

Swift appoints new Chief Financial Officer

SWIFT Media Limited “Swift” or “the Company” (ASX:SW1) is pleased to announce the appointment of Mr Geoffrey Greenberg as Chief Financial Officer (“CFO”), effective 2 July 2020.

Mr Greenberg is a Chartered Management Accountant (CIMA) with over twenty years’ experience across retail, media, consumer goods and corporate finance sectors.

He has experience across a broad range of accountabilities including core financial control, strategic and business planning, mergers and acquisitions, business intelligence, information technology, tax, risk management and company secretarial.

Prior to joining Swift, Geoffrey was CFO at George and Matilda Eyecare, a fast growing, privately owned independent optical retailer with over 75 locations across Australia. Previously, Geoffrey was Director of Commercial Finance at oOh! Media where amongst other responsibilities he led the commercial workstreams to support the IPO of the Company in 2014.

The Board has resolved to locate the CFO role in Sydney to help drive the next stage of Swift’s growth and development. George Nicholls has chosen to remain in Perth and notified Swift of his decision to resign as CFO. George has kindly agreed to remain with Swift to ensure a smooth and orderly transition.

Pippa Leary, Chief Executive Officer noted, “Personally and on behalf of the team, I would like to thank George for his contribution to Swift. George has helped the company transition to new leadership with a focused strategy around our core verticals. We respect George’s wishes not to move his family, and we wish him well for the future.

I am delighted to welcome Geoffrey to Swift. He is an experienced and highly capable CFO. We congratulate him on his appointment and look forward to working with him going forward.”

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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.

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

FOR MORE INFORMATION, PLEASE CONTACT:

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