

Tuesday, 14 April 2020

Dear Shareholder

Swift Media Limited Entitlement Offer - Notice to ineligible shareholders

On Thursday, 2 April 2020, Swift Media Limited (ASX Code: SW1) ("Swift" or "Company") announced a partially underwritten/committed non-renounceable, non-accelerated entitlement offer to eligible shareholders to subscribe for 1 new fully paid ordinary share in Swift ("New Share") for every 1 existing fully paid ordinary share in Swift ("Shares") held as at 5:00pm (Perth time) / 7:00pm (Sydney time) on Tuesday, 7 April 2020 (being the "Record Date") at an issue price of \$0.015 per New Share ("Offer Price") to raise up to approximately \$2.9 million (before costs) ("Entitlement Offer").

This letter is to inform you about the Entitlement Offer, and to explain why you will not be able to subscribe for New Shares under the Entitlement Offer. This letter is not an offer to issue New Shares to you, nor an invitation for you to apply for New Shares. You are not required to do anything in response to this letter.

The Entitlement Offer

Documents relating to the Entitlement Offer were lodged with the ASX today and are being mailed to Eligible Shareholders (defined below).

An "Eligible Shareholder" is a holder of Shares who:

- (a) was a registered holder of Shares as at 5:00pm (Perth time) / 7:00pm (Sydney time) on the Record Date;
- (b) has a registered address in Australia or New Zealand;
- (c) is not in the United States and is not a person (including nominees or custodians) acting for the account or benefit of any person in the United States; and
- (d) is eligible under all applicable securities laws to receive an offer under the Entitlement Offer.

Shareholders who are not Eligible Shareholders are "Ineligible Shareholders".

Swift has determined that it is unreasonable to extend the Entitlement Offer to Ineligible Shareholders because of the small number of such Shareholders, the number and value of Shares that they hold and the cost of complying with the applicable regulations in jurisdictions outside Australia and New Zealand.

Unfortunately, according to our records you do not satisfy the criteria for an Eligible Shareholder, accordingly, in compliance with ASX Listing Rule 7.7.1(b) and section 9A(3)(b) of the Corporations Act 2001 (Cth), Swift wishes to advise you that it is unable to extend to you the opportunity to participate in the Entitlement Offer. If our records are incorrect on this matter, please contact the Swift Offer Information Line on the details below. You will not be sent the documents relating to the Entitlement Offer or be able to subscribe for New Shares under the Entitlement Offer.

Notwithstanding the above, Swift, in its absolute discretion, may agree to extend the Entitlement Offer to certain institutional shareholders subject to compliance with applicable laws.

As the Entitlement Offer is non-renounceable, you will not receive any payment or value for your entitlements in respect of any New Shares that would have been offered to you if you had been an Eligible Shareholder. New Shares equivalent to the number of New Shares you would have been entitled to if you were an Eligible Shareholder may be

allocated to other Eligible Shareholders who subscribe for New Shares in excess of their entitlement under the Entitlement Offer or may be issued at the discretion of the Board of Swift no later than 3 months after the close of the Entitlement Offer.

You do not need to respond to this letter. If you have questions in relation to any of the matters described above, please contact the Swift Offer Information Line on 1800 500 095 (within Australia) or +61 1800 500 095 (outside Australia) between 6:30am and 3:00pm (Perth time) / 8:30am and 5:00pm (Sydney time) Monday to Friday, before the Entitlement Offer closes at 3:00pm (Perth time) / 5:00pm (Sydney time) on 23 April 2020.

On behalf of the Board of Swift, we thank you for your continued support of Swift.

Yours faithfully,

Stephen Hewitt-Dutton
Company Secretary
Swift Media Limited

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 and video on demand with content from some of Hollywood's largest studios. Running in more than 2,000 sites (approximately 65,000 dedicated TV screen plus mobile applications) across the mining, oil and gas, aged care and retirement village, healthcare 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.