

2024 full year results.

For the year ended 31 December 2024

NZME. NEW ZEALAND
MEDIA AND
ENTERTAINMENT



Agenda.

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Three significant new areas of focus.

1

OneRoof value
realisation

2

Governance
- additional specialists

3

Setting a new tone
for New Zealand

OneRoof value realisation.

Strategic Review Commenced - Jarden appointed to review:

- Separation to enable raising external capital (public or private) to surface value
- Pathway to value recognition and monetisation
- Consolidation opportunities
- Additional resourcing and capability to accelerate growth

Update to be provided at half year results

Governance – additional specialists.

Seeking a new NZME Board member with experience in digital acceleration

Implementation of a OneRoof Board, including the appointment of a property marketplace specialist

Setting a new tone for New Zealand.

NZ Herald to take a leadership position in helping New Zealand thrive

Support the reboot of New Zealand's economic recovery by sharing stories of success

Improve the tone of the conversation to build positive momentum for all New Zealanders

Results summary.

For the year end 31 December 2024

- Operating revenue improved by 2%.
- OneRoof digital revenue grew by 51%.
- Operating EBITDA for 2024 of \$54.2 million was \$2 million lower than 2023 reflecting difficult trading in Q2 and Q3.
- Statutory net loss after tax was \$16 million after a \$24 million non-cash impairment of intangible assets.
- Cash flow from operations reflects lower earnings and a higher capital spend for the year.
- Net Debt is in the middle of the target range.

\$345.9m

Operating revenue¹
2023 \$340.8m

\$54.2m

Operating EBITDA¹
2023 \$56.2m

\$12.1m

Operating NPAT¹
2023 \$14.1m

6.5cps

Operating EPS¹
2023 7.7cps

(\$16.0m)

Statutory NPAT
2023 \$12.2m

\$11.3m

Cash flow from
operations
2023 \$17.3m

\$24.1m

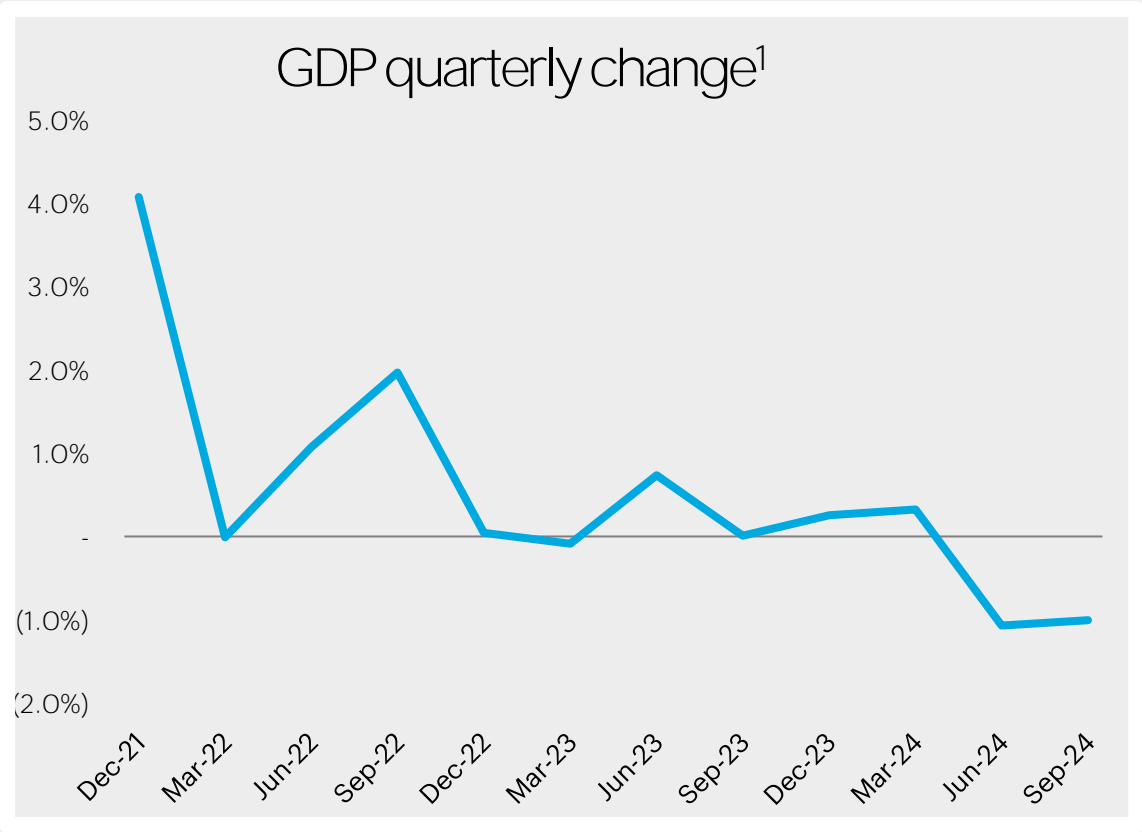
Net debt
2023 \$18.0m

6.0cps

Final dividend
Payable on
31 Mar 2025

1. Operating results presented are non-GAAP measures that include the impact of NZ IFRS 16, however, exclude exceptional items to allow for a like for like comparison between 2023 and 2024 financial years. Please refer to pages 50-51 of this results presentation for a detailed reconciliation.

2024 was tougher than anticipated.



Massive GDP fall: NZ in deep recession – worst since 1991



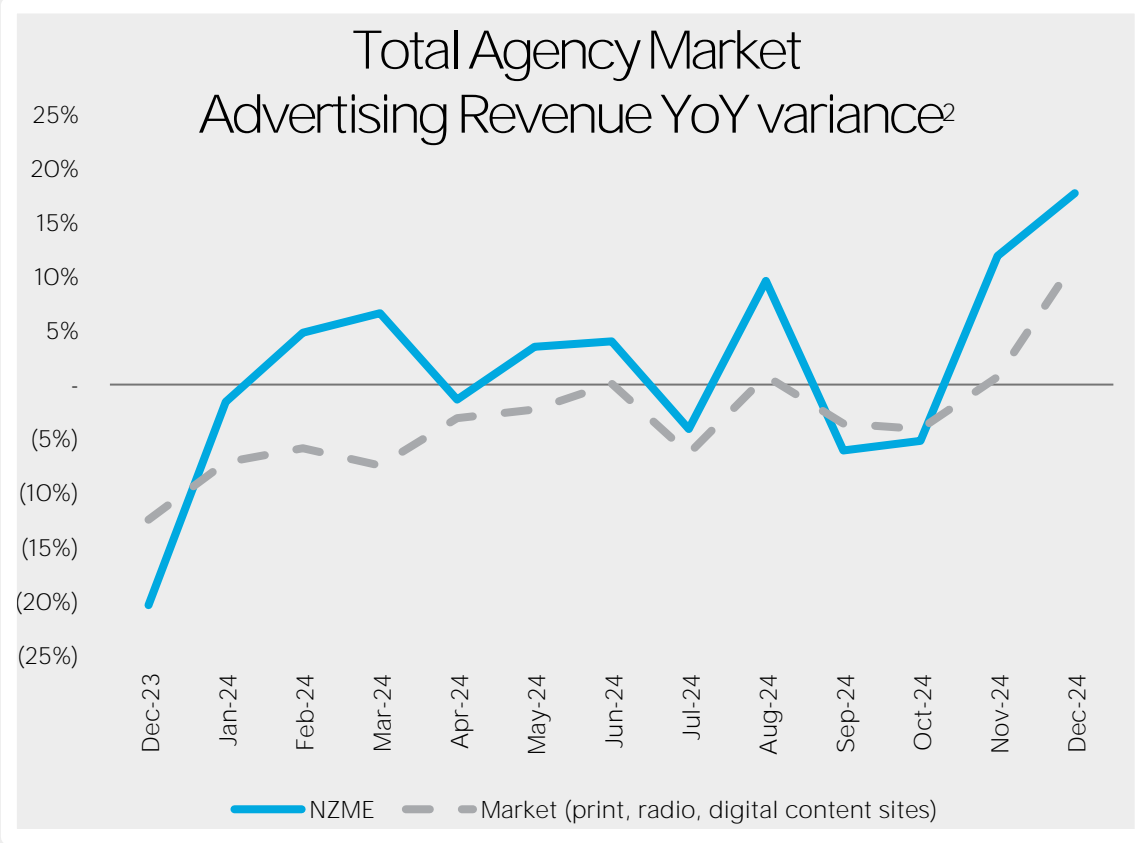
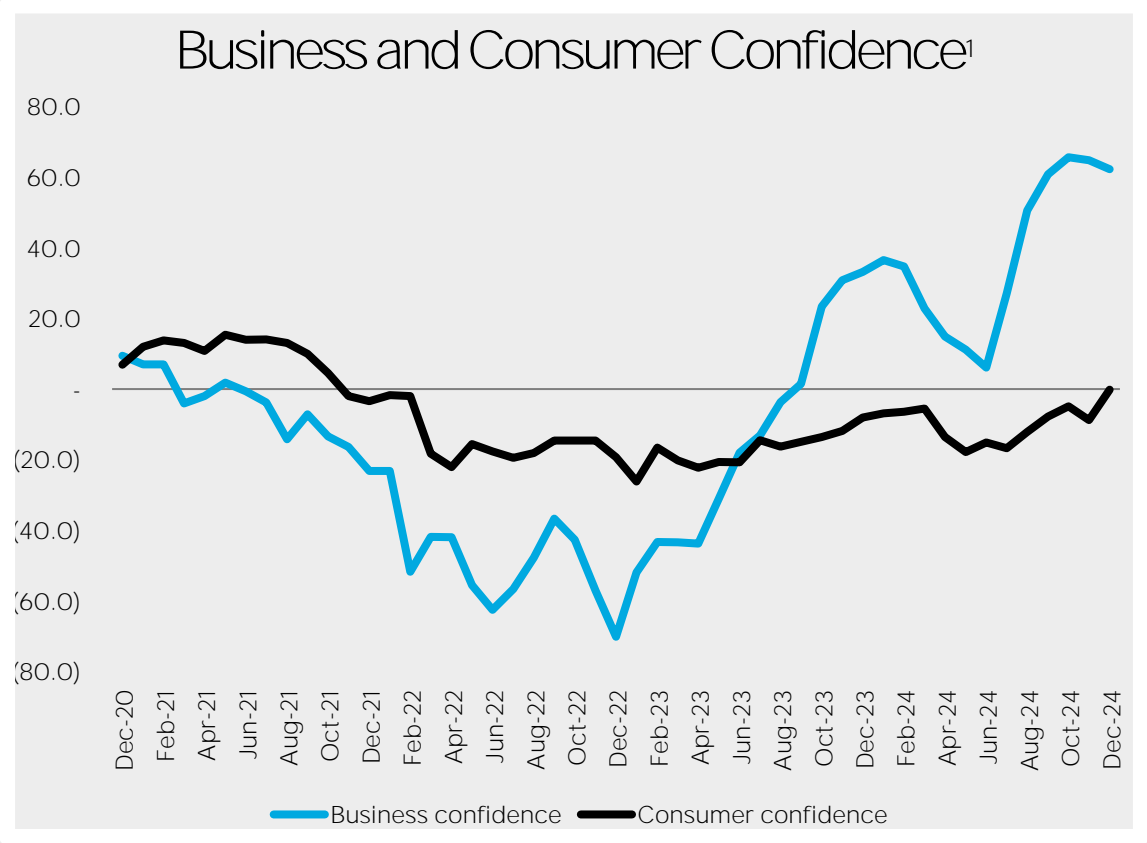
By Liam Dann

Business Editor at Large · NZ Herald · 19 Dec, 2024 01:24 PM ⌚ 5 mins to read

New Zealand economy took 'developed world's biggest hit' in 2024 - HSBC

1. Stats NZ - Gross domestic product (GDP): September 2024 quarter.

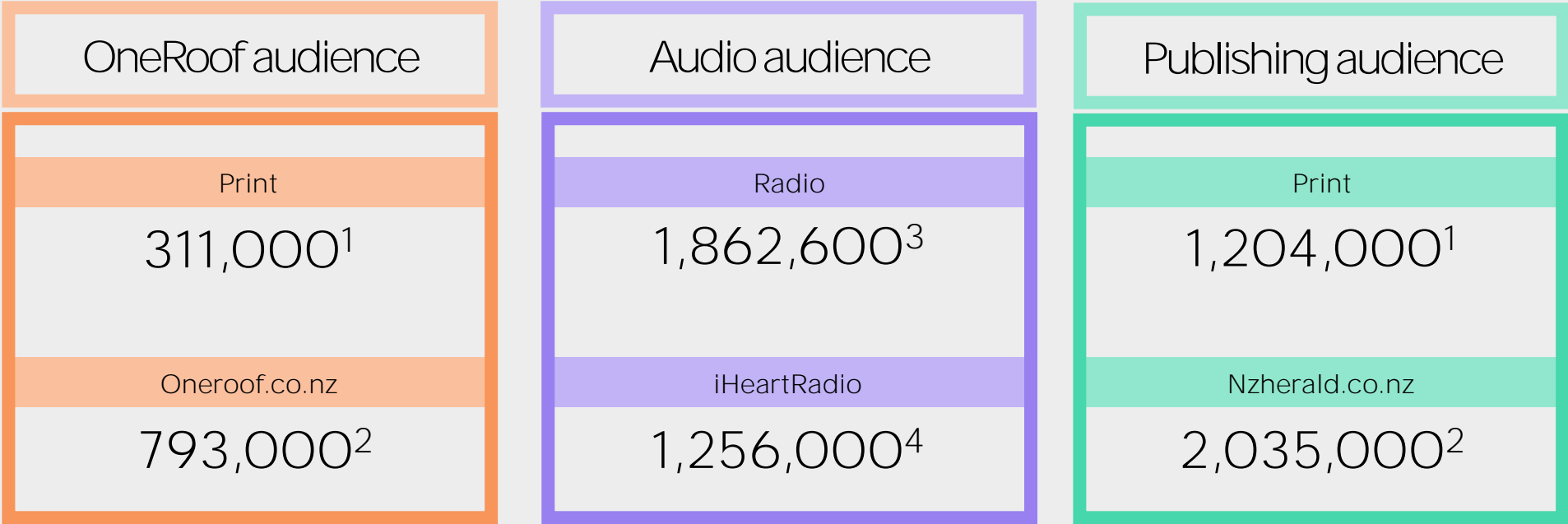
There are positive signs of market recovery following this difficult trading period.



1. ANZ Business Confidence and ANZ-Roy Morgan Consumer Confidence surveys.
 2. SMI Agency Market Revenue, YoY % change Dec 2023 – Dec 2024. NZME and Market (NZME pillars – print, radio, digital content sites).

Attracting New Zealand audiences like no other.

NZME reaching 9 out of 10 Kiwis⁵



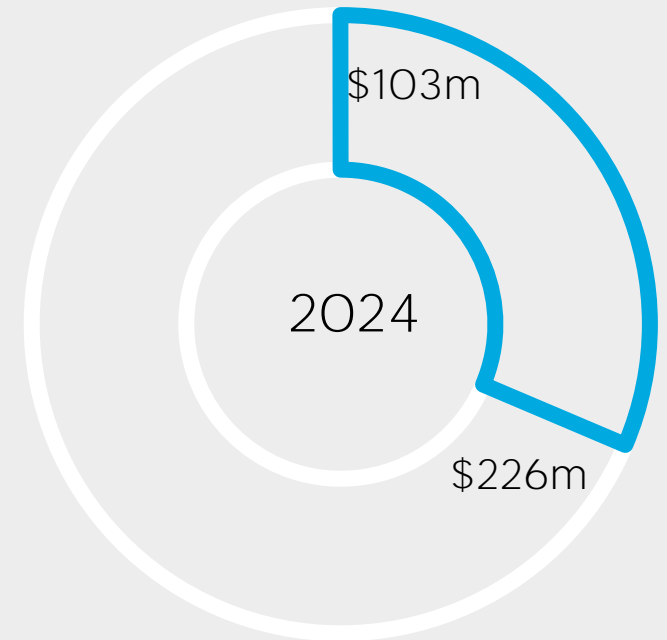
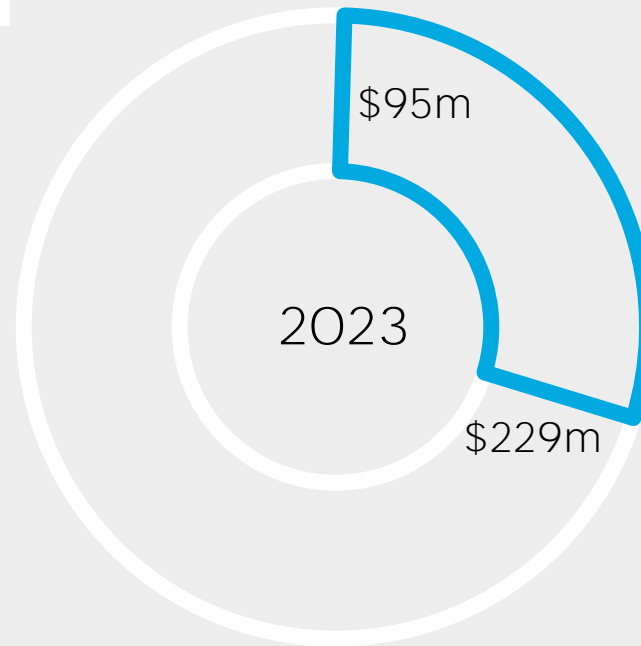
1. Nielsen CMI Q3 23 – Q4 24 December 24 Fused AP15+ (Publishing Print = weekly print excluding Real Estate. OneRoof Print = Real Estate sections).
2. Nielsen Online Ratings December 2024 (desktop and domestic traffic only, does not include exclusive mobile app audience).
3. GfK Comm RAM, S3/24, Total NZ, Cume, M-S 12mn-12mn, AP10+ (unless otherwise stated).
4. Adswizz Jan-Sep 2024 & Triton Metrics NZ Nov-Dec 2024, average monthly reach.(October figures unavailable due to transition to Triton).
5. NZME Reach Study, n=1000 nationally representative AP18+ (Jan 2024 unduplicated audience across NZME print, digital, radio & podcasts).

Digital transformation continues.

2.5 million Kiwis turn to NZME's digital platforms each month¹

NZME Digital Revenue

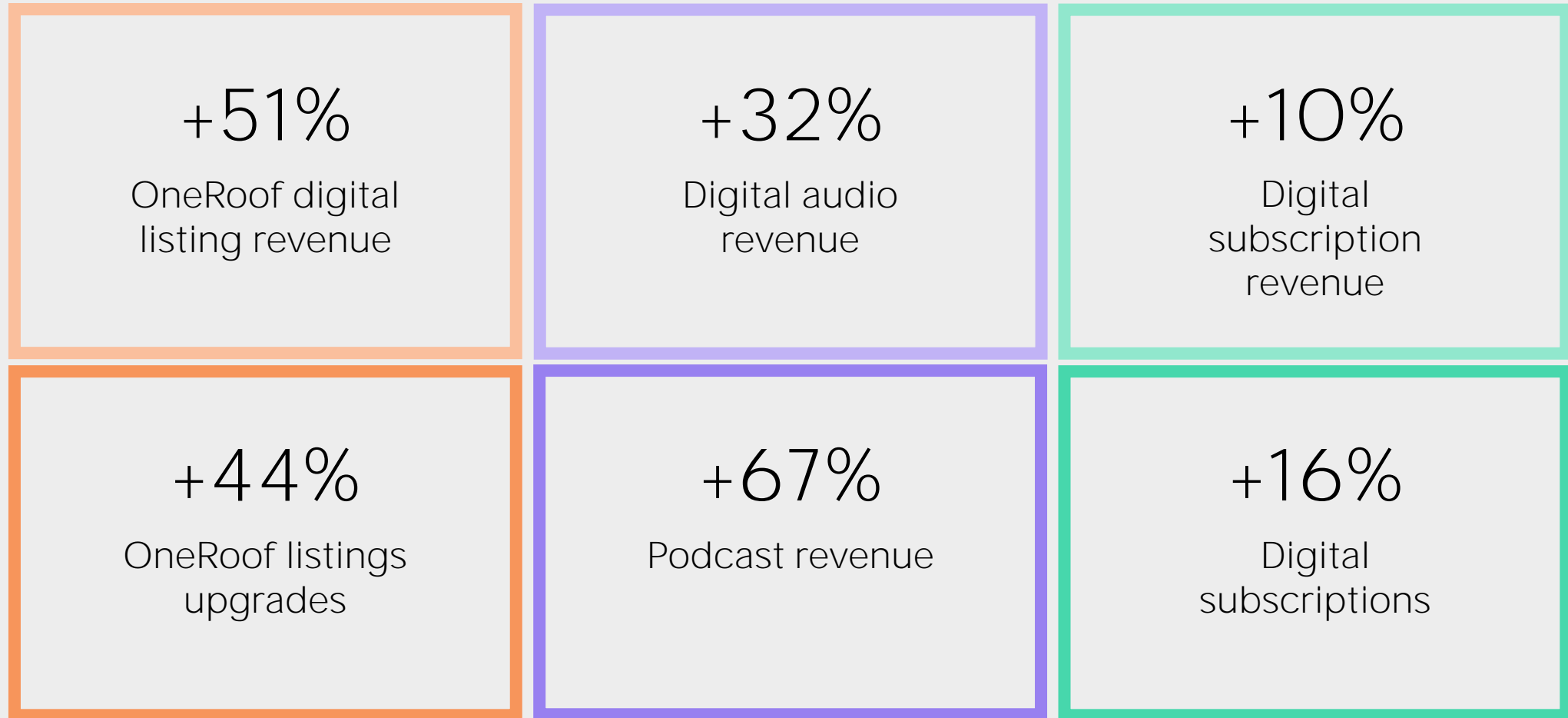
NZME Broadcast and Print Revenue



1. Nielsen CMI Q4 23 – Q3 24 December 2024 Fused 2024 AP15+.

Our digital first strategy in action.

Digital revenue growth remains at the core of our strategic plan



Note: All figures presented represent year on year growth.

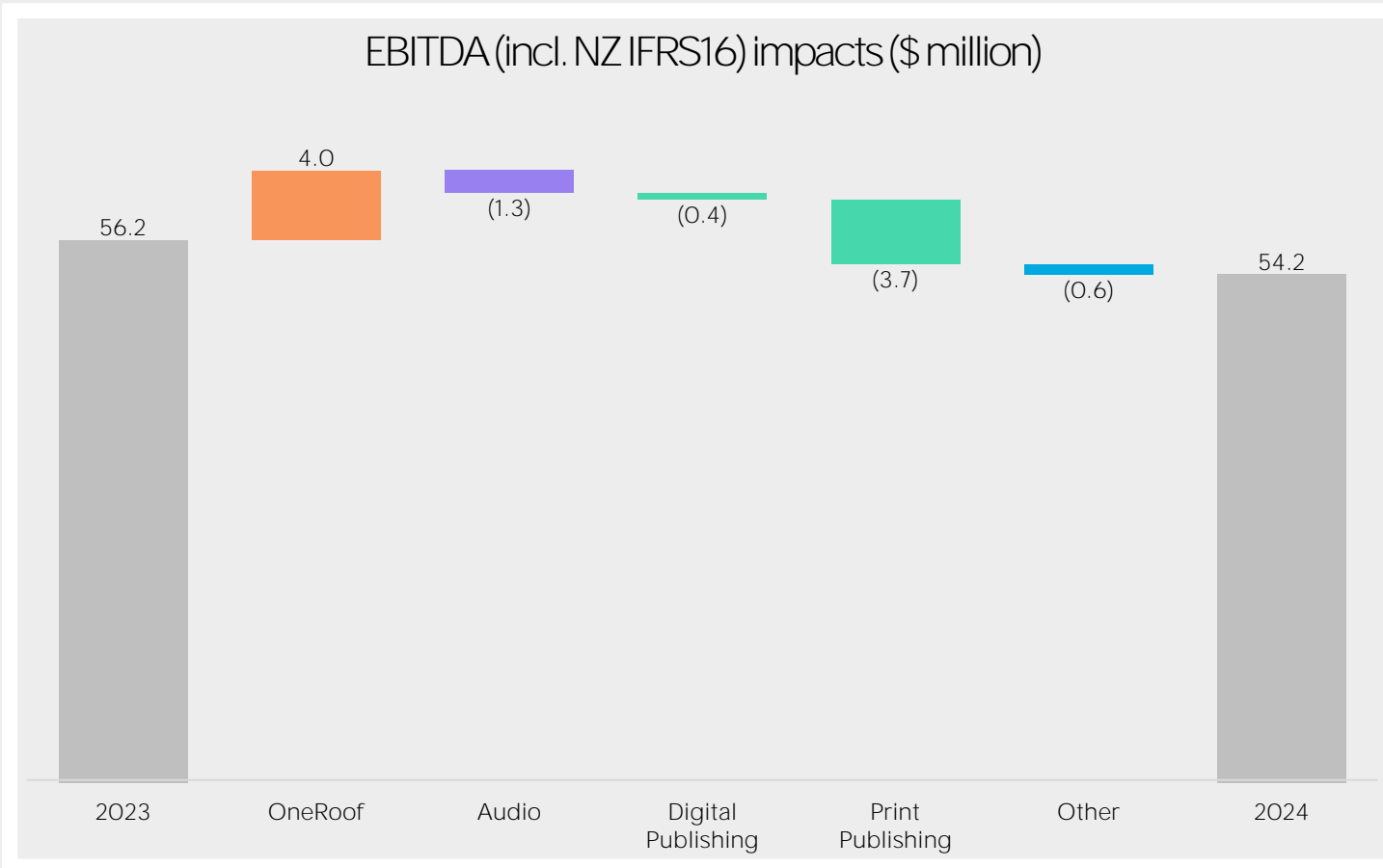


2024 Financial Results

OneRoof contributed strongly over the year.

For the year ended 31 December 2024

EBITDA (incl. NZ IFRS16) impacts (\$ million)

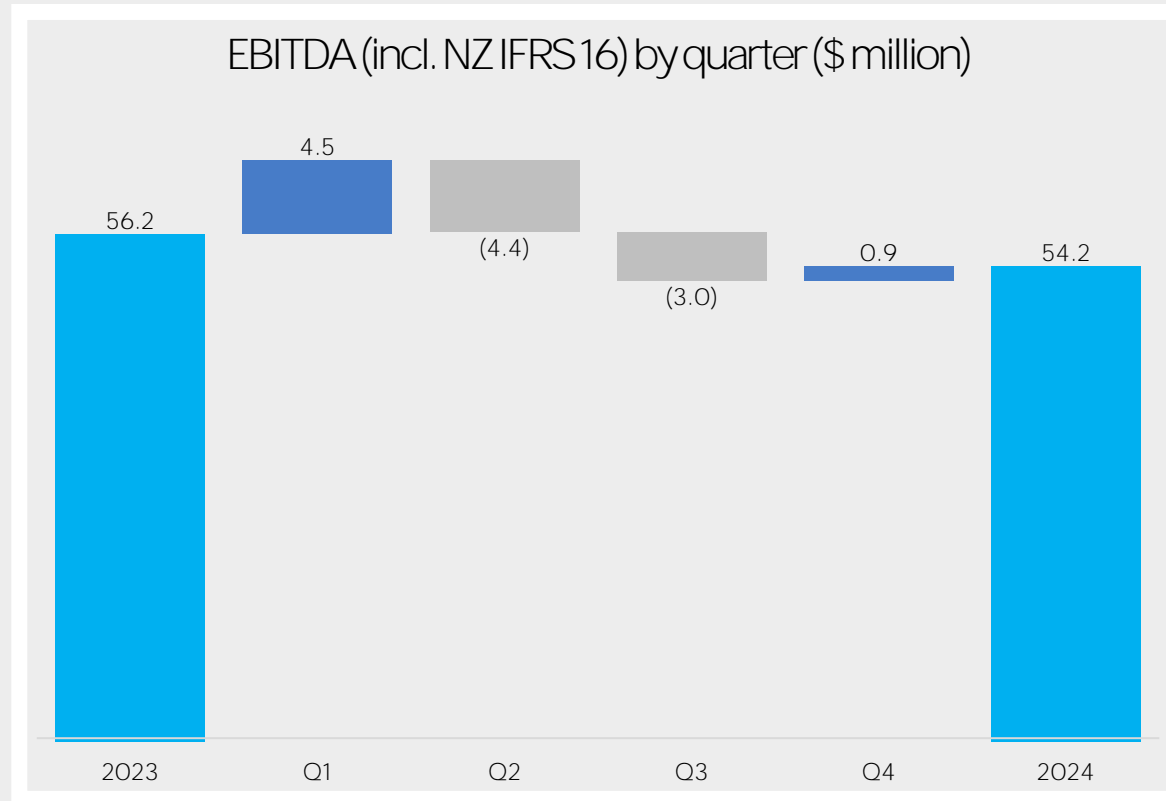


- Improved OneRoof performance driven by significant increase in OneRoof digital revenue through improved listing numbers and the strategic focus on increasing listings being upgraded.
- **Audio's result was lower with strong digital revenue growth offset by higher selling and marketing spend to stimulate audience and customers.**
- While core digital advertising revenue and digital subscription revenue improved, overall the digital publishing performance was slightly lower than 2023 reflecting a tough market.
- The declining print advertising revenue trend continued.

Note: EBITDA is a non-GAAP measure and excludes exceptional items.

Positive end as tide turns on a challenging year.

For the year ended 31 December 2024



- While the year started with promise, the difficult trading environment in the 2nd and 3rd quarters made for a tough year.
- The 4th quarter showed some improvement which has continued into the 1st quarter of 2025.

Note: EBITDA is a non-GAAP measure and excludes exceptional items.

Operating results.

For the year ended 31 December 2024

\$ million	2024	2023	% change
Reader revenue	80.9	80.6	-
Advertising revenue	248.2	243.0	2%
Other revenue	16.8	17.1	(2%)
Operating revenue	345.9	340.8	2%
Other income	4.3	5.8	(26%)
Operating revenue and other income	350.2	346.6	1%
Operating expenses	(296.0)	(290.4)	(2%)
Operating EBITDA	54.2	56.2	(4%)
Depreciation and amortisation on owned assets	(17.7)	(16.6)	(6%)
Depreciation on leased assets	(12.2)	(12.0)	(2%)
Interest income	0.4	0.4	(19%)
Finance cost	(7.8)	(7.7)	(2%)
Operating NPBT	16.8	20.3	(17%)
Taxation expense	(4.8)	(6.2)	23%
Operating NPAT	12.1	14.1	(14%)
Operating earnings per share (cents)	6.5	7.7	(16%)

The operating results for the year were impacted by a challenging market.

- Operating revenue was 2% higher as a result of improved advertising revenue but was offset by a 2% increase in operating expenses.
- Reader revenue grew with a 10% increase in digital subscription revenue, offset by lower print subscriber revenue of 3% and a 2% decline in retail sales.
- Operating NPAT was \$12.1m for the year, \$2.0m lower than last year.

Note: Operating results presented are non-GAAP measures that include the impact of NZ IFRS 16, however, exclude exceptional items to allow for a like for like comparison between 2023 and 2024 financial years. Please refer to pages 50-51 of this results presentation for a detailed reconciliation.

Expenses.

For the year ended 31 December 2024

\$ million	2024	2023 ¹	% change
People	145.7	144.4	(1%)
Print and distribution	51.8	50.8	(2%)
Selling and marketing	39.3	36.1	(9%)
Content	21.2	19.7	(8%)
Property	7.5	7.4	(1%)
Third party fulfilment	4.7	6.5	27%
Technology and communications	11.8	11.0	(7%)
Other expenses	13.9	14.6	5%
Total operating expenses	296.0	290.4	(2%)
Total non-Recurring expenses	4.5	2.6	(72%)

Overall expenses were up 2% with higher selling costs incurred to achieve revenue improvements the main driver.

- A continued focus on improving business-wide efficiencies contained people costs to just a 1% increase.
- Additional third party print contracts and increased OneRoof print activity resulted in a 2% lift in print and distribution costs.
- Selling and marketing cost increases relate to:
 - Increased agency commission due to a higher portion of revenue through the agency channel.
 - Additional promotional activity for audio products in the first half of the year.
 - Increased selling costs associated with OneRoof revenue growth.
- Third party fulfilment costs were lower as a result of a significant reduction in the amount of digital performance marketing sold onto third party platforms.
- Other expenses were lower through improved efficiency across the group.
- Non-recurring expenses relate to significant restructuring activity primarily in the second half of the year.

1. 2023 operating results presented reflect reclassification adjustments that differ when compared to operating results as reported for the year ended 31 December 2023.

Balance sheet.

As at 31 December 2024

\$ million	31 December 2024	31 December 2023
Trade and other receivables	41.5	40.4
Inventories	2.5	5.1
Trade and other payables	(44.7)	(44.9)
Current tax receivable / (payable)	2.5	(0.3)
Net working capital excluding cash	1.8	0.4
Plant property & equipment, intangibles and other non-current assets	137.1	166.9
Right-of-use assets (NZ IFRS16)	54.7	58.2
Lease liabilities (NZ IFRS16)	(79.8)	(84.7)
Finance lease receivable (NZ IFRS16)	3.6	3.9
Net debt	(24.1)	(18.0)
Deferred tax	8.1	9.2
Net assets	101.3	135.9

Net debt of \$24.1 million is at the mid-point of the target leverage range.

- Net working capital excluding cash is \$1.4 million higher than December 2023 due to large tax receivable position partially offset by lower inventories.
- Impairment of intangible assets by \$24m (non-cash) resulted in lower non-current assets.
- Net debt increased \$6.1 million to \$24.1 million with lower earnings, higher capital spend and restructuring costs being the primary drivers.

Cash flows.

For the year ended 31 December 2024

\$ million	2024	2023
Operating EBITDA¹	54.2	56.2
Interest paid on bank facilities	(2.7)	(2.3)
Interest paid on leases	(4.6)	(4.7)
Interest received on leases	0.2	0.2
Exceptional items	(4.3)	(2.3)
Dividends received	0.0	0.1
Tax paid	(5.2)	(7.8)
Working capital movement (excluding tax)	1.7	0.6
Other (non-cash)	(1.4)	1.5
Cash flow from operations	37.9	41.5
Capital expenditure	(12.7)	(11.0)
Lease principal repayment	(13.8)	(13.1)
Operating free cash flow	11.3	17.3
Purchase of OneRoof shares	(0.4)	(1.0)
Dividends paid	(16.8)	(16.6)
Cash movement in net debt	(5.9)	(0.1)
Other movements	(0.2)	(0.4)
Movement in net debt	(6.1)	(0.5)

Operating cash flow reflects lower earnings

- Cash flow from operations for the year was \$3.6 million lower at \$37.9 million compared to 2023 primarily due to lower earnings and higher restructuring costs.
- **The 'other' movement in operating cash flow** relates to a tax obligation arising on the issue of shares under a long-term incentive plan. This movement was offset by lower tax paid and lower working capital.
- Capital expenditure was higher due to accelerated product development activity to support continued digital transformation.
- Distributions to shareholders were similar to 2023 with a consistent dividend maintained despite lower earnings.

1. Operating results presented are non-GAAP measures that include the impact of NZ IFRS 16, however, exclude exceptional items to allow for a like for like comparison between 2023 and 2024 financial years. Please refer to pages 50-51 of this results presentation for a detailed reconciliation.

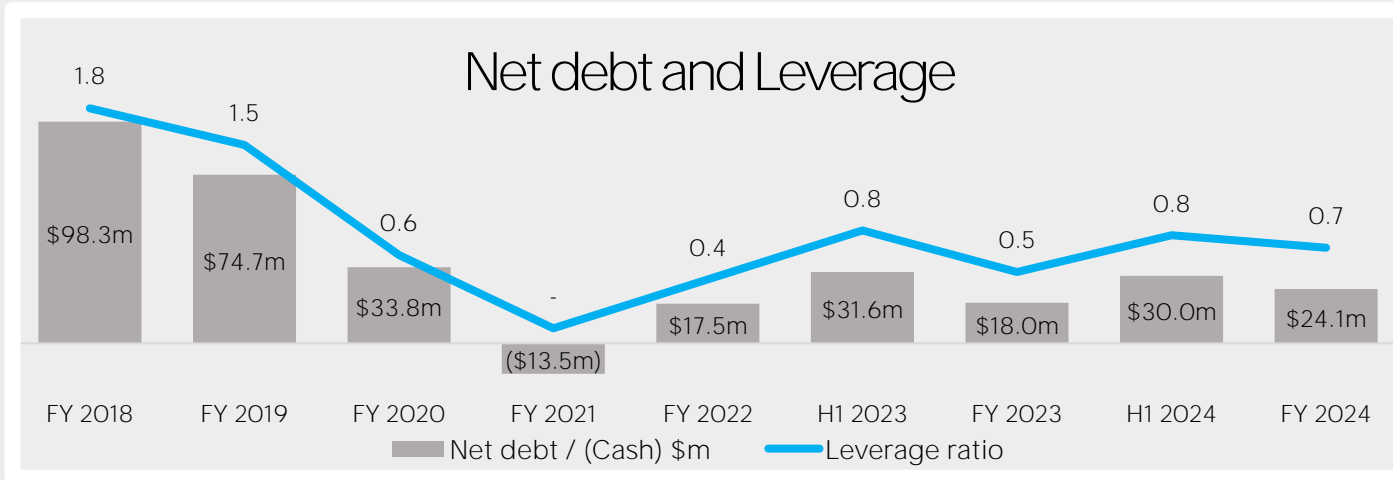
Capital management.

For the year ended 31 December 2024

	31 December 2024	31 December 2023
12-months operating EBITDA (pre NZ IFRS 16) ¹	36.5	39.1
12-months interest expense	2.8	2.4
Net interest cover (Operating EBITDA (pre NZ IFRS 16) ¹ / interest expense)	13.0	16.4
Net debt (\$ million)	24.1	18.0
Leverage ratio (Net debt / 12-month operating EBITDA (pre NZ IFRS 16) ¹)	0.7	0.5

While net debt finished the year higher than last year it is still well within the target range.

- Lower earnings combined with increased net debt has resulted in an increase in the leverage ratio to 0.7 times but remains within the target range of 0.5 – 1.0 times EBITDA (pre NZ IFRS 16).
- Fully imputed final dividend of 6.0 cents per share has been declared and is payable on 31 March 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.

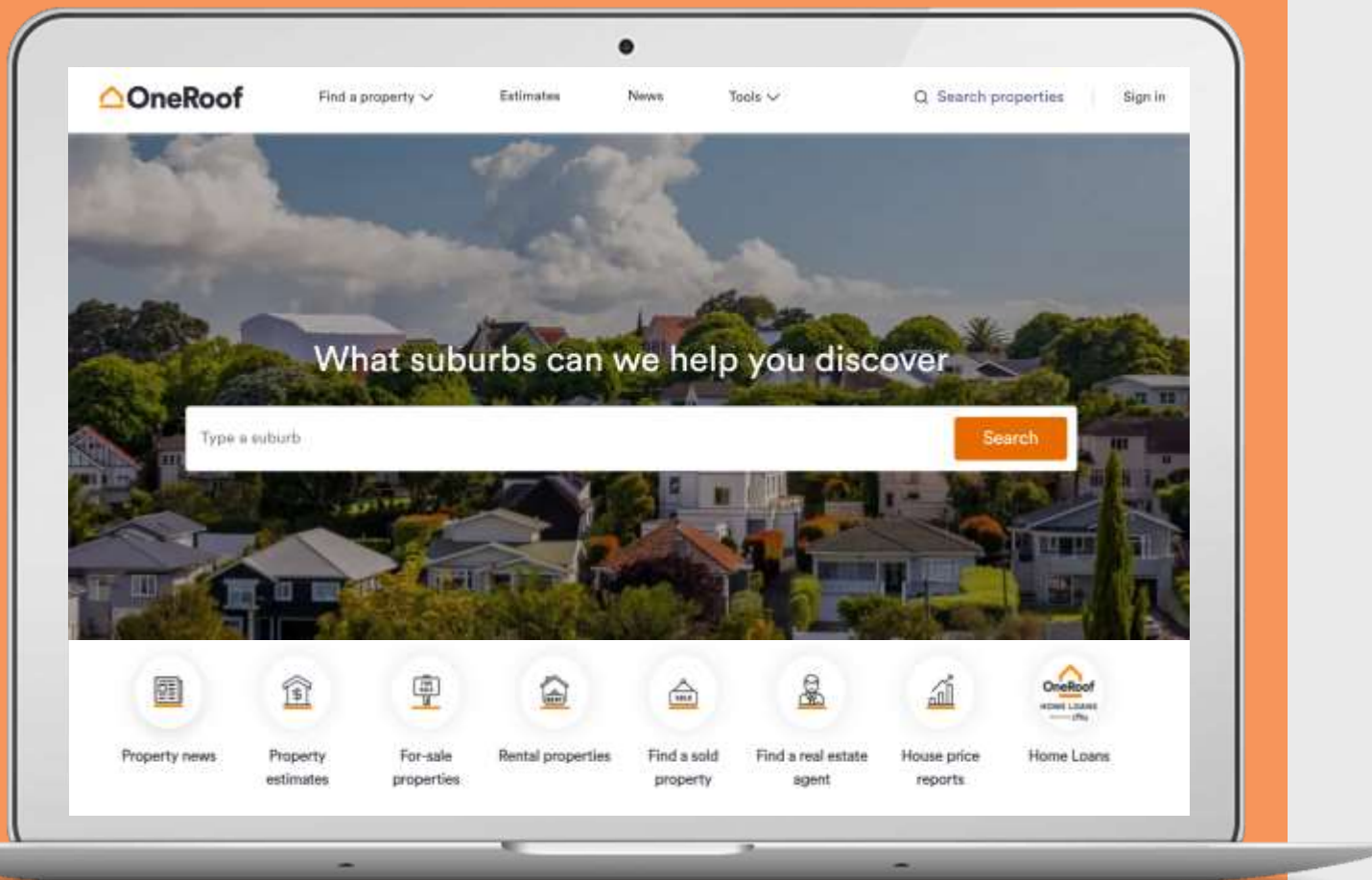
Target leverage ratio of 0.5 - 1.0 times rolling 12-month EBITDA (pre NZ IFRS16).

Full dividend policy is available at www.nzme.co.nz/investor-relations/dividends/

1. Operating results presented are non-GAAP measures that include the impact of NZ IFRS 16, however, exclude exceptional items to allow for a like for like comparison between 2023 and 2024 financial years. Please refer to pages 50-51 of this results presentation for a detailed reconciliation.



Divisional
performance.



Your
essential
property
platform.

Your essential property platform.

Delivering on our strategy

Superior listings
experience and performance

Grow listings revenue

Accelerate non-listings
portfolio

+32% growth in
listings enquiries

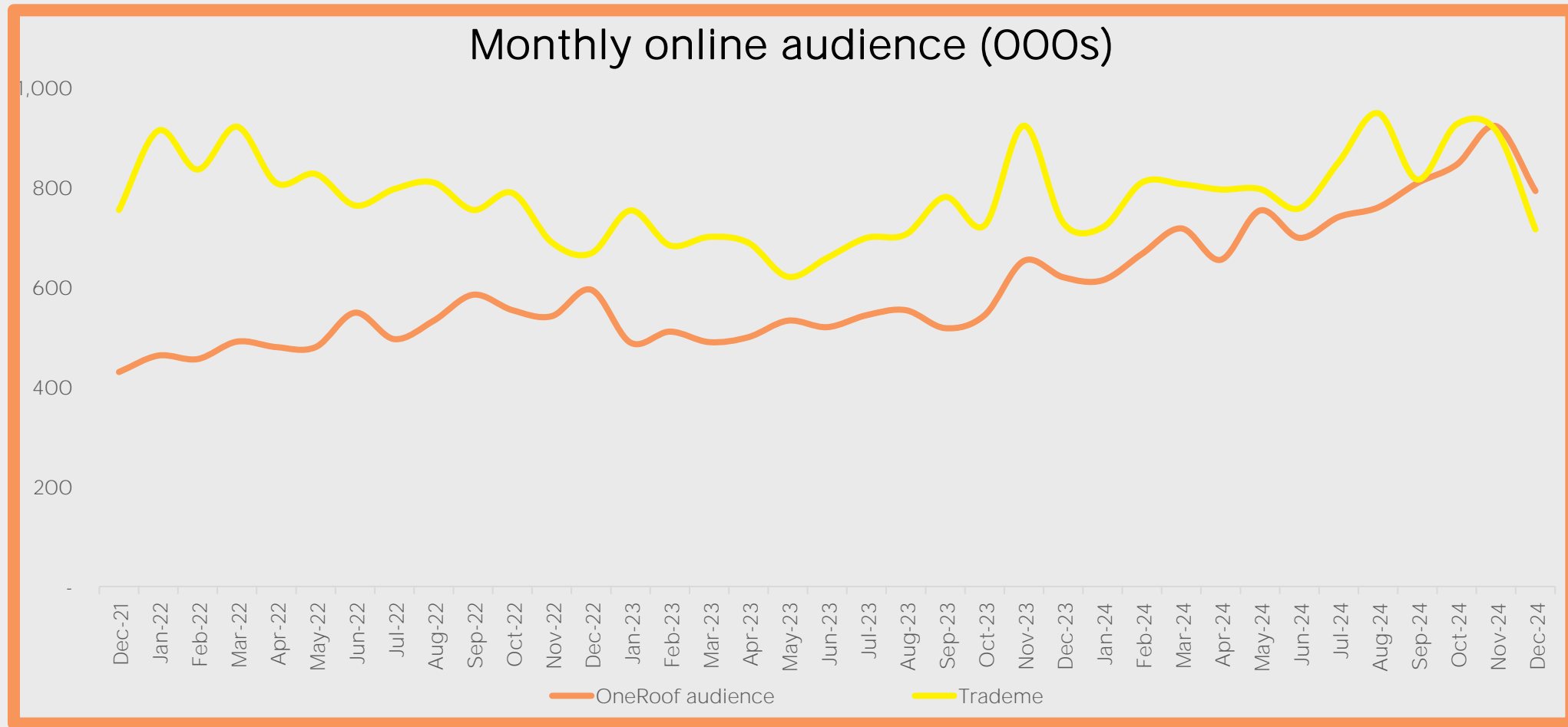
+44% residential
listings upgraded

+60% revenue from
digital advertising

EBITDA improvement of \$4 million

Ended the year #1 in web audience.

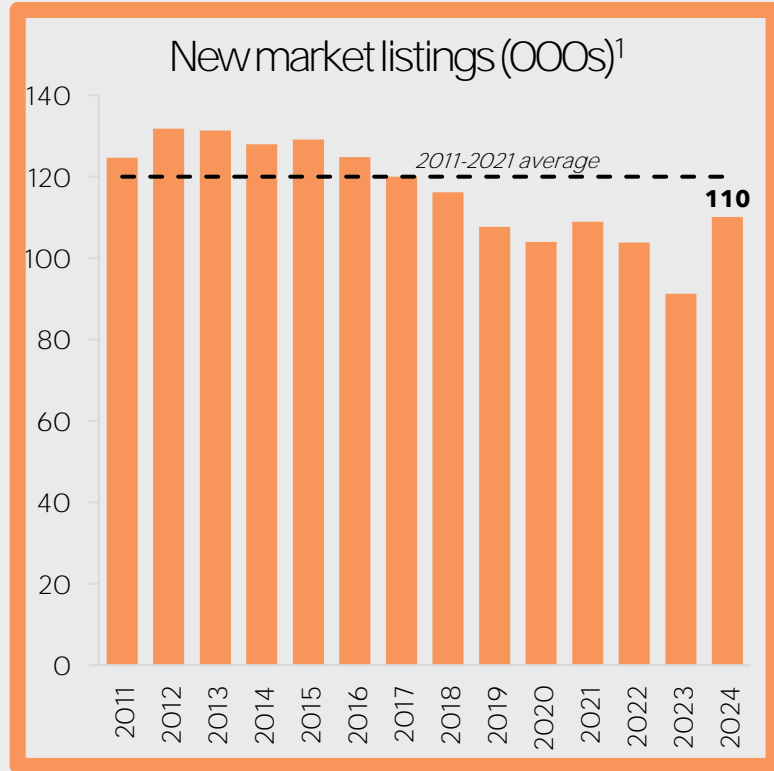
Online audience continues to increase



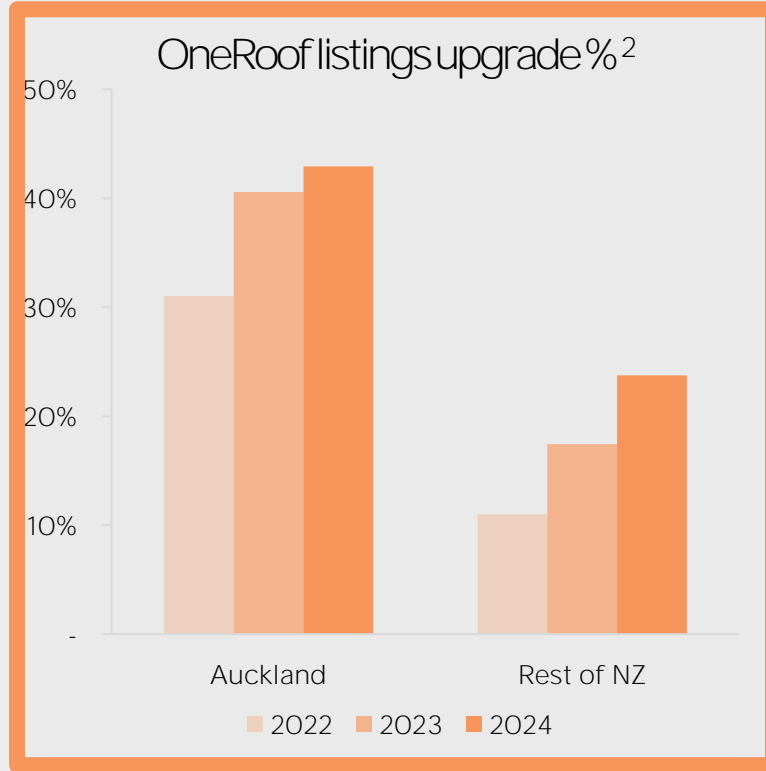
Source: Nielsen Online Ratings December 2021 – December 2024 (desktop, mobile web and domestic traffic only, does not include exclusive mobile app audience) *December 2023 is taken from Nielsen CMI December fused due to no competitor figures reported in Online Ratings for December '23.

OneRoof growth outpaces market recovery.

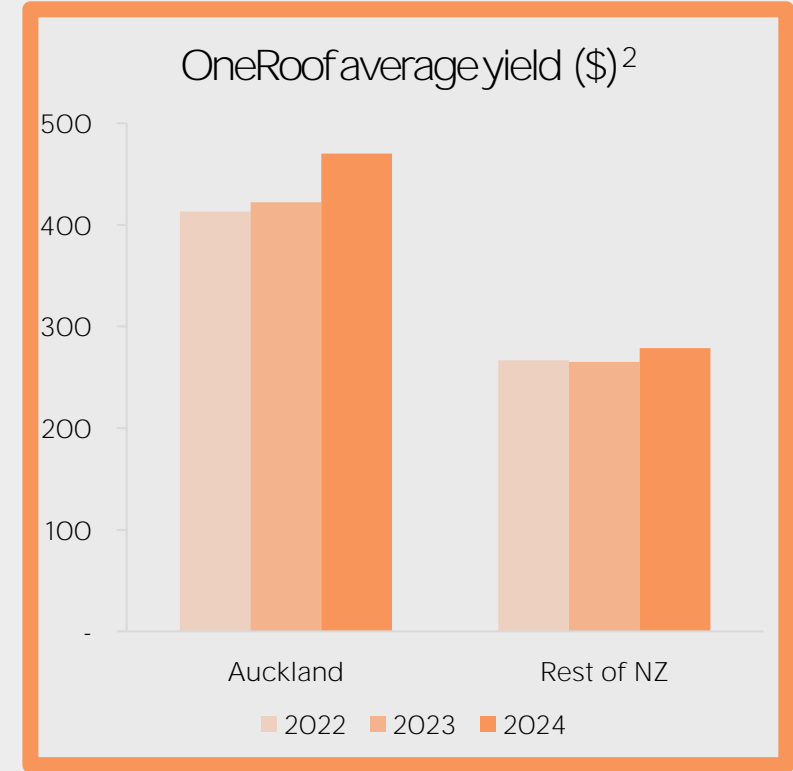
+53% growth in OneRoof residential listings revenue compared with +20% market listings recovery



+20% YOY³



+24% YOY³



+9% YOY³

1. REINZ and Tony Alexander, an independent NZ economist.
 2. NZME analysis.
 3. Revenue impact

OneRoof financial results.

For the year ended 31 December 2024

\$ million	2024	2023	% change
Digital	16.2	10.8	51%
Print	10.6	9.6	10%
Other	0.4	0.4	-
Operating revenue	27.2	20.8	31%
People	(8.1)	(7.6)	(7%)
Print and distribution	(5.6)	(4.8)	(15%)
Selling and marketing	(7.2)	(6.7)	(7%)
Content	(2.1)	(1.8)	(19%)
Other expenses	(1.6)	(1.3)	(21%)
Operating expenses	(24.4)	(22.1)	(11%)
EBITDA (incl. NZ IFRS16)¹	2.7	(1.3)	312%
NZ IFRS16 adjustment	(0.8)	(0.7)	(9%)
EBITDA (pre NZ IFRS16)¹	2.0	(2.0)	198%
EBITDA¹ margin (pre NZ IFRS16)	7%	(10%)	17 ppt

OneRoof delivered 31% revenue growth and a \$4 million improvement in EBITDA.

- Digital revenue increased by 51% due to increased listings upgrades and higher tier product penetration driving a higher average yield.
- OneRoof print revenue also benefited from a recovering market, with year-on-year growth of 10% partially offset by higher print and distribution costs.
- People cost reflects additional sales resource.
- Higher selling and marketing costs support additional revenue.

1. EBITDA is a non-GAAP measure and excludes exceptional items.

Your essential property platform.

Progress against strategic priorities

Metric	2026 target	2023 actual	2024 actual	2025 initiatives
Engagement	Reduce audience gap to #1 Double listing enquiries within three years	Audience 606k, 187k gap to #1 ¹ -	Audience 854k, Achieved #1 ¹ +32% YoY	<ul style="list-style-type: none"> New brand campaign, including TVC in 2025 focused on benefits of OneRoof. Continue leveraging NZME digital, print and audio assets through integrations to grow audience share and engagement. Launch of App 2.0 during Q1 2025 providing improved UX and search. Natural language search to be implemented.
Listings upgrade % ²	60% Auckland 40% Rest of NZ	41% Auckland 17% Rest of NZ	43% Auckland 24% Rest of NZ	<ul style="list-style-type: none"> Fully dedicated sales team implemented, with previous shared sales resources from across NZME now fully dedicated to OneRoof (~20 staff impacted). This supports strong regional drive for listing upgrades. Focus on commitments from each real estate brand/office. Potential to charge for base listings.
Revenue mix	78% Digital 22% Print	54% Digital 46% Print	61% Digital 39% Print	<ul style="list-style-type: none"> Print remains a key add on for high end properties and passive market.
EBITDA ³ margin (pre NZ IFRS16)	15-25%	(10%)	7%	

1. Nielsen Online Ratings January 2023 – December 2024 monthly average of the last quarter of each period (desktop, mobile web and domestic traffic only, does not include exclusive mobile app audience).

2. 2023 listings upgrade % figures presented reflect adjustments (due to a revised methodology) that differ when compared to figures reported for the year ended 31 December 2023.

3. EBITDA is a non-GAAP measure and excludes exceptional items.

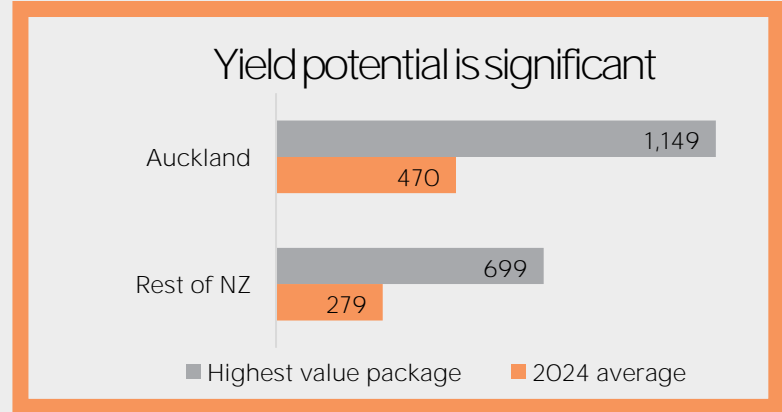
OneRoof has significant opportunity for growth.

Proven growth trajectory with significant future opportunity across market, upgrades and yields

	2022	2023	2024
New residential listings (000s)¹			
Auckland	40	35	43
Rest of NZ	69	63	74
Total	109	98	118
Residential listings upgrade %			
Auckland	31%	41%	43%
Rest of NZ	11%	17%	24%
Total	18%	26%	31%
Average revenue per upgrade			
Auckland	413	422	470
Rest of NZ	267	265	279
Total	357	354	377
Revenue (\$ million)			
Auckland	5.1	6.0	8.7
Rest of NZ	2.0	2.9	4.9
Total	7.1	8.9	13.7

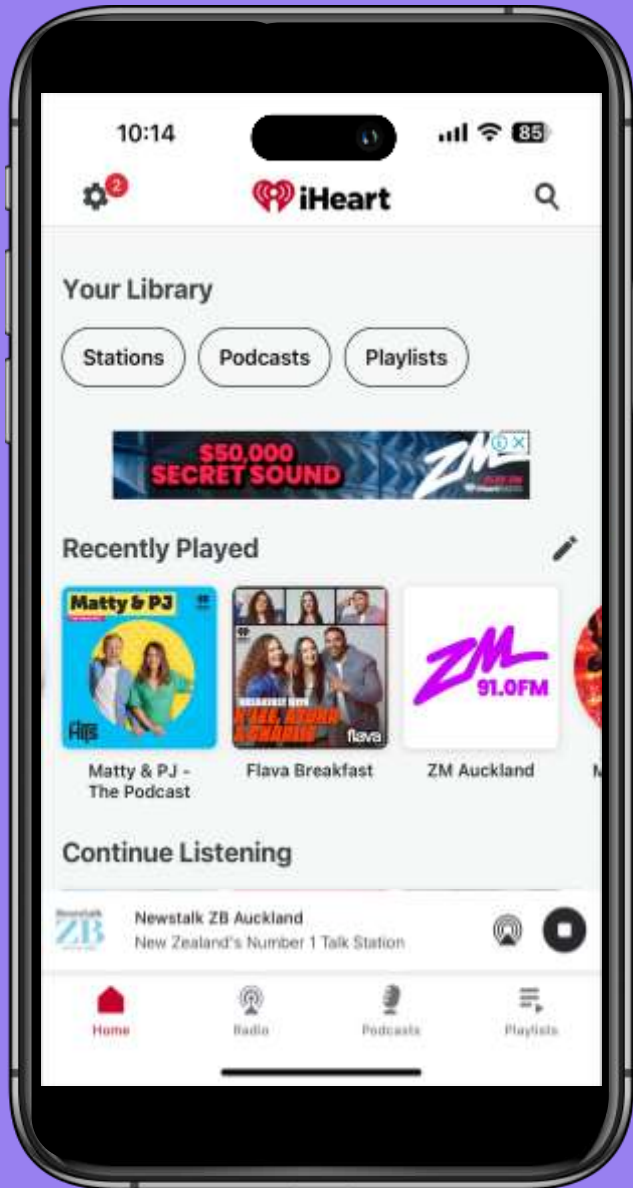
Market to still recover
(+9% to reach historical average)

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



Source: NZME Analysis.

1. OneRoof new residential listings variances compared with new market listings (as shown on page 25) are due to classification differences, such as treatment of rural lifestyle properties and how apartment developments are counted (one vs. many listings).



Number one
in audio.

Number one in audio.

Delivering on our strategy

Create the most listened to and loved content

Newstalk ZB remains the #1 radio station¹ and Newstalk ZB and ZM have the most breakfast listeners in the country²

Deliver customer solutions to grow revenue share

Integrated digital and broadcast campaigns **across NZME's portfolio** grew 11% year-on-year

Grow podcast engagement and monetisation

Podcast revenue has increased by 67% year-on-year and is a key driver of digital audio growth

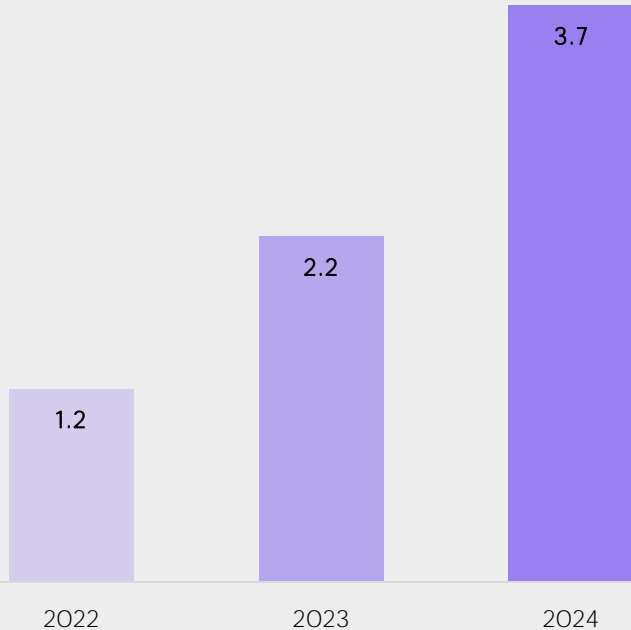
1. GfK RAM, S1 2017 – 2024, Total NZ, M-S 12mn-12mn, Share %, (historical data available upon request).

2. GfK RAM, S3 2024, Total NZ, M-F 6am-9am, AP10+, Cume.

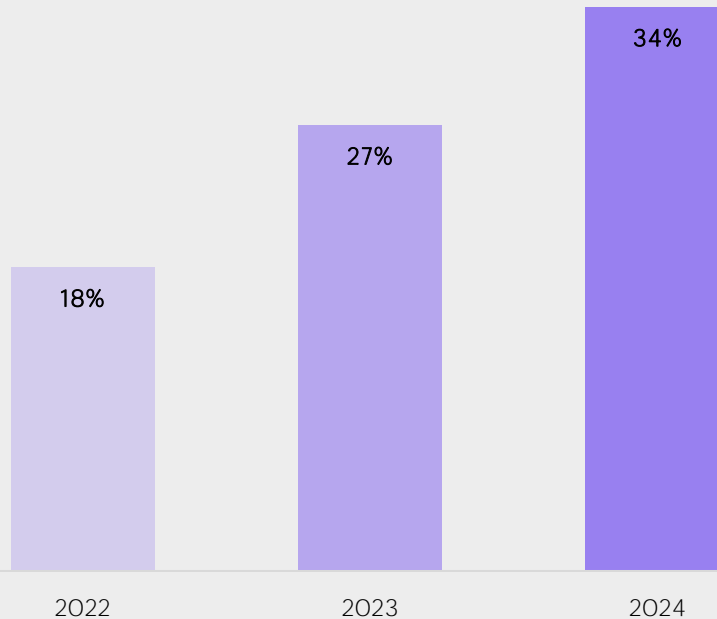
Podcast monetisation driving digital growth.

Audience engagement and international partnerships expand NZME's advertising proposition

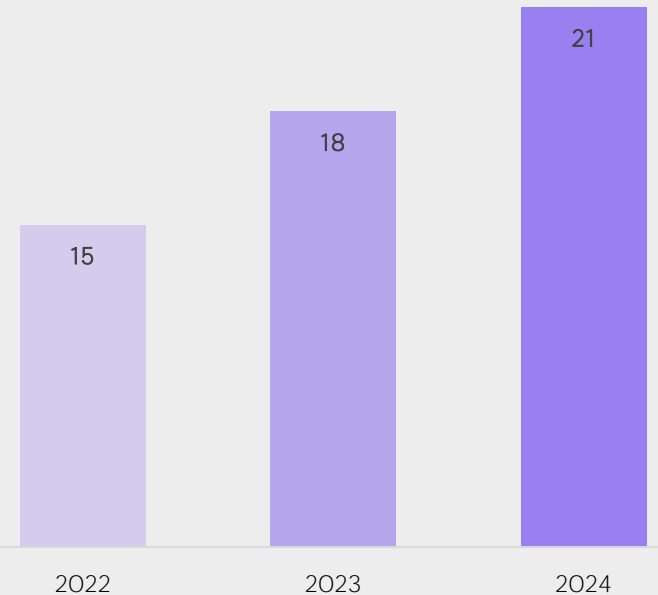
Podcast revenue (\$ million)



Podcast share of digital audio revenue



Podcast downloaded hours (million)¹

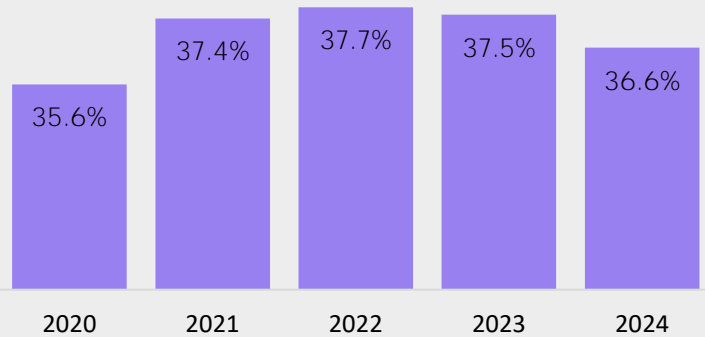


1. Triton Podcast Metrics NZ January 2022 - December 2024.

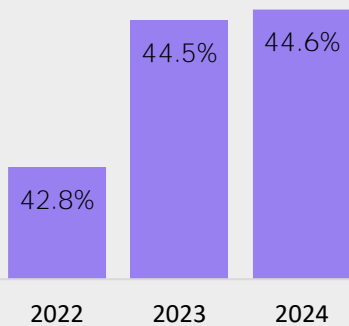
Audio revenue share exceeds audience share.

Driving impact through top personalities and a powerful omnichannel portfolio

Audience share¹



Revenue share²



NZME talent integrated with customer brands



NZME boasts an unrivalled audience across our omnichannel media mix, meeting consumers where they are.

At the heart of this are our market-leading audio personalities, unlocking ideas that drive engagement and commercial value.

From talent-led concepts, we amplify audio opportunities across multiple platforms, maximising impact.

An unmatched proposition in the New Zealand market.

1. GfK RAM, 2020 - 2024, Total NZ, M-S 12mn-12mn, AP10+, Cume (based on the last survey of each year).

2. RBA Monthly Radio Market Report rolling 12 months as at December 2022 - 2024 (radio and digital revenue share between NZME and Mediaworks).

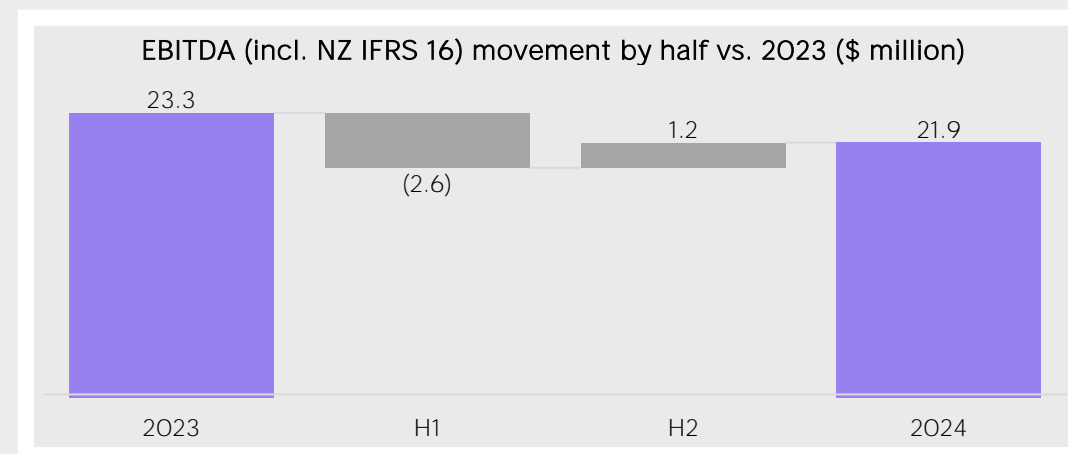
Audio financial results.

For the year ended 31 December 2024

\$ million	2024	2023	% change
Digital audio advertising	10.8	8.2	32%
Radio advertising	104.2	104.0	-
Other	1.5	1.4	6%
Operating revenue	116.6	113.6	3%
People	(56.2)	(55.8)	(1%)
Selling and marketing	(16.8)	(14.2)	(18%)
Content	(8.5)	(7.7)	(10%)
Other expenses	(13.2)	(12.6)	(4%)
Operating expenses	(94.6)	(90.4)	(5%)
EBITDA (incl. NZ IFRS16)¹	21.9	23.3	(6%)
NZ IFRS16 adjustment	(8.6)	(8.1)	(6%)
EBITDA (pre NZ IFRS16)¹	13.3	15.1	(12%)
EBITDA¹ margin (pre NZ IFRS16)	11%	13%	(2 ppt)

Digital momentum continues with podcast revenues growing +67%, plus streaming radio growth of +19%.

- Broadcast radio revenue flat on last year is pleasing given the total market declined slightly year on year.
- Higher selling and marketing costs were the key driver of reduced EBITDA:
 - Higher one-off marketing spend and promotional costs in first half for key promotions and events to deliver improved revenue (\$2.6 million more in H1 vs. 2023).
 - Increased agency commission cost with higher proportion of revenue sold through this channel.
- Increased content costs relate to timing differences of sports rights costs.
- The 2nd half improved by \$1.2 million compared to the 2nd half 2023.



1. EBITDA is a non-GAAP measure and excludes exceptional items.

Number one in audio.

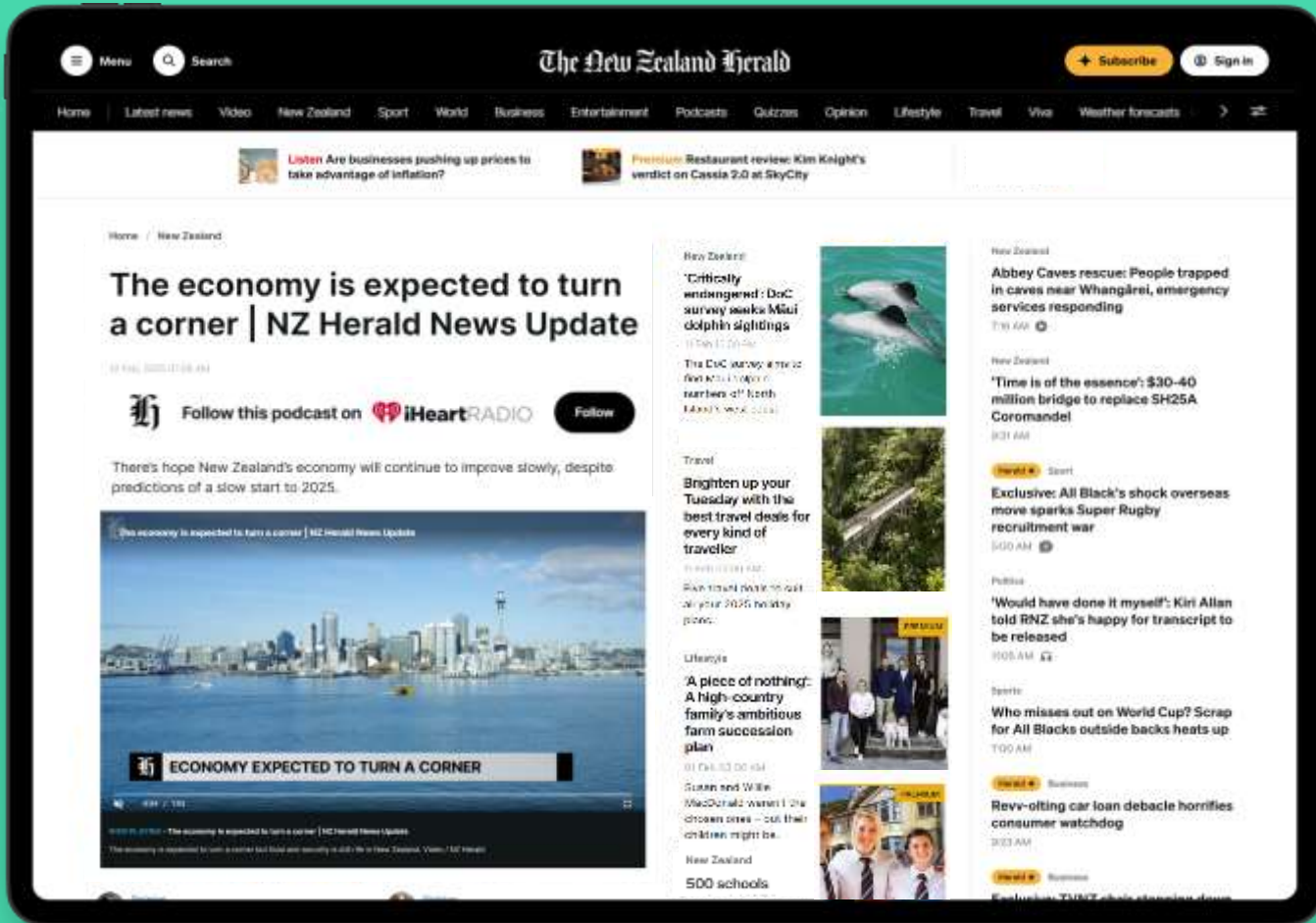
Progress against strategic priorities

Metric	2026 target	2023 actual	2024 actual	2025 initiatives
Audience share (% of radio audience)	> 1% share point growth per annum	37.5% ¹	36.6% ¹	<ul style="list-style-type: none"> Focus on priority brands to grow 25-54 audience share. Increase Newstalk ZB's digital content offering to increase time spent with the brand. Optimise terrestrial commercial inventory model to grow both audience share and time spent listening. Deepen audience opportunities in NZME Podcast Network with new local and international content.
Revenue share	> 1% share point growth per annum	44.5% ²	44.6% ²	<ul style="list-style-type: none"> Improve attribution tools to demonstrate to customers the power of NZME audiences and integrated campaigns across platforms. Innovate using new CRM to deliver single view of customer and highlight share opportunities. Set the standard for thought leadership in the audio industry, improving advocacy for both terrestrial and digital audio.
Digital audio revenue percentage	12%	7.4%	9.4%	<ul style="list-style-type: none"> Grow demand for digital audio audiences by using NZME's total audience data. Simplify digital audio commercial technology and processes, aiding client engagement. Partner with iHeartRadio and others to bring new innovations to market for both audiences and clients.
EBITDA ³ margin (pre NZ IFRS16)	15-17%	13%	11%	<ul style="list-style-type: none"> Margin improvements to be driven through revenue growth and cost initiatives.

1. GfK RAM, S3 2023 - 2024, Total NZ, M-S 12mn-12mn, AP10+, Share %.

2. RBA Monthly Radio Market Report rolling 12 months as at December 2024 (radio and digital revenue share between NZME and Mediaworks).

3. EBITDA is a non-GAAP measure and excludes exceptional items.



New Zealand's leading news destination.

New Zealand's leading news destination.

Delivering on our strategy

Scalable digital audience and advertising News platform

Expert journalism that grows subscriber lifetime value

High quality and efficient print business

New Zealand's most-visited news app¹

+16% year on year growth in digital subscriptions²

#1 newspaper every day of the week³

1. Nielsen DCR Dec 2024 (App Launches).

2. NZME analysis.

3. Nielsen CMI Q3 23 – Q4 24 December 24 Fused AP15+ (NZH Monday to Saturday & Herald On Sunday).

The business of journalism.

The NZ Herald balances free versus premium stories to maximise audience and profitability

2024 Top 10 Free Stories: 5.2m page views



Free users generate 59% (\$36m)
of NZ Herald digital revenue

2024 Top 10 Premium Stories: 800k page views



Subscribers generate 41% (\$25m)
of NZ Herald digital revenue

The NZ Herald balances free versus premium stories to maximise audience and profitability

Publishing operating highlights.

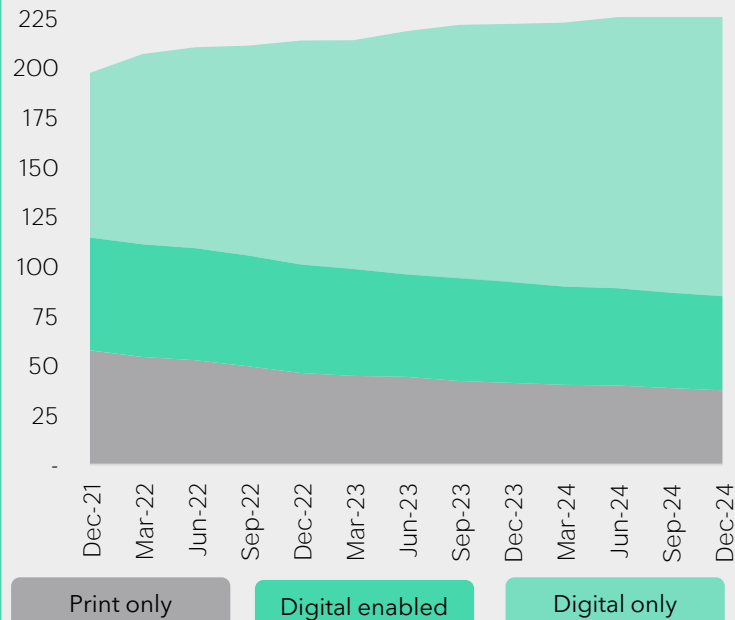
Trended results over the last three years

Digital only subscriptions
+22% CAGR

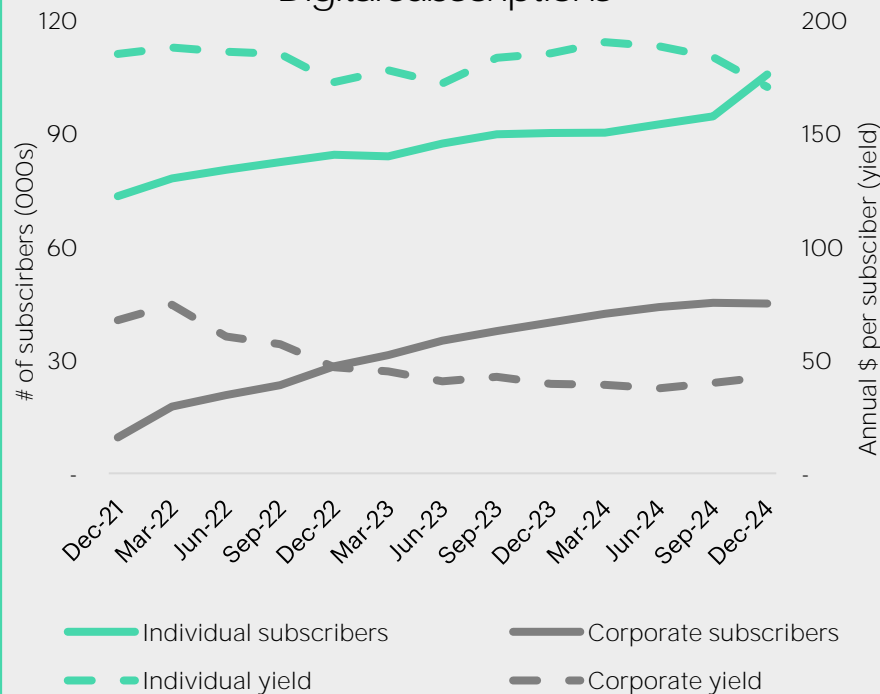
Balancing subscription growth with targeted
yield improvement

Print subscriber declines offset with
+7% CAGR yield gains

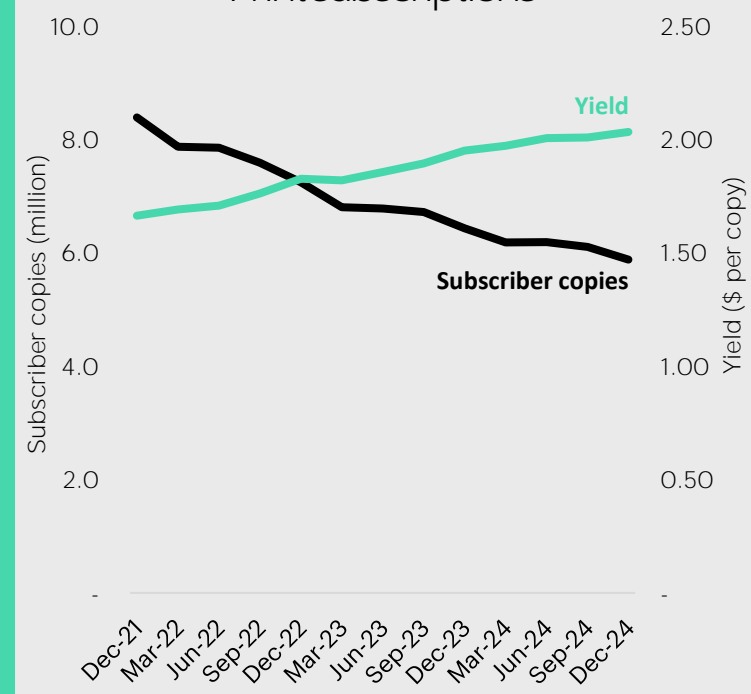
Total # of subscriptions (000s)



Digital subscriptions



Print subscriptions



Source: NZME analysis.

Publishing financial results.

For the year ended 31 December 2024

\$ million	2024	2023	% change
Digital subscriptions	22.6	20.6	10%
Print subscriptions	45.7	47.0	(3%)
Retail outlet sales	12.6	12.9	(2%)
Total reader revenue	80.9	80.6	-
Digital advertising	51.3	52.9	(3%)
Print advertising	55.0	57.6	(4%)
Total advertising revenue	106.4	110.5	(4%)
Other	16.6	18.6	(11%)
Operating revenue	203.8	209.6	(3%)
People	(77.5)	(78.0)	1%
Print and distribution	(46.3)	(45.9)	(1%)
Selling and marketing	(15.4)	(15.2)	(1%)
Content	(10.6)	(10.1)	(5%)
Third party fulfilment	(4.3)	(6.1)	29%
Other expenses	(15.1)	(15.6)	3%
Operating expenses	(169.3)	(171.0)	1%
EBITDA (incl. NZ IFRS16)¹	34.5	38.6	(11%)
NZ IFRS16 adjustment	(8.2)	(8.2)	-
EBITDA (pre NZ IFRS16)¹	26.3	30.4	(13%)
EBITDA¹ margin (pre NZ IFRS16)	13%	15%	(2 ppt)

Digital subscription growth underpinned overall subscription revenue growth.

- Print subscriber and retail outlet sales revenue declined but at a lower rate than previous years.
- Advertising revenue decline of 4% reflects difficult trading conditions.
- Digital advertising revenue was impacted by a reduction in low value revenue resold to third party networks, offset by lower third-party fulfilment costs. Core publishing revenue grew despite the challenging market.
- Other revenue is lower due to reduced grant revenue partially offset by increased third party print and distribution revenue.
- Continued emphasis on efficiency and cost control delivered a net 1% cost reduction.

1. EBITDA is a non-GAAP measure and excludes exceptional items.

Publishing financial results – digital and print.

For the year ended 31 December 2024

\$ million	Digital Publishing			Print Publishing		
	2024	2023 ²	% change	2024	2023 ²	% change
Subscription revenue	22.6	20.6	10%	45.7	47.0	(3%)
Retail outlet sales	-	-	-	12.6	12.9	(2%)
Advertising revenue	53.5	54.8	(2%)	52.9	55.7	(5%)
Other	7.5	10.9	(31%)	9.1	7.7	18%
Operating revenue	83.6	86.3	(3%)	120.2	123.3	(2%)
People	(42.1)	(43.4)	3%	(35.5)	(34.5)	(3%)
Print and distribution	-	-	-	(46.3)	(45.9)	(1%)
Selling and marketing	(9.8)	(9.4)	(4%)	(5.6)	(5.8)	3%
Content	(9.1)	(8.6)	(6%)	(1.5)	(1.5)	-
Third party fulfilment	(4.3)	(6.1)	29%	-	-	-
Other expenses	(7.1)	(7.3)	2%	(8.0)	(8.3)	4%
Operating expenses	(72.4)	(74.8)	3%	(96.9)	(96.2)	(1%)
EBITDA (incl. NZ IFRS16)¹	11.2	11.6	(3%)	23.3	27.1	(14%)
NZ IFRS16 adjustment	(2.6)	(2.3)	(15%)	(5.6)	(5.9)	6%
EBITDA (pre NZ IFRS16)¹	8.6	9.3	(8%)	17.8	21.1	(16%)
EBITDA¹ margin (pre NZ IFRS16)	10%	11%	(1 ppt)	15%	17%	(2 ppt)

1. EBITDA is a non-GAAP measure and excludes exceptional items.

2. 2023 operating results presented reflect reclassification adjustments that differ when compared to operating results as reported for the year ended 31 December 2023.

New Zealand's leading news destination.

Future focused initiatives

News streaming product development (FAST video)

- Delivering increased demand from clients and younger audiences
- Always on video-based offering: live breaking news and in-depth journalism
- Connecting directly with NZ Herald audience, plus distributing off-platform

AI enabled news and newsroom experience

- Auto-curated homepage with personalised, regionalised and top news lifting traffic and conversions
- Initial exploration of editorial AI tool to automate back-end production processes

Refreshed newsroom model

- **Establishing 'Live News' and specialist digital desks, alongside specialist print team.**
- **Leverage new tools and 'quality reads' insights**
- Deliver \$4 million in annualised savings.

New Zealand's leading news destination.

Progress against strategic priorities

Metric	2026 target	2023 actual	2024 actual	2025 initiatives
Digital publishing				
Subscription volume	190,000	130,000	151,000	<ul style="list-style-type: none"> Grow subscriber lifetime value by orchestrating the customer journey dynamically to surface 'next best action' to grow habit and increase reader monetisation. Migrate BusinessDesk to core digital and subscription platforms to enhance user experience and grow subscriptions.
Digital advertising revenue percentage	60%	50%	50%	<ul style="list-style-type: none"> Build deeper reader relationships and trust by serving relevant homepage and content experiences to different segments leveraging new capabilities. Enrich NZ Herald story telling with new News video streaming proposition to fulfill audience and advertiser demand for video. Enhanced premium advertising experience enabled by advanced data capabilities.
EBITDA ¹ margin (pre NZ IFRS16)	14-16%	11%	10%	<ul style="list-style-type: none"> Reimagine the newsroom operating model to focus on Live News and Premium journalism and realise AI-driven productivity benefits.
Print publishing				
Subscription volume	>65,000	92,000	85,000	<ul style="list-style-type: none"> Increase 'Print specific content' to retain subscribers and maximise yield improvement programme.
Print advertising revenue percentage	40%	50%	50%	<ul style="list-style-type: none"> Expand low cost to serve model to retain and service long tail of small print advertisers.
EBITDA ¹ margin (pre NZ IFRS16)	13-15%	17%	15%	<ul style="list-style-type: none"> Create a stand alone Print business that is lean, agile and can be reshaped as revenues decline.

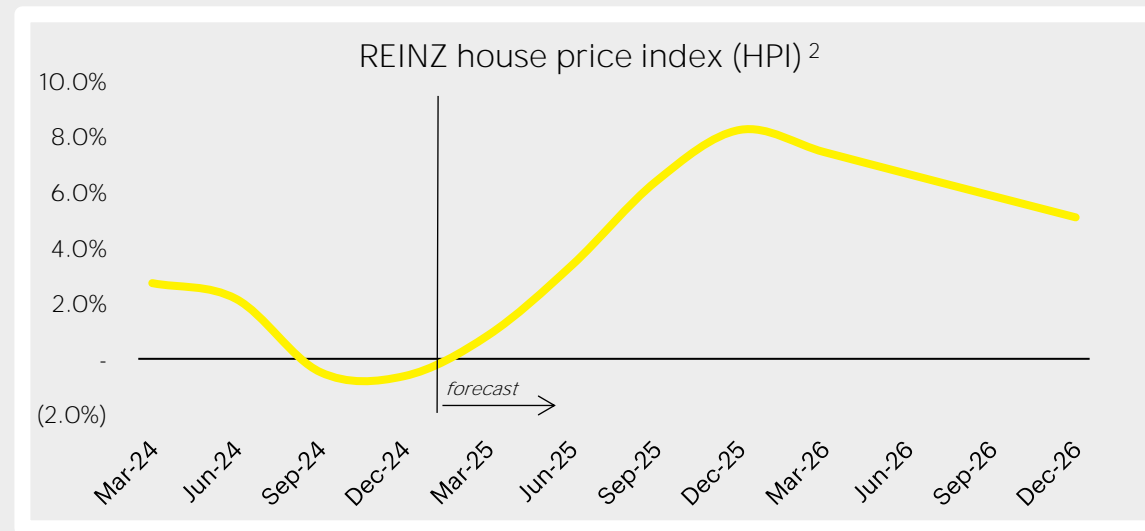
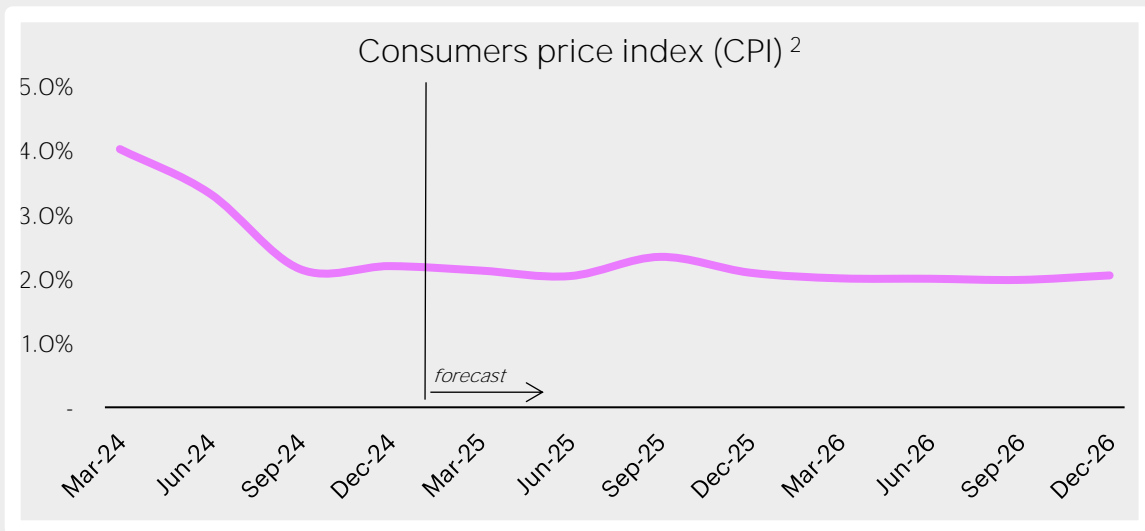
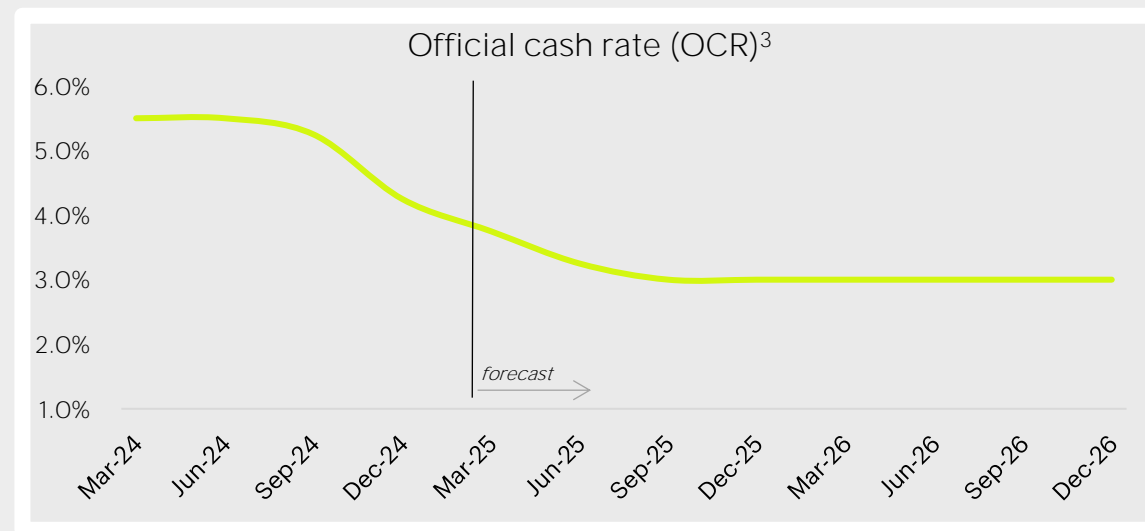
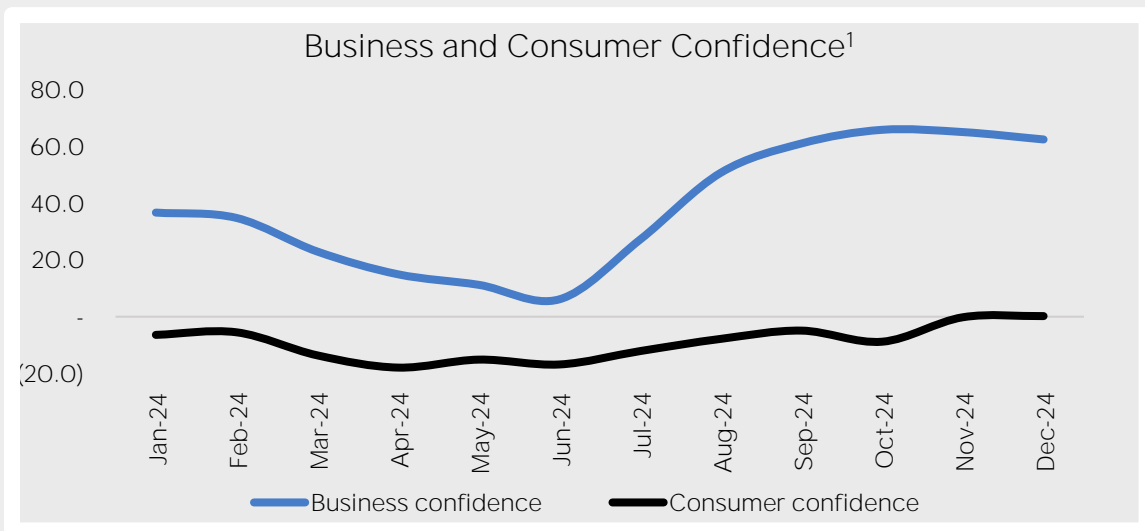
Source: NZME analysis.

1. EBITDA is a non-GAAP measure and excludes exceptional items.



Outlook.

Early signs of recovery are evident.



1. ANZ Business Confidence and ANZ-Roy Morgan Consumer Confidence surveys.
 2. Westpac Bank forecasts.
 3. ANZ Bank forecasts.

More optimistic outlook for 2025.

Business confidence picks up, even in construction, think-tank says



NZ Herald
14 Jan, 2025 11:44 AM 3 mins to read

19 February, 03:15 pm

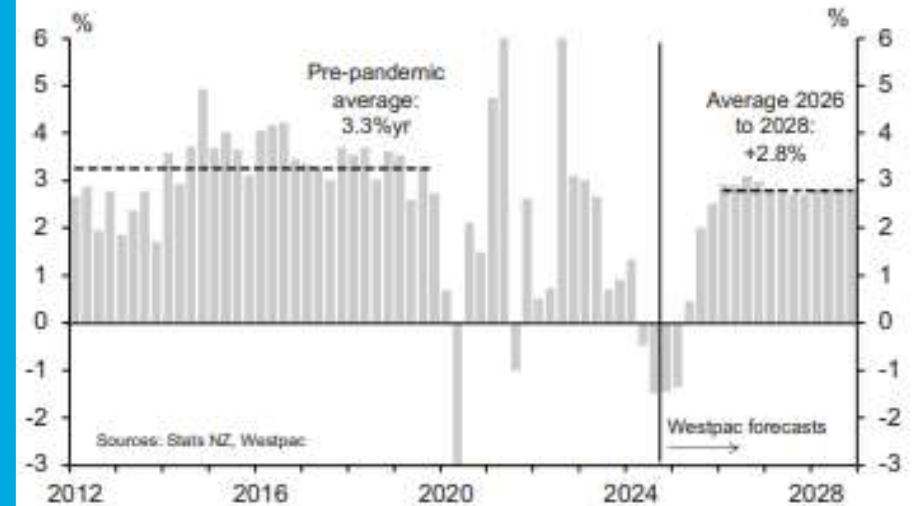
Adrian Orr responds to rate track change

"We've moved on. We've seen more data and we're more confident than we were in November," Orr told media.

Earnings season: NZ businesses eye recovery amid economic challenges

- The local reporting season begins with hopes for a more optimistic tone despite past challenges.
- Business confidence is at 10-year highs, and the Fonterra payout will be the highest ever.
- Investors expect stronger trading conditions in 2025, with corporate earnings and dividends likely to rise.

Annual GDP growth



"A recovery in economic activity is expected to take hold over 2025, though the increasingly rocky global landscape could cause significant ructions."

Trading update.

Operating environment

The beginning of 2025 has started well and is anticipated to deliver advertising revenue growth of 4% for the first quarter of 2025 after adjusting for the recent exit of community newspapers.

OneRoof has continued its strong audience performance into 2025 and is delivering year on year digital revenue growth of 30% across January and February 2025.

Given the revenue growth to date and our focus on cost control, subject to the continuing improvement in market advertising demand, we expect to deliver improved operating results during 2025.

Capital management

The Board is committed to ensuring that the shareholder value created by OneRoof is recognised through the strategic review process. The Board is cognisant of corporate activity that is currently taking place in this sector.

Despite the difficult trading environment and lower profitability for 2024, the strong capital position enables NZME to deliver a final dividend in line with last year.

We expect lower capital investment in 2025. However, we will assess opportunities that may become available to increase earnings and shareholder value from time to time.



Q&A.



Supplementary Information.

Corporate and other financial results.

For the year ended 31 December 2024

\$ million	2024	2023	% change
Operating revenue	2.6	2.5	5%
People	(3.9)	(2.9)	(31%)
Other expenses	(3.8)	(4.0)	5%
Operating expenses	(7.7)	(6.9)	(10%)
EBITDA (incl. NZ IFRS16)¹	(5.0)	(4.4)	(13%)
NZ IFRS16 adjustment	(0.1)	(0.1)	(11%)
EBITDA (pre NZ IFRS16)¹	(5.1)	(4.5)	(13%)

1. EBITDA is a non-GAAP measure and excludes exceptional items.

Reconciliation of operating results to financial statements.

For the year ended 31 December 2024

\$ million	Operating results excl. NZ IFRS 16	NZ IFRS 16 adjustments	Operating results incl. NZ IFRS 16	Reclass of items	Exceptional and other items	Per financial statements
Reader revenue	80.9	-	80.9	-	-	80.9
Advertising revenue	248.2	-	248.2	-	-	248.2
Other revenue	16.8	-	16.8	-	-	16.8
Operating revenue	345.9	-	345.9	-	-	345.9
Other income	5.1	(0.8)	4.3	0.4	0.1	4.7
Operating revenue and other income	351.0	(0.8)	350.2	0.4	0.1	350.6
Expenses	(314.4)	18.4	(296.0)	-	(4.5)	(300.5)
EBITDA	36.5	17.6	54.2	0.4	(4.4)	50.1
Depreciation and amortisation	(17.7)	(12.2)	(29.9)	-	-	(29.9)
Impairment of intangible assets	-	-	-	-	(24.0)	(24.0)
Impairment of equity accounted investments	-	-	-	-	(0.7)	(0.7)
EBIT	18.9	5.4	24.3	0.4	(29.1)	(4.5)
Share of loss of JV's	-	-	-	-	(0.2)	(0.2)
Net interest expense	(3.1)	(4.4)	(7.4)	(0.4)	-	(7.8)
Net profit/(loss) before tax	15.8	1.0	16.8	-	(29.3)	(12.5)
Tax	(4.8)	-	(4.8)	-	1.2	(3.5)
Net profit/(loss) after tax	11.0	1.0	12.1	-	(28.1)	(16.0)

Reconciliation of operating results to financial statements.

For the year ended 31 December 2023

\$ million	Operating results excl. NZ IFRS 16	NZ IFRS 16 adjustments	Operating results incl. NZ IFRS 16	Reclass of items	Exceptional and other items	Per financial statements
Reader revenue	80.6	-	80.6	-	-	80.6
Advertising revenue	243.0	-	243.0	-	-	243.0
Other revenue	17.1	-	17.1	-	-	17.1
Operating revenue	340.8	-	340.8	-	-	340.8
Other income	6.6	(0.8)	5.8	0.4	0.6	6.9
Operating revenue and other income	347.3	(0.8)	346.6	0.4	0.6	347.6
Expenses	(308.2)	17.8	(290.4)	-	(2.6)	(293.0)
EBITDA	39.1	17.1	56.2	0.4	(2.0)	54.6
Depreciation and amortisation	(16.6)	(12.0)	(28.6)	-	-	(28.6)
EBIT	22.5	5.1	27.5	0.4	(2.0)	26.0
Share of loss of JV's	-	-	-	-	(0.6)	(0.6)
Net interest expense	(2.7)	(4.5)	(7.2)	(0.4)	-	(7.7)
Net profit/(loss) before tax	19.7	0.6	20.3	-	(2.6)	17.8
Tax	(6.2)	-	(6.2)	-	0.7	(5.6)
Net profit/(loss) after tax	13.5	0.6	14.1	-	(1.9)	12.2

Impairment of intangibles.

\$24 million impairment of Publishing intangible assets recognised for the year ended 31 December 2024

- NZME undertakes periodic impairment testing of three operating segments / cash generating units (CGU); Audio, Publishing, and OneRoof.
- Calculations used in testing based on NZME's medium-term plans, with more conservative assumptions applied; considered appropriate for impairment testing.
- Testing is required to be made based on events and knowledge as at 31 December 2024.
- Outcome of 2024 impairment review is a \$24 million impairment of intangible assets of the Publishing CGU, mainly due to the impact of the closure of Communities publications, slower than anticipated market recovery and adjusted allocation of future capital expenditure across the Group.
- The impairment impacts Statutory NPAT in the income statement but does not affect operating results or cash flows.

<i>As at 31 December 2024</i>		Audio	Publishing	OneRoof	Total
<i>\$ million</i>					
Goodwill		-	-	-	-
Mastheads and brands		29.2	51.9	-	81.1
Non-amortising intangible assets		29.2	51.9	-	81.1
<i>As at 31 December 2023</i>		Audio	Publishing	OneRoof	Total
<i>\$ million</i>					
Goodwill		-	2.7	-	2.7
Mastheads and brands		29.2	73.2	-	102.4
Non-amortising intangible assets		29.2	75.9	-	105.1

Disclaimer.

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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 50-51 of this presentation for detailed reconciliation of these results to the statutory results. As stated in

note 1.2.2 of the consolidated financial statements for the year ended 31 December 2024, certain prior period information has been reclassified to ensure consistency with current year disclosures and to provide more meaningful comparison.

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