

HD *ISentia to Raise A\$283.5M Ahead of June Listing on ASX

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19 May 2014 21:44 ET *ISentia to Offer 139M Shares at A\$2.04 Each

19 May 2014 21:50 ET ISentia to Raise A\$283.5 **Million** Ahead of June Listing on ASX

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By Robb
M. Stewart

MELBOURNE, Australia--ISentia Group Ltd., an Australian media-monitoring service, plans to raise 283.5 **million** Australian dollars (US\$264.2 **million**) ahead of a June listing on the Australian Securities Exchange.

The **company**, which began as a small family business almost 32 years ago and until recently was known as Media Monitors, plans to offer 139 **million** shares to new institutional and retail shareholders at A\$2.04 each, it said in a prospectus filed Tuesday.

ISentia's majority shareholders, funds associated with Quadrant Private **Equity**, will retain 50 **million** shares in the **company** following the initial public offering.

The IPO will help iSentia consolidate its market positions and continue its growth in Australia and New Zealand and countries in Asia, including the Philippines, Malaysia, Indonesia and **China**, the **company** said.

"We are seeing strong growth in our business," said John Croll, iSentia's chief executive.

The **company** monitors and interprets data from 5,500 mainstream media organizations, more than 55,000 online news sources, plus user-generated content on sites such as Facebook and Twitter, to alert its clients about what is being said about their business and industry, iSentia said.

Macquarie Capital and UBS AG have been appointed as joint **lead** managers, joint bookrunners and underwriters of the IPO. ISentia is set to begin trading on the ASX on June 5.

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