

Monday, 3 February 2020

Nicole Bence appointed Network Digital Sales Director

Kurt Burnette, Seven West Media (ASX: SWM) Chief Revenue Officer, today announced the appointment of Nicole Bence as Network Digital Sales Director, commencing in the role on Monday, 10 February 2020.

Mr Burnette said: *"I am delighted to welcome Nicole to the Seven team. Nicole brings with her a wealth of experience from her time transforming the Pacific Magazines commercial team across print, digital and data, to a full 360 audience connection company."*

"I'm excited for Nicole to be joining us as we head into a new era of screen convergence, data and innovation. With Tokyo 2020 and the continuing rapid growth of 7plus, 2020 is a key year for our digital sales team, and Nicole is the perfect person to lead it."

Ms Bence joins Seven from Pacific Magazines, where she was responsible for leading their commercial team through a period of significant business transformation that brought together digital and print teams to drive business results. Prior to her time at Pacific, Ms Bence was Digital Commercial Director for NOVA Entertainment, and led the sales and strategy for kidspot.com.au and taste.com.au at News Corporation's NewsLifeMedia.

Ms Bence said: *"It's a privilege to be joining Seven at this time. With Tokyo 2020 fast approaching and more than 5 million consumers set to engage with our digital assets, I couldn't be more excited to help contribute to the next phase of Seven's digital growth. The team have driven incredible momentum in market and I look forward to harnessing their passion and talent as we continue to realise the full value of our powerful audiences, and deliver meaningful business growth for our clients."*

End.

For more details:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises of some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7TWO, 7mate, 7flix and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and production powerhouse Seven Studios. Home to iconic brands such as MKR, House Rules, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.