

ASX Release

FOR IMMEDIATE RELEASE

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Update on Cyber Security Incident

Isentia Group Limited (ASX: ISD) today provides an update on a cyber security incident which occurred last week.

On 27 October 2020, Isentia advised that it was urgently investigating a cyber security incident which was disrupting services within its SaaS platform, Mediaportal. The impact of this incident on the delivery of services to customers was significant as operations were severely compromised.

Since then, the impact on Mediaportal has been contained and systems secured with the assistance of external cyber security specialists. The Mediaportal platform is operational and accessible by customers following the implementation of several concentrated work programmes but some key services remain affected. Isentia has been able to progressively restore a number of services in recent days and this is ongoing.

Isentia advises that the immediate impact on the Company's net profit before tax (NPBT) from the cyber security incident is expected to be a significant decline in the range of \$7m to \$8.5m in FY2021. This estimate is subject to the ongoing assessment of the incident.

The cyber security incident occurred as Isentia was in the process of transitioning to a new debt facility with the Commonwealth Bank of Australia (CBA) as announced on 13 October 2020. As a result of the incident the timetable for the drawdown of the CBA facility has been delayed. Isentia continues to work closely with CBA and the current Westpac facility remains on foot.

Isentia's CEO Ed Harrison said: "Isentia responded rapidly to the cyber security attack last week putting in place measures to support our customers and contain the impact on our systems. We are pleased to report that we are making good progress in resolving this issue, with key elements of our service being restored each day and I would like to thank our customers for their patience during this time.

"Although it is difficult to fully assess the impact on FY21 pre-tax earnings, our estimate of \$7-8.5m reflects remediation costs and foregone revenues from services affected by the outage. While this has obviously been a challenging period for the Company, I'm incredibly proud of our team who have worked tirelessly to support our customers and investigate the impact on our Mediaportal platform."

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The release of this announcement was authorised by the Board.

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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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