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ASX RELEASE
7th DECEMBER 2018
ASX: SW1

SWIFT AND HOYTS SIGN ESPORTS DEAL

HIGHLIGHTS:



- HOYTS to use Swift as its exclusive provider for live eSport tournament content.
- The ticketing revenues associated with the in-cinema events will be shared between the parties.
- The deal leverages Swift's recently-secured license and distribution agreement to provide sought-after global eSports content throughout Australia and New Zealand.
- Hoyts has established a dedicated eSports division as part of a ~\$300 million capital investment, aiming to tap into the attractive and rapidly growing eSports audience.

Leading communications, content and advertising solutions provider Swift Networks Group Limited (ASX: SW1, "Swift" or "the Company") is pleased to announce it has signed an exclusive deal to provide eSports content to Hoyts throughout Australia. The agreement follows Swift's recent content license and distribution agreement with US-based eSports media company, Real Big Hits, which gives Swift live broadcast rights to some of the world's most sought-after eSports content.

A POWERFUL PARTNER: HOYTS is one of the world's leading entertainment corporations, owning and operating more than 50 cinemas with over 430 screens across Australia and New Zealand. HOYTS recently established a dedicated eSports division as part of a ~\$300 million capital investment, through which it plans to stream weekly eSports events across its Australian cinemas. The exclusive distribution agreement defines, amongst other terms, a shared model of revenue from all ticket sales between Swift and HOYTS. The contract has an initial term of three years, with the parties holding an option to extend the agreement for a further three years.

YOUTHFUL GLOBAL AUDIENCE: eSports, also known as competitive or professional gaming, is multiplayer video games played competitively for spectators, typically by professional gamers. According to Goldman Sachs, eSports now has a monthly global audience of about 167 million people, but this is expected to grow by 65% over the next four years to 276 million viewers by 2022. It has one of the fastest growing fans bases in professional sports, and the audience size already rivals that of Major League Baseball in the United States.

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Esports fans are a youthful audience, with 79% of viewers under the age of 35, and Asia is home to the fastest growing audience, where viewers typically watch eSports on platforms such as YouTube and Twitch.



FIFA



ROCKET
LEAGUE



SWIFT CHIEF EXECUTIVE OFFICER, XAVIER KRIS, SAID:

“Signing this deal with HOYTS on the back of securing our eSports content licence and distribution agreement with Real Big Hits demonstrates the strong interest in the growing eSports market. HOYTS is a clear leader in the cinema distribution industry, and through this partnership we are excited to reach new audiences as we help HOYTS to execute its eSports growth ambitions.”

HOYTS ESPORTS GENERAL MANAGER SCOTT RUSSELL SAID:

“HOYTS recognises that eSports is a rapidly growing market and we want to be at the forefront of providing this exciting content to our customers. Securing this exclusive in-cinema deal with Swift will allow us to stream some of the most popular eSports such as Fortnite and League of Legends across our network of Australian cinema outlets, and in doing so, support HOYTS’ drive to become the standout destination for eSports fans to enjoy top class action all year round.”

ABOUT SWIFT NETWORKS GROUP LIMITED

50 | Technology **Fast 50**
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Finalist

Swift Networks Group Limited (ASX: SW1) is a diversified telecommunications, content and advertising solutions provider. Swift empowers guests to watch, play, connect and interact and provides accommodation providers with meaningful insights and opportunities to drive new business. Swift delivers customised content, communications and targeted advertising across secure closed networks. Swift’s services include free-to-air television, pay television, telecommunications, video on demand with content from some of Hollywood’s largest studios, integrated advertising and analytics. Running more than 360 sites (approximately 63,000 rooms) across the mining, oil, gas, aged care, retirement village and hospitality sectors, Swift’s fully integrated platform is deployed in some of the world’s harshest regions, where reliability, flexibility and scalability are critical success factors.

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