

ASX Release

FOR IMMEDIATE RELEASE

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ISENTIA APPOINTS EXECUTIVE CHAIRMAN

Isentia Group Limited (ASX:ISD) announces that Doug Snedden will become Executive Chairman effective immediately.

Managing Director and Chief Executive Officer John Croll, who announced his resignation in February 2018, will step down as Chief Executive and from the Board. Mr Croll will focus on a number of strategic initiatives and remain involved in industry matters on behalf of Isentia.

Mr Snedden said: “The Board has decided that I should take responsibility for the day-to-day management of the company pending the selection of a new CEO. The search for a CEO is progressing well and Isentia will notify the market when a suitable candidate is appointed.”

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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

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