

28 August 2018

Leading Out of Home Expert Engaged by XTD in Senior Strategy and Business Development Role

28 August 2018: Commuter technology company XTD Limited (ASX:XTD) (**XTD** or the **Company**) is pleased to announce that leading out-of-home expert and former head of advertising and new media for Sydney Airport, Martin Salter, is joining XTD as General Manager of Strategy and Markets through his consultancy 2h Media Solutions. He will also advise the Board of Directors.

Salter is widely regarded as an Out of Home industry innovator and leader. In his new role with XTD he will be supporting the business' development of revenue streams alongside its existing platforms. XTD owns and operates the cross-track digital video systems within the Melbourne and Brisbane metro rail networks. The business' innovation subsidiary, Contact Light, also has unique technology such as a proven interface for people's mobile devices to interact with digital OOH screens in any location.

Salter has been a key player in some of Australia's leading media and infrastructure companies over the past two decades. He was appointed Sydney Airport's Head of Advertising and New Media in 2008, to steer the integrated digital advertising portfolio across the airport's terminal and external environments, including managing integrated commercial partnerships, digital commercialisation, traditional media and an overarching media strategy.

He was immersed in the rapidly expanding digital advertising segment, delivering leading-edge digital innovations across the airport including launching Australia's first free airport Wi-Fi service and brokering strategic advertising partnerships with global brands including American Express and TripAdvisor.

Salter also has extensive experience assisting tech start-ups to identify and execute commercial strategies and growth. At XTD he will focus on commercial strategy and growth for the XTD brand as well as for Contact Light.

Salter said, "XTD and Contact Light have unique, world-leading technologies with massive potential in the evolving digital world. I am really looking forward to working with the business and its capabilities and helping bring these to market."

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