

FOR IMMEDIATE RELEASE

20th January 2017**Isentia appoints Matthew Stanton as King Content's global CEO**

Sydney, Australia – 20 January 2017 – Leading media intelligence company, [Isentia](#), has named former Bauer Media boss, [Matthew Stanton](#), as global Chief Executive Officer of premier content marketing agency [King Content](#).

Commencing in February 2017, Stanton will be responsible for driving King Content's growth across Asia-Pacific, North America and Europe, working with its wider leadership to bolster the agency's content solutions.

As part of Isentia's executive team, Stanton will also work to further integrate King Content with Isentia's media intelligence offering, including monitoring, analysis, strategy, execution, amplification and measurement, creating better utility for communications professionals.

"I am thrilled to be joining King Content – and the wider Isentia family – at a time when brands are challenging the industry to be less about outputs and more about outcomes," says Stanton. "Unlike some agencies which are now pivoting to provide content solutions, King Content was built with this aim in mind, which is why our content marketing achieves exceptional results."

"With a strong heritage in best-in-class content marketing and sophisticated media intelligence, we are well placed to drive significant growth for our clients. While many agencies can speak of their impact, we're the only business that can show it."

Stanton joins Isentia after a year as Woolworths' Chief Transformation Officer and brings a wealth of media industry leadership experience, having been ACP Magazines' CEO since 2011 and [Bauer Media Group](#)'s CEO post its acquisition of ACP in 2012.

John Croll, Managing Director and Chief Executive Officer of Isentia, says: "With a strong track record in building and transforming media organisations, we're excited to have Matthew continue our proven track record for quality and further our strategy of integrating media intelligence, insights and content marketing."

"Matthew has been a pioneer in the media industry, effectively rebuilding traditional organisations disrupted by the digital evolution to create new multi-platform revenue streams. He recognises King Content as a name synonymous with innovation and is passionate about scaling the agency's revolution in corporate content creation for the biggest brands across the globe."

MEDIA RELEASE

Andrew Meagher, Interim CEO of King Content, has been responsible for successfully leading the agency since October 2016 following the appointment of founder Craig Hodges as Executive Chairman. Meagher will remain with King Content for several months to ensure a smooth leadership transition.

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About Isentia

Isentia (ASX:ISD) is APAC's leading integrated Media Intelligence, Insights and Content Marketing business. Through both innovative, market leading SaaS as well as strategic advice and direction, Isentia works with over 5,000 clients across 15 countries providing data, analysis, content and consulting services around the clock. To find out more about how we inform better decisions, please visit www.isentia.com