

Wednesday July 4, 2018

## Georgie Nichols appointed Sydney Sales Director

Seven West Media's (ASX: SWM) Network Sales Director Natalie Harvey today announced the appointment of Georgie Nichols as Seven's Sydney Sales Director.

Ms Nichols joins Seven from Dentsu Aegis Network where she has been working as a Management Consultant since 2017. Prior to joining Dentsu Aegis, Ms Nichols was General Manager Sydney of Carat Australia. Ms Nichols has also worked for several top Sydney agencies including Clemenger, George Patterson Bates and OMD, primarily in Business Development, Marketing and Management roles, and has held a number of Executive Leadership roles at Telstra.

Ms Harvey said: *"I am absolutely thrilled that Georgie is joining our team. Her diverse experience, proven leadership and passion for media make her a standout candidate. I'm really looking forward to seeing her work her magic on the media side and lead our amazing Sydney team."*

Seven West Media's Chief Revenue Officer Kurt Burnette said: *"For many years I have been impressed by Georgie's ability to consistently create strong partnerships, establish and grow teams as well being able to recognise, create and action meaningful ideas that work."*

*"As the media evolves so does the needs of our customers, and Georgie's great understanding of media agencies and companies' current and future needs will build on an already strong team lead by Nat. We're really excited to have Georgie join the team and to play a significant part in shaping our strategy and plans for Seven & Seven West Media."*

Ms Nichols said: *"I'm very excited to be joining the Seven West Media team which is currently enjoying strong ratings and revenue momentum. Kurt and Nat have a clear vision of where they want to take the business, and this, coupled with the depth and breadth of SWM content and unique addressable, data and programmatic capabilities, make this a great time to be joining. I look forward to drawing on my Agency and Client side experience to drive strong brand and commercial outcomes for SWM partners."*

Ms Nichols starts in her new role on Tuesday July 31, 2018

End.

For more details:

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## About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.