

Tuesday, 13 September 2016

## Swift Secures Optus' Premier League Content ASX: SW1

### Highlights:

- Swift Networks secures rights to distribute Optus' live Premier League content across its entire customer network, effective immediately.
- Swift to resell Optus' comprehensive Premier League coverage – including every match live, highlights, previews, classic matches, news and expert analysis.
- Swift partnership with Optus enables distribution of Premier League to hospitality venues, mining camps, lifestyle, aged care and retirement villages across Australia.
- Australian investor roadshow Tues 13 September – Tues 20 September.

**Perth, Australia** — Leading digital entertainment and communications service provider Swift Networks Group Limited (ASX: SW1, “the Company”) is pleased to announce that it is now able to offer the 24/7 Optus Sport television channel to commercial customers across Australia.

Through its partnership with Optus Networks Pty Ltd (“Optus”), Swift Networks has been appointed to resell the Australian rights holder’s Premier League coverage, for an initial period covering the duration of Optus’ ownership of the rights.

The agreement positions Swift as a leading supplier of Premier League content to accommodation providers in the Australian hospitality, resources, retirement lifestyle village and aged care sectors.

“We are delighted that Optus has chosen Swift Networks as a strategic channel partner to reach Australian commercial customers,” said Swift Networks Chief Executive Officer Xavier Kris.”

“We have long understood that access to live sport is a key consideration for customers in commercial settings when choosing an entertainment service provider. We also understand that Swift’s content aggregation and distribution capability represents a key driver for Optus in growing its audience.”

“Swift Networks is looking forward to making Optus’ Premier League coverage available to its customers and their guests, delivering all 380 Premier League matches live in stunning HD on dedicated channels, highlights, previews, classic matches, news and expert analysis.”

**Swift Networks Group Limited ABN 54 006 222 395**

1 Watts Place, Bentley WA 6069

W: [www.swiftnetworks.com.au](http://www.swiftnetworks.com.au) E: [investor@swiftnetworks.com.au](mailto:investor@swiftnetworks.com.au)

P: +61 (8) 6103 7595 F: +61 (8) 6103 7594

“The Company expects this partnership to enhance Swift Networks’ content offering to new and existing clients and represents a win for Optus, for Swift, and most importantly for passionate Australian soccer fans.”

Swift will make Optus’ Premier League content available across its entire customer network, spanning more than 29,000 rooms.

### **About the Premier League**

- With a TV audience for games exceeding 4.7 billion people, the Premier League is the most-watched football league in the world. It is broadcast in 212 territories to 643 million homes.
- The league generates €2.2 billion per year in international television rights.
- According to Roy Morgan Research, there are nearly 1.9 million Premier League viewers in Australia, almost two thirds of whom live in either New South Wales or Victoria. More than a quarter of viewers live in Queensland or Western Australia.
- 29% of Premier League fans watch Premier League games in a hospitality venue.

Swift Networks looks forward to updating investors on further business development initiatives and discussing the Company’s successful FY16 and new partner and client activity on an **Australian investor roadshow** on the following dates:

**Tuesday 13 September:** Melbourne

**Wednesday 14 September:** Sydney

**Thursday 15 September:** Sydney

**Monday 19 September:** Perth

**Tuesday 20 September:** Perth

**For more information, please contact:**

#### **Xavier Kris**

Chief Executive Officer

+61 8 6103 7595 / [investor@swiftnetworks.com.au](mailto:investor@swiftnetworks.com.au)

#### **Tim Dohrmann**

Investor and Media Relations

+61 428 420 846 / [tim@nwrcommunications.com.au](mailto:tim@nwrcommunications.com.au)

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## About Swift Networks Group Limited

**Swift Networks Group Limited (ASX: SW1)** is a diversified telecommunications and digital entertainment business providing fully integrated solutions for the Resources, Hospitality, Lifestyle Village and Aged Care sectors.

The company's services include free-to-air television, pay television, telecommunications, Internet, data, wireless networks and streaming video on demand with content from some of Hollywood's largest studios.

With a blue-chip client base of household names, Swift Networks provides its services to tens of thousands of rooms with distribution capability throughout the Asia Pacific region.

## Key Company Facts

- FY16 reviewed revenue of \$14.42 million
- More than 29,000 room installations with 93% of revenue recurring in nature
- Subscriber (room) growth of more than 37% from June 2015 to June 2016
- Contract retention rate of 97% with customers and partners including Telstra, BHP Billiton, National Lifestyle Villages, Foxtel, Optus, Bechtel and Alcatel-Lucent
- Excellent contract win ratio with a 91% tender success rate
- Winner of the Australian Hotels Association (AHA)'s "Best New Hospitality Product" Award, 2016

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