



Results Presentation

For the year ended 30 June 2022

25 August 2022

Agenda

- ▶ FY22 Overview
- ▶ Operational performance
- ▶ Financial performance
- ▶ Capital Management
- ▶ Outlook and Guidance
- ▶ Questions

FY22 at a Glance

- ▶ **Customer relationships** continue to rise
- ▶ **Continued revenue growth** in H2 - an increase of +4% in FY22
- ▶ **Cost reduction** target achieved
- ▶ Unrivalled **content runway secured**
- ▶ Transformational **Sky Box launch imminent**
- ▶ Generating **sustainable Free Cash Flows**
- ▶ Capital management strategy provides a **\$70m return to shareholders** and a confident return to **paying dividends** while **investing for growth**

TOTAL CUSTOMER RELATIONSHIPS

990,761

(FY21: 957,098)

STREAMING CUSTOMER GROWTH¹

+11% YOY

(+18% excl. RugbyPass)

SKY BOX CUSTOMERS

529,521

(FY21: 554,690)

FREE CASH FLOW²

\$42.8m

(FY21: \$18.6m)

REVENUE (excl Other Income)

\$736.1m

(FY21: \$711.2m)

EBITDA

\$169.0m

(FY21: \$180.3m, restated)

NPAT

\$62.2m

(FY21: \$44.2m, restated)

FINAL DIVIDEND

7.3cps

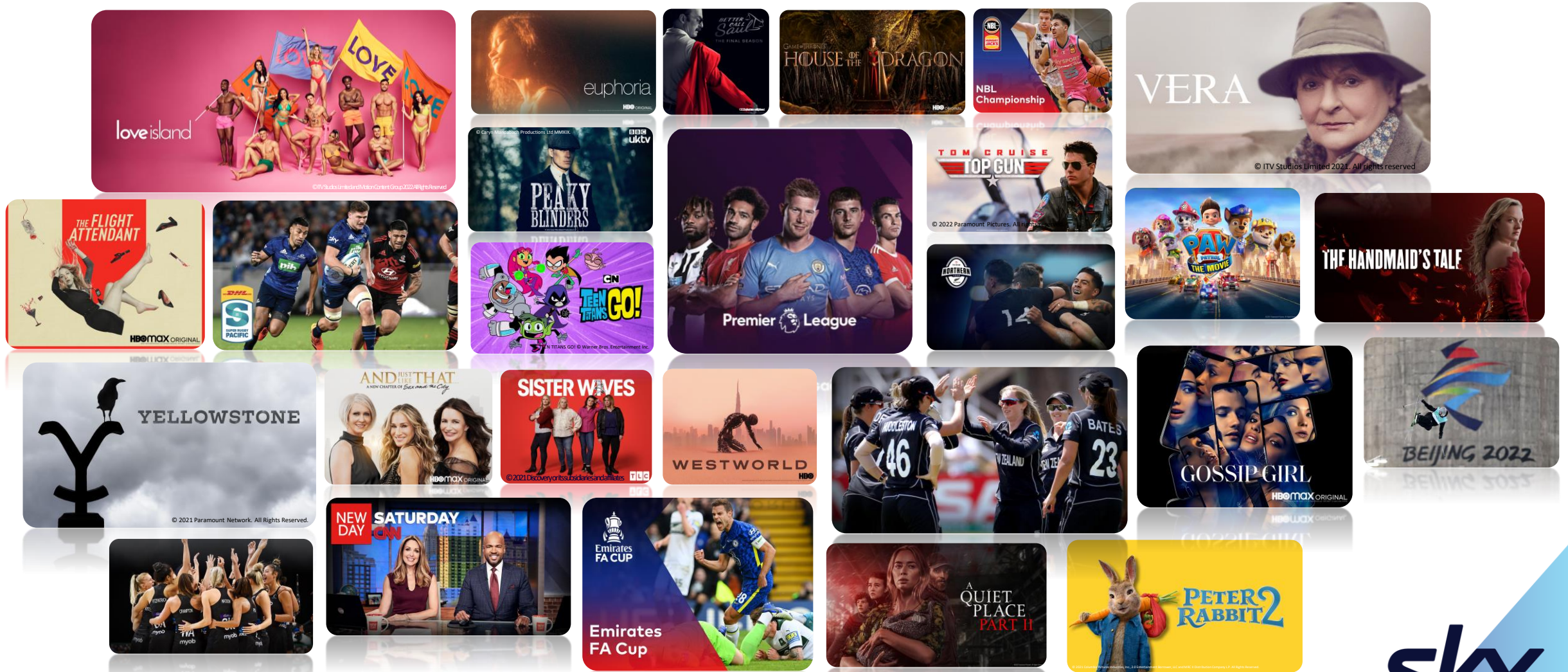
(60% of Free Cash Flow²)

1. Comprising of Neon, Sky Sport Now, Retransmission and RugbyPass customers 2. Free Cash Flow is defined as net cash from operating activities, less net cash used in investing activities less payments for lease liability principal and excludes proceeds from sale of Mt Wellington properties. 60% ratio is based on smoothed cash flow across the year.

sky

Operational
Performance

We connect New Zealanders with the sport and entertainment they love...



... in ways that work for them, right across the country

sky



sky BUSINESS



sky ADVERTISING



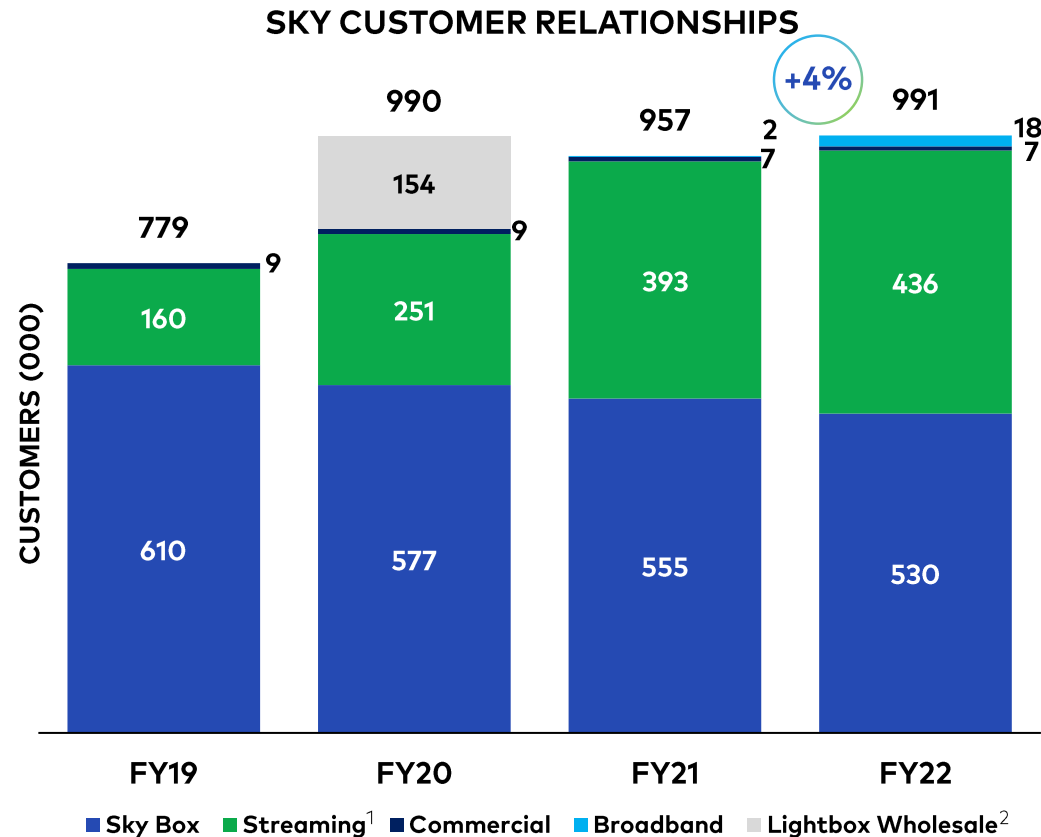
sky BROADBAND



sky

Customer Relationships

Total relationships up 4%, contributing to 4% growth in revenue

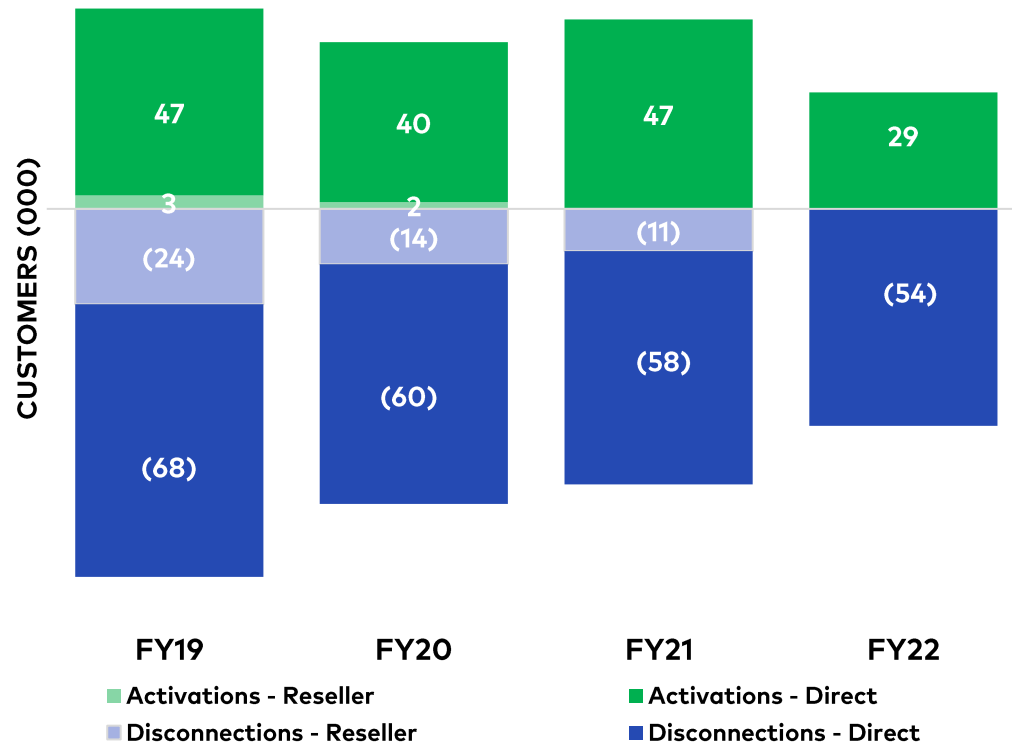


- Strong growth in Streaming customers of 11%, rising to 18% when adjusted for RugbyPass
- Sky Box stabilisation expectation remains unchanged. Clearer focus on enhanced acquisition profile is contributing to significantly improved revenue performance
- Commercial customer relationships were relatively stable
- Sky Broadband finished the year with close to 18,000 customers

Sky Box Customer Movements

Acquisition strategy reset to drive sustainable long-term benefits

SKY BOX CUSTOMER ACTIVATIONS & DISCONNECTIONS

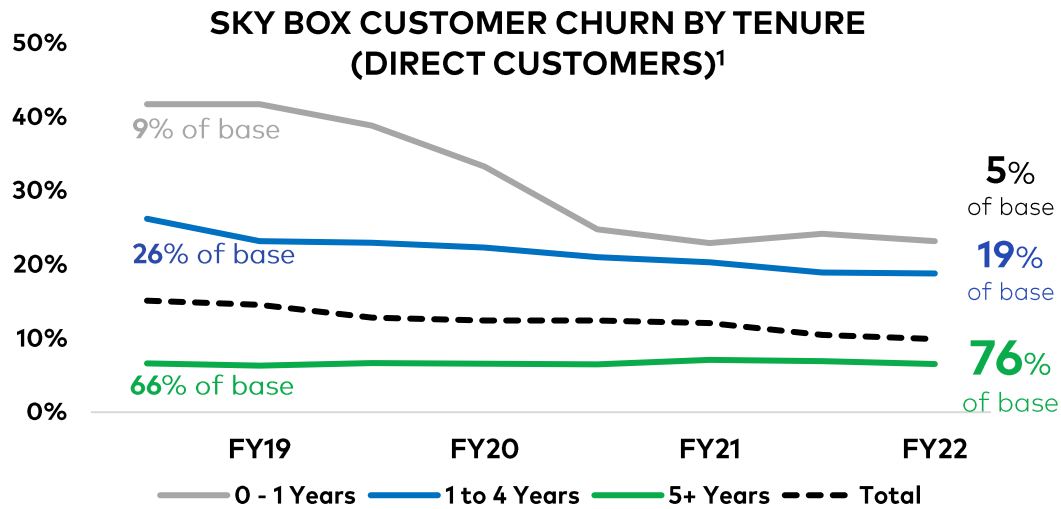


- Changed acquisition strategy introduced in H2 following analysis of past acquisition outcomes. This identified significant opportunity to improve: acquisition revenue and cost profile and early churn rates through a new approach to channel mix and sign-on incentives
- While acquisition numbers are down (also partly due to H1 Covid restrictions on installations) early results demonstrate:
 - Significant reduction in third-party costs (60% reduction YoY), and foregone revenue¹ improvement of more than 20% YoY
 - Improved acquisition profile, including Broadband attachment of 10% to deliver ongoing positive ARPU impact
 - Positive impact expected in future early-tenure churn rates linked with the end of discount periods
- 22% improvement in customer disconnection rates reflects improved customer satisfaction levels and a more stable base
- From H1 2023 Vodafone TV customers transitioning to Sky Box will be treated as acquisitions on migration

1. Foregone revenue is discounts provided that have been recognised in the financial period. The benefit is realised as the term of the discounts roll off and fewer discounts are applied across the base.

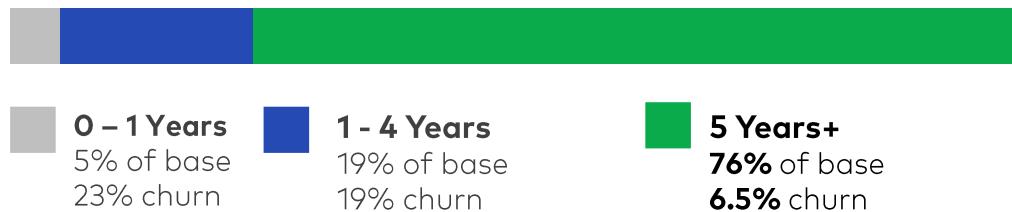
Sky Box Tenure and Churn

76% of customers with 5 year+ tenure with an impressive 6.5% churn



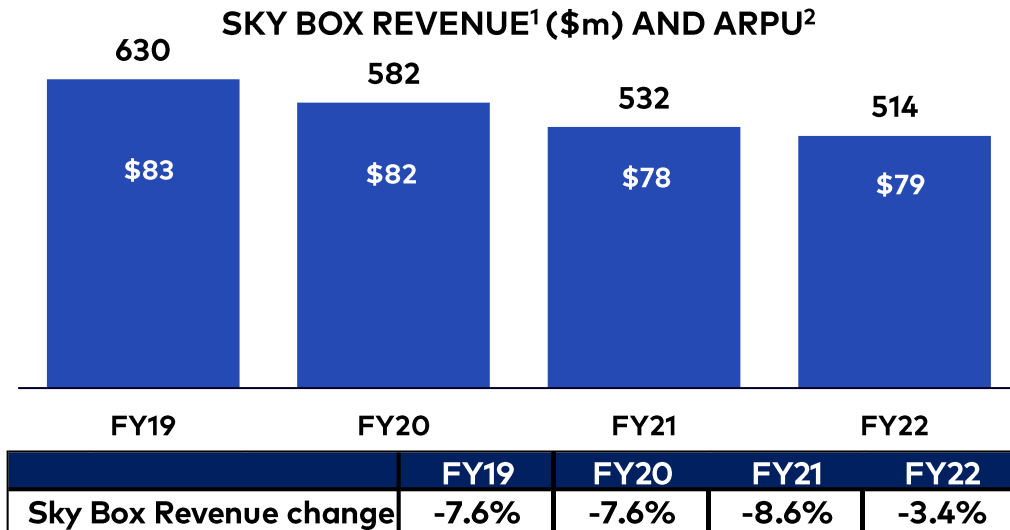
- Significant improvement in annualised churn to 10.0%, compared to 12.2% in FY21 and with a 31.3% improvement over the past 4 years (from 14.6%)
 - Significant (76% of base) in the 5 years+ tenure category demonstrates exceptionally low churn of 6.5%, improved from 7.0% in FY21
 - 7% improvement in 1-4 year tenure segment to 19% churn
 - 0-1 year tenure segment consistent YoY at 23% with changes to acquisition strategy expected to deliver improvements going forward
- Positive early impact from customers experiencing Sky Rewards, with uplift in NPS and customer satisfaction scores as well as an incremental reduction in churn across all tenure groups.

SKY BOX TENURE¹

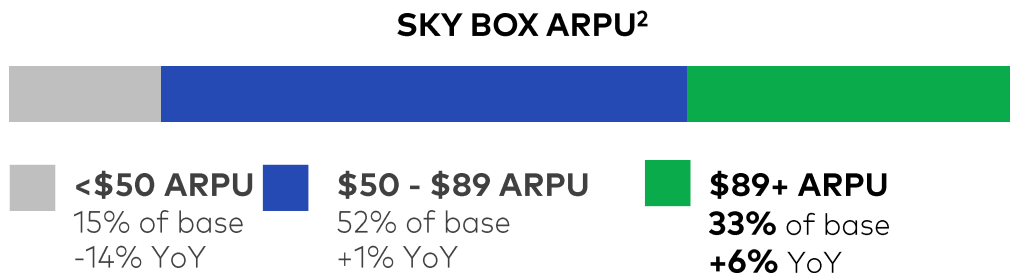


Sky Box Revenue and ARPU

Closing in on revenue stabilisation as ARPU improves

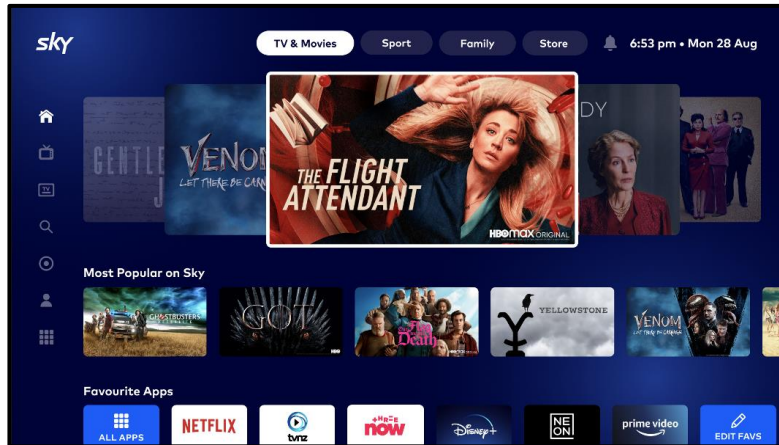


- Significant, 60% improvement in revenue decline to 3.4% year on year
- ARPU² rose 44 cents to \$78.84 including positive impact from:
 - Unwinding 'first month free' offer on reseller migration
 - Lower levels of discounting
 - Higher retention rates with more high value customers choosing to stay
 - Two-month impact of \$3 price increase on sports pack in May 2022 – the first rise since April 2019, with sports subscriptions at 70% of base at year end
- 85% of Sky Box customers have ARPU above \$50 (ex. GST), up from 83%.

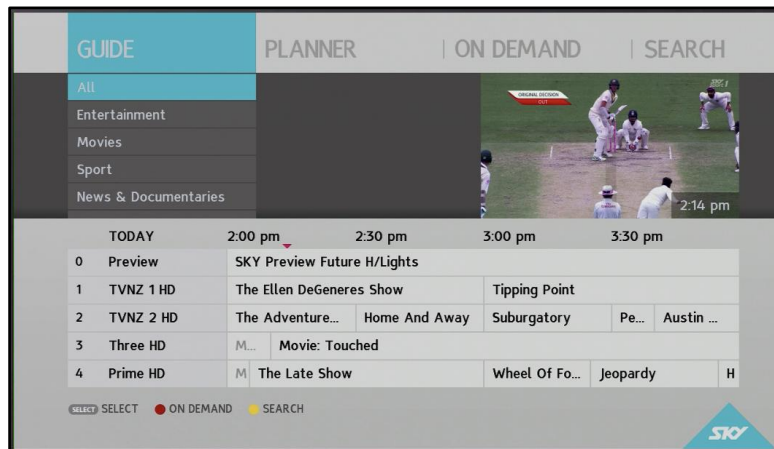


New Sky Box update

Transformational experience to deliver enhanced viewing with priority given to existing customers



- Involvement from customers and those 'open to Sky' through design and testing phases has shaped the development and ensures the new Sky Box delivers to existing and potential customer needs
- Significant step-change in user experience with enhanced user interface, and content discovery across Sky, free to air and customers' favourite apps
- Go to market plan focuses on communicating with existing customers first



Sky Broadband

Market leader for customer experience, delivering 3.3% attachment rate and early evidence of Sky Box churn improvements

18.0k

CUSTOMER RELATIONSHIPS

3.3%

ATTACHMENT (to Sky Box)

\$8.8m

REVENUE in FY22

\$72.13

MONTHLY ARPU¹ (ex-GST)
(\$82.95 incl. GST)

60%

900/400 SPEED PLANS

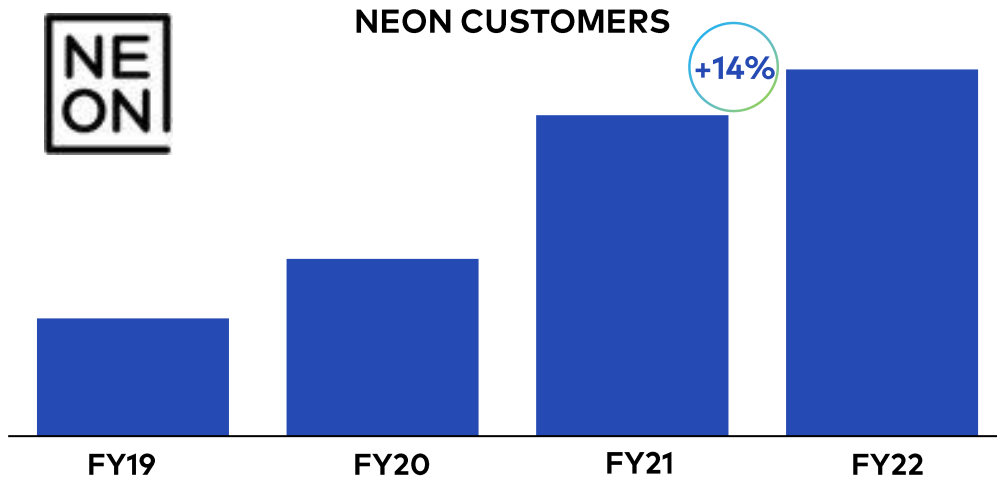


sky BROADBAND

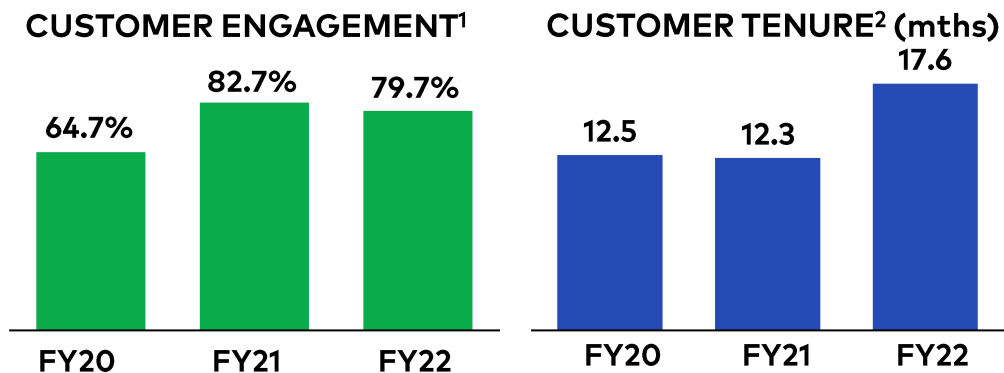
- Sales momentum is building, driven by a strong product proposition and 'non-telco' like NPS and customer satisfaction (CSAT) scores supporting referrals (CSAT on joining 79% and following 100 days 87%). Consideration and awareness remains high, with 20% unprompted / 54% prompted awareness among Sky Box customers
- Early results suggest churn for bundled broadband customers is 2ppts lower than average
- Achieving growth in ARPU despite the popularity of lower speed plans, through higher margin services including voice attachment (24%) and Wi-Fi boosters (12%)
- Revenue expansion continues as Sky Broadband scales up while also capturing cost efficiencies and leveraging on-platform marketing
- Reviewing pricing in light of Chorus input cost increases

Streaming Customers - Neon

Customer and tenure growth reflect Neon's improved market position

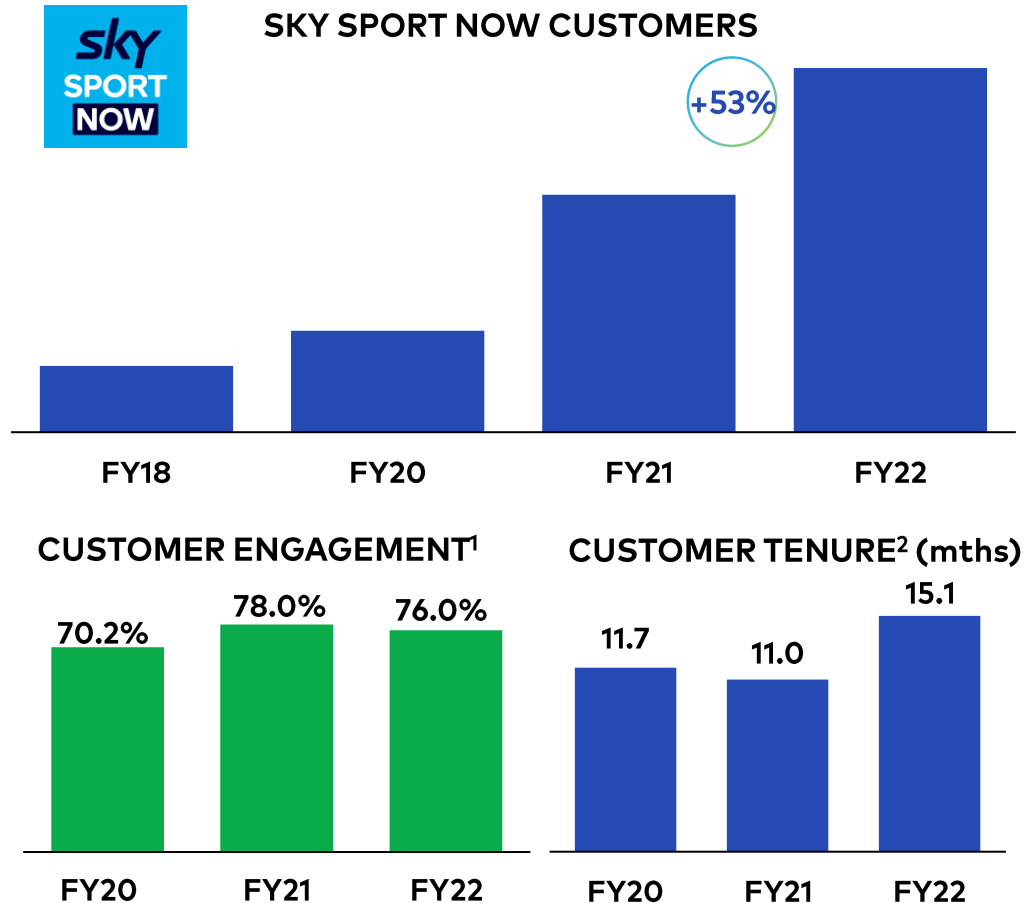


- Customer growth continues with strong revenue growth of 47% driven by higher average customer numbers, improved tenure and the impact of the May 2021 price increase
- Neon's quality content is curated by kiwis for kiwis and is delivering high levels of engagement that keep customers sticky, with a significant runway of tentpole content ahead to support future growth
- New pricing introduced on 15 August 2022 (\$17.99 monthly / \$179.99 annual pass) with a basic tier introduced to provide optionality at a lower price point (\$12.99 monthly). The basic tier offers full content access but is limited to one stream/two profiles, SD and no downloads



Streaming Customers – Sky Sport Now

Significant increase in customer numbers as growth trend continues

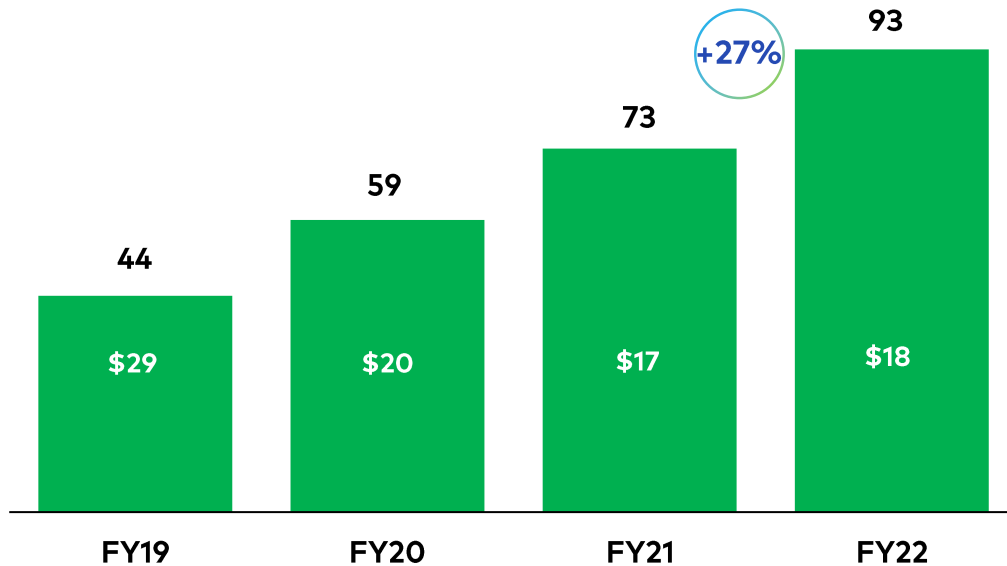


- Sky Sport Now has cemented its position as the #1 streaming app of choice for regular and casual sports fans, including coverage of over 30 codes and a strong mix of local and international competitions and events as well as shows, documentaries and highlights packages
- Data personalisation and rich insights are enabling targeted offers and that leads to customer growth and repeat purchases from a growing win-back pool of committed and casual fans
- Latest platform upgrade in August 2022 delivers a significant step-up in features, including: watch from start, multi-view of up to four channels simultaneously and an innovative 'instant replay' function for internet viewers, as well as enhancements in content curation and discovery
- Over 30% of the Sky Sport Now customer base engaged with Premier League content within the first two weeks of launch

Streaming Revenue

Significant growth in Neon and Sky Sport Now revenue somewhat masked by changes in Retransmission and RugbyPass transition

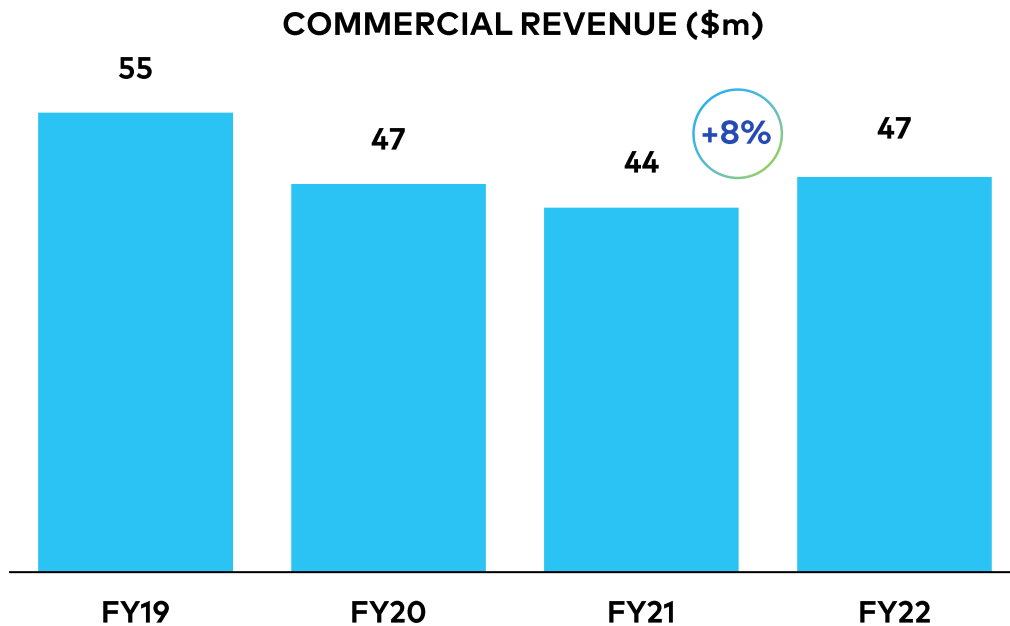
STREAMING REVENUE (\$m) & ARPU¹



- Revenue growth of 27% is outpacing customer growth, with 47% growth recorded for Neon revenue and 87% for Sky Sport Now
- Revenue of \$44.8m in H2 compared to \$48.5m in H1, largely reflected changed commercial model for Retransmission customers as they are migrated to Sky platforms
- Sky Sport Now benefitted from customer growth and the success of shorter-term event passes, while Neon growth included 12-month impact of the 14.6% price increase in May 2021 (and with a 12.5% price rise from August 2022)

Commercial Revenue

Strong signs of recovery as customers benefit from lifting of restrictions

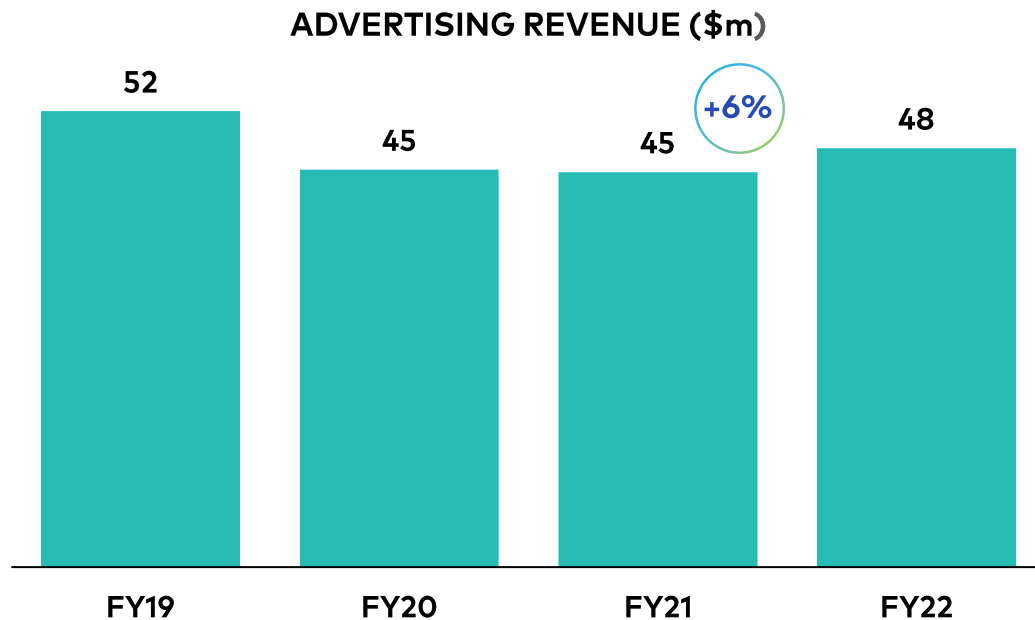


- Recovery from Covid related impacts gained momentum in FY22, despite an extended Auckland/Northland and Waikato lockdown in H1 and lower levels of domestic travel impacting in H2 due to Omicron
- The July reopening of international borders is providing early evidence of positive trend and all customers returned to normal billing from 1 August 2022
- The latest step up in value-based tiered pricing for licensed premise customers was introduced on 1 June 2022 (delayed due to Omicron). Since tiered pricing began in February 2020 average ARPU (excluding Covid subsidies) would have been +16% with the full impact so far masked by Covid

Advertising Revenue

6% lift in total advertising revenue as recovery continues

sky ADVERTISING



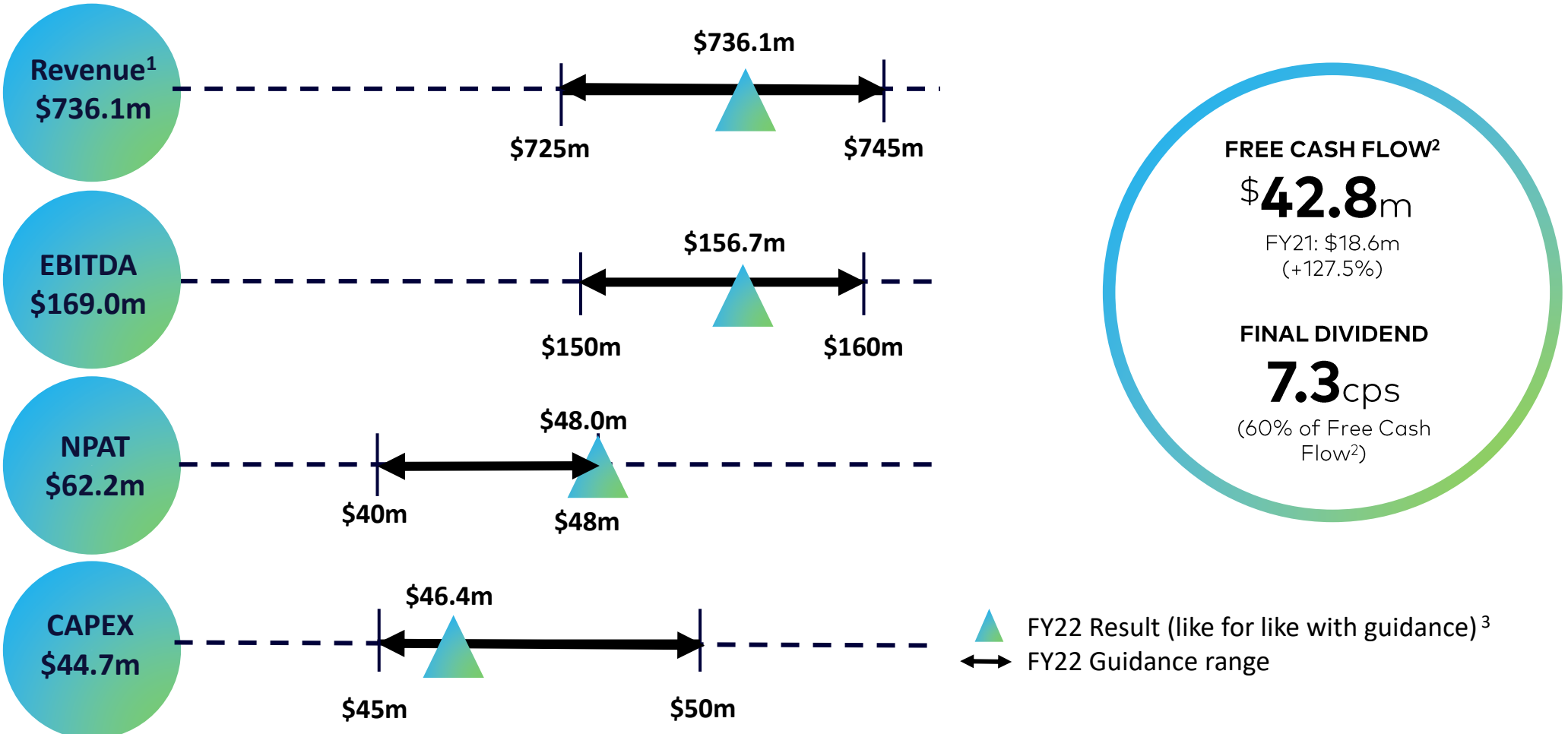
- Advertising revenue returned to growth despite the full year impact of Discovery channel revenue transitioning from Sky to Discovery at the last rights renewal¹. Total revenue uplift of 6% includes RugbyPass ad revenue (4% uplift when adjusted for RugbyPass impact)
- Sky's share of FY22 advertising market spend² was down slightly year on year although grew in the second half to reach 9.1%
- The result reflects a strong content lineup and a more bespoke approach to integrated sales opportunities

The Sky logo, featuring the word "sky" in a white, lowercase, italicized sans-serif font. The background consists of several overlapping geometric shapes in shades of blue and green, creating a dynamic, abstract pattern.

Financial
Performance

Financial Performance and guidance comparison

Strong financial performance generating growth in our free cash flow to support our return to dividends

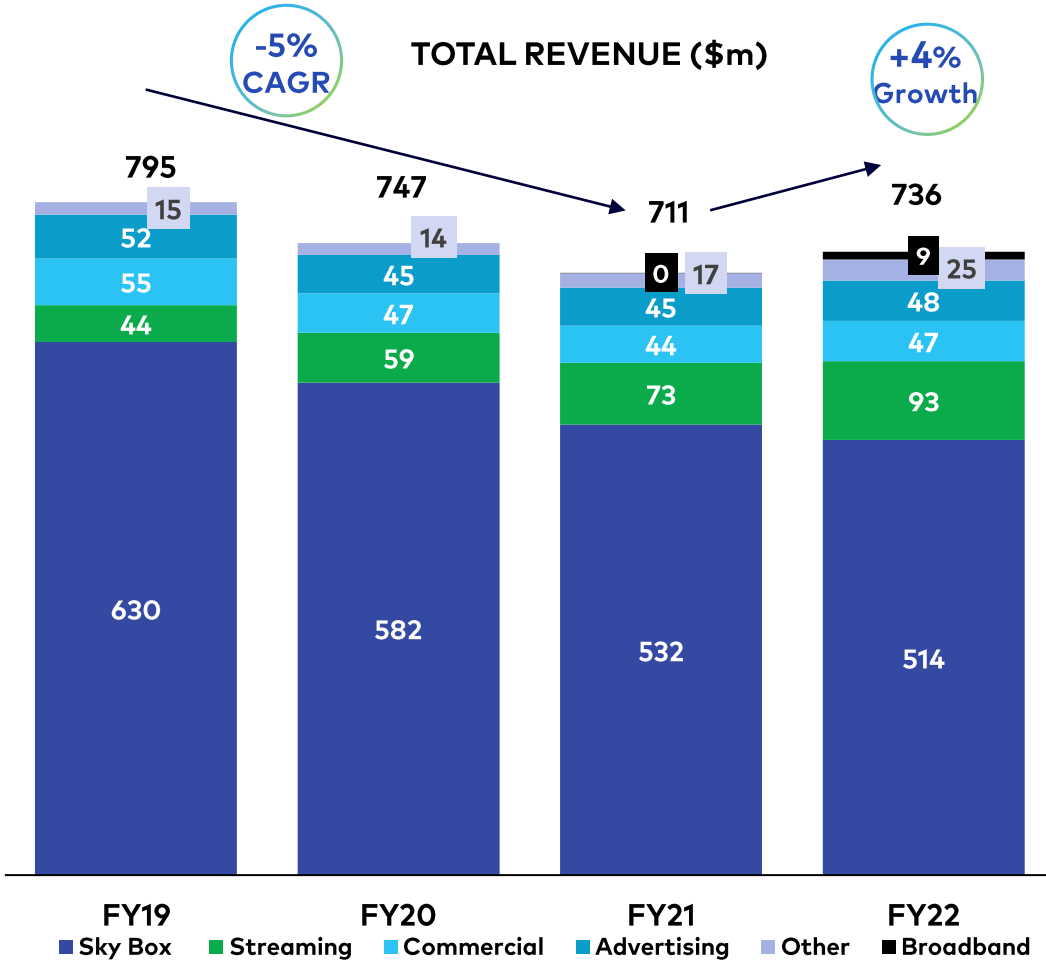


1. Revenue excludes \$16.7m of Other Income including gain on sale of Sky's Mount Wellington properties (\$14.0m).
 2. 60% ratio is based on smoothed cash flow across the year. Free Cash Flow is defined as net cash from operating activities, less net cash used in investing activities less payments for lease liability principal and excludes proceeds from sale of Mt Wellington site and OSB. 3. Guidance provided excluded the impact of the property sale and SaaS accounting change.



Revenue

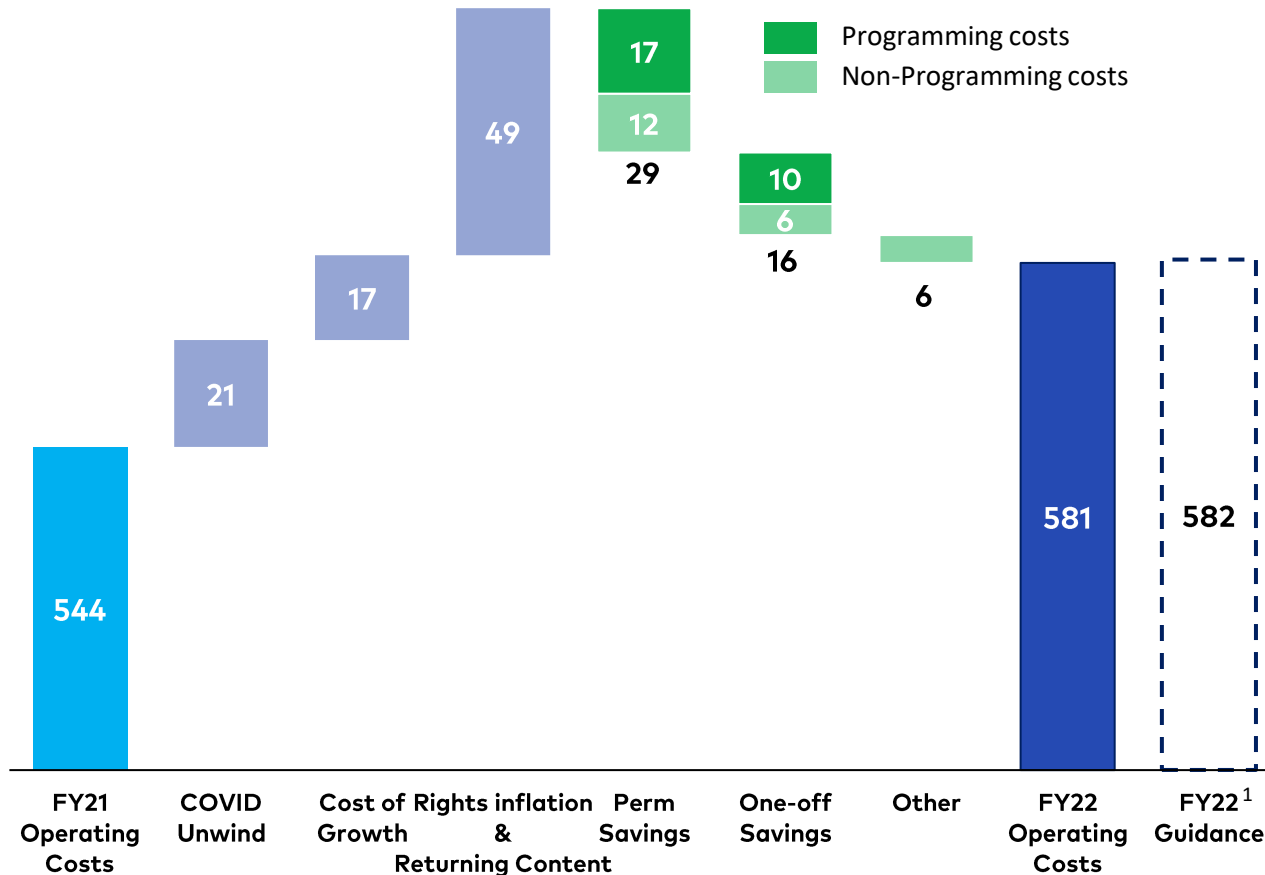
Return to revenue growth – driven by core subscriptions and increasing ARPU



- 4% growth in revenue driven by a lift in core customer subscription, up 2.2% YoY (\$14.3m). Strong growth in streaming revenue (+27%) more than offsetting decline in Sky Box
- Ability to increase ARPU across Sky Box and Streaming reflects the strength of Sky's content and improvements in demonstrating Sky's value
- Commercial revenue bouncing back from FY21 with 8% growth YoY, even with continued Covid support to our customers during the year
- Other revenue rose by 46% due to on-sold programming rights (including a sub-license for the Olympics) and through revenue from Sky Box and Sky Broadband installations

Total Expenses

\$35m of opex cost out in line with guidance, with \$29m of permanent YoY savings enabling reinvestment in growth

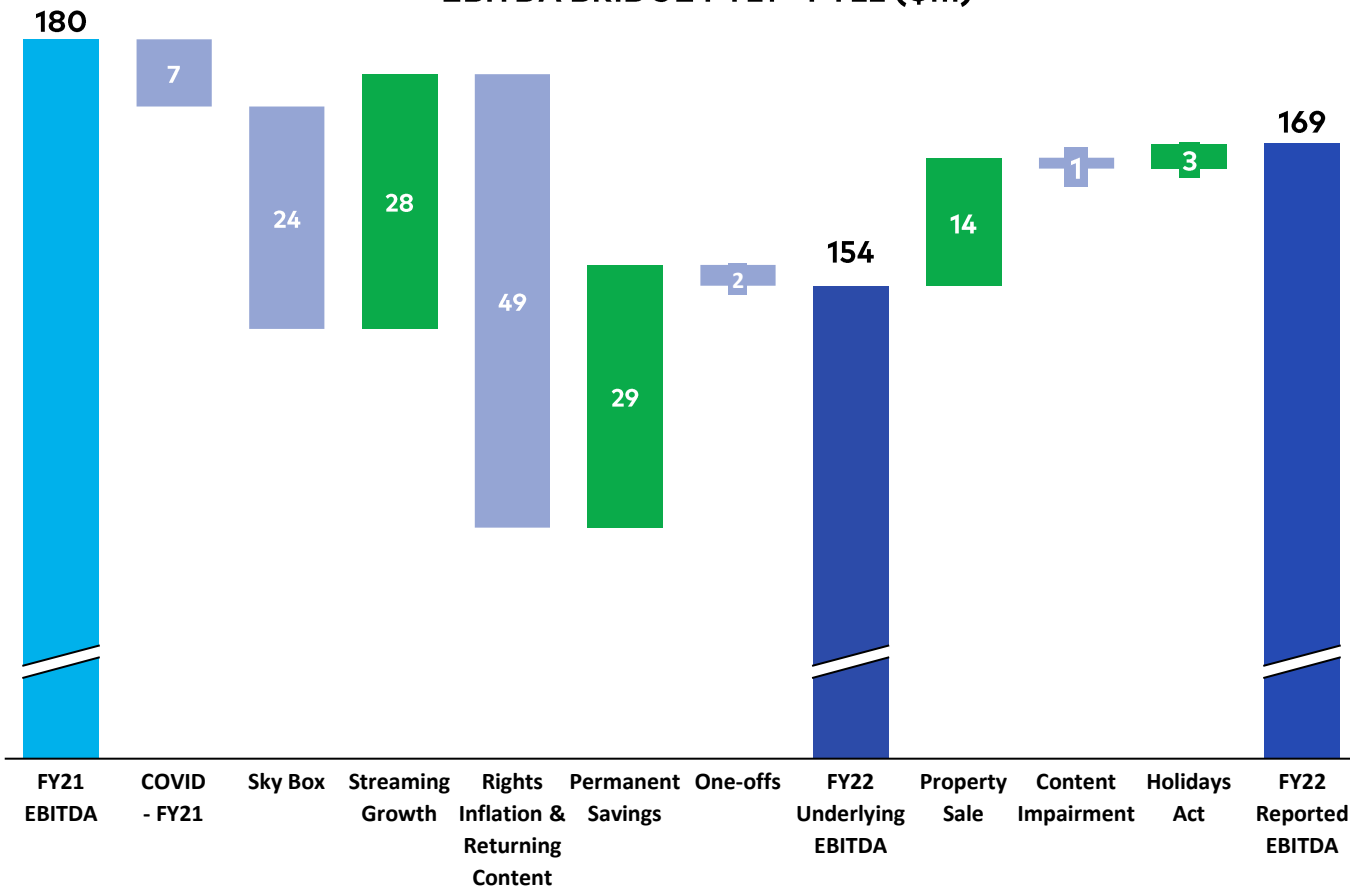


- Firm cost control in FY22 ensured the delivery EBITDA guidance with \$35m of operating cost reductions
- Programming costs increased \$36m YoY, with full impact of key rights and the reversal of FY21 Covid rebates. This was partially offset by \$17m in permanent savings and \$10m of one-off savings, including Covid rebates
- Non-programming costs increased \$3m YoY, driven by the variable costs associated with Broadband & Streaming growth, offset by \$12m in permanent savings and a further \$6m in one-off savings in the year
- Other includes content impairment, costs associated with delivering the property sale and permanent savings, as well as YoY impact of SaaS, together with Covid rebates from H1 FY22
- Depreciation & Amortisation costs reduced by \$26m YoY, with savings on satellite lease costs and lower depreciation. FY21 depreciation included accelerated depreciation for Sky Sport Now & Sky Go upgrades ahead of platform migration in FY22

EBITDA Bridge

Delivering top-end of FY22 guidance on a like-for-like basis

EBITDA BRIDGE FY21 – FY22 (\$m)

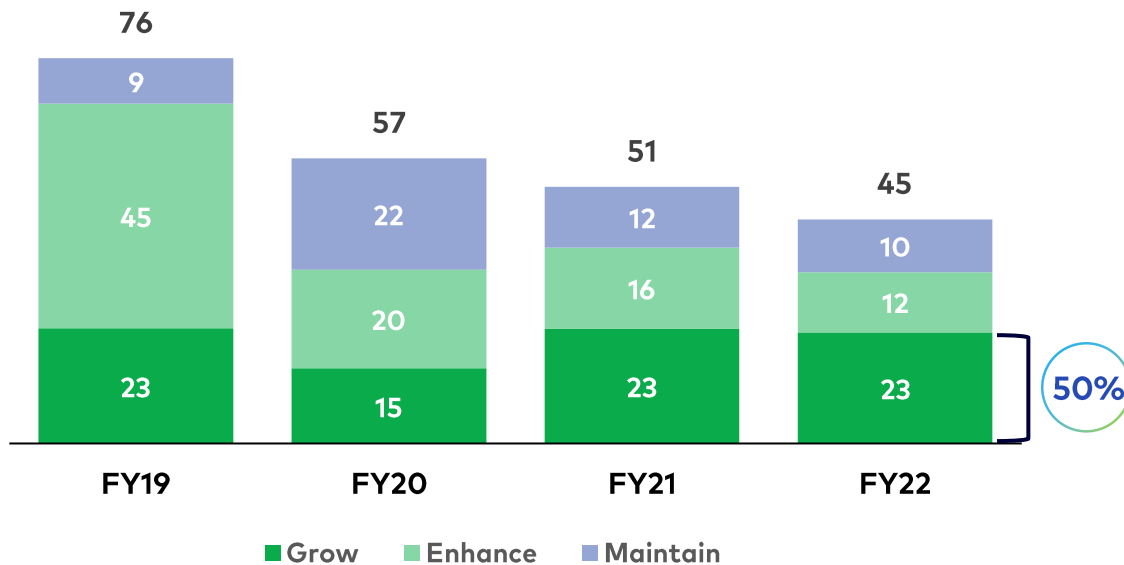


- The continued streaming revenue growth outweighs the decline of Sky box revenue
- Off the back of a suppressed sporting calendar in FY21, Programming costs steps up in FY22 as guided with full year impact of the new NZR agreement, as well as the cost of the Summer & Winter Olympics and the T20 Cricket World Cup
- \$29m in permanent savings delivered in line with Sky's December 2021 market guidance, which includes discretionary spend areas, as well as data-driven rationalisation of programming costs
- One-offs include the \$9m in Covid rebates noted in H1, offset by extended Covid impacts on Commercial revenue in the year, the cost of migrating Vodafone TV customers, investment in Sky brand, and the one-off cost of delivering the permanent savings
- FY22 EBITDA of \$153.7m when stripping out the impacts of the underlying one-offs

Capital Expenditure

Lower than anticipated capex in FY22 with a shift to growth-focus

CAPITAL EXPENDITURE¹ (\$m)

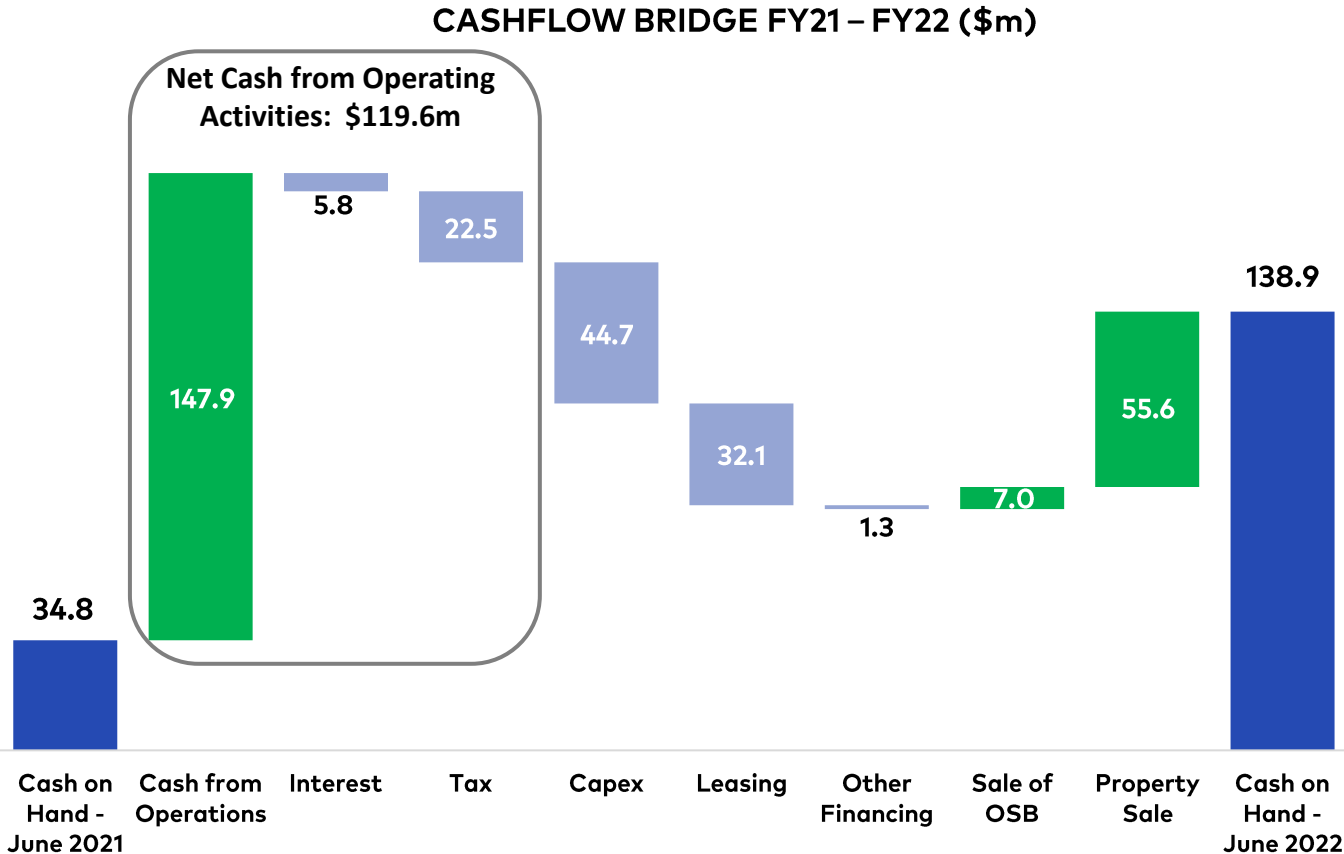


- Focused capital investment on growth projects (50%, up 5ppts YoY) to deliver the new Sky Box platform for launch in FY23 and investment in our streaming platforms to improve operational and customer experience
- FY22 Capex spend was lower than anticipated due to a portion of new box investment carried forward into FY23
- Our focus on a lighter capital model has enabled us to divert investment to scale our technology to launch new Sky Box and digital platforms in the upcoming years
- Post roll-out of the new box our long-term target for Capex intensity will be within 6-8% of revenue and with 50% - 60% on Growth Capex

	FY19	FY20	FY21	FY22
CAPEX / Revenue %	9.6%	7.6%	7.1%	6.1%
Growth Spending %	30%	26%	45%	50%

Free Cash Flow

Strong cash generation with \$104m delivered during FY22



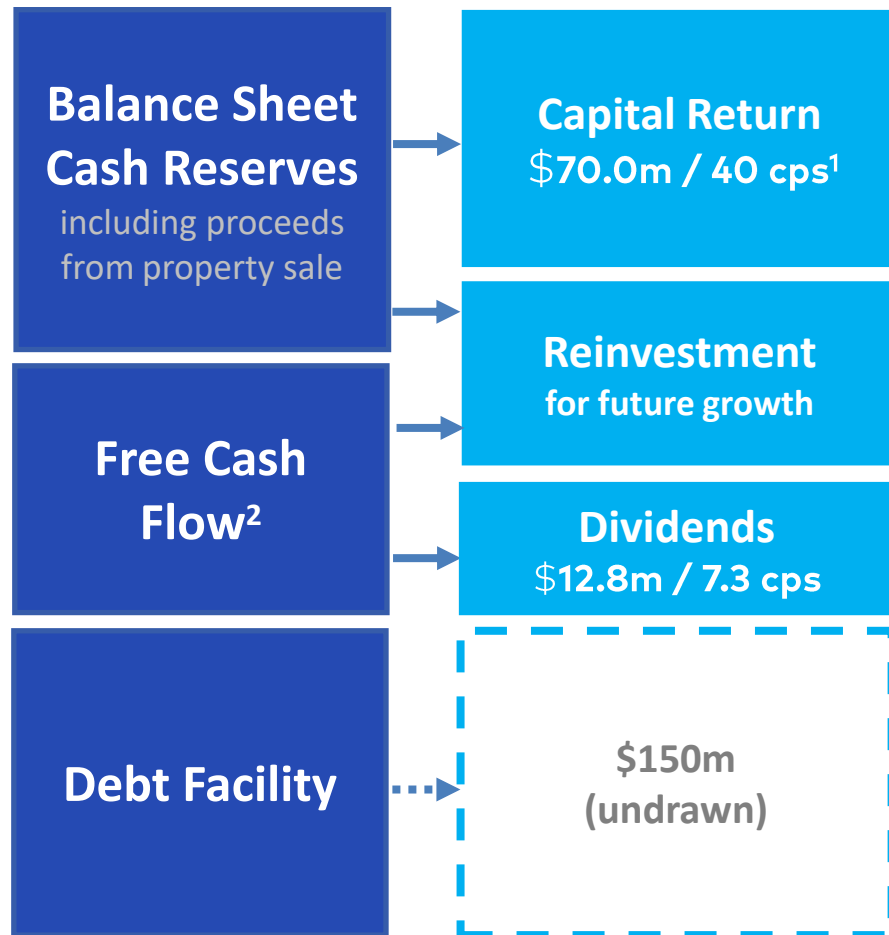
- \$104m of cash was generated during the period, compared to FY21 a cash outflow of \$76m, which included the repayment of the bond
- \$18.4m increase in Cash flow from operating activities in FY22, from \$101.2m to \$119.6m
- Lower cash outflows for Capex and lease liability compared to the prior period
- One-off items included receipt of the final instalment from the sale of OSB (\$7.0m) and proceeds from the property sale (\$55.6m)
- Strong closing cash balance of \$138.9m



sky Capital
Management

Sky's capital allocation plan

Sky will return majority of cash to shareholders while retaining capital to fund growth



How we're thinking about:

Capital Return: Sky will return approximately \$70 million, or approximately 40 cents¹ per existing share via Court Sanctioned Return

Investment: Sky will invest for future growth, ensuring investments are assessed as accretive and in-line with strategy. In future, additional capital management measures, including buybacks may be considered, where Sky's shares are available at a meaningful discount to the Company's view of value and when returning capital offers higher accretion to reinvesting in the business for growth. In the absence of opportunities to invest, we will look to return excess cash to shareholders

Dividends: Sky is targeting increased dividend distributions based on growth in free cash flow. Our policy is to pay out the majority of Free Cash Flow (50% - 80%), excluding one off items, within the context of market conditions and investment opportunities. We will look to pay approximately 40% of the annual dividend by way of an Interim distribution.

Debt: Sky takes a prudent approach to debt. We will not take it on lightly and we have chosen to not use any debt at this stage, with a debt facility in place if that changes

Capital return of \$70m: via Court Sanctioned Return

Delivering a fair and efficient return mechanism to distribute capital

Proposed capital return by way of compulsory share cancellation¹

Notice of meeting distributed	October
Meeting / shareholder vote	2 November 2022
Final High Court orders	expected mid-November
Payment date	expected late-November

All capital return methods were considered, including special dividend, both on-market and off-market share buyback transactions, and the proposed Scheme, as well as combinations of these methods

After careful consideration by the Board, and following advisor and shareholder feedback, a Court Sanctioned Return was selected as the most appropriate way to return a significant sum to shareholders

- ✓ Provides an efficient mechanism, with low execution risk
- ✓ Treats all shareholders equally

Sky will seek a ruling from the Commissioner of Inland Revenue to confirm the proposed return of capital is not in lieu of a dividend. A class ruling from the ATO will also be sought

Reinvestment opportunities

We must maximise our content investment to attract new and diverse audiences, achieve greater scale and further diversify our revenue base

Accelerate
digital
delivery

Accelerate rollout of
the new Sky Box

**Increase speed to
market** for products
and services

Unlock
advertising
opportunities

Pursue **digital
revenue**
opportunities

Invest in **ad tech**

Build out
capability

Partner for **experience
and expertise**

Enhance data strategy
to deliver **deeper
actionable insights**

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sky Looking Ahead

Outlook and FY23 guidance

\$m	FY23 guidance ¹
Revenue	\$750 - 770m
EBITDA	\$150 - 170m
NPAT	\$50 - 60m
Capex	\$60 - 75m

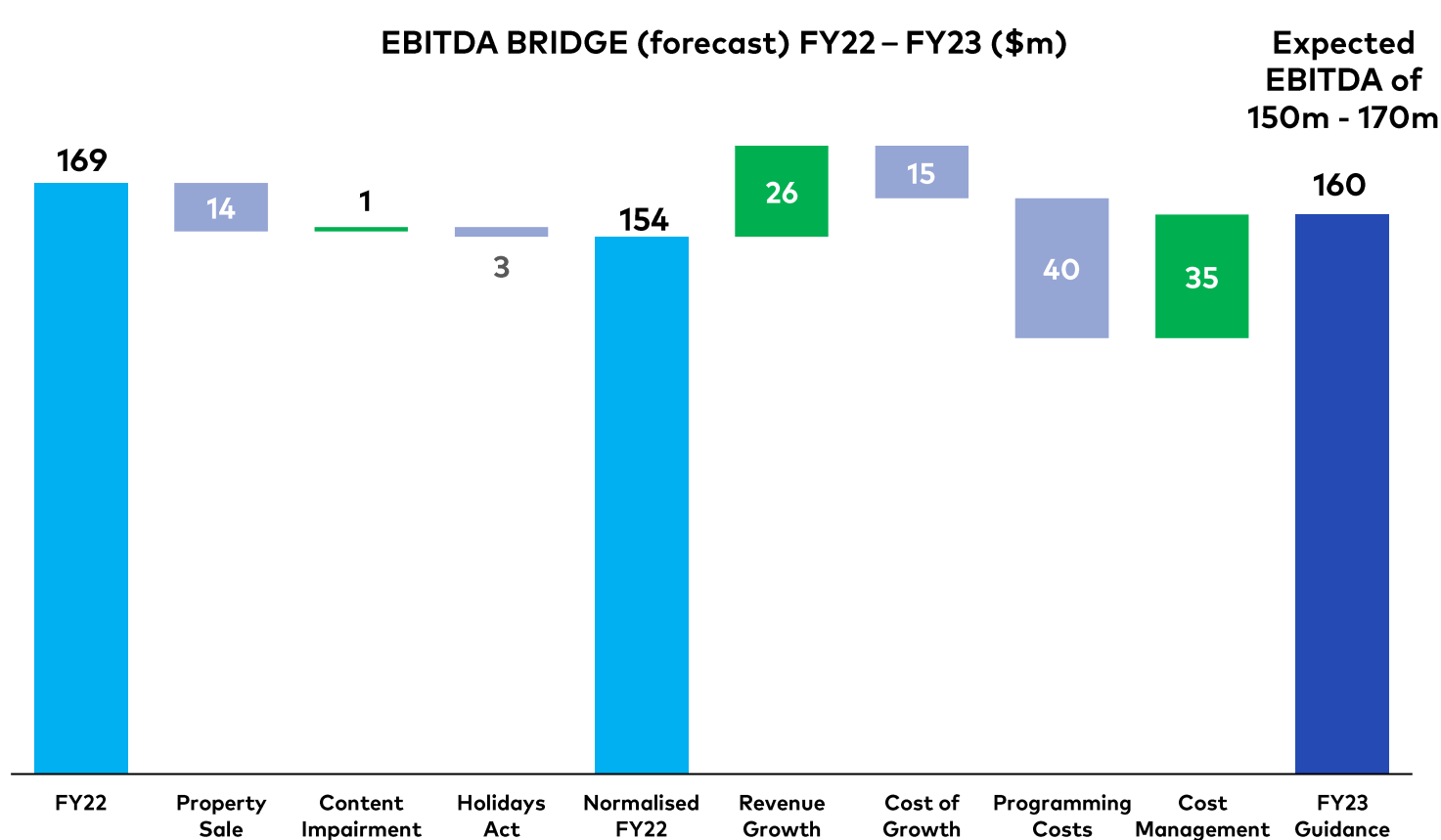
Sky's dividend policy is to distribute between 50% and 80% of Free Cash Flow² (excluding one-off items)

Sky's balance sheet, supported by an undrawn bank facility of \$150 million, is expected to remain strong following the return of capital. Based on delivery of the guidance the Board anticipates paying FY23 dividends at the upper end of the target range and expects total dividends in the range of \$17 to \$23 million in FY23

- FY23 customer relationship growth expected to continue through growth in Neon, Sky Sport Now and Broadband and stabilisation of Sky Box
- FY23 revenue growth expected through customer acquisition, recovery in Commercial and expanded opportunities in Advertising
- Firm focus on costs remains. FY23 will include some step up in rights partly offset by FY22 permanent opex cost out and next phase of cost reduction measures
- Capex will be higher through FY23 and FY24 as we roll out new boxes before reducing thereafter

FY23 EBITDA guidance – bridge from FY22

Normalised EBITDA growth to mid-point of guidance of 4.1%



- Normalised EBITDA growth driven by continued revenue growth and cost control, more than absorbing the expected rights inflation
- Cost of revenue growth is largely associated with Broadband and Streaming products
- FY23 will include some step up in rights associated with new and renewed content deals, partly offset by the full-year benefit of FY22 permanent cost out and next phase of cost out measures
- Next phase of cost out to deliver savings of \$10m - \$20m including further third-party and content optimisation

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sky Appendix

FY22 Achievements

	Sky's Strategy	FY22 Targets	FY22 Results
FOCUS	CUSTOMERS	• Sky Box customer churn 11.5% – 12.0%	10.0% ✓✓
		• Sky Broadband attachment rate of 3% - 5%	3.3% ✓
		• Grow Neon and Sky Sport Now customers by 10% - 15%	N:14% SSN: 53% ✓✓
		• Average tenure for Neon and Sky Sport Now of 12+ months	N:18 SSN:15 ✓✓
	CONTENT	• Continue to deliver the content that matters to customers • Neon engagement 80%; Sky Sport Now engagement 75%	Achieved N:80% SSN:76% ✓ ✓
CAPABILITY		• Streaming revenue growth of 15% - 25%	27.3% ✓✓
		• Grow new business revenues to 1% - 3% of total revenue	1.9% ✓
		• Revenue growth of \$5m - \$35m p.a. ¹	\$24.9m ✓✓
		• Programming costs return to within 46% - 48% of total revenue ²	49.6% x
		• At least \$22m - \$27m of non-prog. operating cost savings p.a. ³	\$18m x
CREW	• Year on year increases in employee engagement scores	YoY decline ⁴ x	
BEDROCK	Rapid and sustained execution and enabling our people to succeed	• New Sky Box in New Zealand homes by mid-year • 50% - 60% of capex on growth initiatives	Delayed 50% - ✓
	Being efficient, adaptive and profitable business	• Maintain positive free cash flow • Depreciation & amortisation reduced to \$85m - \$95m • Capex spend within 6% to 7% of revenue ⁵	\$42.4m ✓✓ \$80.2m ✓✓ 6.0% ✓

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