

Swift Media Ltd

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Swift Networks continues to roll out vertical markets strategy across the nation

- Resource industry clients, along with aged care and health-and-wellness industry clients are bread and butter for Swift.
- The three markets are the content provider's most profitable vertical markets.
- Swift is transitioning from a technology company to a media group while sticking to a loyal customer base.

We have worked closely with Rio over 11 years and look forward to strengthening the partnership going forward.

This agreement is central to our core strategy of leveraging our market-leading position to drive growth in our key mining-and-resources vertical.

Swift Media chief executive officer Pippa Leary

What does Swift Media do?

Swift Media Ltd (ASX:SW1) is a communications, content and advertising solutions provider operating in Australian markets.

The captive audiences broadcaster has rebranded in recent times from its old name of Swift Networks Group Ltd to Swift Media and continues to use the same ticker on the Australian Securities Exchange, SW1.

Swift is transitioning from a technology company to a media content delivery group aware of its keen positioning in a changing landscape where consumers access entertainment from screens in a variety of places.

Three vertical markets where Swift is focusing its efforts are the mining and resources, aged care and health and wellness industries which bring in the company's most profits

Where is Swift Media?

Australian company Swift has offices in Perth's Technology Park innovation hub, near Curtin University's Bentley campus.

It also has offices in Sydney and Melbourne, giving it a broad reach to access decision makers and content producers from across the country.

Who leads Swift Media?

Swift is led by chief executive officer Pippa Leary, a digital media and sales executive with more than 17 years' experience in industry.

Price: 0.042

Market Cap: \$18.58 m

1 Year Share Price Graph



Share Information

Code: SW1

Listing: ASX

52 week High Low
0.142083 0.0100833

Sector: Media

Website: www.swiftmedia.com.au

Company Synopsis:

Swift Media Ltd (ASX:SW1) is listed on the Australian Securities Exchange.

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Leary has extensive media industry experience gained in roles at Nine Network, the APEX Advertising exchange and Fairfax Media.

Key positions Leary has held include head of Nine's digital sales team and managing director of Fairfax's media division.

The experienced corporate executive also served as CEO of the Fairfax-Nine programmatic exchange APEX.

Leary has taken seats at the boardroom table the past four years, serving as a director for two boards.

These boards include the Interactive Advertising Bureau, where the Swift CEO of four months has served for the past two years.

What does Swift Media own?

Swift owns and delivers content networks to audiences in a variety of industry settings, such as the mining and resources, aged care and health and wellness industries.

Clients from the three key industries that make up Swift's most profitable markets and help it reach clients from across Australia.

Doctors' surgeries and medical group consulting rooms are two places where people might end up seeing Swift's digital and analog screen offerings.

Other places Swift reaches captivated audiences with content are in dongas and mine camps for large Australian mining projects.

Aged care facilities, hotels and oil rigs are other captive sites for Swift's audiences.

The sites have a long "dwell time" and give the company a high-value clientele that advertisers and sellers may pay a premium to reach.

What are Swift Media's next steps?

Swift hopes to build additional scale in the three profitable vertical markets in financial year 2020.

It also hopes to upgrade its product development capabilities in the financial year and bring new products to market.

Other FY20 strategic growth priorities for the company are to develop new and diversified revenue streams through targeted advertising and software-as-a-service (SaaS) subscription offerings.

The company also wants to improve its operating leverage, earnings growth and free cash flow in the fiscal year as it expands its core business — its content and connectivity solutions — in the verticals markets it is focused upon.

Swift took \$18.1 million of customer receipts in the 201-19 financial year and

\$1.55 million in subscriptions from institutional and professional investors in October 2019 for a proposed placement priced at 14.5 cents a share.

The company is on a capital raising drive to collect another \$1 million or so from shareholders in a similarly-priced 14.5-cents-a-share offer closing this month.

Subscriptions to the offer from shareholders on the register on October 16, 2019 are due by 5pm Western Standard Time (8pm EDST) on Wednesday next week, November 13, 2019.

Shareholders can subscribe for share packages of up to \$30,000 each, all free of transaction costs.

Investors are due to converge in Perth on November 15, 2019 for a general meeting to vote on the company's planned placement to high-quality investors.

Inflection points

- Financial milestones
- Key contract wins
- Vertical markets success in key profitable industries for the company
- Screen entertainment industry dynamics, including content delivery paradigms

Swift Networks Group will hold a general meeting in Western Australia on November 15, 2019 at 40 St Georges Terrace, Perth at 11am Western Standard Time (2pm EDST).

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