

ASX Release

FOR IMMEDIATE RELEASE

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ISENTIA ANNOUNCES RESIGNATION OF MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER

Isentia Group Limited (ASX:ISD) today announced the resignation of its Managing Director and Chief Executive Officer John Croll.

Mr Croll has given six months notice so that an orderly transition can occur and the Board is going to undertake a global search for his replacement.

Mr Croll said: “After almost 20 years as CEO, I believe it is time for a change. I have been incredibly privileged to lead the talented and dedicated team at Isentia. Over the next six months I will continue to focus on implementing strategic initiatives that will improve the performance of our media intelligence business.”

Mr Doug Snedden, Isentia’s Chairman said: “The Board recognises the significant contribution John has made to establishing Isentia as the market leader in media intelligence in the Asia Pacific region.

“John will continue to lead the company with the support and assistance of the Board until a successor is appointed. We appreciate John’s ongoing commitment to Isentia as the notice period will ensure a smooth transition to a new CEO. An external search for a replacement will commence immediately.”

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About Isentia

Isentia (ASX:ISD) is APAC’s leading integrated Media Intelligence and Insights business with operations in 11 countries. Isentia blends market-leading monitoring experience with analytics to help the world’s biggest brands uncover the whole picture – and act on it. Powered by cutting-edge technology and a team of world class experts, our mission is to help businesses leap-forward where only genuine insight can take them. To find out more about how we inform better decisions, please visit

www.isentia.com