



ARN ANNOUNCES THE SALE OF iNC DIGITAL MEDIA TO IMPULSE SCREEN MEDIA

ARN announce the sale of iNC Digital Media to Impulse Screen Media.

iNC's team will join the existing Impulse Screen Media team to leverage the Impulse technology, which uses artificial intelligence-powered data, automation and analytics to help clients create measurable, data-driven digital marketing campaigns. The merged entity will retain the iNC Digital Media name and branding.

ARN's COO Michael Harvey said: "ARN is focusing on Defining Audio in Australia with our continuing investment in radio, music and podcasts. Over the past three years we have built iNC into a successful digital media and marketing agency, however the business no longer aligns with our core strategy. The opportunity has arisen to merge iNC with Impulse Screen Media to allow it to grow even further and together they represent a unique offering in market. We look forward to the iNC team's ongoing success as part of Impulse Screen Media."

Impulse Screen's Chairman James Scott said:

"By bringing together iNC's existing sales and operations team under Loan Morris' leadership with the Impulse technology platform, we can offer a unique, AI-based approach to our clients, enabling transparent marketing and media buying services. In this data-driven age we need to assist our clients to combine data, analytics and automation at scale as organisations are increasingly seeking to harness the power of their information for a competitive advantage and to identify opportunities for revenue growth and cost reduction."

For information about Impulse Screen Media please contact:

Paul Garrity

Impulse Screen Media

paul@impulscreen.com

0416 200 346

For information about ARN please contact:

Tina Liptai

The Comms Department

tina@thecommsdepartment.com.au

0404 050 277

About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.1 million downloads of the app and over 1.5 million registered users. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA. iHeartRadio also provides Australian's with access to over 280,000 podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.

About Impulse Screen Media

Impulse Screen Media is a privately held Australian big data and analytics provider which uses proprietary technology and artificial intelligence to recognise words and pictures in real-time from live television and radio feeds measuring and improving traditional and digital advertising effectiveness. The Impulse technology is integrated with all leading platforms including Facebook, Google, AppNexus, Adobe and the Trade Desk to help brands make better digital advertising decisions by optimising media placement, measurement, attribution and investment. Impulse has enabled clients to deliver Contextualised Marketing outcomes to brands and advertisers by closing the gap between advertising and action, simultaneously improving customer experience and advertising effectiveness, getting the right message to the right person, in the right place at the right time.

James Scott is a former Managing Director at Accenture where he led their ANZ Digital business.
