

SWIFT'S MOBILE ENTERTAINMENT PLATFORM A BOX OFFICE SUCCESS

HIGHLIGHTS

- **Swift's mobile entertainment platform, Lumiair, has reached its first growth target and is now operational at over 100 new customer sites and more than 3,000 rooms since launching in November 2018. 40% of these new sites have gone live in the last 30 days.**
- **Lumiair targets a new, underserved, segment of the hospitality industry, providing guests with instant access to new release, premium content through their own devices, the ability to cast and no hardware or setup requirements for the hotel owners.**
- **Swift has secured local and international rights for content delivery via Lumiair. Based on early success, Swift plans to expand Lumiair globally, initially targeting the Asia-Pacific region in 2019 through new and existing resellers.**

Leading communications, content and advertising solutions provider Swift Media Limited (ASX: SW1, "Swift" or "the Company") is pleased to advise that the Company is proceeding with plans to globally expand its mobile entertainment platform, Lumiair, following a strongly positive customer response since its launch in November 2018.

Lumiair's adoption in the hospitality industry has been significant, already reaching the Company's first growth target of 100 sites, and over 3,000 rooms. The platform has continued to gain momentum since launch, with approximately 40% of total active sites being signed up in the last 30 days and over 90% of sales being converted over the phone.

Swift developed Lumiair with technology and movie studio partners who bring deep experience in streaming content delivery. The Company launched the product targeting hotels and hostels with 10 to 75 rooms; a section of the market which is typically more cost-conscious. This is generally smaller than the typical Swift customer site, but constitutes a large newly addressable market, with Australian accommodation providers overall having an average of approximately 54 rooms per property¹.

Leveraging Swift's access to premium Hollywood content, Lumiair is a core component of Swift's mobile growth strategy, providing a low-cost, scalable alternative to the feature-rich platform and connectivity solutions that Swift makes available to its larger enterprise customers. The cloud-based, advertisement ready, platform is designed to be easy to use and can be activated quickly upon sign up by the venue without any onsite hardware, usernames or passwords required.

¹ Source: *Tourism Research Australia, Australian Accommodation Monitor, 2018*

Swift has secured local and international rights for the premium content delivered via LumiAir and the service includes more than 100 new release Hollywood movies and 200 television boxset episodes, updated monthly.

Guests of a hotel which has signed up for the service can access LumiAir content through iOS and Google Play store apps, or a compatible browser on their personal devices and smart TVs. LumiAir is also compatible with Chromecast, all of which ensures flexible and smooth delivery of premium content to guests.

Investors can discover more about the LumiAir experience and view a video of the new service in action at the Company's microsite, <http://lumiAir.tv/>.

SWIFT CHIEF EXECUTIVE OFFICER, XAVIER KRIS, SAID:

"We are really pleased with the initial success of LumiAir. This new product is helping Swift to break into an attractive new market segment with a platform that empowers hotel and hostel guests to stream premium content straight to their own devices.

"Our hotel customers have described LumiAir as a 'fantastic point of difference' for them, and a 'low cost alternative to pay TV' with 'great movies'. These attributes make LumiAir a trailblazing business-to-business product in the small to medium hospitality sector, enabling these operators to deliver entertainment services only currently found in larger 4- and 5-star hotels.

"In light of our early success in securing more than 3,000 new rooms in Australia over such a short period since LumiAir's launch, we are bringing forward our plans to expand the service internationally.

"We will initially target the Asia-Pacific region and have commenced discussions with our existing reseller partners, as well as potential new ones, to help us expand our global footprint with this exciting and highly scalable product that requires us to deploy no hardware or infrastructure."

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ABOUT SWIFT MEDIA LIMITED

Swift Media Limited (ASX: SW1) is a diversified telecommunications, content and advertising solutions provider. Swift empowers guests to watch, play, connect and interact and provides accommodation providers with meaningful insights and opportunities to drive new business. Swift delivers customised content, communications and targeted advertising across secure closed networks. Swift's services include free-to-air television, pay television, telecommunications, video on demand with content from some of Hollywood's largest studios, integrated advertising and analytics. Running in more than 360 sites (approximately 75,000 rooms dedicated TV screen plus mobile applications) 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.

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