

NZME NOTICE OF ANNUAL SHAREHOLDERS' MEETING

Dear Shareholder,

NZME Limited (**NZME**) invites you to join in person or online its 2024 Annual Shareholders' Meeting (the **Annual Shareholders' Meeting** or the **meeting**).

Notice is hereby given that the meeting will be held at the NZME iHeart Lounge, 2 Graham Street, Auckland Central, Auckland 1010 and online at wirtualmeeting.co.nz/nzm24 on Thursday 11 April 2024 commencing at 3:00pm.

The Directors invite shareholders to join them for afternoon tea from 2:30pm.

IMPORTANT DATES AND TIMES

Latest time for receipt of proxy voting forms: Tuesday 9 April 2024, 3:00pm

Vote-eligibility date for voting entitlements for the Annual Shareholders' Meeting: Tuesday 9 April 2024, 5:00pm Annual Shareholders' Meeting: Thursday 11 April 2024, 3:00pm

All times are in New Zealand time.

AGENDA

- Chairman's Address
 Barbara Chapman
- Chief Executive Officer's Address
 Michael Boggs
- Ordinary Resolutions
 To consider and, if thought fit, to pass the following ordinary resolutions:

Ordinary Resolution 1

Re-election of Director Carol Campbell

That Carol Campbell, who retires by rotation and is eligible for re-election, be re-elected as a Director of NZME.

Please see explanatory notes for further information.

Ordinary Resolution 2

Re-election of Director David Gibson

That David Gibson, who retires by rotation and is eligible for re-election, be re-elected as a Director of NZME.

Please see explanatory notes for further information.

Ordinary Resolution 3

Re-election of Director Guy Horrocks

That Guy Horrocks, who retires by rotation and is eligible for re-election, be re-elected as a Director of NZME.

Please see explanatory notes for further information.

Ordinary Resolution 4

Auditor's remuneration

That the Directors of NZME be authorised to fix the fees and expenses of the auditor for the financial year ending 31 December 2024.

Please see explanatory notes for further information.



General Business

To consider such other business that may be properly brought before the Annual Shareholders' Meeting.



On behalf of the Board



Barbara Chapman Chairman 12 March 2024

EXPLANATORY NOTES



Ordinary Resolution 1: Re-election of Director Carol Campbell

NZME's constitution and the NZX Listing Rules require that a director does not hold office (without re-election) past the third annual meeting following the director's appointment or 3 years, whichever is longer.

Carol Campbell was last elected as a director of NZME by shareholders at NZME's 2021 Annual Shareholders' Meeting held on 16 April 2021, and being eligible, offers herself for re- election at the meeting. She has the full support of the NZME Board.

Having had regard to the factors described in the NZX Corporate Governance Code that may impact director independence, the NZME Board considers that Carol Campbell qualifies as an independent director.

Carol Campbell is a Chartered Accountant and Fellow of CAANZ, and Chartered member of the Institute of Directors. Carol was a partner at Ernst & Young for over 25 years and has been a professional director for the last 10 years. Carol has extensive financial experience and a sound understanding of efficient board governance and chairs NZME's Audit and Risk Committee.

Carol is chair of NZ Post Limited and a director of T&G Global Limited, Asset Plus Limited and Chubb Insurance Limited.



Ordinary Resolution 2: Re-election of Director David Gibson

NZME's constitution and the NZX Listing Rules require that a director does not hold office (without re-election) past the third annual meeting following the director's appointment or 3 years, whichever is longer.

David Gibson was last elected as a director of NZME by shareholders at NZME's 2021 Annual Shareholders' Meeting held on 16 April 2021, and being eligible, offers himself for re-election at the meeting. He has the full support of the NZME Board.

Having had regard to the factors described in the NZX Corporate Governance Code that may impact director independence, the NZME Board considers that David Gibson qualifies as an independent director.

David has over 20 years' investment banking experience, including as Co-Head of Investment Banking in New Zealand for Deutsche Bank and Deutsche Craigs where he completed a number of New Zealand's largest M&A and equity transactions, including within the media industry.

David is currently deputy chair of Goodman (NZ) Limited, a director of Freightways Group Limited, Rangatira Limited and has recently been appointed as a director of Contact Energy Limited.

David holds a Bachelor of Laws (Honours) and Bachelor of Commerce from the University of Canterbury.



Ordinary Resolution 3: Re-election of Director Guy Horrocks

NZME's constitution and the NZX Listing Rules require that a director does not hold office (without re-election) past the third annual meeting following the director's appointment or 3 years, whichever is longer.

Guy Horrocks was last elected as a director of NZME by shareholders at NZME's 2021 Annual Shareholders' Meeting held on 16 April 2021, and being eligible, offers himself for re-election at the meeting. He has the full support of the NZME Board.

Having had regard to the factors described in the NZX Corporate Governance Code that may impact director independence, the NZME Board considers that Guy Horrocks qualifies as an independent director.

Guy established himself as an early pioneer of the mobile app industry co-founding the world's first commercial iPhone app company in 2007, Polar Bear Farm.

EXPLANATORY NOTES

He went on to build his award winning mobile agency Carnival Labs, launching over 100 mobile apps and working with clients that included CNN, Time Magazine, Expedia, DreamWorks, HBO, Target, as well as NZ Herald.

Guy has since launched a real-time data warehouse called SOLVE and is also a director of New Zealand Mint Limited, New Zealand's only precious metal mint. Guy is an advisor to brand tracking startup Tracksuit Limited and Halter - a digital cow collar and app that helps farmers better manage their farms.

Ordinary Resolution 4:

Auditor's Remuneration

The current auditor of NZME, PricewaterhouseCoopers, will automatically continue in office by virtue of section 207T of the Companies Act 1993. Under section 207S of the Companies Act 1993, an auditor's fees and expenses must be fixed in the manner determined at a shareholders' meeting.

Shareholder approval is therefore sought for the Board to fix PricewaterhouseCoopers' fees and expenses for the 2024 financial year.

PROCEDURAL NOTES

Entitlement to Vote

The only persons entitled to vote at the meeting are those shareholders whose names are recorded in the share register of NZME as at 5:00pm Tuesday 9 April 2024. Only the shares registered in those shareholders' names at that time may be voted at the meeting.

All resolutions to be considered at the meeting are ordinary resolutions. Each resolution will be passed if more than 50% of the votes of those shareholders who are entitled to vote and who vote on the resolution are voted in favour of that resolution.

Online participation

To participate at the meeting online use the following link to NZME's share registrar's virtual meeting platform:

virtualmeeting.co.nz/nzm24

Shareholders attending and participating in the meeting virtually via the online platform will be able to vote and ask questions during the meeting. If you will be participating online you will require your shareholder number, found on your voting/proxy form, for verification purposes.

More information regarding virtual attendance at the meeting (including how to vote and ask questions virtually during the meeting) is available in the Virtual Annual Meeting Online Portal Guide, which is available at:

Voting and Proxies

Your right to vote may be exercised by:

- a) attending the meeting and voting in person or participating virtually and voting via the online platform;
- b) submitting an online or postal vote; or
- appointing a proxy (or representative in the case of a corporate shareholder) to attend and vote in your place.

A proxy need not be a shareholder of NZME. Further details of how to direct your proxy to vote or give your proxy discretion to vote are set out in the enclosed postal vote/proxy form.

You can cast a postal vote or appoint a proxy to vote on your behalf by completing and returning the enclosed postal vote/proxy form in accordance with the instructions set out on the form. NZME's share registrar, Link Market Services Limited, has been authorised by the Board to receive and count postal votes at the meeting.

Alternatively, you can submit your vote or appoint a proxy online at: https://vote.linkmarketservices.com/NZM.

You will require your CSN/Holder Number and FIN (New Zealand Register Holders) or HIN/SRN and postcode (Australian Register Holders) to complete your online vote or proxy appointment.

https://bcast.linkinvestorservices.co.nz/generic/docs/OnlinePortalGuide.pdf.

PROCEDURAL NOTES

Your completed copy of the postal vote/proxy form must be received by Link Market Services Limited, or your online appointment or vote completed, no later than 3:00pm on Tuesday 9 April 2024, 48 hours before the meeting. Postal vote/proxy forms received after this time will not be valid for the meeting. If attending in person, please bring the enclosed form to the meeting. The barcode is required for registration.

Questions

Shareholders attending the meeting or participating virtually will have the opportunity to ask questions during the meeting.

If you cannot attend the meeting but would like to ask a question, you may submit a question online at <u>vote.linkmarketservices.com/NZM</u> or send your question in advance to <u>legal@nzme.co.nz</u>

Questions must be submitted by 3:00pm on Tuesday 9 April 2024, 48 hours before the meeting.

The main themes will be aggregated and responded to at the meeting. NZME reserves the right not to address questions that, in the Chairman's opinion, are not reasonable in the context of an annual shareholders' meeting.









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