



Thursday, 10 September 2020

SWM Appoints Shoebridge Knowles Media Group

Seven West Media (ASX: SWM) today announced the appointment of Shoebridge Knowles Media Group (SKMG) to define and drive the group's corporate communications and publicity strategies working alongside SWM's existing team.

SKMG, a strategic communications consultancy established in May 2018 by partners Neil Shoebridge and Andrew Knowles, will commence working for SWM at a date to be advised.

SWM Managing Director and CEO, James Warburton, said: *"We are delighted to announce our partnership with SKMG. Having worked closely together with Neil and Andrew over a number of years, we know that their vast experience, understanding and enthusiasm for our industry will make a big difference to our business."*

SWM Chief Marketing Officer, Charlotte Valente, said: *"SKMG will play crucial role as we continue to transform our television, newspaper and digital businesses, and pursue our audience-first content-led growth strategy. Their combined strengths will ensure we establish the right structure, strategies and processes to supercharge our team and realise our transformation at pace."*

Mr Shoebridge said: *"With strong and successful brands across television, publishing and digital, SWM is one of Australia's best and smartest content companies and a business with enormous potential. We are honoured to join the SWM team and be part of the transformation of the group and its future success."*

Mr Knowles said: *"When Neil and I launched SKMG, James and Charlotte were our first clients. Between the success we've enjoyed with them in the past, the privilege to work with the rest of SWM's well-regarded leadership team and the opportunity to continue building one of Australia's most venerable media groups, this partnership just makes sense. We can't wait to get to work."*

Ends.

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 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 Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, 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.