



## **YORGOS MOSCHOVIS APPOINTED AS DIRECTOR OF DATA & AUDIENCE INSIGHTS**

**SYDNEY, 6 December 2013:** The Chief Executive Officer of Fairfax Media [ASX:FXJ] Greg Hywood today announced the appointment of Yorgos Moschovis as Director of Data & Audience Insights.

Most recently Yorgos has been Head of Business Intelligence & Analytics at SingTel and prior to that headed up the Analytics unit at OCBC, a leading regional bank based out of Singapore. He has more than 20 years of analysis and data experience across a range of industries in the Asia-Pacific region including data rich telecommunication and banking sectors.

Yorgos will lead Fairfax's recently-formed Data & Audience Insights division with a mission to leverage the company's extensive data resources and analytic capability to develop commercial solutions for advertisers and grow the strong online audience reach and engagement across all of Fairfax's businesses.

Greg Hywood said: "As Fairfax continues its transformation into a more agile, digitally-led media business, we have identified data and analytics as a major driver of new revenue opportunities. We are very pleased Yorgos accepted our invitation to be the person to lead the development of how we use data in our business. His deep experience and technical ability make this a significant hire for Fairfax and will help unlock inherent value of data in our business. Yorgos's insights into the fast growing mobile space and his links into the Asia-Pacific region make him an invaluable new member of the senior executive team at Fairfax.

"Yorgos will play a crucial role in Fairfax's transformation by contributing to a digitally-led strategy and new portfolio of data driven offerings that will enable Fairfax's dominance in a growing online and constantly connected media market."

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