



FAIRFAX MEDIA'S DOMAIN APPOINTS SIMON KENT AS NATIONAL AGENCY SALES DIRECTOR

SYDNEY, 15 January 2014: Fairfax Media Limited [ASX:FXJ] Domain division today announced the appointment of Simon Kent as National Agency Sales Director for Domain.

Domain Chief Executive Officer Antony Catalano said the newly created senior executive role would seek to capitalise on the ever-growing national Domain audience and the huge uptake of Domain products across multiple platforms.

"This is an exciting appointment for Domain which was established as a separate business unit within Fairfax Media last year," Mr Catalano said.

National agency sales for Domain have previously been managed by Fairfax's National Agency Sales team and this appointment signals Domain's intention to build its own agency sales team singularly focussed on growing the earnings of the Domain group of businesses which include, www.domain.com.au, Domain in print in *The Sydney Morning Herald*, *The Age* and *The Canberra Times* and Fairfax's 50 per cent stake in Metro Media Publishing in Victoria. The Domain group also includes Australian Property Monitors, Property Data Solutions and Commerce Australia. Fairfax's extensive sales and agency teams will continue to work closely with Domain's national agency sales team.

"Domain has grown rapidly over the past 12 months in both agent and real estate listings market share which has led to significant audience growth," Mr Catalano said. "Advertisers now have access to a very large real estate audience, many of whom only access www.domain.com.au and who rely on Fairfax's Domain print assets as the most trusted brand in market.

"Simon has most recently worked as Managing Director of SMI and has a wealth of experience, and deep relationships across the industry.

"His appointment to this very important Domain role demonstrates the commitment Fairfax has to attracting the very best talent in the country," Mr Catalano said.

A highly-regarded media professional, Simon has held senior sales and management roles across the Sydney and Melbourne markets for the past 10 years. He spent eight years at Austereo in management positions before joining SMI in 2010.

Mr Catalano said: "As Managing Director he has driven the success of SMI to become the key market indicator for the advertising industry. Simon's passion for media and broad depth of knowledge on the sector is outstanding. We are excited to have him joining the Domain team.

"Domain continues to grow from strength-to-strength generating more than \$300 million in advertising revenue annually.

"Our digital business leads the country in many key areas in terms of agent numbers, property listings and audience. Domain recorded strong digital growth last year with digital EBITDA up 33 per cent. It is very clear Domain is an exciting business with great momentum and that is why we have been able to attract quality recruits like Simon."

The announcement follows the appointment late last year of Graeme Plowman as Domain Strategy Director.

Simon Kent said: "I'm thrilled to be joining the Domain team. It's a fantastic business and I look forward to helping it achieve the strong growth it deserves.

"There is no doubt Domain attracts the very best quality audience and has the best range of products to meet advertisers' needs. Its future is hugely exciting and I'm thrilled to be part of the Domain team."

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