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Swift TV Accelerates Hospitality Rollout with Second Multi-Site Agreement

Key highlights

- Swift TV secures new hospitality agreement with Seashells Hospitality Group, a leading Western Australian hospitality management group and existing Swift customer
- Deployment across two premium accommodation properties comprising luxury apartments and beach bungalows
- Recurring subscription revenue expected to commence during Q2 FY27 under a four-year subscription
- Follows within weeks of Swift TV's first hospitality agreement with Daydream Island Resort
- Second hospitality agreement secured within weeks of market entry demonstrates growing commercial momentum
- Follows Swift TV's inaugural showcase to international hospitality operators at HITEC 2026 in San Antonio, Texas

Swift TV Ltd (ASX: STV) ("Swift" or "the Company") is pleased to announce it has secured a new agreement with Seashells Hospitality Group for the deployment of Swift TV across two premium accommodation properties in Broome and Mandurah, Western Australia.

The agreement represents Swift's second hospitality customer to adopt Swift TV within weeks of launch into the sector, providing further evidence of growing customer adoption.

Securing a second hospitality customer for Swift TV shortly after the Daydream Island announcement demonstrates increasing commercial traction and the repeatability of the Company's deployment model.

Swift has previously provided legacy services to Seashells Hospitality Group, with this agreement representing the customer's transition to the Swift TV platform. The agreement also establishes a foundation for potential deployment across additional properties within the Seashells portfolio over time.

This agreement follows Swift TV's recent Google and Netflix certification milestones, which have strengthened the Company's enterprise offering for accommodation operators.

Swift TV Ltd
ASX : STV

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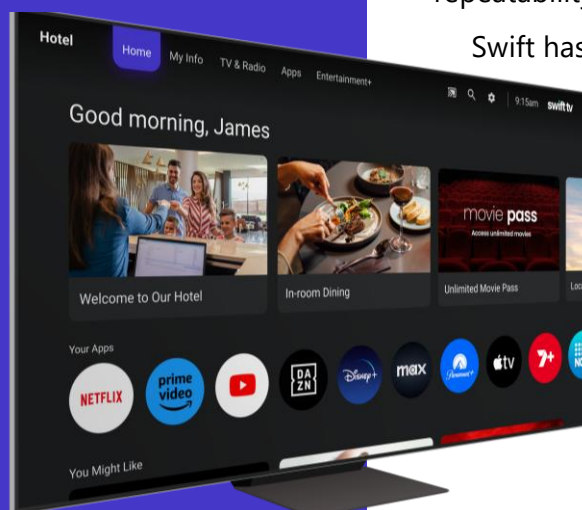
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Importantly, the agreement demonstrates Swift TV's ability to progress beyond initial deployments and into broader multi-site portfolio opportunities. It supports the Company's strategy of scaling recurring subscription revenue through hospitality group relationships and creates potential pathways for broader portfolio expansion.

Hospitality represents a large and scalable global end market where operators increasingly seek integrated entertainment, communications and operational platforms.

The agreement further validates Swift TV within the premium hospitality sector, supporting future enterprise sales and strategic distribution partnerships.

Recurring subscription revenue is expected to commence progressively under a four-year subscription as sites are commissioned in Q2 FY27.

The agreement follows Swift TV's participation as an exhibitor at HITEC 2026 in San Antonio, Texas last month, one of the world's leading hospitality technology conferences, where the Company commenced engagement with prospective international customers and reseller partners.

Swift TV Managing Director and CEO, Brian Mangano, said:

"Securing a second multi-site hospitality agreement within weeks of entering the sector provides encouraging evidence that Swift TV's value proposition is resonating with accommodation operators."

"Hospitality is a strategic growth market for Swift TV, and we're now seeing increasing engagement from accommodation groups seeking scalable, enterprise-ready in-room platforms that combine streaming, communications and operational functionality. Importantly, these early deployments establish operational reference sites that we expect to support our efforts as we continue building momentum within the hospitality sector. Our focus now is on converting these early deployments into broader portfolio opportunities and recurring subscription revenue growth."

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About Swift

Swift TV Ltd (ASX: STV) is a technology company delivering enterprise in-room engagement and entertainment. Swift TV, its flagship market-first all-in-one connected TV product, is designed for scalable deployment in enterprise environments such as Mining, Oil & Gas, Aged Care and Hospitality, unifying entertainment, communication and engagement while supporting integrations that optimise business outcomes.