

iSelect enters marketing partnership with Seven Affiliate Sales

2 June 2021: iSelect Limited (ASX: ISU) is pleased to announce that its subsidiary, Energy Watch, has entered an affiliate marketing services agreement with Seven Affiliate Sales Pty Limited (Seven Affiliates), a division of Prime Media Group.

- Commencing on 10 June 2021, Seven Affiliates will receive payment for lead generation or revenue share of converted Energy Watch sales.
- Seven Affiliates will provide iSelect with an allocation of media for TV campaigns across the Prime regional TV network. Approximately \$3 million - \$5 million of additional revenue to ISU is anticipated to be generated by the estimated media allocation.
- Payments to Seven Affiliates will be payable in cash and the agreement has no fixed term.

Commenting on the Partnership Agreement

Warren Hebard, iSelect CEO says: “As a firm believer in the strength of regional media, I am delighted to again be working with Seven Affiliates on this innovative partnership, having worked extensively with them in the past to successfully grow businesses. As a trusted voice in regional Australia, Prime is the ideal partner to help differentiate our sub-brand Energy Watch. Building upon the digital marketing partnership we signed late last year, this media value agreement with Seven Affiliates has similarly been designed to further diversify our lead sources. Our objective is to quickly grow the partnership well beyond the minimum commitments detailed in the contract.”

Authorised for release by the Board 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