

iSelect enters affiliate marketing services agreement with News Corp

18 December 2020: iSelect Limited (ASX: ISU) is pleased to announce it has entered an exclusive digital marketing partnership with News Corp Australia (News Corp). Under the agreement, News Corp will receive payment for lead generation, content creation and revenue share of converted sales.

Commencing on January 1st, 2021, the two-year agreement is valued at a minimum cost of \$4.5 million. Payment terms are 50 per cent via scrip (shares) up to a maximum of 5% of ISU's total issued share capital per annum and the remaining 50 per cent in cash. The share price will be calculated on 90-day (prior period) VWAP with scrip payments calculated quarterly.

Summary of the key terms of the Affiliate Marketing Agreement

Parties

News Life Media Pty Limited (ABN 57 088 923 9060 and iSelect Limited (ACN 124 302 932)

Term

2 years unless terminated and standard termination clauses exist for both parties which can be actioned in case of breach of contract and within time limits for convenience.

Affiliate Marketing Partner Services

Provision of lead for lead generation, content creation and revenue share of converted sales

Intellectual Property

The Agreement does not transfer any intellectual property rights.

Commenting on the Affiliate Marketing Partnership Agreement

Warren Hebard, iSelect CEO says: "We have been incredibly impressed by how News Corp has understood our business objectives and developed a unique partnership model that goes well beyond the realm of traditional media buying. Expertly tailored to our business model, the partnership has been carefully modelled to deliver topline revenue growth within agreed ROI metrics. We are confident it will be a successful venture for both parties, with the potential to scale significantly beyond the agreed minimum spend."

Richard Skimin, Managing Director news.com.au and eCommerce, says: "News Corp is very excited to partner with iSelect and this equity agreement demonstrates our belief in the strength of the iSelect brand. We believe the company has the potential for significant growth over the coming years and look forward to playing a key role in the next phase of iSelect's journey."

Authorised for release by the Board of Directors of iSelect Limited.

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About iSelect

At iSelect, we're passionate about helping Australians with their household bills and save time, effort and money. We are Australia's go-to destination for comparison across insurance, utilities and personal finance products made available from our range of providers and our service is provided at no cost to the customer.

We compare a wide range of Australia's leading brands but unlike other comparison sites, we are not owned by an insurance company. Our trained consultants help Australians to compare, select and save. www.iselect.com.au

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