



# NZME Interim results.

For the half year ended 30 June 2025

**NZME.** NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

# Agenda.

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Ryan Bridge - Host, Herald NOW and NewstalkZB

# Update on areas of focus.

1

## **OneRoof value realisation**

- External review highlights significant value creation opportunity
- New Board to assess growth and acceleration opportunities

2

## **Governance – additional specialists**

- Board changes
- Appointment of marketplace specialist
- Editorial Advisory Board implemented
- Review of strategy underway

3

## **Adapting to the difficult market conditions**

- Market recovery remains slow and uneven
- Adjusting cost base to preserve profitability
- Focus on lifting market share to benefit from eventual upswing

# Results summary.

For the half year ended 30 June 2025

**\$165.7m**

Operating revenue<sup>1</sup>  
H1 2024 \$171.0m

**\$23.9m**

Operating EBITDA<sup>1</sup>  
H1 2024 \$21.4m

**\$3.4m**

Operating NPAT<sup>1</sup>  
H1 2024 \$2.8m

**1.8cps**

Operating EPS<sup>1</sup>  
H1 2024 1.5cps

**(\$0.4m)**

Statutory NPAT  
H1 2024 \$1.9m

**\$2.2m**

Free cash flow  
H1 2024 (\$0.7m)

**\$33.3m**

Net debt  
H1 2024 \$30.0m

**3.0cps**

Interim dividend  
Payable on 24 Sep  
2025

## Operating EBITDA for the half 12% higher than last year.

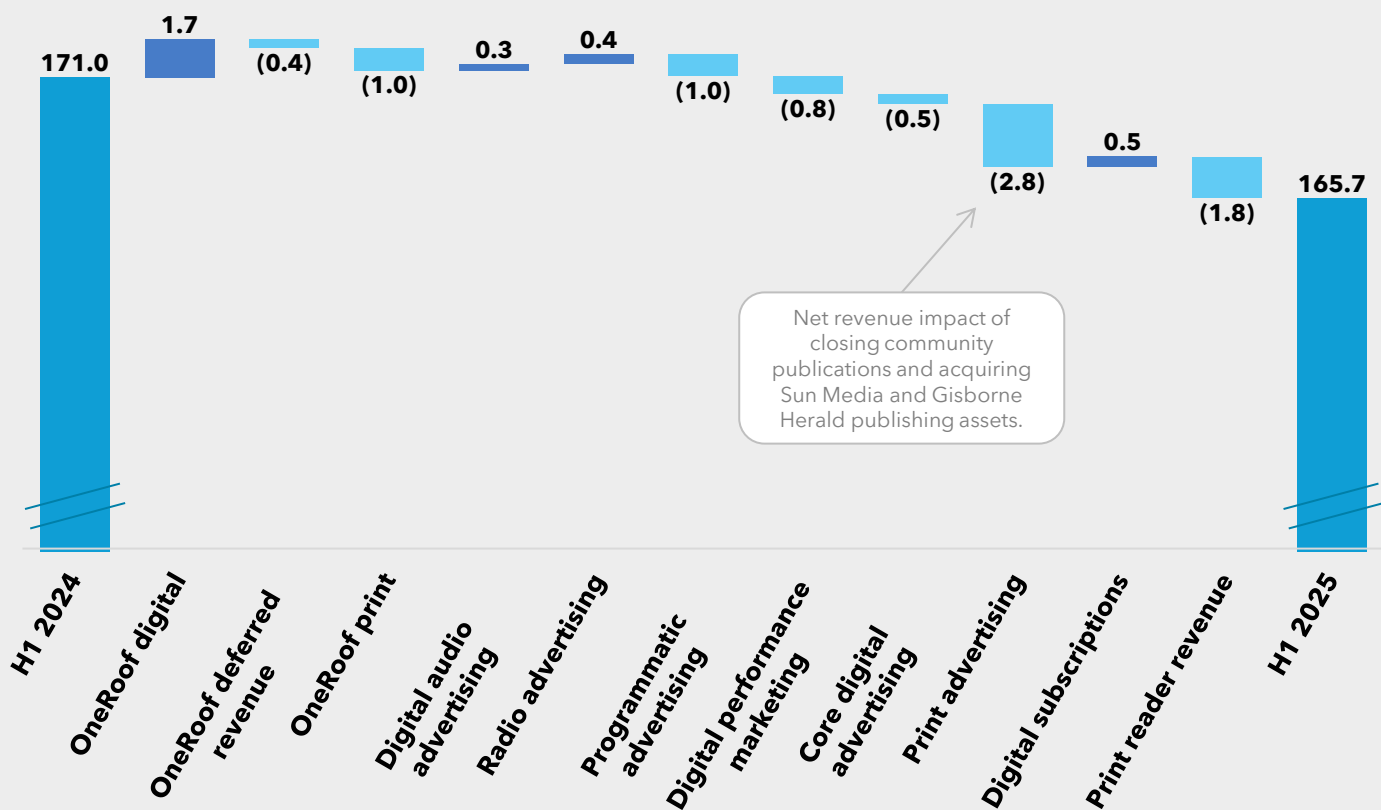
- Operating revenue lower due to the closure of several community publications in December 2024 and reduced resold low margin digital advertising revenue.
- Statutory net loss after tax of \$0.4 million includes \$5.2 million of non-recurring expenses relating primarily to significant cost out restructuring and legal and consulting costs in relation to the annual shareholders meeting.
- Free cash flow was \$2.2 million which was \$2.9 million better than the first half of 2024.
- Net debt of \$33.3 million remains within the targeted leverage range.

1. Operating results presented are non-GAAP measures that include the impact of NZ IFRS 16, however, excludes non-recurring expenses to allow for a like for like comparison between 2024 and 2025 financial years. Please refer to pages 40-41 of this results presentation for a detailed reconciliation.

# Operating revenue movements.

For the half year ended 30 June 2025

Operating revenue movements (\$ million)



## Operating revenue lower with closure of community publications

- OneRoof digital revenue continues to grow although lower print revenue partially offset this in the half.
- Audio advertising revenue grew 1%.
- Programmatic was lower due to a weaker market.
- Reduced activity on low-margin third-party digital performance marketing revenue.
- Print advertising was lower due to the closure of several community publications with minimal contribution.
- Reader revenue was lower with print subscriber revenue decline outpacing the increase in digital subscriber revenue. Print subscribers were 10% lower partially offset by a 4% yield increase.

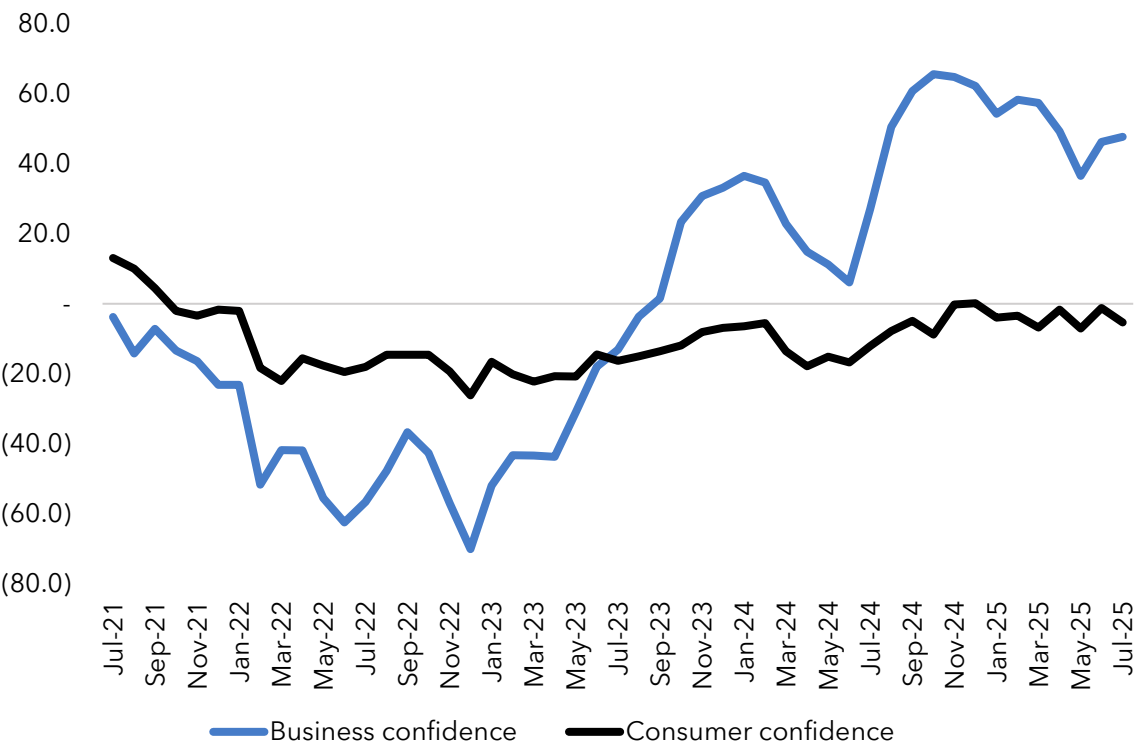
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# Delayed economic recovery, hampered by persistent inflation risks and global uncertainty.

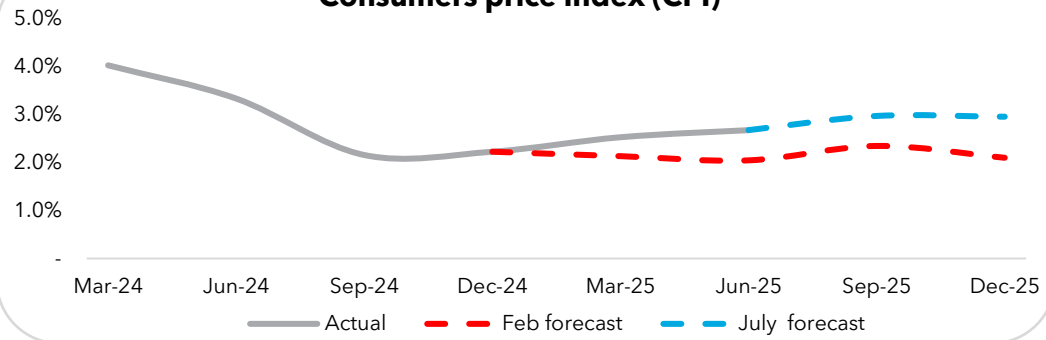
Our cautious optimism in recent periods has not yet played out.

Market commentators now expect improvement from 2026. We have reshaped the business and cost structure given the delayed recovery.

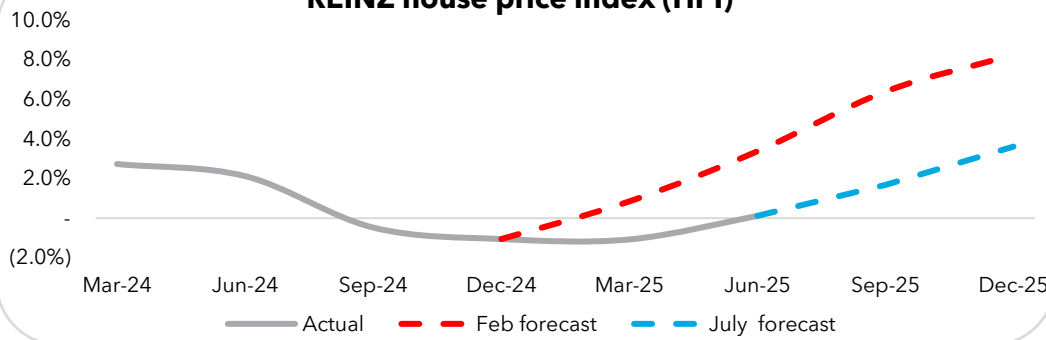
Business and Consumer Confidence<sup>1</sup>



Consumers price index (CPI)<sup>2</sup>



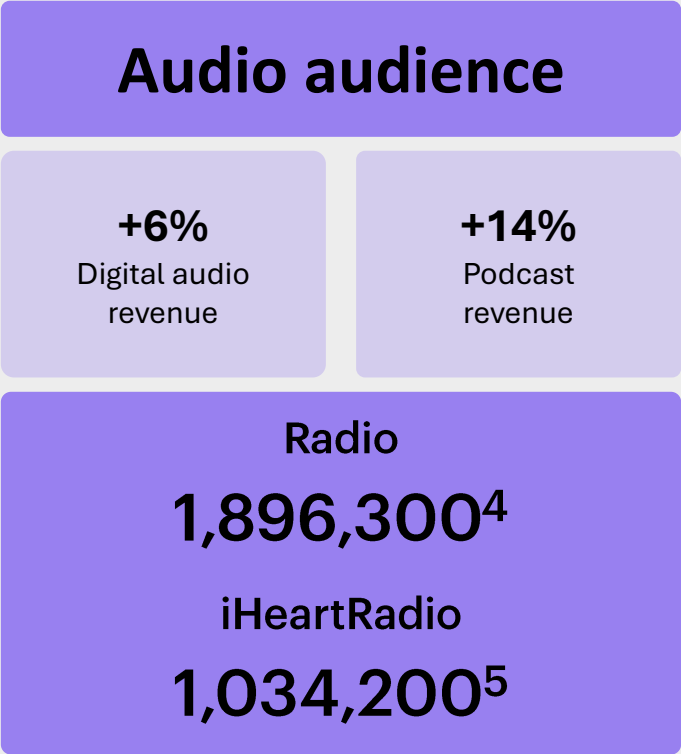
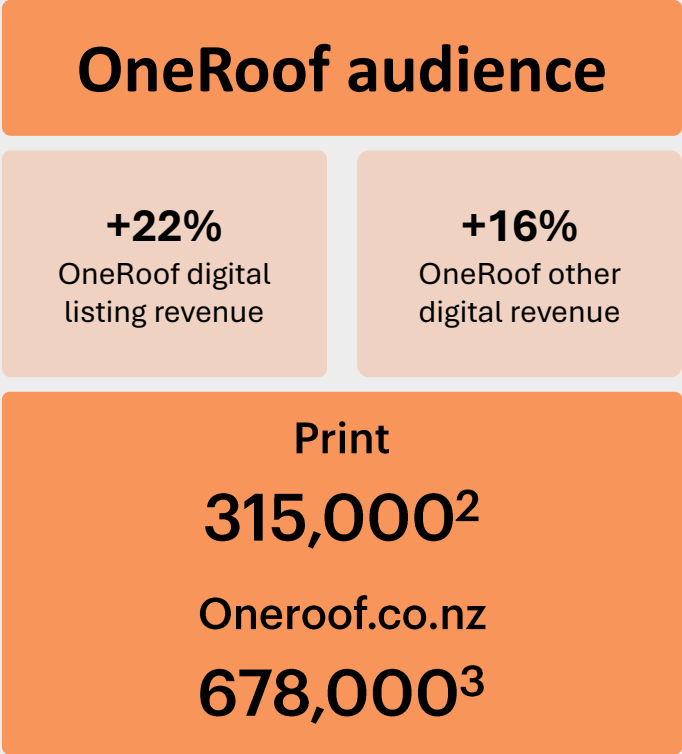
REINZ house price index (HPI)<sup>2</sup>



1. ANZ Business Confidence and ANZ-Roy Morgan Consumer Confidence surveys.  
2. Westpac Bank forecasts at 28 July 2025..

# Attracting audiences like no other, underpinning digital revenue streams.

NZME reaches 9 out of 10 Kiwis<sup>1</sup>



1. NZME Reach Study n=1001 nationally representative June 2025 (unduplicated audience across NZME print, digital, radio & podcasts).  
2. Nielsen CMI Q2 24 - Q1 25 May 25 Fused AP15+ (Publishing Print = weekly print excluding Real Estate. OneRoof Print = Real Estate sections).  
3. Nielsen Online Ratings June 2025 (desktop and domestic traffic only, does not include exclusive mobile app audience).  
4. GfK Comm RAM, S1/25, Total NZ, Cume, M-S 12mn-12mn, AP10+ (unless otherwise stated).  
5. NZ Triton Webcast Metrics Jan-Jun 2025, average monthly reach (NZ based listening).



# 2025 half year financial results.

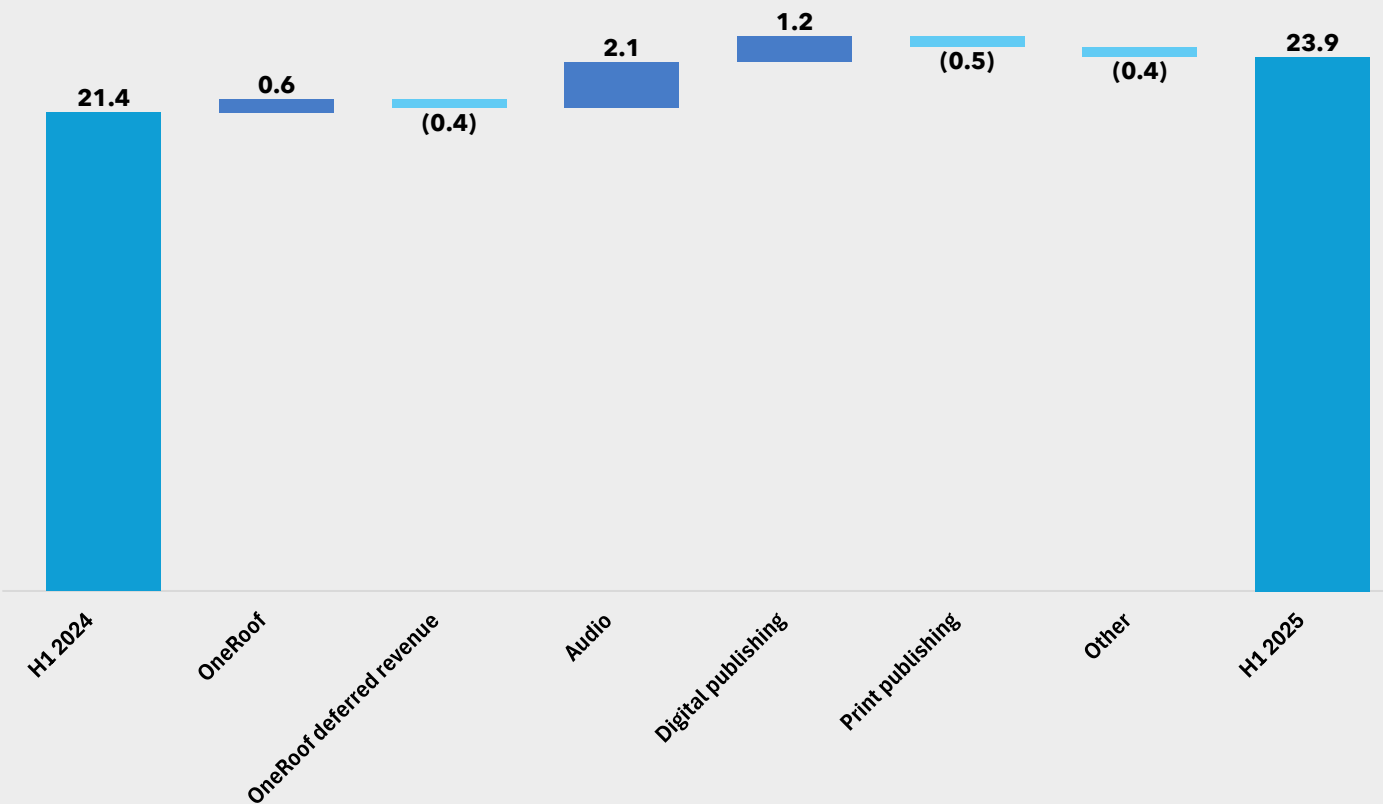




# Operating results summary chart

For the half year ended 30 June 2025

Operating EBITDA (incl. NZ IFRS16)<sup>1</sup> movements (\$ million)



**Improved Audio and Digital publishing are key drivers of improvement**

- Audio performance improved through revenue growth of 1% and cost reduction of 3%.
- Digital publishing margin has improved by reducing low margin activity and cost reductions to achieve a 9% lower cost base.
- OneRoof grew digital revenue by 22% but this was offset by lower print revenue.

1. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Operating results<sup>1</sup>.

For the half year ended 30 June 2025

\$ million	H1 2025	H1 2024	% change <sup>2</sup>
Reader revenue	39.2	40.5	(3%)
Advertising revenue	116.3	120.3	(3%)
Other revenue	8.1	7.5	8%
<b>Operating revenue</b>	<b>163.5</b>	<b>168.3</b>	<b>(3%)</b>
Other income	2.1	2.7	(23%)
<b>Operating revenue and other income</b>	<b>165.7</b>	<b>171.0</b>	<b>(3%)</b>
Operating expenses	(141.8)	(149.6)	5%
<b>Operating EBITDA</b>	<b>23.9</b>	<b>21.4</b>	<b>12%</b>
Depreciation and amortisation on owned assets	(9.5)	(8.5)	(12%)
Depreciation on leased assets	(6.2)	(5.5)	(12%)
Interest income	0.2	0.2	9%
Finance cost	(3.6)	(3.7)	4%
<b>Operating NPBT</b>	<b>4.9</b>	<b>4.0</b>	<b>24%</b>
Taxation expense	(1.5)	(1.2)	(29%)
<b>Operating NPAT</b>	<b>3.4</b>	<b>2.8</b>	<b>22%</b>
<b>Operating earnings per share (cents)</b>	<b>1.8</b>	<b>1.5</b>	<b>21%</b>

## Improved operating result on lower revenue

- Advertising revenue 3% lower with closure of Communities at the end of December the key driver.
- Operating costs 5% lower resulting in EBITDA 12% better than the last year.
- Depreciation and amortisation was higher with capital spend in recent years being shorter life technology related spend.
- Operating NPAT was 22% higher than the first half of 2024.

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2. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.

# Expenses.

For the half year ended 30 June 2025

\$ million	H1 2025	H1 2024	% change <sup>1</sup>
People	70.8	73.8	4%
Print and distribution	23.8	25.7	7%
Selling and marketing	20.0	20.2	1%
Content	10.0	10.1	2%
Property	4.0	4.4	9%
Third party fulfilment	1.7	2.7	39%
Technology and communications	5.7	5.7	(0%)
Other expenses	5.7	6.9	17%
<b>Total operating expenses</b>	<b>141.8</b>	<b>149.6</b>	<b>5%</b>
<b>Total non-recurring expenses</b>	<b>5.2</b>	<b>0.9</b>	<b>-</b>

## Lower cost base

- Exit of community newspapers in December 2024.
- Lower third-party fulfilment costs reduced performance marketing revenue.
- Reduced legal and other costs.
- Implemented initiatives including reshaping the newsroom to deliver annualised costs savings of \$12 million with \$2 million recognised in the second quarter. The full impact of these cost reductions will be seen in the second half.
- Non-recurring expenses primarily relate to the major restructuring in the half, particularly regarding the newsroom changes together with legal and consulting costs in relation to the annual shareholders meeting.

1. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.

# Balance sheet.

As at 30 June 2025

\$ million	30 June 2025	31 December 2024
Trade and other receivables	40.9	41.5
Inventories	2.8	2.5
Trade and other payables	(44.9)	(44.7)
Current tax receivable	3.6	2.5
<b>Net working capital excluding cash</b>	<b>2.4</b>	<b>1.8</b>
Property, plant and equipment, intangibles and other non-current assets	133.4	137.1
Right-of-use assets (NZ IFRS16)	52.2	54.7
Lease liabilities (NZ IFRS16)	(76.4)	(79.8)
Finance lease receivable (NZ IFRS16)	3.3	3.6
Net debt	(33.3)	(24.1)
Deferred tax	8.2	8.1
<b>Net assets</b>	<b>89.8</b>	<b>101.3</b>
Leverage ratio <sup>1</sup>	0.9	0.7

## Net debt of \$33.3m remains within target leverage range

- Net debt is seasonally \$9.2 million higher than December and \$3.3 million higher than June 2024 with main driver being the payment of the final 2024 dividend in March 2025 and the large first half non-recurring expenditure.
- Net working capital is \$0.6 million higher than December 2024 due to a higher tax receivable balance and \$1.7 million lower than June 2024.

1. Net debt / 12-month operating EBITDA (pre NZ IFRS 16). EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Cash flows.

For the half year ended 30 June 2025

\$ million	H1 2025	H1 2024
<b>Operating EBITDA<sup>1</sup></b>	<b>23.9</b>	<b>21.4</b>
Interest paid on bank facilities	(1.1)	(1.3)
Interest paid on leases	(2.2)	(2.1)
Interest received on leases	0.1	0.1
Non-recurring expenses	(5.2)	(0.8)
Tax paid	(1.3)	(4.6)
Working capital movement (excluding tax)	0.5	0.7
Other (non-cash)	0.3	(1.3)
<b>Cash flow from operations</b>	<b>15.0</b>	<b>12.1</b>
Capital expenditure	(5.6)	(6.4)
Lease principal repayment	(7.1)	(6.4)
<b>Free cash flow</b>	<b>2.2</b>	<b>(0.7)</b>
Final dividend paid	(11.3)	(11.2)
<b>Cash movement in net debt</b>	<b>(9.0)</b>	<b>(11.9)</b>
Other movements	(0.2)	(0.1)
<b>Movement in net debt</b>	<b>(9.2)</b>	<b>(12.0)</b>

## Improved free cash flow

- Free cash flow stronger due to improved operating earnings with higher non-recurring expenses offset by lower tax paid.
- The “other” movement in free cash flow for 2024 relates to a tax obligation arising on the issue of shares under a long-term incentive.
- Capital expenditure was lower than the first half of last year. Full year capital expenditure is expected to be between \$10 million and \$11 million.
- Final dividend of 6 cents per share paid in March.

1. Operating results presented are non-GAAP measures that include the impact of NZ IFRS 16, however, excludes non-recurring expenses to allow for a like for like comparison between 2024 and 2025 financial years. Please refer to pages 40-41 of this results presentation for a detailed reconciliation.

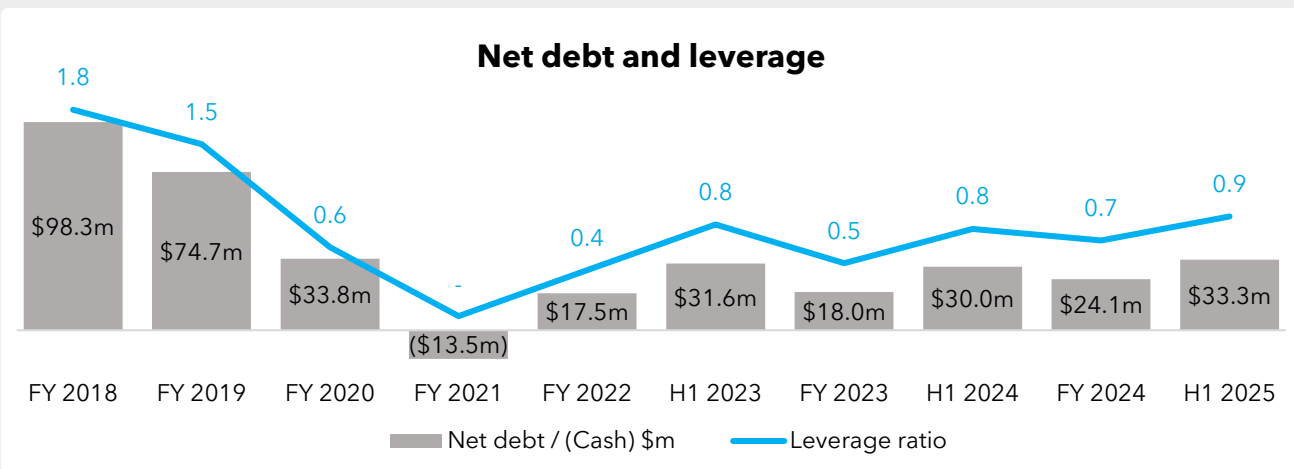
# Capital management.

For the half year ended 30 June 2025

	30 June 2025	31 December 2024
12-months operating EBITDA (pre NZ IFRS 16) <sup>1</sup> (\$ million)	38.3	36.5
12-months interest expense (\$ million)	2.6	2.8
Net interest cover (Operating EBITDA (pre NZ IFRS 16) <sup>1</sup> / interest expense)	15.0	13.0
Net debt (\$ million)	33.3	24.1
Leverage ratio (Net debt / 12-month operating EBITDA (pre NZ IFRS 16) <sup>1</sup> )	0.9	0.7

**Net debt is projected to reduce by the end of the year and be lower than the start of the year.**

- Leverage ratio at the end of the half remains within the target range of 0.5 to 1.0 times EBITDA (pre NZ IFRS 16) <sup>1</sup>.
- Extended bank loan facilities to 31 August 2028 increasing the total facilities limit to \$60 million.
- Fully imputed interim dividend of 3.0 cents per share has been declared and is payable on 24 September 2025.



## Dividend Policy

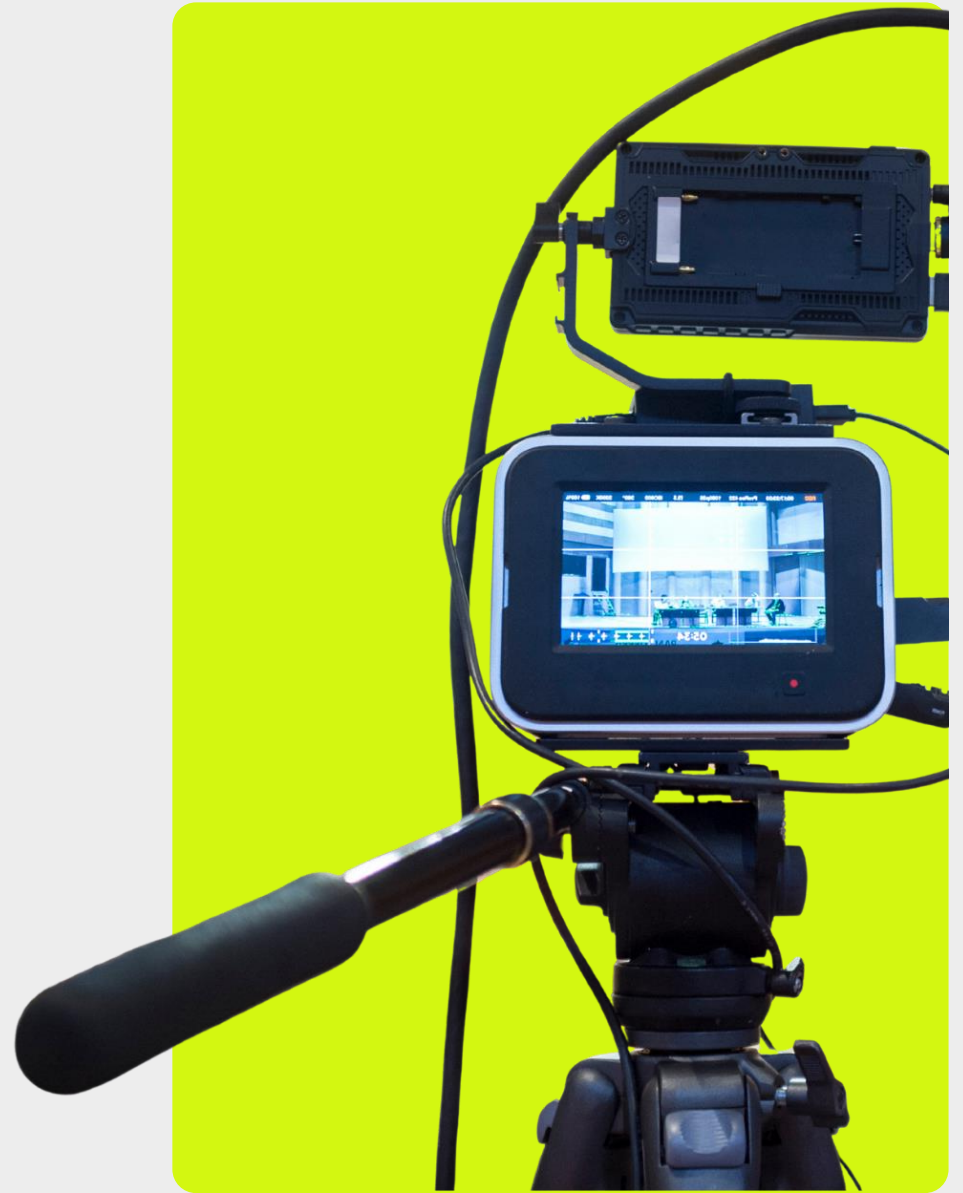
NZME intends to pay dividends of 50-80% of free cash flow subject to being within its target leverage ratio and having regard to NZME's capital requirements, operating performance and financial position.

Target leverage ratio of 0.5 - 1.0 times rolling 12-month EBITDA (pre NZ IFRS16) <sup>1</sup>.

Full dividend policy is available at [www.nzme.co.nz/investor-relations/dividends/](http://www.nzme.co.nz/investor-relations/dividends/)

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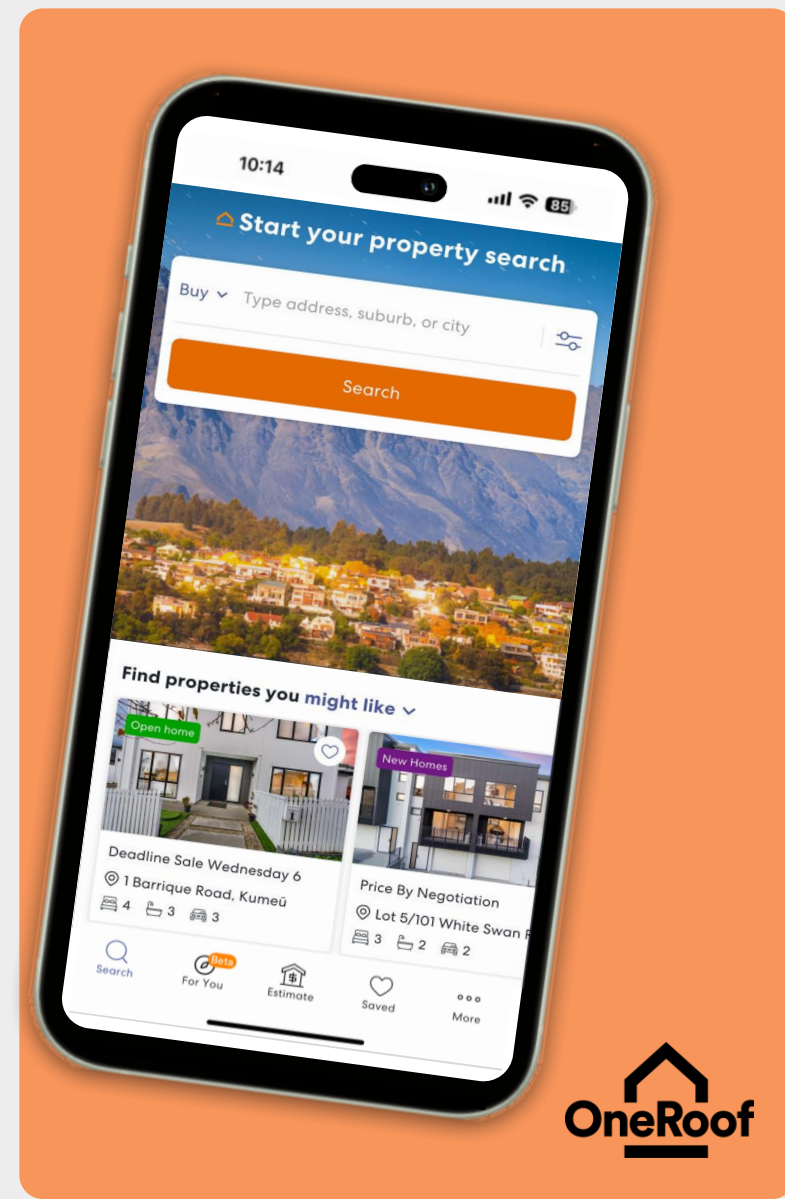
# Divisional performance.





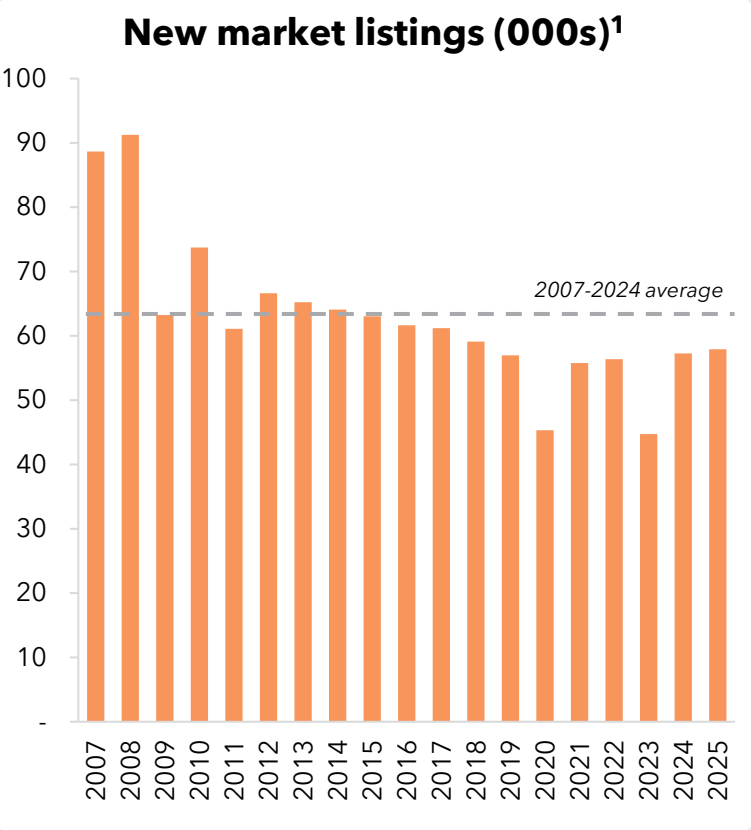
# OneRoof.

## Your essential property platform.

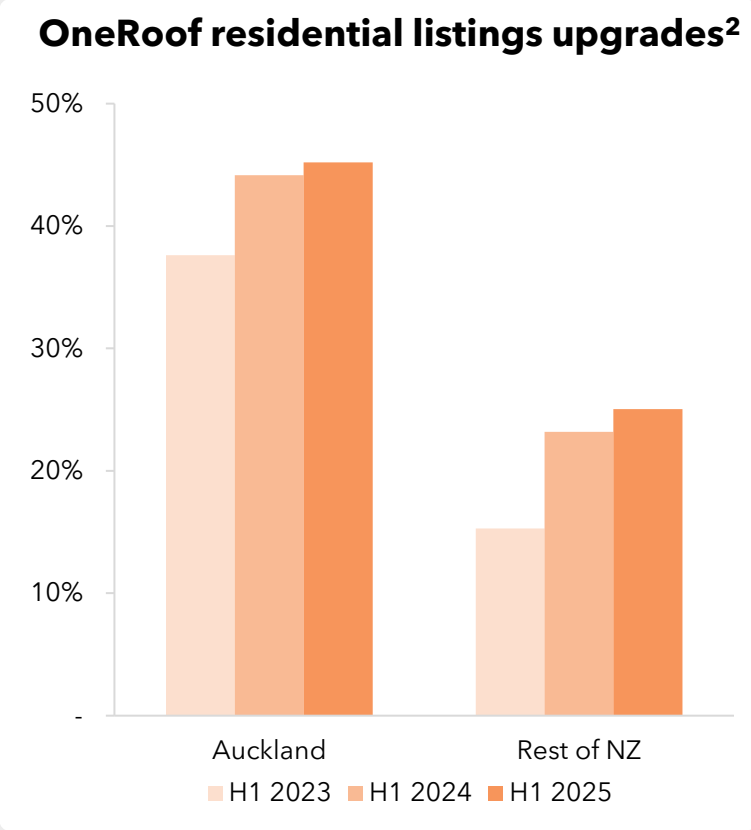


# OneRoof growth continues to outpace market.

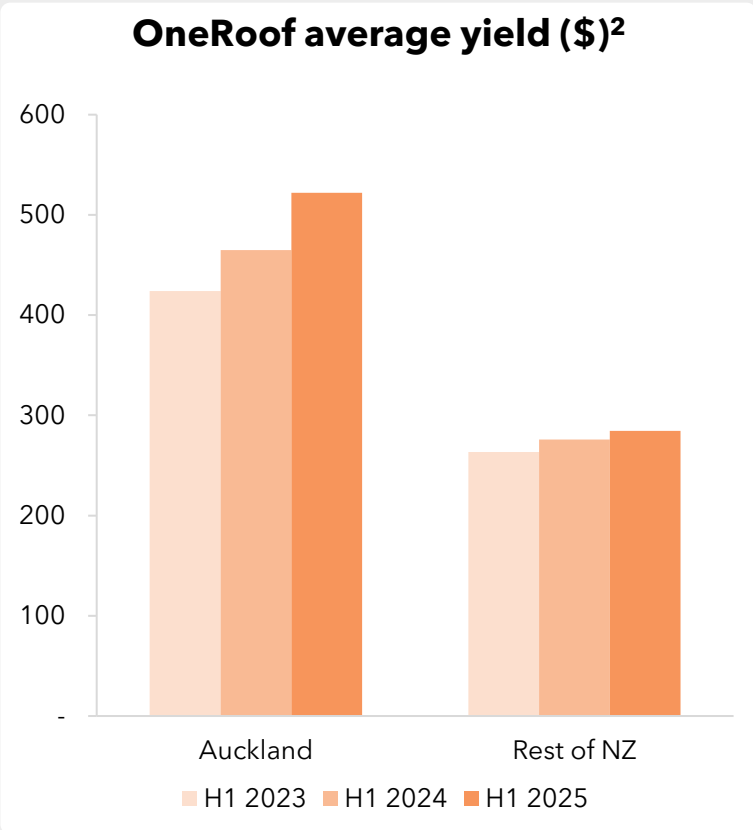
+16% growth in OneRoof residential listings revenue compared with +1% REINZ market listings movement.



**+1%** YOY



**+4%** YOY<sup>3</sup>

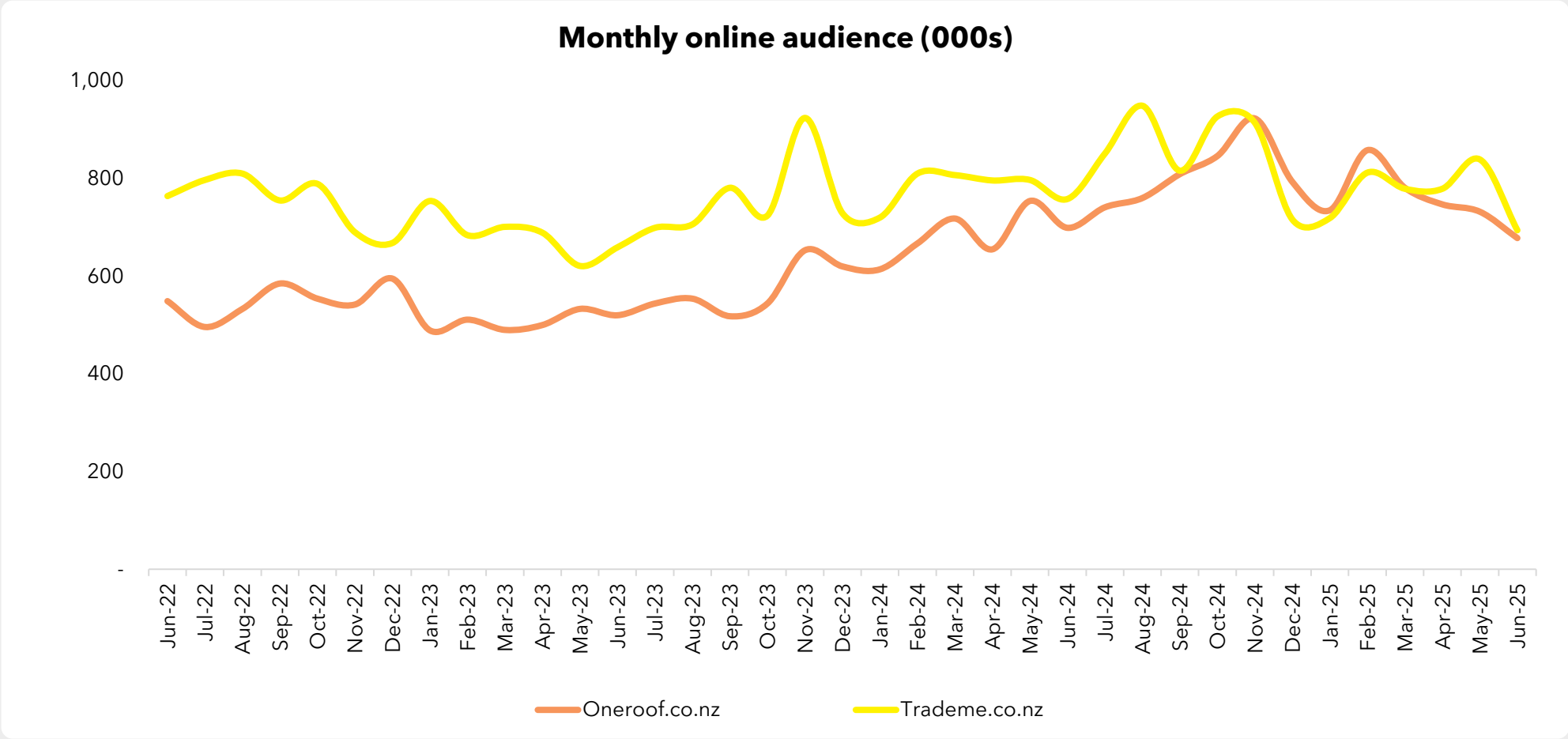


**+8%** YOY<sup>3</sup>

1. REINZ and Tony Alexander, an independent NZ economist. Figures shown represent total listings for the first six months ended June of each year.  
2. NZME analysis.  
3. Revenue impact

# OneRoof audience.

Sustained web audience numbers since matching #1 in market.



# OneRoof financial results.

For the half year ended 30 June 2025

\$ million	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>
Digital	9.5	7.8	22%
Print	4.8	5.8	(18%)
Other	0.2	0.1	16%
<b>Operating revenue</b>	<b>14.5</b>	<b>13.7</b>	<b>5.4%</b>
People	(4.5)	(4.2)	(8%)
Print and distribution	(2.8)	(2.9)	4%
Selling and marketing	(3.7)	(3.7)	-
Content	(0.9)	(1.0)	15%
Other expenses	(1.0)	(0.8)	(14%)
<b>Operating expenses</b>	<b>(12.9)</b>	<b>(12.7)</b>	<b>(2%)</b>
<b>Operating EBITDA (incl. NZ IFRS16)<sup>3</sup></b>	<b>1.6</b>	<b>1.0</b>	<b>52%</b>
NZ IFRS16 adjustment	(0.5)	(0.4)	(34%)
<b>Operating EBITDA (pre NZ IFRS16)<sup>3</sup></b>	<b>1.1</b>	<b>0.7</b>	<b>62%</b>
<b>Operating EBITDA<sup>3</sup> margin (pre NZ IFRS16)</b>	<b>8%</b>	<b>5%</b>	<b>3 ppt</b>

## Digital revenue growth 22%

- Market new listings were just 1% higher than last year.
- Upgrade conversion rate of new listings improved by 4% to 32% and yield improved by 8% through product mix.
- Print revenue was lower largely due to the new listings skewed toward lower-value properties.
- Overall costs were 2% higher than last year with the investment in sales people outside of Auckland to support growth.
- H1 2024 revenue has been adjusted by \$0.4 million to ensure a like for like comparison with H1 2025 reflecting a revenue recognition change made at the end of 2024 to defer the portion of revenue for classified advertising campaigns relating to future accounting periods. The full year 2024 revenue was reported on this basis so no adjustment will be required for the full year.

1. H1 2024 operating results presented reflect listings revenue recognition consistent with 2025 and differ to the operating results as reported for the half year ended 30 June 2024.  
2. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.  
3. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Your essential property platform.

Progress against strategic priorities

Metric	2026 target	2023 actual	2024 actual	H1 2025 actual	2025 initiatives progress update
<b>Engagement</b>	Reduce audience gap to #1 <sup>1</sup>  Double listing enquiries within three years	Audience 606k, 187k gap to #1  -	Audience 854k, Achieved #1  +32% YoY	Audience 719k, 52k gap to #1  +25% YoY	<ul style="list-style-type: none"> <li>Delivered new brand campaign, including TVC launched, plus campaigns to drive app downloads.</li> <li>App 2.0 launched providing improved UX, search and new features.</li> <li>New Agent-funded Boost product, Amplify, launched and providing impressive enquiries growth.</li> <li>Continued leveraging NZME assets through integrations to grow audience.</li> </ul>
<b>Listings upgrade %<sup>2</sup></b>	60% Auckland 40% Rest of NZ	41% Auckland 17% Rest of NZ	43% Auckland 24% Rest of NZ	45% Auckland 25% Rest of NZ	<ul style="list-style-type: none"> <li>Implemented new sales structure from Jan 2025 with nationwide network of sales professionals to deliver OneRoof focused growth.</li> <li>Initiated partnership agreements to deliver guaranteed upgrade levels.</li> </ul>
<b>Revenue mix</b>	78% Digital 22% Print	54% Digital 46% Print	61% Digital 39% Print	67% Digital 33% Print	<ul style="list-style-type: none"> <li>Digital revenue growth continues, driven by a focus on yield and conversion growth.</li> <li>New listings levels have been lower than anticipated, with stock skewed toward lower-value properties and decreasing print real estate product demand.</li> </ul>
<b>EBITDA<sup>3</sup> margin (pre NZ IFRS16)</b>	15-25%	(10%)	7%	8%	

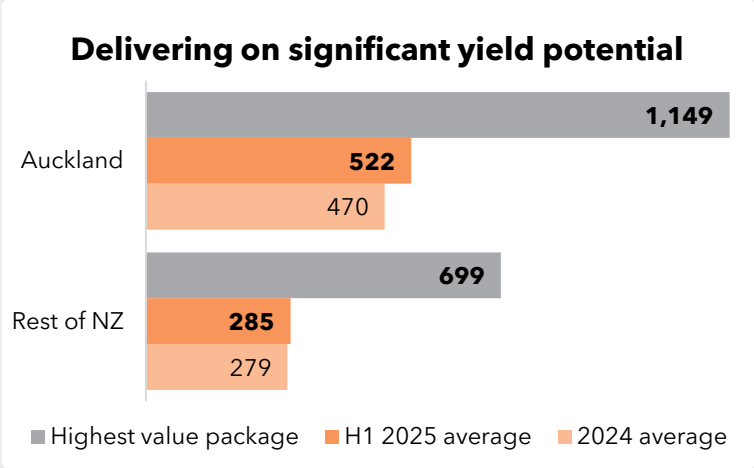
# OneRoof growth opportunity.

Significant future opportunity across each of market listings, upgrades and yields.

	H1 2023	H1 2024	H1 2025
New residential listings (000s) <sup>1</sup>			
Auckland	17	23	23
Rest of NZ	31	38	40
Total	48	61	63
Residential listings upgrade %			
Auckland	38%	44%	45%
Rest of NZ	15%	23%	25%
Total	23%	31%	32%
Average revenue per upgrade			
Auckland	424	465	522
Rest of NZ	263	276	285
Total	354	378	407
Revenue (\$ million)			
Auckland	2.7	4.7	5.5
Rest of NZ	1.3	2.4	2.8
Total	3.9	7.2	8.3

Market to still recover  
(+9% to reach historical average<sup>2</sup>)

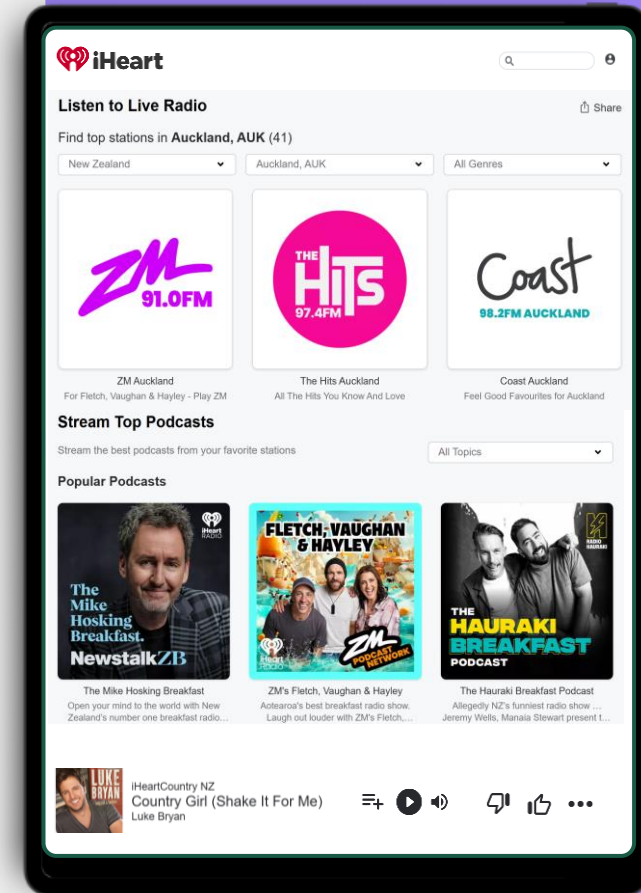
Short term listing upgrade targets  
60% Auckland / 40% Rest of NZ



Source: NZME Analysis.

1. OneRoof new residential listings differ to New REINZ market listings shown on page 17 due to classification differences, such as rural lifestyle properties and apartment developments.  
2. Based on total listings for the first six months ended June of each year 2007 to 2024

# Audio. Number one in audio.



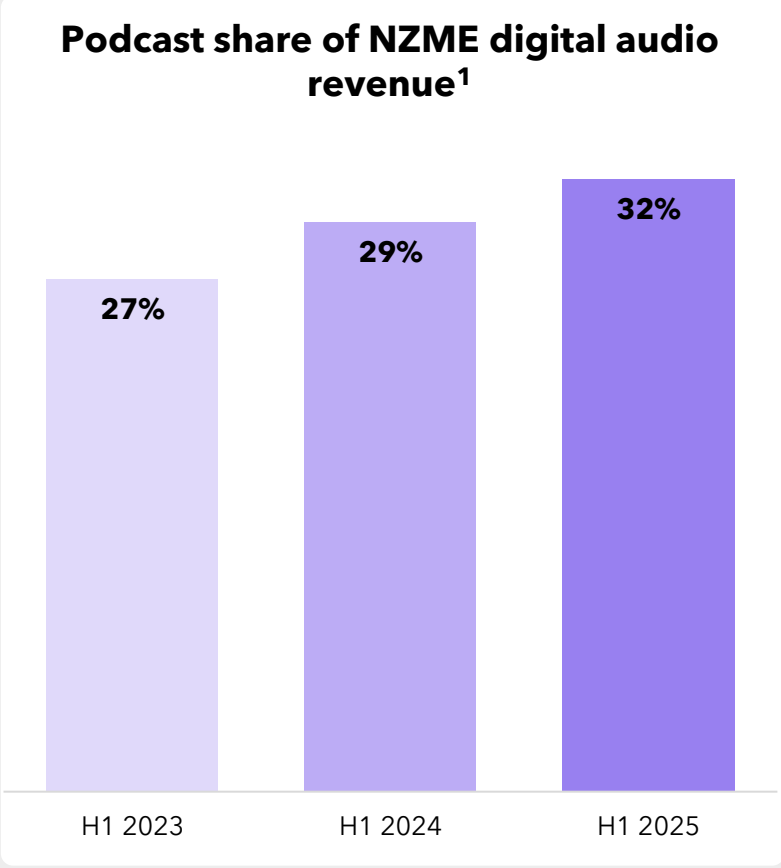
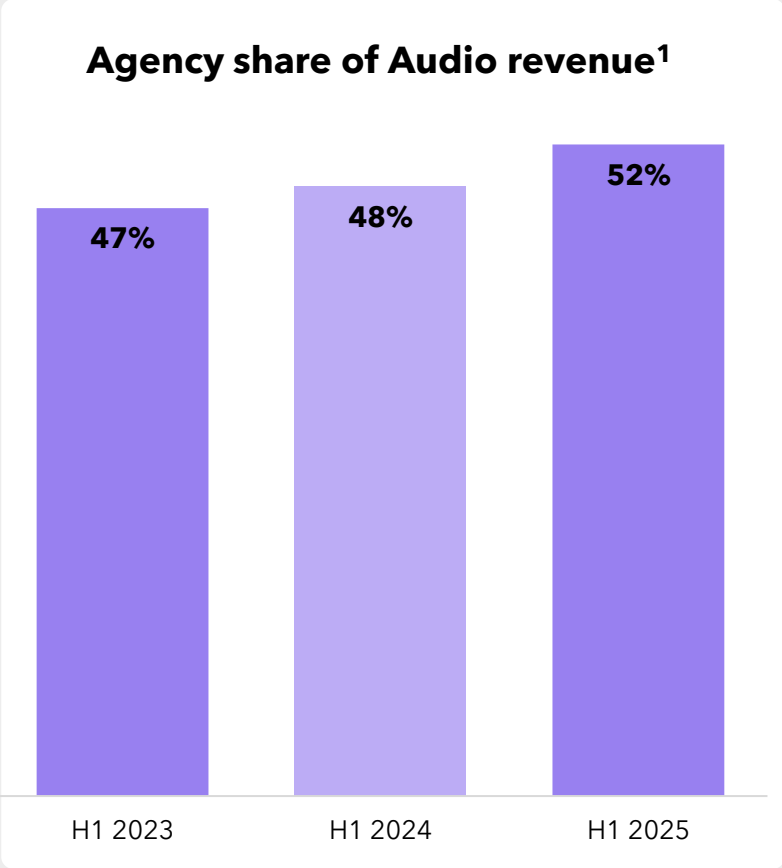
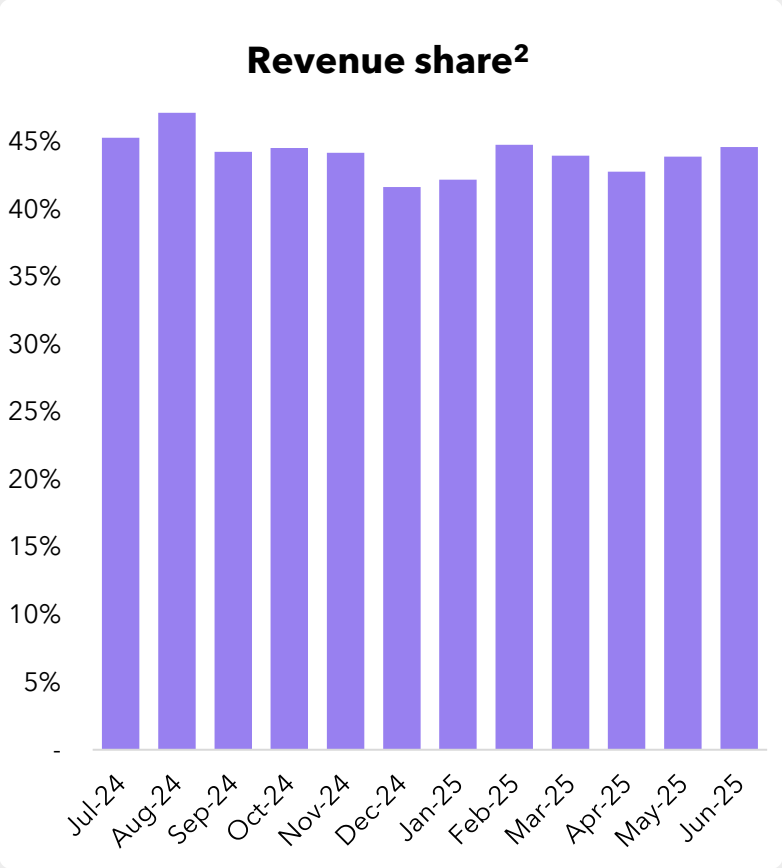


# Audio operating highlights.

Revenue share increased through Q2 2025 to 45% and slightly ahead of 12-month average.

Positive year on year revenue growth underpinned by increasing Agency mix.

Podcast growth continues and has become a core pillar of digital audio revenue.



1. NZME analysis  
2. RBA Monthly Radio Market Report last 12 months to June 2025 (radio and digital revenue share between NZME and Mediaworks).

# Audio financial results.

For the half year ended 30 June 2025

\$ million	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>
Digital audio advertising	5.3	5.0	6%
Radio advertising	51.0	50.6	1%
Other	0.8	0.8	-
<b>Operating revenue</b>	<b>57.1</b>	<b>56.4</b>	<b>1%</b>
People	(28.1)	(28.6)	2%
Selling and marketing	(8.7)	(8.9)	2%
Content	(4.1)	(3.8)	(7%)
Other expenses	(6.2)	(7.0)	12%
<b>Operating expenses</b>	<b>(47.1)</b>	<b>(48.4)</b>	<b>3%</b>
<b>Operating EBITDA (incl. NZ IFRS16)<sup>3</sup></b>	<b>10.0</b>	<b>8.0</b>	<b>26%</b>
NZ IFRS16 adjustment	(4.4)	(3.8)	(16%)
<b>Operating EBITDA (pre NZ IFRS16)<sup>3</sup></b>	<b>5.7</b>	<b>4.2</b>	<b>35%</b>
<b>Operating EBITDA<sup>3</sup> margin (pre NZ IFRS16)</b>	<b>10%</b>	<b>7%</b>	<b>3 ppt</b>

## Audio revenue growth and margin increased

- Overall revenue was up 1% year on year, with broadcast revenue returning to growth.
- Digital revenue has grown by 6% against last year growth expected to lift in the second half.
- Selling and marketing expense is 2% lower with marketing down 24%. Agency commission is 11% higher due to a greater portion of sales through this channel
- Overall costs are 3% lower with reduced people costs and lower selling and marketing costs the key driver.
- As a result the EBITDA margin is improved.

1. H1 2024 operating results presented reflect classification adjustments that differ to the operating results as reported for the half year ended 30 June 2024.  
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3. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Number one in audio.

Progress against strategic priorities

Metric	2026 target	2023 actual	2024 actual	H1 2025 actual	2025 initiatives progress update
Audience share (% of radio audience) <sup>1</sup>	> 1% share point growth per annum	37.5%	36.6%	36.3%	<ul style="list-style-type: none"><li>Continued focus on The Hits and Coast to drive audience and revenue growth.</li><li>iHeartCountry NZ launched in Auckland and 6 other markets to take advantage of growing audience demand and fill a clear gap in the New Zealand market.</li><li>Flava introduced in to Wellington and Tauranga to grow the national footprint.</li></ul>
Revenue share <sup>2</sup>	> 1% share point growth per annum	44.5%	44.6%	44.1%	<ul style="list-style-type: none"><li>Continued industry advocacy collaboration for terrestrial and digital audio, including presentation of the Infinite Dial New Zealand 2025 research presented to market.</li><li>Realignment of Create Me division to modernise workflows, align teams with strategic goals, and ensuring clarity in execution for our clients.</li><li>Created a new commercial framework for new audio brand - iHeartCountry NZ - to drive incremental revenue growth.</li></ul>
Digital audio revenue percentage	12%	7.4%	9.4%	9.4%	<ul style="list-style-type: none"><li>Streaming successfully transitioned to the Triton ad-serving platform which is now fully operational.</li><li>Plans completed for upgraded iHeartRadio app to deliver enhanced user experience and functionality. This will happen in Q3.</li><li>Extended partnership ensures long-term stability and strategic alignment with the iHeart brand.</li><li>Added BBC Podcast Network to our commercial reseller network to continue to build reach for Kiwi clients.</li><li>Cross-platform content initiatives are underway, leveraging catch-up podcasts to grow and engage audiences (e.g. Hauraki Paid to Talk).</li></ul>
EBITDA <sup>3</sup> margin (pre NZ IFRS16)	15-17%	13%	11%	10%	<ul style="list-style-type: none"><li>Audio margin is forecast to improve with forecast revenue growth.</li></ul>

1. GfK RAM, S3 2023, S3 2024, S1 2025, Total NZ, M-S 12mn-12mn, AP10+, Share %.  
2. RBA Monthly Radio Market Report rolling 12 months as at June 2025 (radio and digital revenue share between NZME and Mediaworks).  
3. EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Publishing. New Zealand's leading news destination.

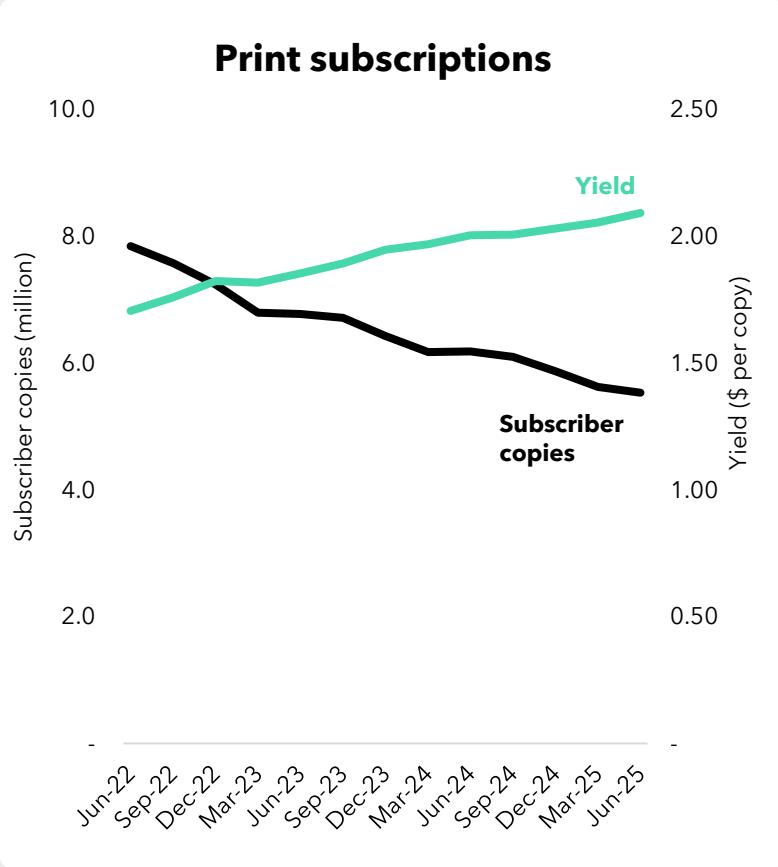
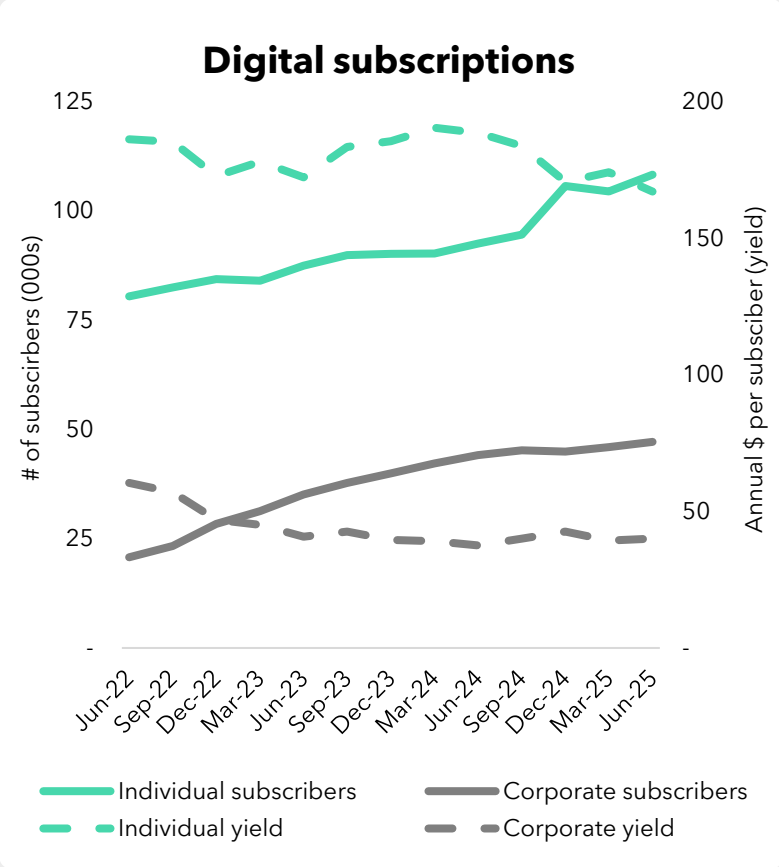
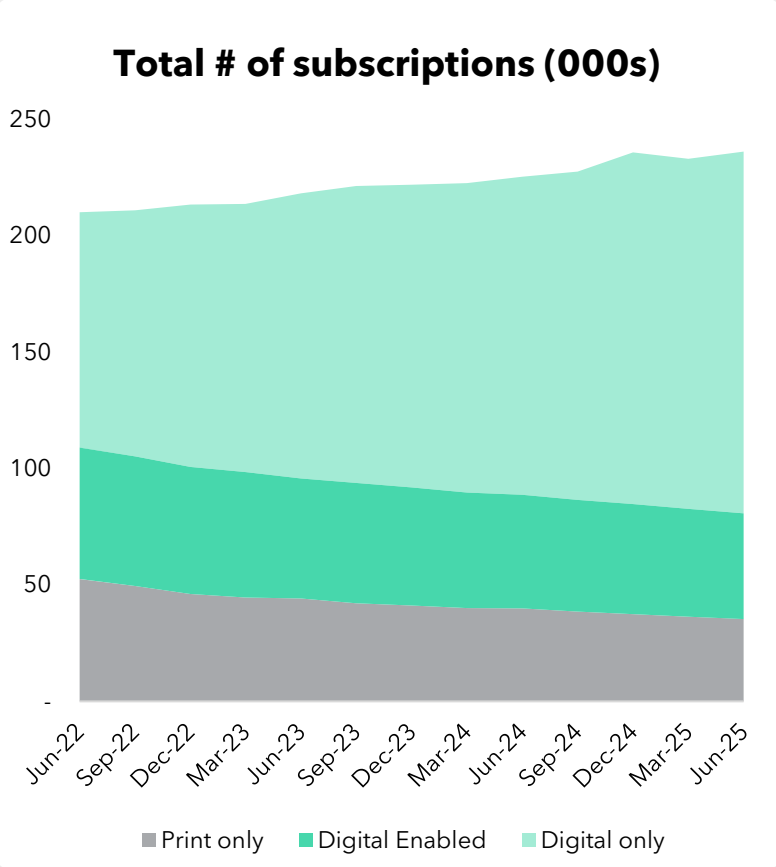


# Publishing operating highlights.

Total subscriptions **+5%** year on year with sustained digital subscription uptake.

Dynamic yield management delivering **+4%** digital subscription revenue growth.

Print subscriber decline partially offset by yield growth.



# Publishing financial results.

For the half year ended 30 June 2025

\$ million	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>
Digital subscriptions	11.5	11.1	4%
Print subscriptions	21.7	23.1	(6%)
Retail outlet sales	6.0	6.4	(6%)
<b>Total reader revenue</b>	<b>39.2</b>	<b>40.5</b>	<b>(3%)</b>
Digital advertising	23.6	25.8	(9%)
Print advertising	22.0	24.8	(11%)
<b>Total advertising revenue</b>	<b>45.6</b>	<b>50.7</b>	<b>(10%)</b>
Other	8.7	8.6	1%
<b>Operating revenue</b>	<b>93.5</b>	<b>99.8</b>	<b>(6%)</b>
People	(36.2)	(39.3)	8%
Print and distribution	(21.0)	(22.8)	8%
Selling and marketing	(7.6)	(7.6)	-
Content	(5.0)	(5.3)	5%
Third party fulfilment	(1.6)	(2.4)	33%
Other expenses	(6.6)	(7.7)	14%
<b>Operating expenses</b>	<b>(78.1)</b>	<b>(85.1)</b>	<b>8%</b>
<b>Operating EBITDA (incl. NZ IFRS16)<sup>3</sup></b>	<b>15.4</b>	<b>14.7</b>	<b>5%</b>
NZ IFRS16 adjustment	(4.0)	(4.0)	-
<b>Operating EBITDA (pre NZ IFRS16)<sup>3</sup></b>	<b>11.4</b>	<b>10.7</b>	<b>6%</b>
<b>Operating EBITDA<sup>3</sup> margin (pre NZ IFRS16)</b>	<b>12%</b>	<b>11%</b>	<b>1 ppt</b>

## Revenue lower due to the exit of community newspapers, plus reduced programmatic and digital performance marketing activity

- Reader revenue was 3% lower with print subscriber revenue and retail outlet sales down 6% compared to H1 2024.
- Core digital revenue was 2% lower with the significant reduction in digital advertising driven by programmatic and the decision to deprioritise low yielding digital performance marketing.
- Print advertising revenue is 11% lower due to the closure of several communities in December 2024.

1. H1 2024 operating results presented reflect classification adjustments that differ to the operating results as reported for the half year ended 30 June 2024.  
2. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.  
3. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Publishing financial results – digital and print.

For the half year ended 30 June 2025

\$ million	Digital Publishing			Print Publishing		
	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>
Subscription revenue	11.5	11.1	4%	21.7	23.1	(6%)
Retail outlet sales	-	-	-	6.0	6.4	(6%)
Advertising revenue	23.6	25.8	(9%)	22.0	24.8	(11%)
Other	3.9	4.2	(7%)	4.8	4.4	8%
<b>Operating revenue</b>	<b>39.1</b>	<b>41.1</b>	<b>(5%)</b>	<b>54.4</b>	<b>58.7</b>	<b>(7%)</b>
People	(19.4)	(21.2)	8%	(16.8)	(18.1)	7%
Print and distribution	-	-	-	(21.0)	(22.8)	8%
Selling and marketing	(5.1)	(4.8)	(5%)	(2.6)	(2.8)	8%
Content	(4.2)	(4.6)	7%	(0.7)	(0.7)	-
Third party fulfilment	(1.6)	(2.4)	33%	-	-	-
Other expenses	(3.0)	(3.6)	16%	(3.6)	(4.1)	12%
<b>Operating expenses</b>	<b>(33.4)</b>	<b>(36.6)</b>	<b>9%</b>	<b>(44.8)</b>	<b>(48.6)</b>	<b>8%</b>
<b>Operating EBITDA (incl. NZ IFRS16)<sup>3</sup></b>	<b>5.7</b>	<b>4.6</b>	<b>25%</b>	<b>9.6</b>	<b>10.1</b>	<b>(5%)</b>
NZ IFRS16 adjustment	(1.3)	(1.2)	(3%)	(2.7)	(2.7)	-
<b>Operating EBITDA (pre NZ IFRS16)<sup>3</sup></b>	<b>4.4</b>	<b>3.3</b>	<b>34%</b>	<b>7.0</b>	<b>7.4</b>	<b>(6%)</b>
<b>Operating EBITDA<sup>3</sup> margin (pre NZ IFRS16)</b>	<b>11%</b>	<b>8%</b>	<b>3 ppt</b>	<b>13%</b>	<b>13%</b>	<b>-</b>

Digital publishing bears the cost of the majority of journalists.

As a digital first editorial team, content produced for the digital platform is then converted and used in print publications.

Only roles dedicated to print publishing are included in the print publishing cost.

1. H1 2024 operating results presented reflect adjustments relating to Newsroom cost allocations that differ to the operating results as reported for the half year ended 30 June 2024.
2. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.
3. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.



# New Zealand’s leading news destination.

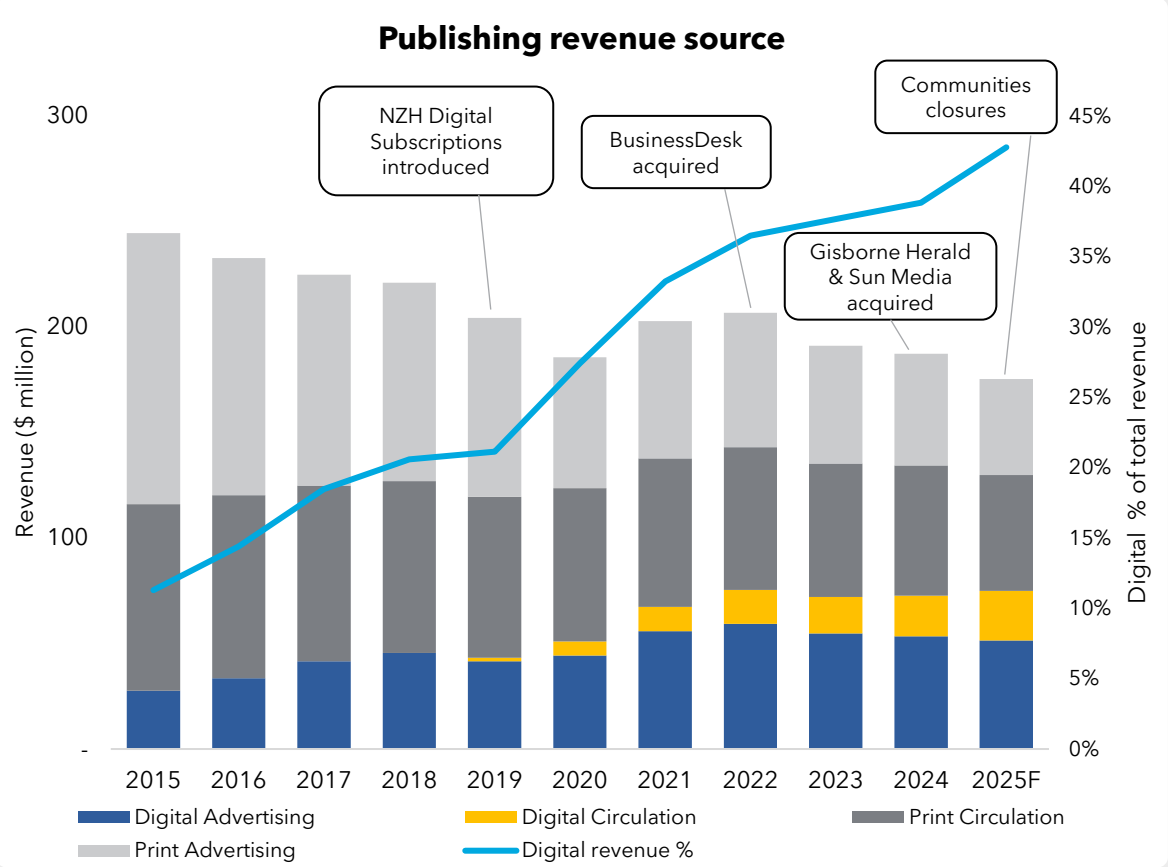
Progress against strategic priorities

Metric	2026 target	2023 actual	2024 actual	H1 2025 actual	2025 initiatives progress update
Digital publishing					
Subscription volume <sup>1</sup>	190,000	130,000	151,000	155,000	<ul style="list-style-type: none"><li>Focus on key segments and digital bundle strategy to drive digital subscriptions growth.</li><li>Subscriber journeys enhanced to manage retention and customer lifetime value.</li></ul>
Digital advertising revenue percentage <sup>1</sup>	60%	50%	50%	52%	<ul style="list-style-type: none"><li>Digital has gained mix from the closure of print communities circa +4%.</li><li>Growth in digital advertising revenue remains challenged, delaying the uptake in digital advertising revenue percentage. Focus on multimedia and high value audience data propositions and video and programmatic specialisation.</li></ul>
EBITDA <sup>2</sup> margin (pre NZ IFRS16)	14-16%	11%	10%	11%	<ul style="list-style-type: none"><li>Growth in reader revenue but advertising revenue growth remains challenged.</li><li>Strong cost control particularly in people costs following newsroom restructure.</li></ul>
Print publishing					
Subscription volume <sup>1</sup>	>65,000	92,000	85,000	81,000	<ul style="list-style-type: none"><li>Specialist retention team reducing churn.</li><li>Implemented new sales channel to replace long term database sales partnerships.</li></ul>
Print advertising revenue percentage <sup>1</sup>	40%	50%	50%	48%	<ul style="list-style-type: none"><li>Establishment of print only telesales team to target new business.</li><li>Closure of Communities newspapers reduced print share circa 4%.</li></ul>
EBITDA <sup>2</sup> margin (pre NZ IFRS16)	13-15%	17%	15%	13%	<ul style="list-style-type: none"><li>Revenue growth in third party printing and distribution.</li><li>Subscriber yield management program continues to optimise yield and retention.</li><li>Strong cost control.</li></ul>

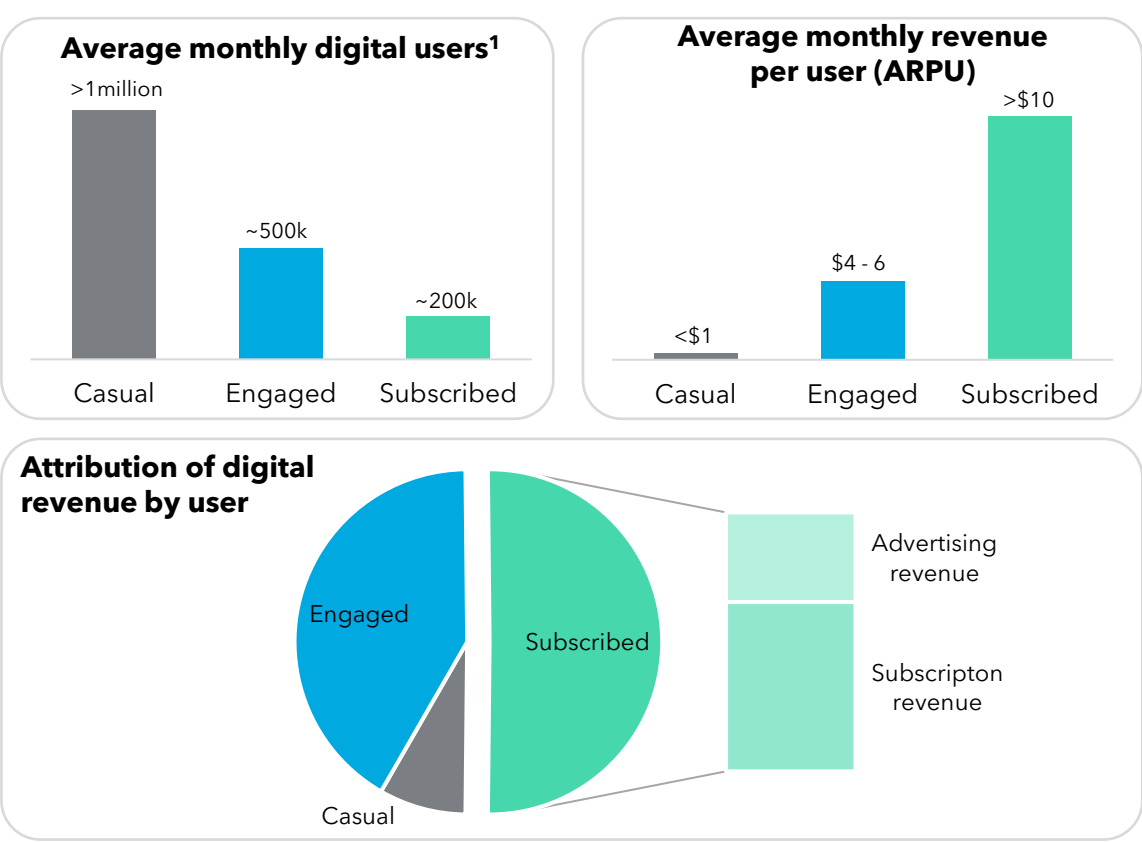
1. NZME analysis  
2. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Subscription-led businesses create more value.

We continue our transition to a subscription-led business, as have other global publishers, such as the New York Times.

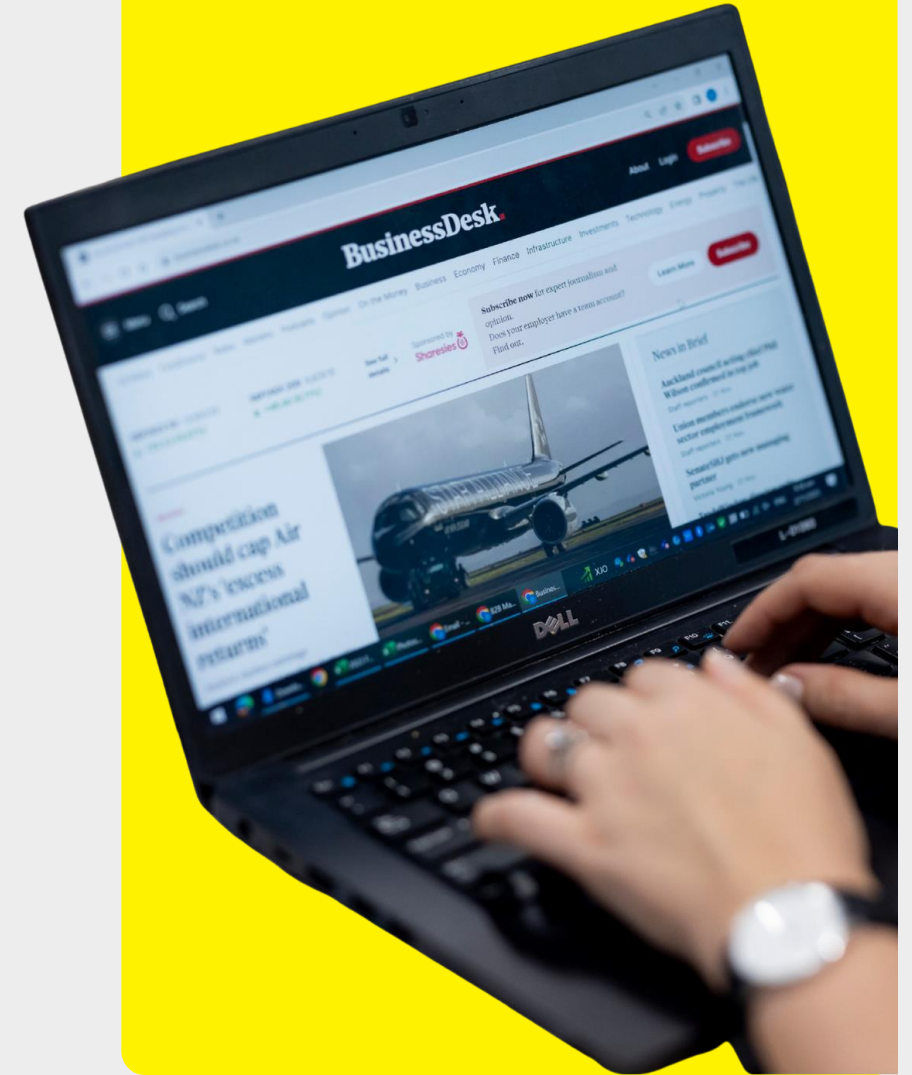


Increasing engagement with NZME's publishing content delivers greater value, reinforcing our subscription-led strategy.



Source: NZME analysis of total publishing revenue and NZ Herald online revenue and article data.  
1. User definitions: 'Casual' spends <10 sessions per month on NZ Herald; 'Engaged' spends >10 sessions per month, with some logged in; 'Subscribed' have a NZ Herald online subscription.

# Corporate and other.



# Corporate and other financial results.

\$ million	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>
<b>Operating revenue</b>	<b>0.6</b>	<b>0.7</b>	<b>(21%)</b>
People	(2.0)	(1.7)	(17%)
Other expenses	(1.6)	(1.6)	-
<b>Operating expenses</b>	<b>(3.7)</b>	<b>(3.4)</b>	<b>(8%)</b>
<b>Operating EBITDA (incl. NZ IFRS16)<sup>3</sup></b>	<b>(3.1)</b>	<b>(2.7)</b>	<b>(16%)</b>
NZ IFRS16 adjustment	-	-	-
<b>Operating EBITDA (pre NZ IFRS16)<sup>3</sup></b>	<b>(3.1)</b>	<b>(2.7)</b>	<b>(16%)</b>

Corporate and Other includes the unallocated costs associated with the Group management and governance together with the company's Events business.

1. H1 2024 operating results presented reflect classification adjustments that differ to the operating results as reported for the half year ended 30 June 2024.
2. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.
3. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Summary of Result.

\$ million	H1 2025	H1 2024 <sup>1</sup>	% change <sup>2</sup>
OneRoof	1.6	1.0	54%
OneRoof H1 2024 revenue adjustment	-	0.4	-
Audio	10.0	8.0	26%
Digital publishing	5.7	4.6	25%
Print publishing	9.6	10.1	(5%)
Corporate and other	(3.1)	(2.7)	(16%)
<b>Operating EBITDA (incl. NZ IFRS16)<sup>3</sup></b>	<b>23.9</b>	<b>21.4</b>	<b>12%</b>
Non-recurring expenses	(5.2)	(0.9)	-
<b>EBITDA (incl. NZ IFRS16)</b>	<b>18.7</b>	<b>20.5</b>	<b>(9%)</b>
Depreciation and amortisation	(15.7)	(14.0)	(12%)
<b>EBIT (incl. NZ IFRS16)</b>	<b>3.0</b>	<b>6.5</b>	<b>(54%)</b>
Net interest expense	(3.3)	(3.5)	5%
Share of loss of JV's	-	(0.2)	100%
<b>Net profit/(loss) before tax</b>	<b>(0.3)</b>	<b>2.8</b>	<b>(112%)</b>
Taxation expense	(0.1)	(1.0)	93%
<b>Net profit/(loss) after tax</b>	<b>(0.4)</b>	<b>1.9</b>	<b>(122%)</b>

- Improved performance delivers Operating EBITDA growth.
- NPAT impacted by non-recurring expenses which will deliver \$12 million in annualised cost reductions.

1. H1 2024 operating results presented reflect classification adjustments that differ to the operating results as reported for the half year ended 30 June 2024.  
2. Favourable variances are displayed as positive figures and unfavourable variances are displayed as negative (in brackets) figures.  
3. Operating EBITDA is a non-GAAP measure and excludes non-recurring expenses.

# Outlook.



Mike Hosking - Host, NewstalkZB

# Trading Update.

- Market recovery continues to be slow but economists remain optimistic of improvements in the year ahead.
- Big brands, represented by media agencies, are investing in building their brand profiles. Many SME's are still struggling but are expected to return to spending when the environment improves.
- Annualised cost reductions of \$12 million were completed, with \$2 million recognised in the second quarter. The full impact will be seen in the second half and into 2026.
- July saw strong performance across the business with advertising revenue 2% up year on year (adjusting for exit of communities) with improved profitability year on year.
- Based on current performance, without significant economic improvements, NZME expects to deliver an Operating EBITDA<sup>1</sup> in the range of \$57m to \$59m.
- Under the company's dividend policy<sup>2</sup>, this level of EBITDA would enable a full year dividend similar to the 2024 year (3c plus 6c), subject to a board decision at the time.



# Board Focus.

## **The Board is focused on improving shareholder value through:**

- Review of strategy across all three divisions
- OneRoof growth acceleration
- Improving overall audience experience and performance
- Digital revenue growth
- Proactively optimising cost structure
- Short term profitability improvements

# Q&A



Lorna Riley - Host, Coast

# Supplementary information.



# Reconciliation of operating results to financial statements.

For the half year ended 30 June 2025

\$ million	Operating results excl. NZ IFRS 16	NZ IFRS 16 adjustments	Operating results incl. NZ IFRS 16	Reclass of items	Non-recurring items	Per financial statements
Reader revenue	39.2	-	39.2	-	-	39.2
Advertising revenue	116.3	-	116.3	-	-	116.3
Other revenue	8.1	-	8.1	-	-	8.1
<b>Operating revenue</b>	<b>163.5</b>	<b>-</b>	<b>163.5</b>	<b>-</b>	<b>-</b>	<b>163.5</b>
Other income	2.5	(0.4)	2.1	0.2	-	2.4
<b>Operating revenue and other income</b>	<b>166.1</b>	<b>(0.4)</b>	<b>165.7</b>	<b>0.2</b>	<b>-</b>	<b>165.9</b>
Expenses	(151.0)	9.3	(141.8)	-	(5.2)	(147.0)
<b>EBITDA</b>	<b>15.0</b>	<b>8.9</b>	<b>23.9</b>	<b>0.2</b>	<b>(5.2)</b>	<b>18.9</b>
Depreciation and amortisation	(9.5)	(6.2)	(15.7)	-	-	(15.7)
<b>EBIT</b>	<b>5.5</b>	<b>2.7</b>	<b>8.2</b>	<b>0.2</b>	<b>(5.2)</b>	<b>3.2</b>
Share of loss of JV's	-	-	-	-	-	-
Net interest expense	(1.3)	(2.1)	(3.3)	(0.2)	-	(3.6)
<b>Net profit/(loss) before tax</b>	<b>4.3</b>	<b>0.6</b>	<b>4.9</b>	<b>-</b>	<b>(5.2)</b>	<b>(0.3)</b>
Tax	(1.5)	-	(1.5)	-	1.5	(0.1)
<b>Net profit/(loss) after tax</b>	<b>2.7</b>	<b>0.6</b>	<b>3.4</b>	<b>-</b>	<b>(3.7)</b>	<b>(0.4)</b>

# Reconciliation of operating results to financial statements.

For the half year ended 30 June 2024

\$ million	Operating results excl. NZ IFRS 16	NZ IFRS 16 adjustments	Operating results incl. NZ IFRS 16	Reclass of items	Non-recurring items	Per financial statements
Reader revenue	40.5	-	40.5	-	-	40.5
Advertising revenue	120.3	-	120.3	-	-	120.3
Other revenue	7.5	-	7.5	-	-	7.5
<b>Operating revenue</b>	<b>168.3</b>	<b>-</b>	<b>168.3</b>	<b>-</b>	<b>-</b>	<b>168.3</b>
Other income	3.1	(0.4)	2.7	0.2	-	3.0
<b>Operating revenue and other income</b>	<b>171.4</b>	<b>(0.4)</b>	<b>171.0</b>	<b>0.2</b>	<b>-</b>	<b>171.3</b>
Expenses	(158.1)	8.5	(149.6)	-	(0.9)	(150.5)
<b>EBITDA</b>	<b>13.3</b>	<b>8.1</b>	<b>21.4</b>	<b>0.2</b>	<b>(0.9)</b>	<b>20.7</b>
Depreciation and amortisation	(8.5)	(5.5)	(14.0)	-	-	(14.0)
<b>EBIT</b>	<b>4.8</b>	<b>2.6</b>	<b>7.5</b>	<b>0.2</b>	<b>(0.9)</b>	<b>6.7</b>
Share of loss of JV's	(0.2)	-	(0.2)	-	-	(0.2)
Net interest expense	(1.5)	(2.0)	(3.5)	(0.2)	-	(3.7)
<b>Net profit/(loss) before tax</b>	<b>3.2</b>	<b>0.6</b>	<b>3.8</b>	<b>-</b>	<b>(0.9)</b>	<b>2.8</b>
Tax	(1.5)	-	(1.5)	-	0.6	(1.0)
<b>Net profit/(loss) after tax</b>	<b>1.6</b>	<b>0.6</b>	<b>2.2</b>	<b>-</b>	<b>(0.3)</b>	<b>1.9</b>

# Disclaimer.

The information in this presentation is of a general nature and does not constitute financial product advice, investment advice, legal, financial, tax or any other recommendation or advice. This presentation constitutes summary information only, and you should not rely on it in isolation from the full detail set out in NZME's Consolidated Financial Statements for the six months ended 30 June 2025.

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The Group adopted NZ IFRS 16 Leases on 1 January 2019 and IFRS Interpretations Committee's (IFRIC's) agenda decision on configuration and customisation costs in relation to Software as a Service (SaaS) arrangements in 2021. Operating results as stated throughout this presentation refer to results including the adjustments for the adoption of NZ IFRS 16, and prior to exceptional items. Please refer to pages 40-41 of this presentation for detailed reconciliation of these results to the statutory results.

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