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## **SITO Launches Institute for Consumer Behavior and Location Sciences**

JERSEY CITY, N.J., March 21, 2018 (GLOBE NEWSWIRE) -- SITO (NASDAQ:SITO) announced today the formation of the SITO Institute for Consumer Behavior and Location Sciences, a new thought leadership and membership initiative devoted to education and advocacy for the advancement of location data intelligence as a core component of the modern marketing organization.

“Precious few companies have adequately harnessed the converging trends of mobile, data and real-time predictive analytics to survive and thrive in today’s fast-moving world. That’s why we are creating the SITO Institute for Consumer Behavior and Location Sciences. Our mission is to illuminate this phenomena in order to better educate marketers. The Institute will bring to light best-practices and help set the agenda for the capability requirements of the modern marketing organization,” said Bruce H. Rogers, newly named SITO Head of Marketing and the Founding Managing Director of the Institute.

As mobile device penetration approaches universality, location science offers the ability to distinguish signals that reveal consumers’ activities in time and space. Few data sources are more powerful in informing marketing strategy. We expect that the ability to make sense of these signals to create real-time connections to consumers will be the defining marketing capability over the next decade.

“Location data is (or should be) the cornerstone of consumer insights that drives go-to-market strategies, from brand to demand; from creative to awareness, activation, advocacy, loyalty and lifetime customer value,” said Tom Pallack, CEO of SITO. “We believe SITO stands at the forefront of this technology, and we launched the Institute to educate the marketplace about this marketing paradigm shift. We can think of no one who is better positioned to lead this initiative than Bruce Rogers.”

The ability to identify consumer behavior over time and in-the-moment, allows for real-time marketing and personalization. We believe this will lead to better customer engagement and improved marketing efficiency, which will drive better business outcomes and positively impact enterprise value.

The Institute will convene an advisory board of world-leading marketers and academics at the forefront of the location data intelligence revolution. The advisory board will set the research and publishing agenda for the Institute and its members.

Institute members will get proprietary peer-to-peer access to the insights of leading

practitioners, academics, global standard setting bodies, and subject matter experts in measurement and analysis of location data-based marketing performance. Working in inter-disciplinary teams, our organization identifies, validates and shares common sense and systemic ways to improve marketing performance and growth.

### **About SITO Mobile, Ltd.**

SITO is a leading location data technology company that provides brands with customized, data-driven solutions spanning strategic insights and media campaign delivery services. Through Consumer Behavior and Location Sciences™, SITO explores the consumer journey and presents powerful strategic knowledge assets and actionable insights for executives and decision makers looking to understand and influence consumer behaviors.

Brands and agencies rely on SITO as a strategic partner for real-time understandings of customer movements, interests, actions, associations, and experiences, ultimately providing increased clarity for better business decisions. The Company is headquartered in Jersey City, New Jersey and its common stock is publicly traded on the NASDAQ Stock Market under the ticker symbol "SITO." For more information regarding SITO's science, technology and solutions spanning media and research, please visit [www.sitomobile.com](http://www.sitomobile.com).

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

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are based on our management's beliefs and assumptions and on information currently available to our management. Although we believe that the expectations reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements are only predictions, and 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 the heading "Risk Factors" in our Annual Report on Form 10-K and the other reports we file with the US Securities and Exchange Commission (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 SEC, completely and with the understanding that our actual future results and circumstances may be materially different from any future results expressed or implied by these forward-looking statements. 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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The logo for SITO, featuring the word "sito" in a lowercase, bold, sans-serif font. The letter "i" has a vertical bar through its center, and the letter "o" has a vertical bar through its center.

Source: SITO Mobile, Ltd.