



FOR IMMEDIATE RELEASE

5 May 2016

Macquarie Australia Conference Presentation and Trading Update

Isentia Group Limited (ASX : ISD) Chief Executive Officer John Croll will today deliver a presentation at the Macquarie Australia Conference.

Presentation slides are attached. The Presentation includes a Trading Update which is unchanged from the FY16 Outlook provided with the FY16 H1 results announcement.

Trading Update

- Revenue trending to a range of \$155m to \$158m (up 22% to 24% compared to FY15)
- EBITDA trending to a range of \$50m to \$53m (up 18% to 25% compared to FY15).

For more information:

Investors

Jolanta Masojada
Investor Relations Adviser
investorrelations@isentia.com
+61 417 261 367

Media

Patrick Baume
Group Communications Manager
patrick.baume@isentia.com
+61 458 651 000

About Isentia

Isentia is Asia-Pacific's leading media intelligence company, providing over 5,000 clients with information, analysis, content and advice 24/7/365. Isentia has 1,200 employees across 15 countries filtering information from over 250 million online conversations, 5,500 print, radio and television media outlets per month, along with creative content makers providing best practice digital marketing solutions. Our talented people, innovative search technology, comprehensive coverage, expert research and creative content provides the tools and insight to allow our clients to manage media relationships effectively, track and analyse issues of interest across all media, discover and share valuable insights that drive smarter decisions and build content and social strategies that add real brand value.



MACQUARIE AUSTRALIA CONFERENCE

JOHN CROLL CHIEF EXECUTIVE OFFICER
5 MAY 2016

AGENDA

INDUSTRY DYNAMICS

ANZ

ASIA

CONTENT MARKETING

TRADING UPDATE

APPENDICES

- FY16 H1 RESULTS OVERVIEW
- CASE STUDIES:
 - KING CONTENT (MILLENNIUM HOTELS & RESORTS)
 - ASIA (AIRBNB)

Isentia's presence in Asia Pacific

18 offices across Asia Pacific
19 languages

92 of the top 100 global brands
1,200 people serving **5,000** clients

19 LANGUAGES:

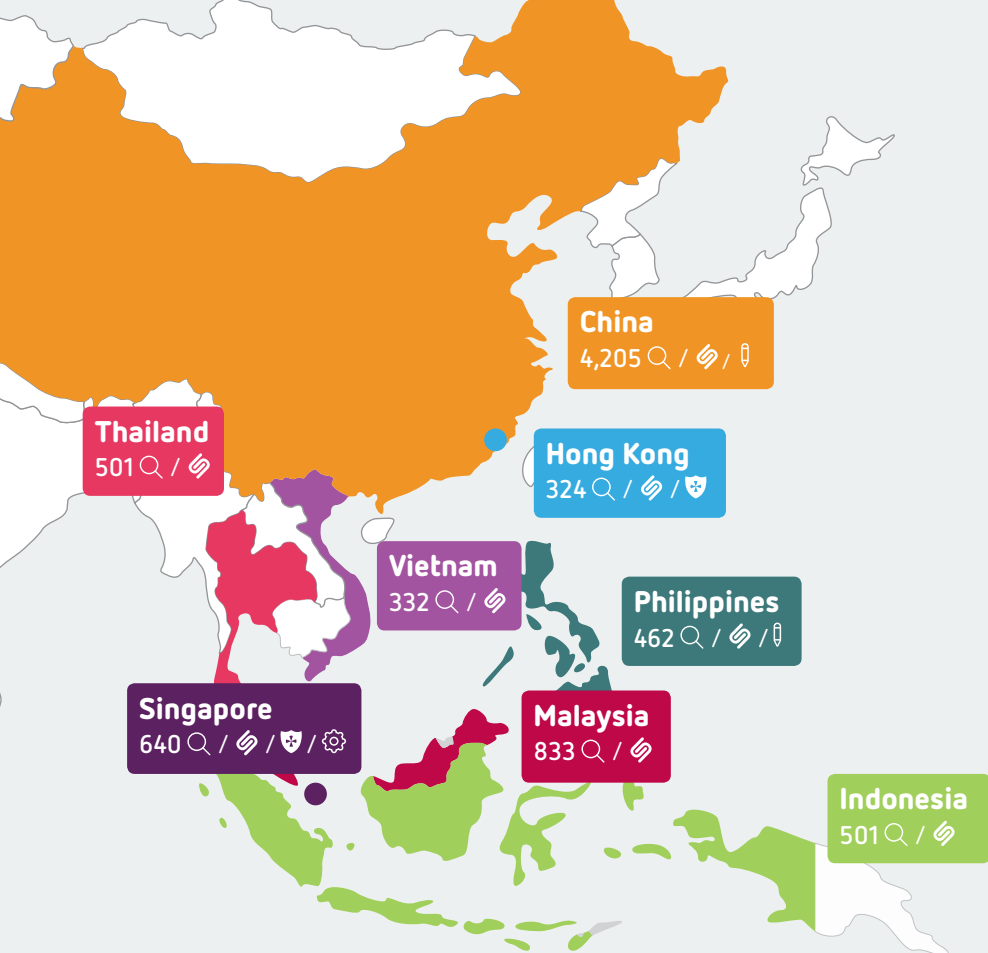
Arabic, Bahasa Indonesia, Bahasa Melayu, Chinese (Traditional), Chinese (Simplified), English, French, German, Italian, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, Thai, Vietnamese, Tamil

CAPTURING and ENRICHING

282 stories per second across APAC

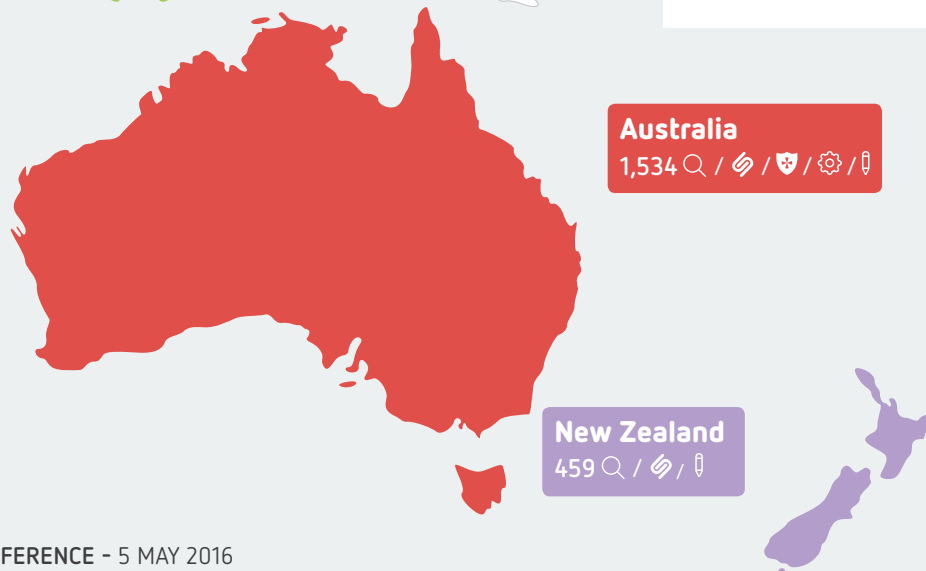
5,500 news outlets
55,000 online sources monthly
3,400,000 user-generated sources
2,600,000 print articles monthly
250,000,000 online news articles monthly

8,000,000 social media posts daily
1,750 television and radio programs daily
12,500 broadcast summaries daily from client requests



LEGEND

- 🔍 News outlets monitored
- 🌀 Isentia office
- 🏰 King content office
- ⚙️ Development hub
- 📌 Content hub





INDUSTRY DYNAMICS

Industry Dynamics







Clients are dealing with Peak Content

1980s-1995

-  Print
-  Radio
-  TV







1995-2010

-  Print
-  Radio
-  TV
-  Publisher owned news websites
-  Private blogs
-  24 hour cable news channels



2016

-  Print
-  Radio
-  TV
-  24 hour cable news channels

Australian publisher owned news websites



Foreign-owned Australian news websites



-  Blogs
- 
- 
- 
- 

35,000 Mediaportal users log in on average 3 times per day



6:15AM

wake up and check messages on phone and/or tablet for any breaking news/issues

8:00AM

respond to breaking issue on social media

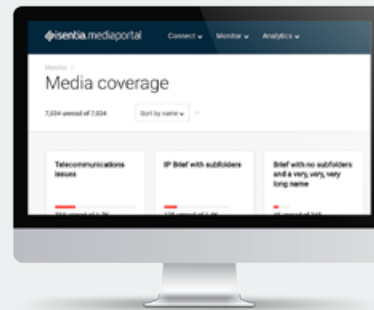
10:00AM

distribute release on innovative product via MP Connect, establish tracking folder



12:00PM

tweet link to positive product coverage



3:00PM

Provide comms report to weekly exec meeting

6:00PM

Check MP on smartphone on journey home/ to the gym

11:00PM

one last check of alerts



7:00AM

run through mediaportal for news and social activity overnight while eating breakfast/on the train



8:30AM

read through ISENTIA morning briefing for the key issues affecting company and industry

11:00AM

promote company's key industry whitepaper through social channels



2:00PM

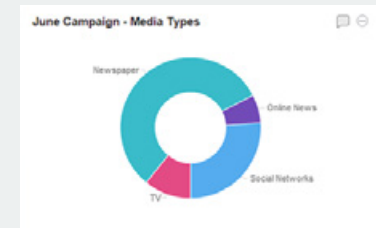
prepare weekly coverage report using MP analytics

4:00PM

Review ISENTIA Insights report and prepare strategy notes for next Quarter campaigns and initiatives

7:00PM

order video file of news item through MP



Isentia is responding with product development

isentia.mediaportal
The media intelligence platform

Good morning

Sign-in to access n... analytics, and

Username

Password

Stay si

Sign-in

Forgot your usernan

New to Med

isentia.mediaportal

Connect ▾ Monitor ▾ Analytics ▾

Monitor /

Media coverage

7,034 unread of 7,034

Sort by name ▾

Telecommunications issues

234 unread of 1.7K
5 hours ago

IP Brief with

125 unread of 5 hours ago

Viewing options

Stream Download Transcript Edited clip

sky NEWS HD FTSE 6175.00 LIVE CENTRAL LONDON

The Debate #skydebate TRUMP: THE NEXT U.S. PRESIDENT?

09:36 SITE RESOURCE A GROUP OF 70 DOCTORS AND ACADEMICS ARE CALLING FOR BAN ON FULL-CONTACT RUGBY IN SCH

Close

Isentia is responding with product development and Data as a Service

- Delivering a new Responsive User Interface design enabling clients to access Mediportal on all devices
- Delivering a mobile app that provides alerts/notifications through iOS and Android
- Delivering integrated insights across all media
- Adding value to clients by responding to their needs for
 - Relevance
 - Speed
 - Authenticity
- Delivering these enhancements through a new technology layer called "Data as a Service". DaaS will deliver:
 - A new Entity Design
 - A new Relevance Model
 - API layer
 - Product Agility



Isentia is responding with new content agreements

New online news agreement provides access to:

- 135,000 sources of content
- 2 million news items per day
- High speed delivery
- 800 new sites added each week
- Multi-lingual sources across all Isentia markets

Trialling a new service for blog data that provides access to:

- Approximately 1.5 million blog posts per day
- 14,000 new blogs added each day
- 7.8 million blogs active in the last 6 months
- Firehose for 8 languages

Industry first, digitally-led, publisher copyright agreement that provides clients:

- Extended access to archive
- Immediate access to stories
- Greater sharing of media items within an organisation
- New pricing arrangement has been communicated to clients



Facebook Topic Data agreement provides in-depth audience insights to clients

- Isentia becomes an official Datasift partner allowing access to Facebook Topic Data for the first time
- Isentia is now one of only 34 companies globally with certification and access to Facebook Topic Data
- This access enriches our Insights offering with aggregated data from the world's largest social network
- Only 4% of conversations on Facebook are open; our new partnership means that we can draw consolidated data from all Facebook content
- The data will be integrated with our existing Insights services as well as new stand-alone reporting in Asia and ANZ

DATASIFT



Early applications of Facebook topic data for Isentia



Topic Data helps Isentia provide a new understanding to our clients on how Facebook users feel and share information on their industry, products and competitors

Isentia services can:

- Uncover relevant discussions
- Analyse sentiment
- Determine the drivers of engagement
- Inform marketing and communications strategy

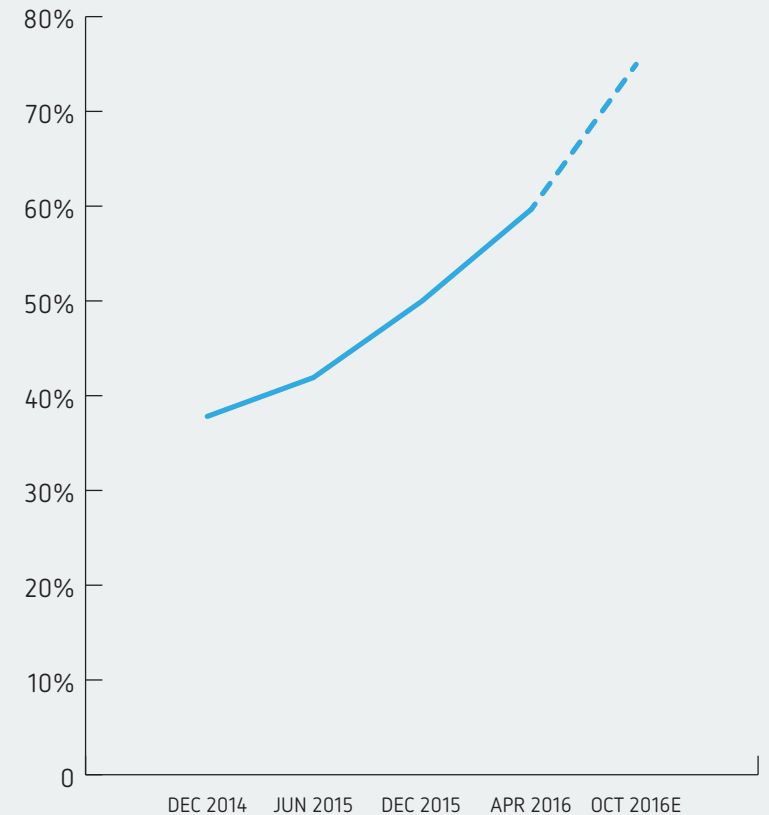
ANZ

Fixed Price Contracts

Isentia is responding with the transition to a fixed price model

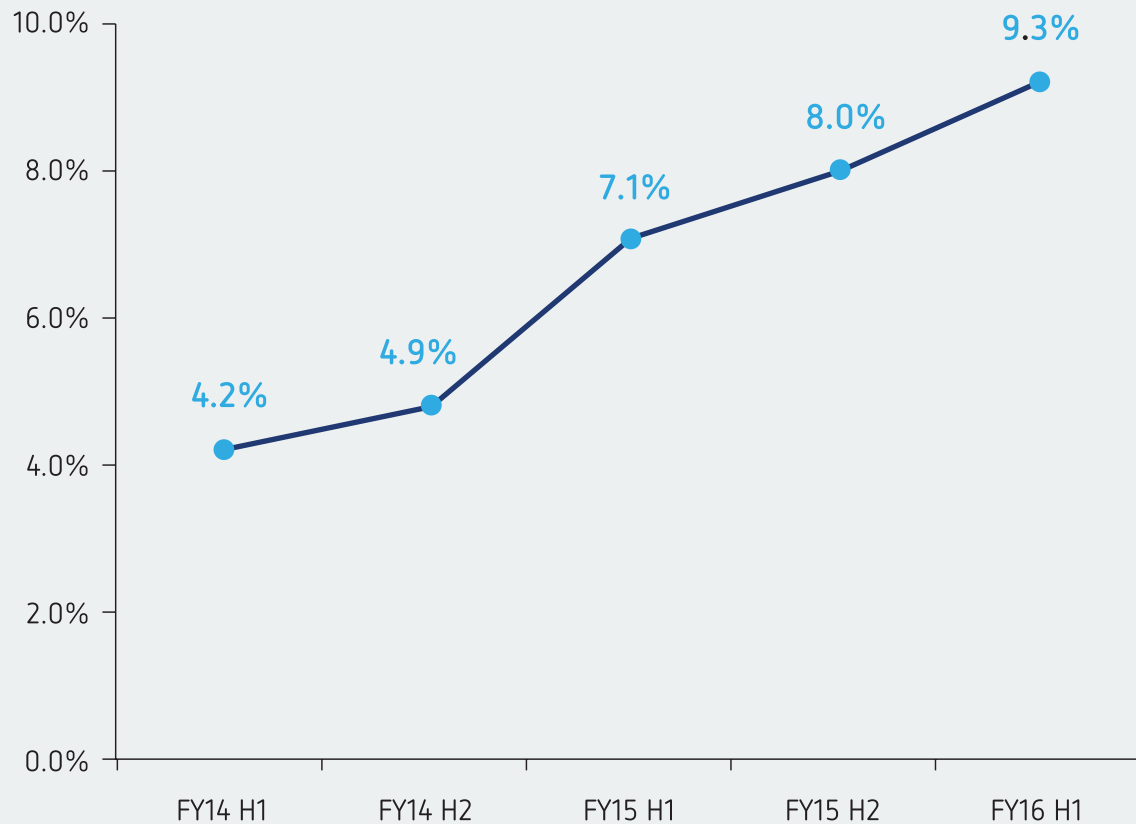
- Clients' individual contracts are fixed based on recent usage
- There is an opportunity to capture upside if client usage is above a 10% threshold
- Provides clients with greater certainty around cost
- ANZ fixed price contracts expected to reach 75% of ANZ SaaS revenue within FY17 Q1
- Asia is already predominantly fixed

Fixed price contracts as % of ANZ SaaS revenue



Demand for Insights services supporting continued revenue growth

Insights penetration of ANZ unique customers



Drivers for the Insights service:

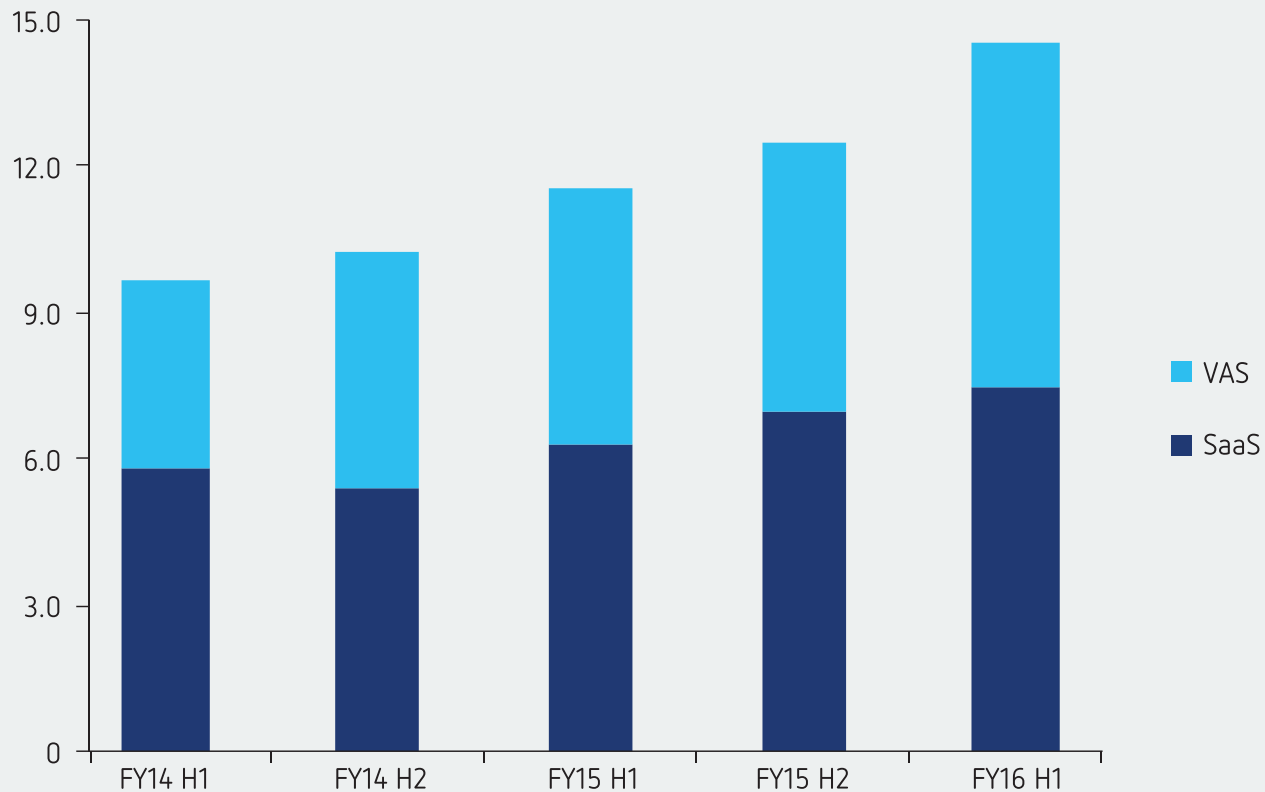
- Peak Content sees a complex and dynamic environment for our clients; they need a service that “tells them what it means”
- Reports that integrate the findings across all media platforms
- The need for daily internal reporting to inform senior management across all business units
- Continued growth in benchmark reports that shows the effectiveness of communications strategies

ASIA



Asia is delivering strong revenue momentum

Asia Revenues \$M



- Asia SaaS and VAS both delivering 20%+ growth in FY16 H1
- Continued strong adoption of Mediaportal in market
- King Content integrated into the sales process
- Regional contracts with major brands increasing revenue per client

Acquisition opportunities in Asia

- Strong pipeline of market entry opportunities and bolt-on acquisitions
 - Market entry: South Korea
 - Bolt-on acquisitions: South East Asia
- In aggregate, potential to contribute circa 15% increase to Asia revenue
- EBITDA margin expected to be in line with existing business performance
- Acquisition multiples in the range of 2x revenue

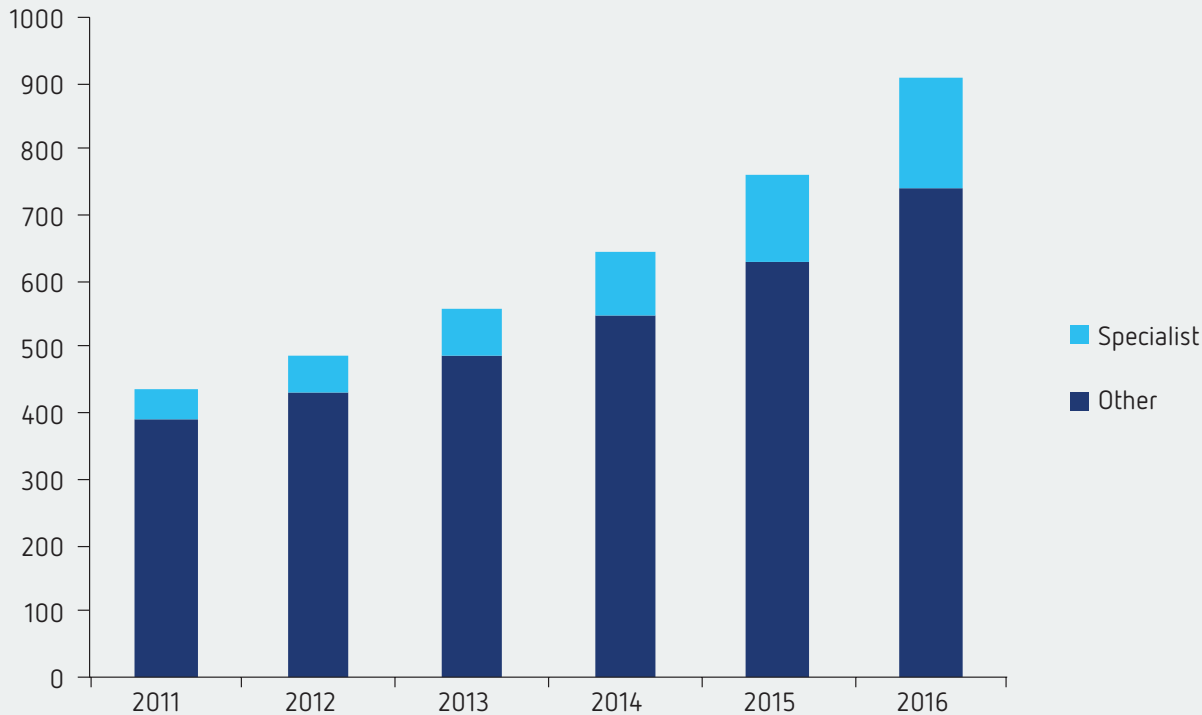


CONTENT MARKETING

Content Marketing

The industry is delivering strong revenue growth

Australian Content Marketing Industry \$M



Source : Advancy, PQMedia

The industry has delivered 5 year CAGR revenue growth of 16%











Specialists are outperforming with 5 year CAGR growth of 32%

The Australian Content Marketing Industry is forecast to grow at 21% pa to \$1.6bn by 2019

Specialist providers have lifted market share from ~3% in FY10 to ~15% in FY15 driven by ability to provide an end to end solution and deep digital expertise . Market share gains are forecast to continue

King Content has established itself as #1 content marketing specialist in Australia

Drivers of content marketing support significant growth in the industry

| | DRIVER | IMPORTANCE | IMPACT FOR CONTENT MARKETING | COMMENTS |
|---|---|---|---|---|
| 1 | Increased time spent online |  |  | Continued increase in time spent online, now accounting for 27% of time spent on any media |
| 2 | Shift from desktop to mobile |  |  | Browsing habits are shifting to mobile devices such as smartphones and tablets |
| 3 | Increased richness of data |  |  | Greater internet speeds and availability will drive increased data consumption and richness (e.g. video) |
| 4 | Adspend shift to digital |  |  | Marketing budget reallocation to online at the expense of traditional channels. Online ad market forecast to grow to \$7.4bn by 2019 (43% share of ad pie) |
| 5 | Increased acceptance of digital marketing |  |  | Growing acceptance of content marketing as a valuable marketing tool Increasing number of successful case studies. Content marketing only 5% of marketing spend in Australia |

Content Marketing Value Chain

STRATEGY

- Developing the content strategy and determining metrics to measure success
- Detailing purpose of content marketing for organisation

CONTENT

- Creation of the content in formats suitable for the chosen distribution platforms

DISTRIBUTION

PAID

ORGANIC

- Distribution of the content via email, social networks, syndication services etc
- Can involve paid distribution or earned media from social engagement

ANALYSIS

- Measure the performance of the content and generate insights to improve effectiveness of current and future campaigns

Strategy is key to the success of content marketing

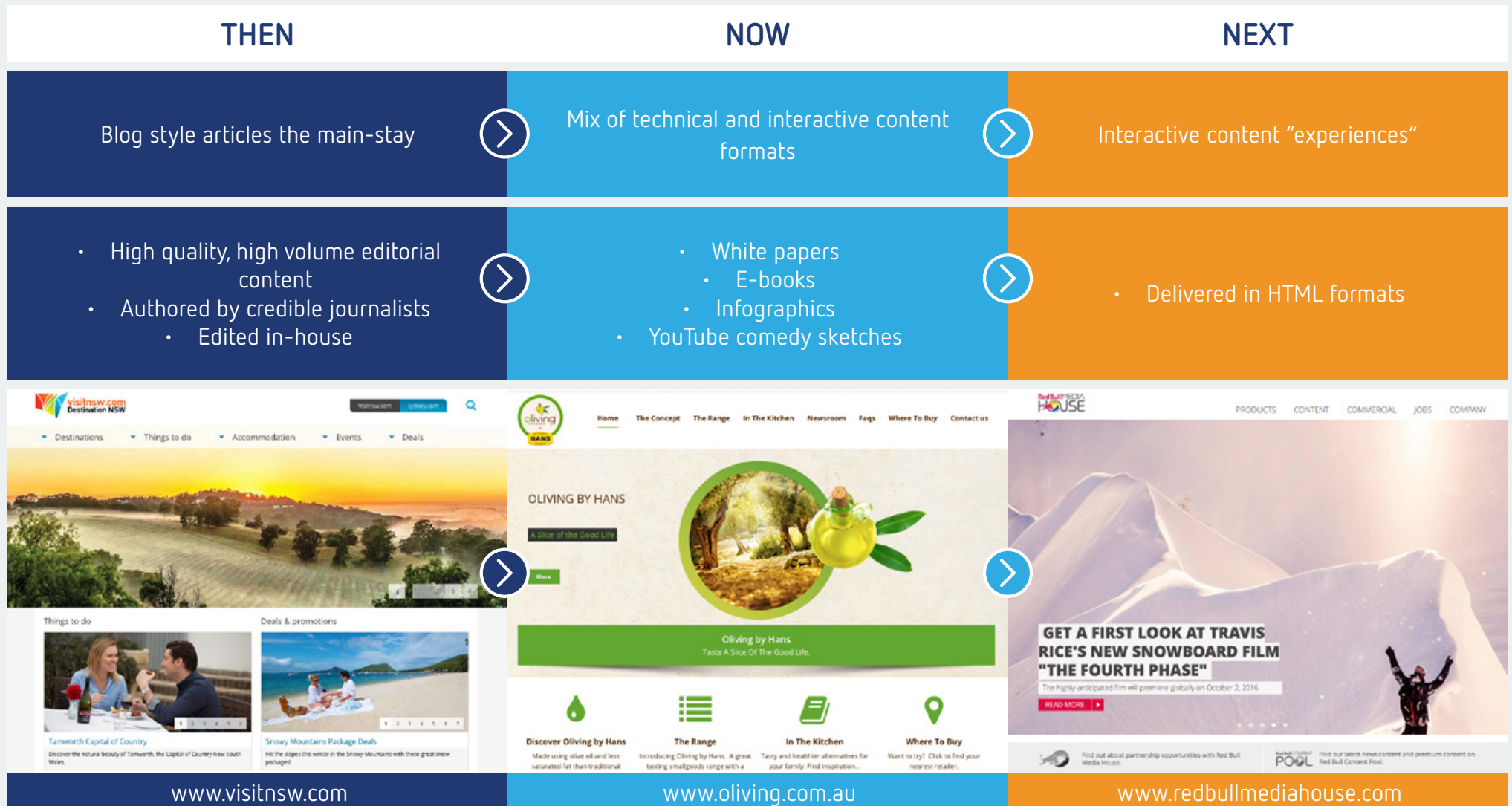
How our Strategy business is evolving

| THEN | NOW | NEXT |
|--------------------------------|--|--|
| \$0K - \$50K per engagement | \$100K - 300K per engagement | Significant increase in price of end to end strategic engagement |
| Focus on brands making content | Strategy-led approach | Retained strategy clients |
| Local Sydney-based clients | Mix of local and international clients | Focus on global multinational brands |

- Only 30% of companies doing content marketing have a content strategy
- 75%+ of companies with a strategy think their content marketing is successful

Content creation is becoming increasingly complex

How our content creation is evolving



Communiqué is a key competitive point of difference

How our Communiqué platform is evolving

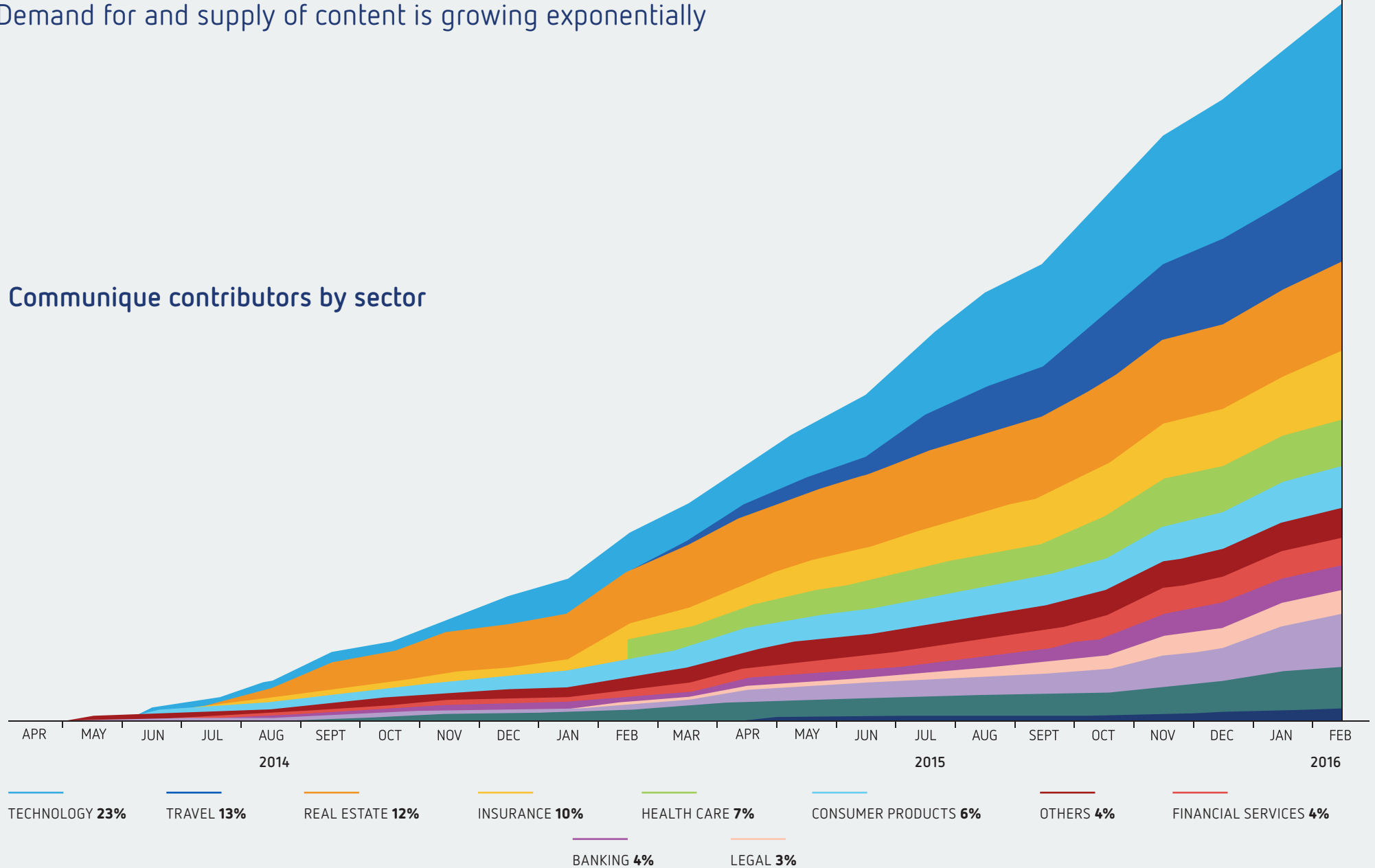


Content Marketing

Demand for and supply of content is growing exponentially

1,483 CONTRIBUTORS

Communique contributors by sector



TRADING UPDATE

Trading update

- FY16 revenue trending to a range of \$155m to \$158m (up 22% to 24% compared to FY15)
- FY16 EBITDA trending to a range of \$50m to \$53m (up 18% to 25% compared to FY15)



Q&A

APPENDIX

Appendix - FY16 H1 results overview

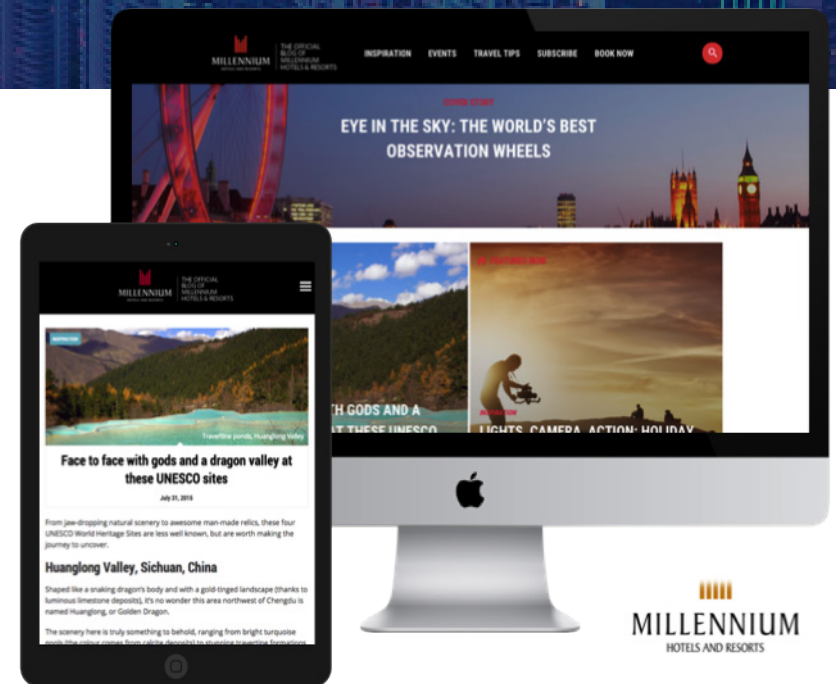
| \$M | FY16 H1 | FY15 H1 | VARIANCE \$M | VARIANCE % |
|--|---------------|---------------|--------------|--------------|
| Revenue | 75.8 | 62.2 | 13.6 | 22% |
| SaaS | 51.2 | 49.0 | 2.2 | 4% |
| VAS | 16.3 | 13.1 | 3.2 | 24% |
| Content Marketing | 8.4 | - | 8.4 | n/a |
| ANZ | 53.3 | 50.5 | 2.8 | 6% |
| Asia | 14.2 | 11.6 | 2.6 | 22% |
| Content Marketing* | 8.4 | - | 8.4 | n/a |
| Expenses | (52.4) | (42.5) | (9.9) | (23%) |
| Cost of sales | (16.0) | (11.7) | (4.3) | (37%) |
| Employee costs | (31.0) | (26.5) | (4.5) | (17%) |
| Other operating expenses | (5.4) | (4.3) | (1.1) | (26%) |
| EBITDA | 23.5 | 19.7 | 3.8 | 19% |
| EBITDA margin | 31% | 32% | | |
| Depreciation and amortisation | (2.2) | (2.1) | (0.1) | (5%) |
| EBITA | 21.2 | 17.6 | 3.6 | 20% |
| Amortisation of acquired intangibles | (4.5) | (4.7) | 0.2 | 4% |
| EBIT | 16.7 | 12.9 | 3.8 | 29% |
| Net finance costs | (1.3) | (1.3) | 0.0 | 2% |
| Profit/(loss) before tax | 15.4 | 11.6 | 3.8 | 33% |
| Tax (expense)/benefit | (3.9) | (2.8) | (1.1) | (39%) |
| <i>Effective Tax rate (%)</i> | 25% | 24% | | |
| Non-recurring items | (1.2) | 0.8 | (2.0) | n/a |
| NPAT | 10.3 | 9.6 | 0.7 | 7% |
| Amortisation of acquired intangibles (after tax) | 3.4 | 3.4 | (0.0) | 0% |
| NPATA | 13.7 | 13.0 | 0.7 | 5% |
| Underlying NPATA** | 14.9 | 12.2 | 2.7 | 22% |

*Content marketing revenue of \$8.4m amounted to \$5.1m in ANZ and \$3.3m in Asia and Rest of World. ** FY16 H1 non-recurring items of \$(1.2m) relate to acquisition related costs and restructuring costs. FY15 H1 non-recurring items of \$0.8m reflect prior period tax adjustment costs relating to IPO restructure.

Content case study – Millennium Hotels & Resorts

Our Work:

- We write for three target groups based on three hotel collections – Leng’s (bespoke, luxury), Millennium (upscale business and leisure travellers) and Copthorne (value-conscious families) - content revolves around hotel destinations.
- Designed and created microsite for content hub.
- Developed 30 blog articles for site launch.
- Monthly content development of 10 blog articles. They fall under the categories of travel tips, events guides and destination inspiration.
- Content creation includes image sourcing and publishing.



Asia case study - Airbnb



Airbnb's Testimonial: "Isentia helped us understand our digital equity and brand experience across all markets with a consistent form of measurement. With the brand audit, we were able gauge our existing brand equity across APAC and identify opportunities to capture a greater share of the audience. The audit served as a great resource for our marketing efforts and communications planning."

DISCLAIMER

This presentation contains general information about the activities of Isentia's Holdings Pty Limited (ACN 144 573 795) (Isentia or Company) which is current as at 5 May 2016. It is in summary form and does not purport to be complete. It presents financial information on both a statutory basis (prepared in accordance with Australian accounting standards which comply with the International Financial Reporting Standards (IFRS) as well as information provided on a non-IFRS basis. This presentation is not a recommendation or advice in relation to Isentia or any product or service offered by Isentia's subsidiaries. It is not intended to be relied upon as advice to investors or potential investors, and does not contain all information relevant or necessary for an investment decision. It should be read in conjunction with Isentia's other periodic and continuous disclosure announcements filed with the Australian Securities Exchange, and in particular the Half Year Results for the period to 31 December 2015. These are also available at www.isentia.com.

No representation or warranty, express or implied, is made as to the accuracy, adequacy or reliability of any statements, estimates or opinions or other information contained in this presentation. To the maximum extent permitted by law, Isentia, its subsidiaries and their respective directors, officers, employees and agents disclaim all liability and responsibility for any direct or indirect loss or damage which may be suffered by any recipient through use of or reliance on anything contained in or omitted with this presentation. No recommendation is made as to how investors should make an investment decision. Investors must rely on their own examination of Isentia, including the merits and risks involved. Investors should consult with their own professional advisors in connection with any acquisition or securities.

The information in this presentation is for general information only. To the extent that certain statements contained in this presentation may constitute "forward-looking statements" or statements about "future matters", the information reflects Isentia's intent, belief, or expectations at the date of this presentation. Subject to any continuing obligations under applicable law or any relevant listing rules of the Australian Securities Exchange, Isentia disclaims any obligation or undertakings to disseminate any updates or revisions to this information over time. Any forward-looking statements, including projections, guidance on future revenues, earnings and estimates, are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause Isentia's actual results,

performance or achievements to differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. Any forward-looking statements, opinions and estimates in this presentation are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. For example, the factors that are likely to affect the results of Isentia include, but are not limited to, general economic conditions in Australia and Asia, exchange rates, competition in the markets in which Isentia will operate and the inherent regulatory risks in the business of Isentia. Neither Isentia, nor any other person, gives any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in this presentation will actually occur. In addition, please note that past performance is no guarantee or indication of future performance.

This presentation does not constitute an offer to issue or sell, or solicitation of an offer to buy, any securities or other financial products in any jurisdiction. The distribution of this presentation outside Australia may be restricted by law. Any recipient of this presentation outside Australia must seek advice on and observe any such restrictions. This presentation may not be reproduced or published, in whole or in part, for any purpose without the prior written permission of Isentia.

All amounts are in Australian dollars.

All references starting with FY refer to the financial period ended 30 June. For example, FY 16 H1 refers to the period ended 31 December 2015.