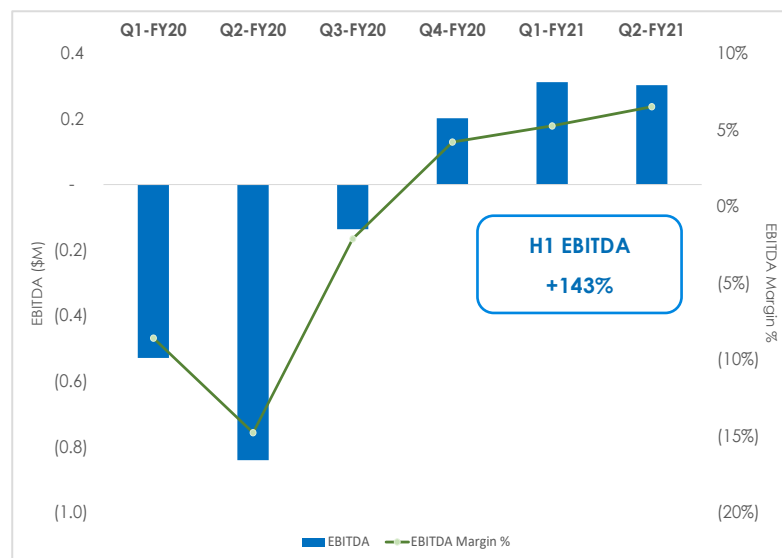


SWIFT Profit Improvement Continues

+143% Growth in EBITDA in 1H FY21

H1 FY21 RESULTS

Swift Media Ltd (“Swift”, “the Company”) is pleased to announce the business update and results for the six months to 31 December 2020.



Highlights

- H1 FY21 EBITDA up 143% vs prior corresponding period (“pcp”) - focus on revenue growth in core verticals and margin improvement delivering improved results
- Mining and Resources revenue up 11% for H1 FY21 vs pcp.
- New projects announced including Rio Tinto, Atlas Iron, Mineral Resources and Tronox Ginkgo representing a 72% increase in project revenue.
- Aged Care revenue up 13%, adjusting for discontinued Living Networks telecommunications revenue in the pcp
- Cash flow has improved \$4.3m for H1 vs pcp
- \$7m net cash balance at 31 December 2020. Successful completion of fully subscribed Placement and SPP of \$5m. Investing in expanded sales capacity and new product development.
- Delivered on key milestones in accelerated growth strategy – new contract wins in core verticals, \$2m total contract value in H1, restructured Health & Wellbeing for improved profitability, and launched into new, complementary adjacencies ahead of plan.

Pippa Leary, CEO said, "We made good progress in H1 in delivering on key milestones in our accelerated growth strategy, strengthening Swift for faster growth and greater scale in our core verticals. We signed landmark contracts with Mineral Resources, Tronox Gingko and Uniting NSW.ACT which endorse our market leading value proposition and provide a platform for future growth. Through carefully controlling costs while growing revenue in our core verticals, we were able to deliver a further improvement in EBITDA of 143% in H1. Following the successful completion of the capital raise, we are now investing to enhance our sales capabilities and product development to drive sustainable long term growth.

H1 FY21 Highlights

- \$2m in Total Contract Value from three new contracts and one extension including a government facility, quarantine camp, and mining companies Mineral Resources and Tronox Gingko
- 98% retention rate of existing clients
- Partnered with Uniting NSW.ACT to roll out Swift Plus into 1,986 rooms across 25 Residential Aged Care homes
- Announced launch into Retirement Living

H2 Outlook

- Focus on driving accelerated sales growth – additional \$2m total contract value signed in Q3 to date as announced today
- Expansion into complementary adjacencies commenced – Retirement Living, Quarantine camps and Government facilities

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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