

Swift appoints new Commercial Director and Head of Delivery to accelerate growth in Mining & Resources

Highlights

- New Commercial Director, Mining & Resources appointed – 30 year history in Enterprise sales and engineering, with last decade specialising in Mining and Resources. Deep technical expertise with extensive industry connections. Perth based.
- Head of Delivery appointed to upgrade project delivery capability. Held senior roles at Rio Tinto for 15 years where the company was a customer of Swift.
- These appointments off the back of the recent capital raise will expand Swift's sales and execution capabilities to deliver accelerated revenue growth capitalising on positive industry tailwinds

Swift Media Ltd (ASX:SW1, "Swift" or "the Company") today announced two new senior appointments to expand Swift's sales and operational execution capabilities in the Company's key vertical, Mining and Resources. Both appointments are based in Perth.

Mr James Johnson has been appointed to the new role, Commercial Director, Mining and Resources. James has a highly successful 30 year history in Enterprise Sales. Prior to joining Swift, James was Global Strategic Account Executive at Schneider Electric where he led the company's relationships with Rio Tinto, BHP and other major mining enterprises. James also has a technical expertise in electrical engineering and an MBA from Charles Sturt University.

Mr Rob Barton has been appointed to the new role of Head of Delivery. Rob has over 25 years' industry experience in senior management roles most recently at Rio Tinto where he has worked for 15 years and has led large projects such as the implementation of wireless internet infrastructure in 16 remote camps with approximately 20,000 users. Rob has deep expertise in telecommunications and network infrastructure for mining sites and holds a Master of Science: Telecommunications Management qualification from Murdoch University.

Pippa Leary, CEO of Swift noted, "We are delighted to welcome James and Rob to Swift. They are both highly experienced executives in the sector with successful track records in driving enterprise sales and

operational project delivery. Based in Perth both executives also bring extensive industry connections and relationships to Swift, which we can leverage to drive growth. These new roles expand Swift's capability and will enable us to take advantage of major growth opportunities in our largest vertical."

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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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