

Monday 26 March 2018

Swift First to Sign Chinese Content Deal with Future TV ASX: SW1

Leading telecommunications and content solutions provider Swift Networks Group Limited (ASX: SW1, “Swift” or “the Company”) is pleased to advise that it has secured a content agreement with Future TV Co. Ltd (“Future TV”).

Swift First to Release Future TV’s Premium Chinese Content:

Swift is the first company to obtain the rights to provide Chinese entertainment content from Future TV to the Australian market.

Future TV is owned by CCTV.com, which was launched by China Central Television - a national media institution which is in turn owned by the Government of the People’s Republic of China.



Enabling Swift Clients to Secure Competitive Edge

The agreement will boost the value of Swift’s offering by providing its clients across the hospitality and student accommodation sectors with the opportunity to provide original Chinese content to one of the world’s fastest growing tourism markets.

This premium content is curated and distributed by Swift on a client by client basis from Future TV’s library of more than 2.6 million hours of high-quality content, including news, sport, documentaries, kids’ entertainment, education, variety shows and exclusive series.

The World’s Fastest Growing Tourism Market

Future TV is a global business and its premium Chinese content enables Swift to execute on its strategy to address the needs of Chinese residents and travellers abroad by providing a curated video on demand content library to a global market which, according to the China National Tourism Association, consists of nearly 200 million Chinese tourists in 2019, spending an estimated US\$315 billion.

Effective the 1st of April, Swift will begin offering the Chinese language content to its hotel customers to enable them to be “China Ready”, a key consideration for Chinese tourists when booking accommodation in Australia.

Swift Chief Executive Officer, Xavier Kris, said:

“Swift are delighted to announce this partnership with Future TV and its parent CCTV.com which has been in negotiation for some 12 months. We look forward to a mutually beneficial relationship which will expand Swift’s and Future TV’s reach on a global basis in addition to meeting the immediate needs of the Australian hotel industry.”

Swift Networks Group Limited ABN 54 006 222 395

1 Watts Place, Bentley WA 6069

W: www.swiftnetworks.com.au E: investor@swiftnetworks.com.au

P: +61 (8) 6103 7595 F: +61 (8) 6103 7594

Future TV Chief Executive Officer, Marco Li said:

“At present, our organisation’s platform provides video services to more than 100 million users worldwide and it is therefore critical for us to choose strong partners.

In China, we are the national platform and we provide significant value to our customers through our content library which comprises all imaginable genres including: medical, educational, games, KTV, sports and fitness, among many more.

We allow our customers to benefit from better content services and we are looking forward to serving even more customers all over the world.”

For more information, please contact:

Xavier Kris

Chief Executive Officer

+61 8 6103 7595 / investor@swiftnetworks.com.au

Tim Dohrmann

Investor and Media Relations

+61 468 420 846 / tim@nwrcommunications.com.au

About Swift Networks Group Limited

Swift Networks Group Limited (ASX: SW1) is a diversified telecommunications and content solutions provider, entertaining guests and connecting them to the world.

Swift’s connectivity and content delivery platform empowers guests to watch, play, connect and interact. Swift brings accommodation providers opportunities to generate additional revenue and offers meaningful data insights to retain existing and drive new business.

Swift sources premium multi-lingual content from around the world and curates, packages and distributes it to clients’ guests through its cloud-based platform. 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.

Running in more than 310 sites across the mining, oil, gas, aged care, retirement village and hospitality sectors, Swift’s fully integrated platform is deployed in some of the world’s harshest regions, where reliability, flexibility and scalability are critical success factors.

Swift Networks Group Limited ABN 54 006 222 395

1 Watts Place, Bentley WA 6069

W: www.swiftnetworks.com.au E: investor@swiftnetworks.com.au

P: +61 (8) 6103 7595 F: +61 (8) 6103 7594