XTD's management team, all of whom have successful track records selling health-related advertising in digital out-of-home environments.

XTD operates place-based out-of-home networks across Rail, Sports & Leisure and Medical & Health locations throughout Australia. XTD recently launched out-of-home specialist media sales company Motio following the acquisition of oOh! Media's (ASX:OML) Health network. Motio will oversee national and programmatic display sales, while Swift continues to monetise its network using its highly successful local in-house sales force. Revenue from national and programmatic display sales will be shared between the parties with XTD to receive a 35% commission. As the revenues will be dependent

on the take up by national advertisers, revenues from the Agreement are not able to be reliably estimated at this stage.

Pippa Leary, Chief Executive of Swift Media, said: “By combining the networks and leveraging XTD’s proven expertise we look forward to driving accelerated sales growth and improved screen utilisation. Swift will continue to drive local advertising sales, while national advertisers will be able to access Swift’s network through XTD’s Motio Health brand. This agreement allows Swift to focus on its core competency of building recurring revenue in Mining and Resources and Aged Care.”

Adam Cadwallader, CEO of XTD, said: “The Swift network offers XTD a breadth across the market and provides a strong extension to our value proposition for brands. The digital screen network, with displays positioned in the most viewable locations in combination with our recently acquired network, is unique and offers brands the opportunity to engage with audiences in ultra long dwell time environments. The agreement is well-timed given the emerging recovery in national advertising spend.”

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This announcement was approved and authorised for release by the Continuous Disclosure Committee

ABOUT SWIFT MEDIA LIMITED

Swift Media is a specialist media company delivering premium entertainment, communications, and advertising to an audience of 5M+ via 60,000 digital assets nationally across Mining and Resources, Residential Aged Care and Health & Wellbeing environments. We connect and engage communities through entertainment and communications solutions.

ABOUT XTD LIMITED

Out-of-home media company XTD Limited is connecting brands with on-the-go consumers through its platform of data-led networks and place-based media. With significant coverage of transit, convenience, and leisure sites across Australia, XTD’s proprietary technology platform enables brands to reach, engage and communicate with consumers at the moment of maximum influence.

FOR MORE INFORMATION, PLEASE CONTACT:

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