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## **SITO Partners with Haymarket Media to Develop Verified Data Platform Focused on Health Care Professionals**

**SITO's insights-driven technology platform combined with Haymarket's leading specialty-media market expertise will power more intelligent, targeted ad delivery**

JERSEY CITY, N.J., Nov. 20, 2017 (GLOBE NEWSWIRE) -- SITO Mobile Ltd. (NASDAQ:SITO) ("SITO") today announced an exclusive multi-year partnership with Haymarket Media to help leverage location-based data insights to target health care professionals (HCPs).

The partnership between the insights-driven Consumer Behavior and Location Sciences™ company and leading international specialist media and information group will help marketers and agencies better understand HCP interactions with brands, improve accuracy, produce highly tailored advertising, and increase the speed of delivery.

SITO and Haymarket will develop a five-point verification mobile platform, a first-of-its-kind, for the HCP market to create targeted, contextually driven marketing initiatives that maximize the vast amount of consumer and health care data available via the Haymarket Medical Network and SITO.

"Today's marketer is more focused than ever on data, and this is a critical inflection point for driving intelligent spend models, and, in turn, increasing ROI, brand awareness, and consumer loyalty," said Tom Pallack, CEO of SITO. "With a platform customized for the HCP market, Haymarket will gain business critical insights across both online and offline touchpoints."

Using advanced data science and analytics, SITO's technology empowers marketers to not only understand past behavior, but also analyze real-time interactions with unprecedented speed and accuracy, then optimize campaigns in the moment.

"The SITO platform enables Haymarket Media to expand our reach and deliver highly relevant media messages using a combination of the Haymarket Medical Network insights database and SITO's location-based data. This new dataset will allow us to reach HCPs in key locations such as hospitals, physician offices, medical conferences, treatment centers, as well as pharmacies and retail clinics," said Lee Maniscalco, CEO of Haymarket Media.

**About SITO Mobile, Ltd.**

SITO turns the consumer journey into a powerful instrument for marketers, delivering actionable insights that influence behavior in real-time. Through Consumer Behavior and Location Sciences™, SITO develops customized, data-driven solutions for brands spanning strategic insights and media. Our science and products reveal a deeper, real-time understanding of customer interests, actions and experiences providing increased clarity for brands when it comes to navigating business decisions and delivering advertising. The company is home to an internally developed, proprietary location-data technology stack, arming clients with a powerful resource for granular data, real-time insights and optimization, and delivery of successful media campaigns. Using in-store targeting, proximity targeting, geo-conquesting and attribution data, SITO creates audience profiles to develop measurable hyper-targeted campaigns for brands. For more information regarding SITO's science, technology and customized solutions spanning media and research, visit [www.sitomobile.com](http://www.sitomobile.com).

### **About Haymarket Media**

Haymarket Media is an award-winning specialist content and information group. With 24 market-leading media brands, Haymarket offers unmatched expertise and insight through balanced, relevant, original content across a spectrum of media channels. Haymarket is home to the highly regarded health care professional brands such as *Clinical Advisor*, *Dermatology Advisor*, and *MPR* among a portfolio of HCP-focused, specialty-specific websites, as well as the esteemed business media titles *PRWeek* and *MM&M*.

### **Cautionary Statement Regarding Certain Forward-Looking Information**

This press release contains forward-looking statements. These statements are based on our management's beliefs and assumptions and on information currently available to our management. Forward-looking statements include statements concerning the following: SITO's plans and initiatives; our possible or assumed future results of operations; our ability to attract and retain customers; our ability to sell additional products and services to customers; our competitive position; our industry environment; and our potential growth opportunities. You should not place undue reliance on forward-looking statements, because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under "Risk Factors" in our Annual Report on Form 10-K and the reports we file with the SEC. Actual events or results may vary significantly from those implied or projected by the forward-looking statements due to these risk factors. No forward-looking statement is a guarantee of future performance. You should read our Annual Report on Form 10-K and the documents that we reference in our Annual Report on Form 10-K and have filed as exhibits thereto with the Securities and Exchange Commission, or the SEC, with the understanding that our actual future results and circumstances may be materially different from what we expect. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date the statements are made and we undertake no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as may be required by applicable law. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future

results, levels of activity, performance or achievements.

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