

sky



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An engaging and essential NZ media company

Connecting New Zealanders with the sport and entertainment they love in ways that work for them

5.357m
New Zealanders¹

2.028m
households¹

New Zealand has experienced a challenging economic period. Notwithstanding some revenue softness, Sky remains in a strong position.

Sky reaches close to
9 in 10
New Zealanders each month
across our multi-platform
services²



SUBSCRIPTION SERVICES				FREE-TO-ACCESS	ADVERTISING
Sky Box/Sky Pod		Streaming		Commercial	
sky sky GO		sky SPORT NOW NEON		sky BUSINESS	
				sky BROADBAND	
				sky OPEN	
				sky SALES	



Notwithstanding economic headwinds Sky is in a strong position

- Multi-product, high value customer base
- Unrivalled sport and entertainment bundle
- Significant data advantage
- No debt and \$100m undrawn facility
- Delivering strong yield and dividend growth



How Sky creates value

OUR PURPOSE

Share stories. Share possibilities. Share joy.

OUR AMBITION

To be Aotearoa New Zealand's most engaging and essential media company

OUR STRATEGIC PATHWAYS

Making Sky a great place to work

Giving customers content they love

Meeting customers where they are

Giving customers the experience they expect

Providing innovative solutions for partners and clients

OUR ENDURING COMMITMENT

A responsible and sustainably profitable, NZ-focused business



Multi-platform strategy a competitive advantage

Providing choice for customers and maximising the value of unrivalled content



Sky Box and Sky Pod

2.4 Million
VIEWERS
MONTHLY¹



Streaming

1 Million
VIEWERS
MONTHLY²



Commercial

6k VENUES
42k HOTEL ROOMS



Free to Air

1.9 Million
VIEWERS
MONTHLY³



Sky Social Media

2.6 Million
FOLLOWERS⁴
ACROSS CHANNELS

Sky is New Zealand's unrivalled #1 in sport

The biggest bundle of high-value local and global sport

No one else comes close to offering the quality and depth of sport available on Sky

Exceptional value for sport fans in a single subscription

No regulated free-to-air obligations



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The unmatched power of Sky's sport bundle

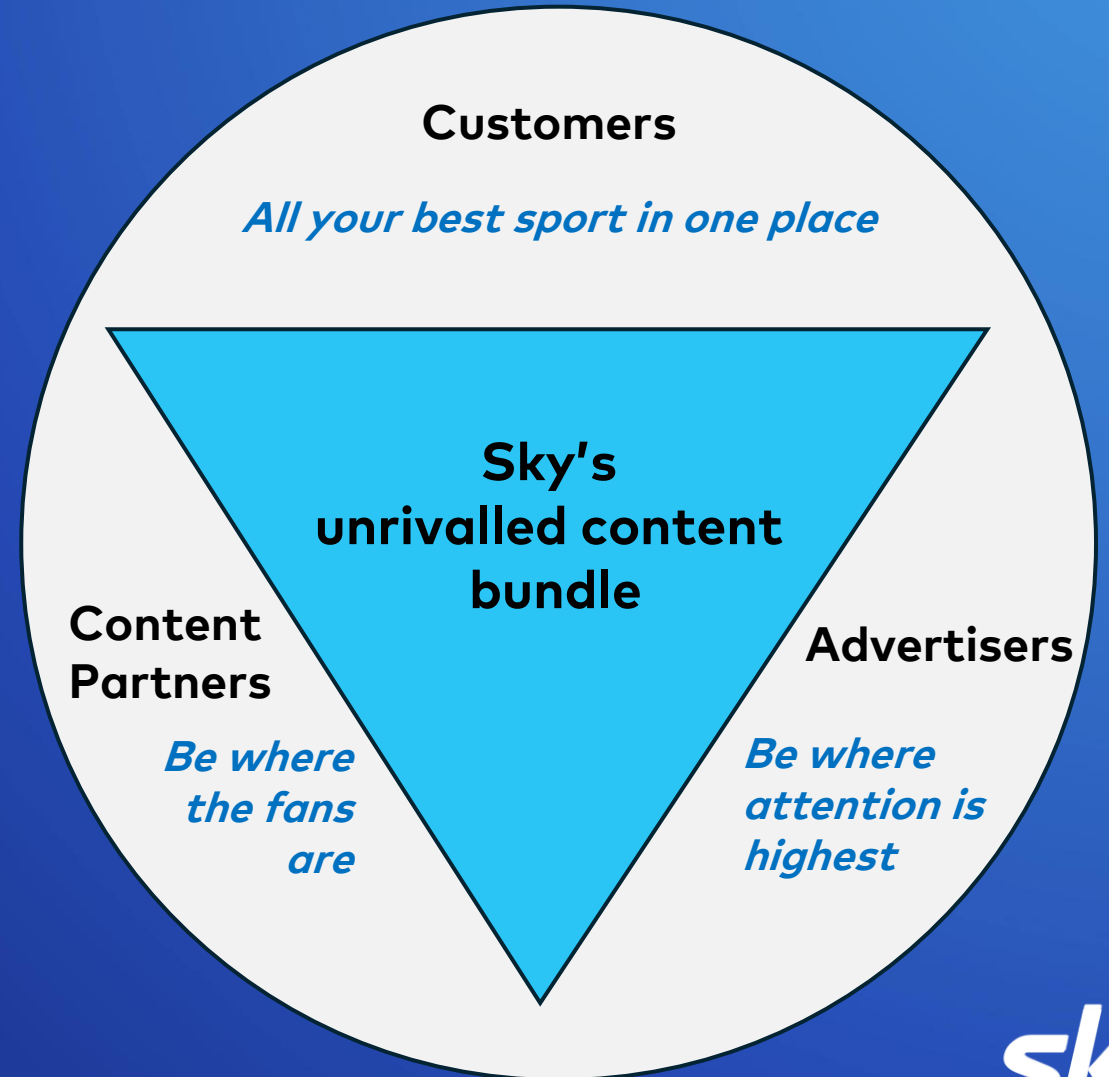
The aggregation premium of the bundle belongs to shareholders

Secured through long term agreements and hedged by content breadth and staggered renewals

Data shows customers watch a variety of sports, minimising Sky's risk exposure and increasing the value of the bundle

Best choice for content partners to engage with NZ's sports fans

Highest attention content, valued by advertisers and brands



Entertainment content enhances the value of the bundle

Quality and breadth that keeps customers engaged

A strong line up from global and local partners and Sky Originals productions

Exclusive releases, perennial favourites, deep library, and 24-7 news channels

Entertainment makes up a high proportion of sports fans viewing

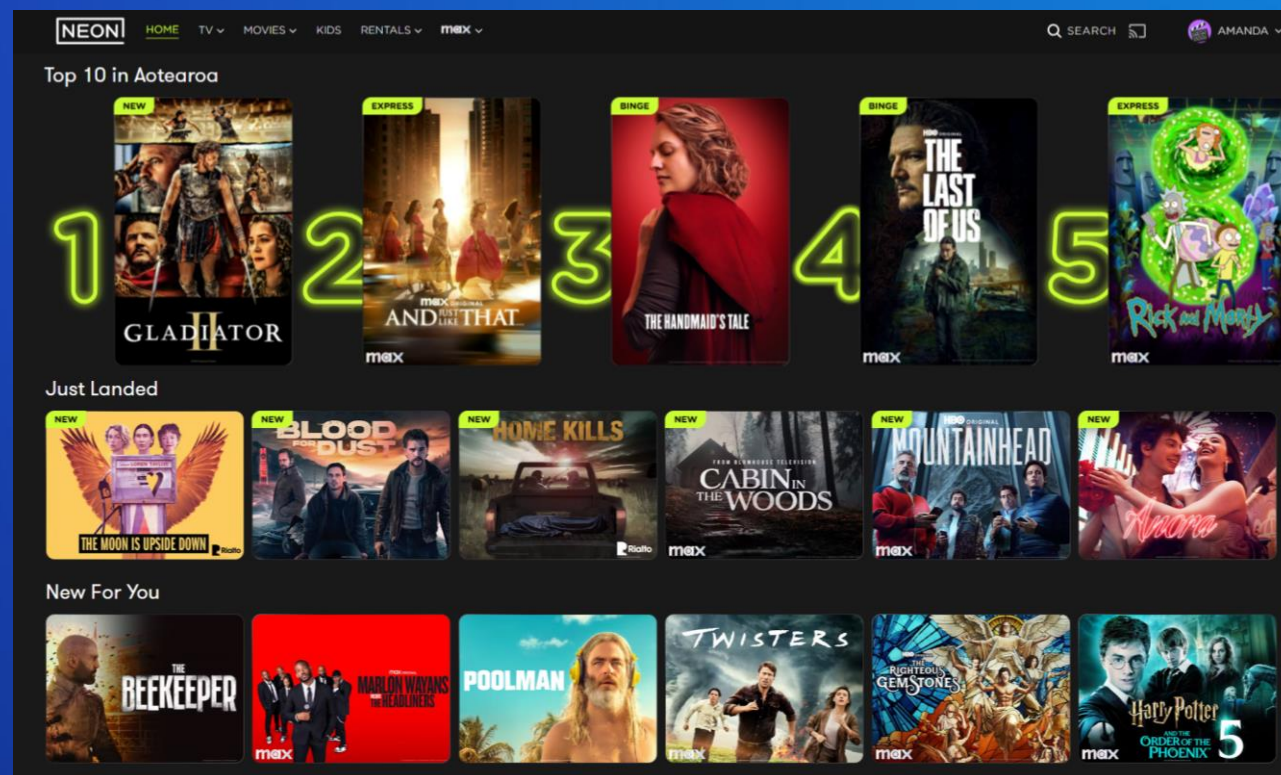


Our viewership data is powerful and unmatched

Driving value based content investment and engagement strategies

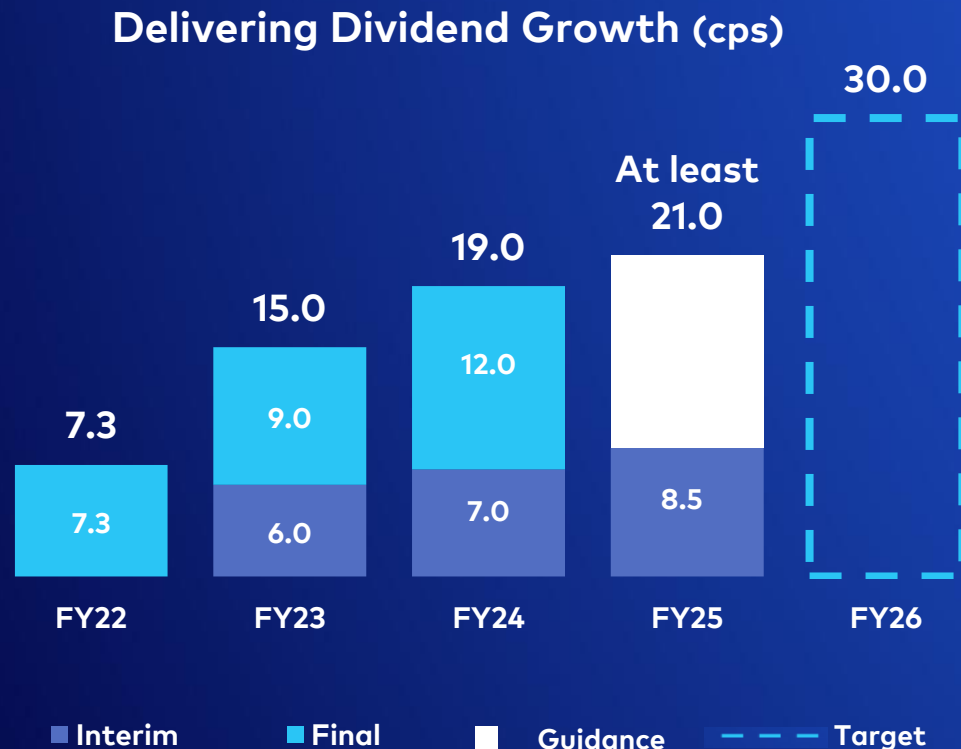
Rich data unlocks our ability to:

- Optimise content investment
- Deepen customer engagement and personalise the experience
- Respond to emerging opportunities



Strong dividend yield, decisive capital management

Sustainable free cash flow is funding dividend growth



Dividend growth

8.0% cash yield¹
Paying **60% to 90%** of FCF²
Supplementary dividends paid to offshore investors

Capital management

\$92m Capital Returned³
share cancellation (\$70m)
share buybacks (\$22m)

No debt

\$100m Undrawn facility

ASX / NZX: SKT

Further information:

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