

Friday, 28 October 2016

SWIFT STRENGTHENS CONTENT LIBRARY WITH QYOU PARTNERSHIP

ASX: SW1

Highlights:

- **Swift Networks and The QYOU partner to program and distribute millennial-focused content to the hospitality, lifestyle, and other verticals.**
- **Agreement strengthens Swift's offering across all demographics. Founded by TV industry veterans from Fox, MTV and Lionsgate, The QYOU is the world leader in programming and packaging premium web-based content for television.**
- **New content to boost Swift's appeal to new and existing clients in the resources, hospitality, aged care and lifestyle village sectors.**

Perth, Australia — Leading digital entertainment and communications service provider Swift Networks Group Limited (ASX: SW1, "the Company") is pleased to announce that it has secured a license to distribute and promote high-quality, ad-free content from millennial-focused network The QYOU throughout Australia and the Asia-Pacific for the hospitality market.

The QYOU is a linear TV channel, video-on-demand and multi-device platform provider which curates and programs premium web-based short-form video content. Its founders and directors are TV industry veterans with C-level executive experience at Fox, MTV and Lionsgate.

With audiences across Europe, the Middle East, Asia, and North and South America, The QYOU provides Pay TV, OTT and mobile subscribers with a unique and carefully curated line-up of inspiring and entertaining videos from a range of genres including extreme sports, comedy, music, dance and stunts.



The QYOU hosted content

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Swift has secured distribution rights to The QYOU's product throughout Australia and the Asia-Pacific. The Company will curate and integrate content from The QYOU's deep library into its platform across all verticals.

Swift Networks Group Chief Executive Officer, Xavier Kris, said:

"We are delighted to have secured access to The QYOU for our clients and their guests.

At Swift we are finding the popularity of short-form video to extend far beyond the Millennial demographic. We are seeing increasing demand across our entire customer base for the kind of streaming video content that The QYOU delivers.

As a digital entertainment provider, we are continually striving to develop our service in line with our customers' tastes and preferences. Partnering with The QYOU will help Swift to bring the best of web content to our TV screens in an easy-to watch format.

We look forward in particular to this partnership helping to strengthen our offering in the hospitality sector, where we have recently extended our reach with new resort hotel client wins."

The QYOU Chief Executive Officer, Scott Ehrlich, said:

"Moving into the Australian market is a natural step for The QYOU. Australians in a range of demographics are showing an increasing appetite for imaginative, diverse internet video content.

We're thrilled to be part of the innovative service that Swift is delivering to its subscribers, which enables the QYOU to showcase our content in one-to-many environments across the hospitality, resource, aged care and lifestyle village sectors throughout the region."

Contract detail

For an initial period of one year, QYOU will deliver Swift 60 hours of Q-Up, a hosted show targeted at children aged 10 to 15 years, and 100 hours of Q-Prime, a hosted show for Millennials, aged 20 to 35 years.

The QYOU will license Swift to distribute its content in Australia, New Zealand and the Asia-Pacific region for the hospitality market.

Swift looks forward to continuing its rapid recent business development as the Company expands its footprint in the resources, hospitality, aged care and lifestyle village sectors.

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About Swift Networks Group Limited

Swift Networks Group Limited (ASX: SW1) is a diversified telecommunications and digital entertainment business providing fully integrated solutions for the Resources, Hospitality, Lifestyle Village and Aged Care sectors.

The company's services include free-to-air television, pay television, telecommunications, Internet, data, wireless networks and streaming video on demand with content from some of Hollywood's largest studios.

With a blue-chip client base of household names, Swift Networks provides its services to tens of thousands of rooms with distribution capability throughout the Asia Pacific region.

Key Company Facts

- FY16 reviewed revenue of \$14.42 million
- More than 29,000 room installations with 93% of revenue recurring in nature
- Subscriber (room) growth of more than 37% from June 2015 to June 2016
- Contract retention rate of 97% with customers and partners including Telstra, BHP Billiton, National Lifestyle Villages, Foxtel, Optus, Bechtel and Alcatel-Lucent
- Excellent contract win ratio with a 91% tender success rate
- Winner of the Australian Hotels Association (AHA)'s "Best New Hospitality Product" Award, 2016

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