

# Isentia Group Ltd

(ASX: ISD)

Leading provider of media intelligence with unique Asia-Pacific footprint



- Founded in 1982, Isentia has 3,390 subscription customers across 11 markets and 18 languages.
- Most comprehensive provider of traditional, social and online media intelligence in Asia-Pacific.
- High quality client base including government, ASX-listed corporates and global brands.
- Broad product suite, growing pipeline as focus on agile development increases product release velocity.
- New Board and management team implementing new strategy to transform business and drive long term earnings growth.

## At a glance

Listed on ASX in June 2014 (ASX: ISD)

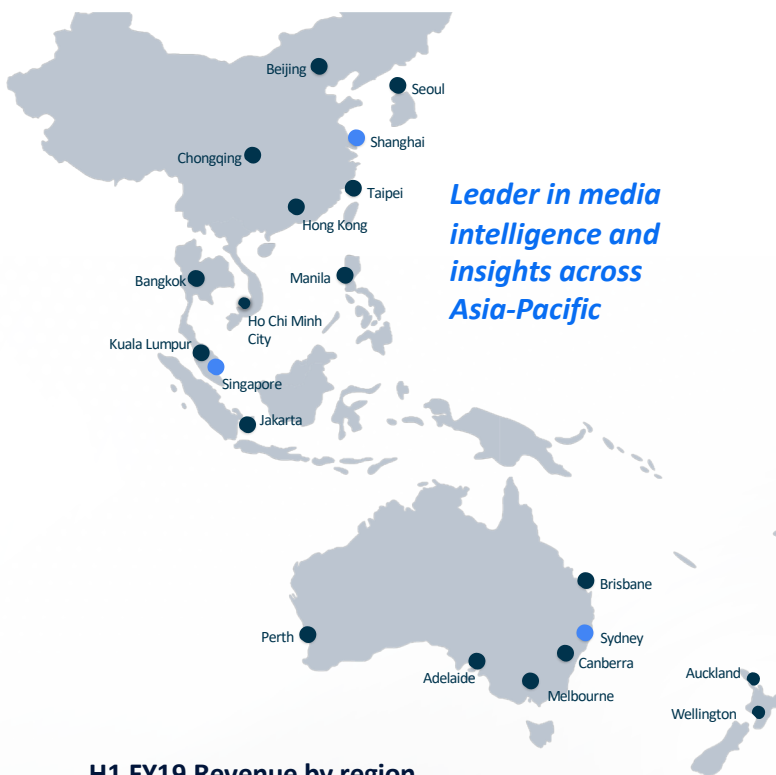
Industry Sector:	Information Technology
Fiscal year end:	30 June
Shares on issue:	200,000,001
Market Cap:	\$48m (as at 11 June 2019)

### Board of Directors

- Doug Snedden (Chair)
- Ed Harrison (MD & CEO)
- Abigail Cheadle
- Justin Kane
- Fiona Pak-Poy
- Travyn Rhall

### Substantial Shareholders

Gilead Capital	15.4%
Sphera Asset Management	12.96%



### H1 FY19 Revenue by region

ASIA 28%

ANZ 72%

## Investment Highlights

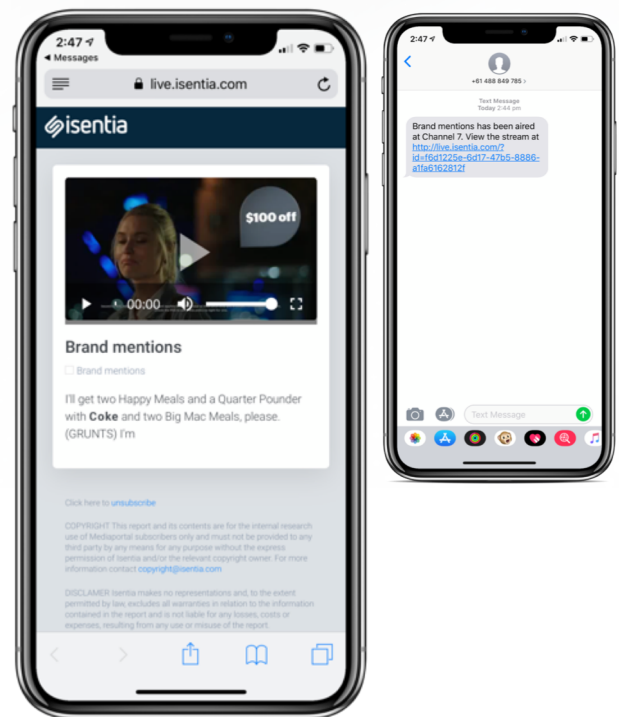
- ✓ Rapidly evolving media landscape driving demand for media intelligence, critical service for government and corporates
- ✓ New Board and management with deep experience in leading businesses in transition
- ✓ 79% of revenue is recurring (subscription & VAS), strong cash conversion from operations
- ✓ Anticipated reduction in copyright costs in Australia
- ✓ Strong balance sheet, 2-year debt facility renewed in late 2018
- ✓ New strategy in place to address competitive challenges, reduce costs and drive scale
- ✓ 3-year CAGR target of 10-20% for underlying EBITDA

# New strategy provides clear path to growth

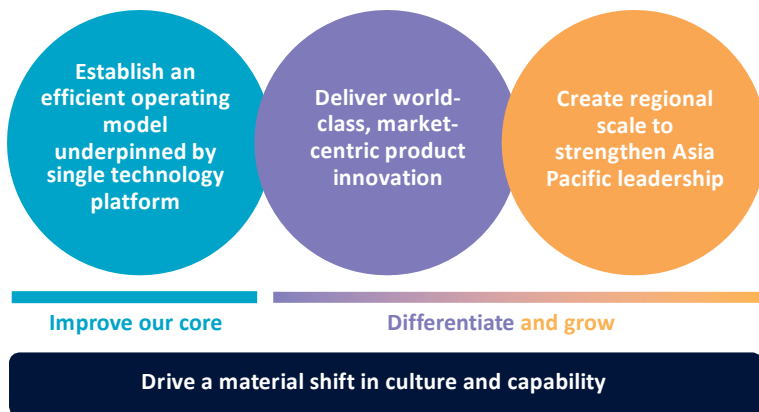
New strategy launched in February 2019 focuses on:

- Operational efficiencies from system consolidation and automation
- Increased investment in client-focused product pipeline and technology
- Investment in Asian growth markets to drive scale
- FY20-22 CAGR target of 10-20% for underlying EBITDA

Strategy funding expected to come from existing cash envelope.



*One click video streaming of live alerts is latest in series of product enhancements delivered to clients reflecting a more agile approach to product development*



## Market-leading positions, Asian growth opportunities



### Australia And New Zealand

- Competitive market, renew majority of clients
- High quality client base
- Cost out program, action on copyright
- AI-driven automation projects reducing FTE



### South East Asia

- Highly recurring business, leading market positions
- Close partnerships with local and multi-national clients
- Leading provider of social media analytics, leverage capability across APAC



### North Asia

- Focus on Insights, build on existing Insights strength
- Leverage local relationships with multi-national clients
- Reduced opex and limited capital requirements in near term

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