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Market Announcements Platform
ASX Limited
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XTD Limited Makes Key United States Management Appointment

Cross-track digital advertising system owner and operator XTD Limited (ASX: XTD or the Company) is pleased to announce the appointment of David Gibbs as vice president of its USA operations.

XTD Limited has 32 operating digital screens across underground rail stations in Melbourne as part of a seven-year contract with Metro Trains Melbourne Pty Ltd. The Company has additional screens being installed in four of Brisbane's busiest metro stations. XTD is on track to finalise installations by May 2015.

Having identified USA as the next key area of growth, XTD is confident David Gibbs is the ideal candidate due to his extensive experience and expertise in the market.

Mr Gibbs is one of the world's most experienced out-of-home media specialists. He is the former global director of Eye Shop, an international outdoor advertising-specialist network and he is also a former CEO and president of Eye USA, based in New York. He is credited with co-creating the world's largest permanent network of mobile-enabled Out-of-Home advertising displays; transforming customer engagement practices and developing superior relationship philosophies to accelerate business results.

At Eye USA, Mr Gibbs led the acquisition of two companies, built the business' infrastructure and partnerships, led the construction and installation of panels across 60 centres in 27 states, leading Eye USA to become the largest mall-media operator over a three-year period and trebling its revenue over four years. He is also a former board member of the Outdoor Advertising Association of America.

XTD is focusing on the USA into 2015 as a key market for the system. Chief Executive Steve Wildisen and senior members of the XTD commercial team have visited the USA and met with some of the largest outdoor advertising groups, technology companies and media buyers.

"The USA represents a massive opportunity for XTD and our conversations with major out-of-home operators and technology companies in the US are progressing well," Wildisen said.

"With his extensive experience in the US and an outstanding success record, there is no better executive than David to lead our progress there."

"We hope to make some significant announcements regarding the USA."

Mr Gibbs said: "The uniqueness of the XTD, cross-track-digital communications system makes it ideal for many of the large metro-rail systems in the US and I am looking forward to accelerating the XTD business there through 2015 and beyond."

The appointment of Mr Gibbs as XTD's vice president for the USA is effective immediately.

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ASX Announcement



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