



ASX Release

FOR IMMEDIATE RELEASE

27 October 2020

Notification of Cyber Security Incident

Isentia Group Limited (ASX: ISD) today advises that it is urgently investigating a cyber security incident which is disrupting services within its SaaS platform Mediaportal.

Isentia is working closely with leading external cyber security specialists to assess the extent of the incident and the impact on its systems. The Company has also notified the Australian Cyber Security Centre.

Isentia's CEO Ed Harrison said: "Isentia is taking urgent steps to contain the incident and conduct a full investigation into what happened and how to avoid a repeat occurrence in the future. Our priority is to restore full service as soon as possible but until that occurs, we have put processes in place to support our customers."

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The release of this announcement was authorised by the Board.

About Isentia

Isentia (ASX:ISD) is APAC's leading integrated Media Intelligence and Insights business with operations in eight markets. 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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