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03 June 2016

Isentia Completes Strategic Acquisitions to Expand Asian Footprint

Isentia (ASX: ISD), Asia-Pacific's leading media intelligence company today expanded its geographic footprint in to the South Korean market. The acquisition of media intelligence company, Social Net Creator Ltd, provides Isentia with a strategic entry into this key growth market, with a strong client base and an experienced local management team.

Isentia has also completed a "bolt-on" acquisition in Thailand and is close to finalising two further acquisitions in Vietnam and Hong Kong, which will further strengthen our existing leadership in all three markets. The four acquisitions are expected to contribute a 15% increase to Isentia's annual Asian revenue. The acquisitions were made on an average 2.5x the last 12-months revenue and will be immediately EPS accretive.

Isentia CEO John Croll said "South Korea is one of the largest and most important economies in the region and we are very excited to add this key market to our strong presence in 10 other Asia-Pacific countries. This important move, along with the other potential acquisitions in existing markets, reinforces our commitment to this dynamic, high growth region and further supports the strong revenue momentum being delivered by our Asian business".

Chief Executive of Asia, David Liu said "The acquisition of Social Net Creator will enable Isentia to take media intelligence services in South Korea to the next level. Isentia's global best practice technology and verification systems and the award winning Mediaportal will see our South Korean business provide a new level of service to clients."

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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 over 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.