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Market Announcements Platform
ASX Limited

XTD PARTNERS WITH SWIFT MEDIA TO DRIVE NATIONAL ADVERTISING GROWTH IN THE MEDICAL MEDIA SECTOR

- XTD's subsidiary Motio has been awarded a three and a half year (+2 year option) national agency and programmatic sales rights for Swift Media's (ASX:SWI) Health and Wellbeing screen network (formally Medical Media).
- Motio will oversee national agency and programmatic display sales for Swift's Health and Wellbeing network
- The combination of Swift's wide-reaching network with XTD's place-based out-of-home expertise will drive future national advertising revenue growth

XTD Limited is pleased to announce that it has been awarded a three and a half (+2 year option) national agency and programmatic sales rights for Swift Media's (ASX:SWI) 1,400-strong place based, national Health and Wellbeing screen network (formerly Medical Media). Among the key factors in the decision was the pedigree of XTD's management team who have successful track records selling health-related advertising in digital out-of-home and place-based environments.

The deal combines XTD's deep experience in the out-of-home and digital place-based sector with Swift's wide-reaching national network centrally managed for instantaneous information, content and campaign delivery, adding to Motio's extensive network.

Adam Cadwallader, CEO of XTD, said "The Swift network offers XTD & Motio a breadth across the market and provides a high calibre extension to Motio's value proposition to brands. The digital screen network, with displays centrally located in GP practices, in combination with our recently acquired network, is unique. It offers our customer the opportunity to engage with audiences in ultra-long dwell time environments with a combination of relatable content and advertising that informs and entertains. The agreement is well-timed given the emerging recovery in national advertising spend."

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."

XTD's 'Motio' continues to grow at an expeditious pace - The specialist place-based media company announced earlier this month the representation of the Caltex on-the-go network adding to its recently acquired Health network from oOh! media (ASX:OML) and its indoor sports and leisure network earlier in the year.

Motio will oversee national and programmatic display sales, while Swift continues to monetise its network using its highly successful local in-house sales force. Under the agreement, revenue from national and programmatic display sales will be shared between the parties with Motio receiving a 35% commission. As revenues will be dependent on the take up by advertisers, revenues from the agreement are not able to be reliably estimated at this stage.

Commercial Terms of Sales Representation Agreement

- Term: five and a half years (3.5+2) from July 1, 2020
- Consideration: The agreement is a sales representation model whereby Motio will sell media to brands and their advertising agencies.
- Motio will receive a sales commission equal to 35% of net revenue on a variable or a per sale basis.

This update is authorised on behalf of XTD Limited by:

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ABOUT XTD LIMITED

Out-of-home & Place Based Media company XTD Limited is connecting brands with on-the-go consumers through its platform of data-led networks across Australia. With significant coverage of transit, convenience, Health and leisure sites across Australia, XTD's enables brands to reach, engage and communicate with consumers at the moment of maximum influence.

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.