

## Swift formally launches into Retirement Living sector

- Swift signs fourth contract in Retirement Living, formally launching into this adjacent market a year ahead of plan
- Swift Plus to be supplied in over 3,000 rooms in more than 30 Aged Care and Retirement Living facilities
- Retirement Living market has over 140,000 dwellings\*, providing scope for long term growth

Swift Media Ltd (SW1 or “the Company”) announces today that it has signed an engagement with its fourth Retirement Living client, a Queensland based retirement community with over 350 apartments. This engagement marks Swift’s formal entry in the Retirement Living adjacency. Following the rollout of trial sites of Swift Plus, Swift’s proprietary communications and entertainment technology system in April, Swift technology will now be supplied in over 900 Retirement Living apartments.

Since the Swift Plus technology was launched in March 2020, Swift has now signed agreements to install its proprietary technology in over 3,000 rooms in more than 30 facilities across the Aged Care and Retirement Living sectors.

The Swift Plus technology, developed in house, enables facility managers to connect and engage staff, residents and their families. Swift Plus gives Retirement Living community managers the ability to easily update residents with information on activities happening in the community, important health and safety notices as well as photos and videos from within the community direct to residents’ TVs. Residents also get access to the latest release Hollywood blockbusters, drama, comedy and action films and lifestyle content. The complementary ‘My Family My Community’ mobile app enables community managers to communicate directly with residents and families, sharing photos, videos and important updates.

Swift Media CEO Pippa Leary said, “We are delighted to sign our fourth client in Retirement Living. Having successfully adapted our new Swift Plus product to suit the customer needs in this sector is an important validation of our ability to leverage our proprietary technology into adjacent markets. Retirement Living is a large adjacency providing scope for long term growth. Following the successful capital raise we look forward to building our sales pipeline and driving accelerated revenue growth.”

While the total contract value of these agreements is not material from a revenue perspective, it marks Swift's formal launch into the Retirement Living sector ahead of plan which was originally scheduled for FY22. The total available market in this adjacency is over 140,000 dwellings\*.

*\*Source: ACSA Retirement Villages Fact Sheet Dec 2017.*

**END**

### **ABOUT SWIFT MEDIA LIMITED**

Swift Media is a specialist technology company delivering premium entertainment, communications, and advertising to an audience of 5M+ via 60,000 digital assets nationally across Mining and Resources, Residential Aged Care and Health & Wellbeing environments. We connect and engage communities through entertainment and communications solutions.

This announcement was approved and authorised for release by the Continuous Disclosure Committee.

### **FOR MORE INFORMATION, PLEASE CONTACT:**

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