



Sinch Evolves MessageMedia Brand into 'Sinch Engage' to Bring Global AI and Infrastructure to Australian Businesses

Melbourne, Australia 10 August, 2026 — After more than 20 years connecting Australian businesses with customers, MessageMedia is taking on a new name as Sinch Engage. MessageMedia was acquired by global intelligent customer communications platform Sinch for AUD\$1.7 billion in 2021.

As the communications landscape moves rapidly towards an AI-focused space, brands are seeking smarter, more seamless ways to drive meaningful customer interactions. Sinch Engage bridges trusted Australian support with Sinch's global network and AI capabilities. This combination allows local businesses to rapidly scale their customer engagement strategies and expand their reach, while maintaining the continuity of their current systems.

As customer expectations evolve, finding the balance between automated efficiency and the human touch is key to building lasting brand loyalty. Sinch Engage bridges this gap, ensuring businesses have the AI tools to scale their communications alongside the local support required to keep customer trust high.

"Bringing MessageMedia fully under the Sinch Engage banner is a natural next step in our shared journey," said Angus Mansfield, Senior Vice President of Sales and Partnerships, APAC at Sinch. "This evolution is about strengthening our customer offerings for an increasingly AI-driven era. By connecting our trusted local platform with Sinch's wider global ecosystem and partnerships, we are giving Australian brands the best of both worlds: the global scale to innovate fast, alongside the dedicated local expertise they have relied on for over two decades."

Despite the name change, the core product, reliable services, APIs, pricing, contracts, and dedicated local support team will remain unchanged. Australian businesses will continue to access the exact same secure platform they trust, now backed by the strength and innovation of a global leader.

Under this unified brand, customers will enjoy the same multichannel capabilities they rely on across SMS, MMS, and WhatsApp, alongside a seamless pathway to next-generation channels like Rich Communication Services (RCS).

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About Sinch

Sinch's vision is to connect every business with every customer, everywhere in the world. As the intelligent communications infrastructure for the AI era, Sinch powers over 900 billion customer interactions annually for more than 200,000 customers globally. Leading global enterprises and AI innovators rely on Sinch to strengthen customer relationships and deliver seamless experiences across messaging, email, and voice. Profitable since its founding in 2008, Sinch generated net sales of USD 3 billion (SEK27 billion) in 2025 and has over 4,000 Sinchers in 60 countries, with headquarters in Stockholm. Sinch is listed on Nasdaq Stockholm (XSTO: SINCH). Visit us at sinch.com.