

2024 Annual Meeting of Shareholders

14 November 2024

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Asking a question at the meeting

- ▶ Questions may be submitted by selecting the Q&A icon on the right side of the screen
- ▶ Type your question in the space provided and then press 'send'. Your question will be submitted immediately
- ▶ Help: The same process can be used if you need help at any stage. A Computershare representative will respond to you directly



Voting at the meeting

- ▶ When voting is opened, the resolutions will be accessible by selecting the voting icon
- ▶ To vote simply select your voting direction from the options shown on the screen
- ▶ Your vote has been cast when the tick appears. To change your vote, select 'Change Your Vote' at any time until the voting closes



Welcome

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Board and Executives



Philip Bowman
Independent Chair



Sophie Moloney
Chief Executive



Keith Smith
Independent Deputy Chair



Joan Withers
Independent Director



Mike Darcey
Independent Director



Mark Buckman
Independent Director



Belinda Rowe
Independent Director



Kirstin Jones
Company Secretary

Agenda

- ▶ Chairman's Address
- ▶ Chief Executive's Address
- ▶ Formal Business - resolutions
- ▶ General Business - shareholder questions

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**Chairman's
Address**

FY24 at a Glance

REVENUE

\$766.7m

FY23: \$754.3m¹ **+1.6%**

OPERATING EXPENSES

\$614.2m

FY23: \$609.2m¹ **+0.8%**

EBITDA

\$153.0m

FY23: \$148.7m¹ **+2.9%**

NET PROFIT AFTER TAX

\$49.2m

FY23: \$51.1m¹ **-3.7%**

FREE CASH FLOW²

\$23.7m

FY23: \$16.5m¹ **+43.2%**

DIVIDEND

19.0cps

FY23 15.0cps **+26.7%**

1. Comparative balances have been restated as set out in note 30 of the 2024 Financial Statements.

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.

Investing in local content creation



Hello Satellite!

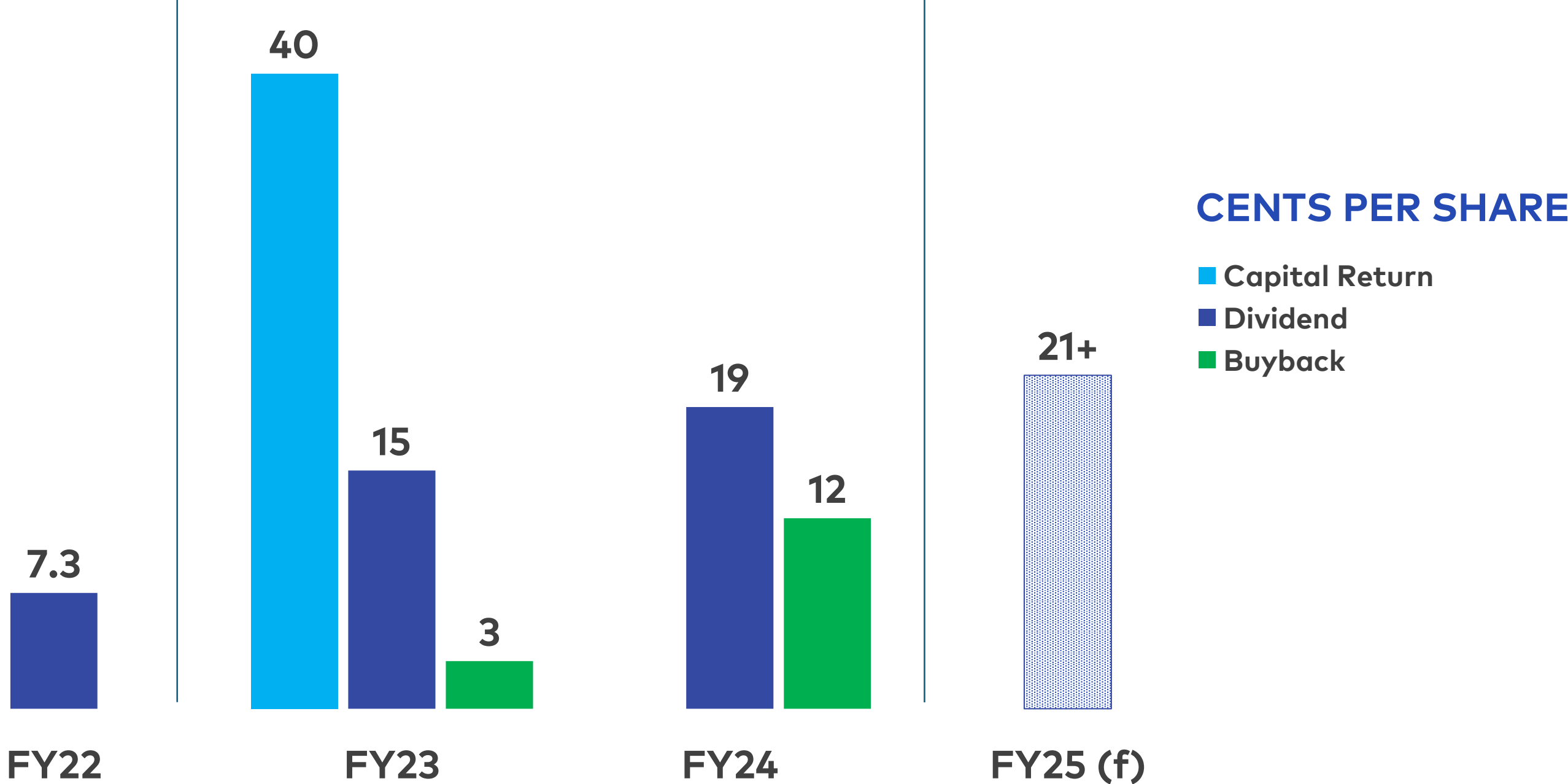
Press 888 on your remote today
to say hello to the new Sky satellite.

Check your connection now and tell us what you see.



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Significant Returns to Shareholders



Key: f = Forecast.



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**Chief Executive's
Address**



*"Not finance. Not strategy.
Not technology.
It is teamwork that
remains the ultimate
competitive advantage,
both because it is
so powerful and
so rare."*

Patrick Lencioni



OUR PURPOSE

Share stories. Share possibilities. Share joy.

OUR AMBITION

To be Aotearoa NZ's most engaging and essential media company

STRATEGIC PATHWAYS

Making Sky a great place to work

Giving customers content they love

Meeting customers where they are

Giving customers the experience they expect

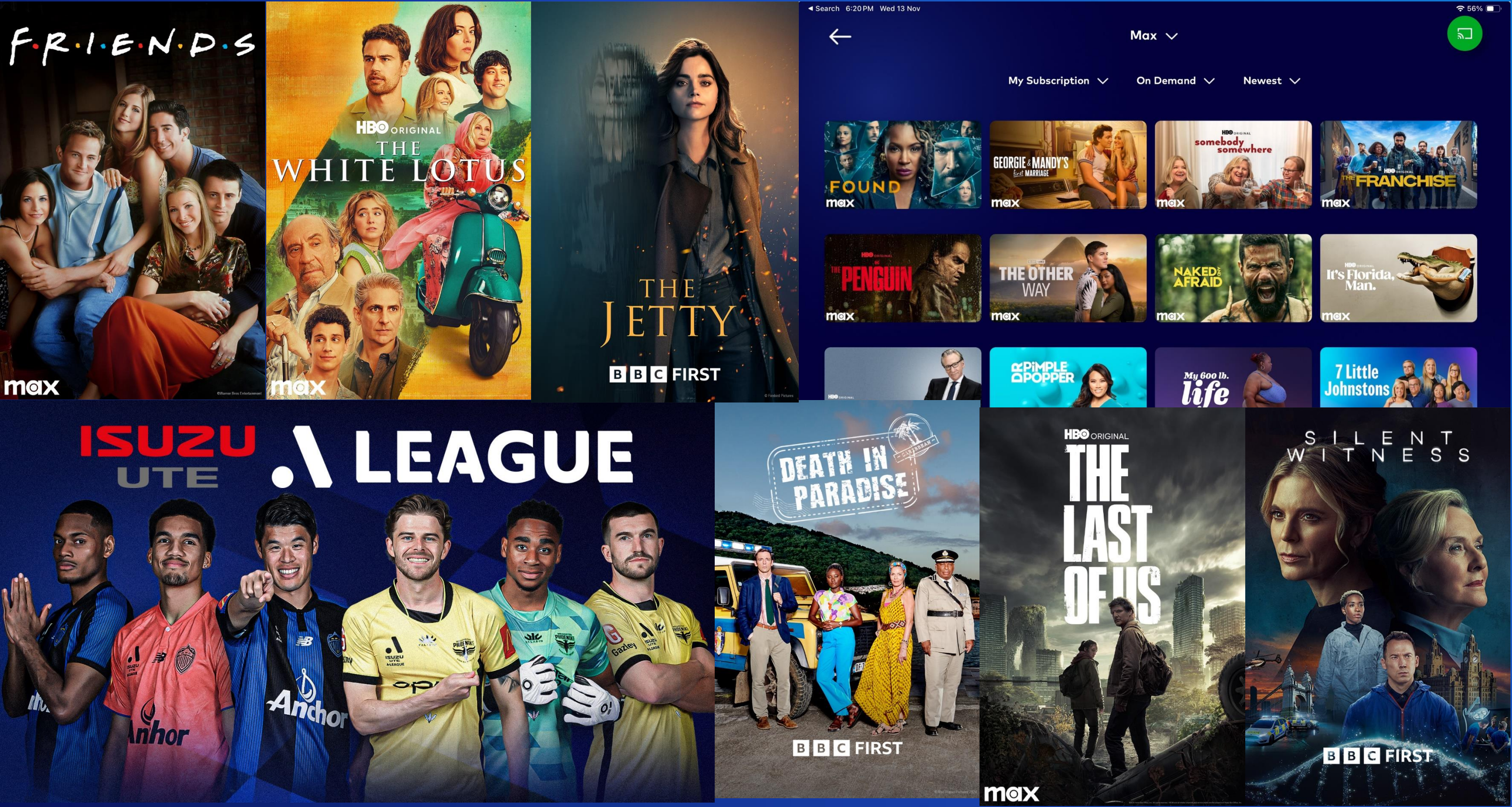
Providing innovative solutions for our partners and clients



FY24 Priorities Achieved

1	Lift employee engagement	+12 points
2	Roll out new Sky experience	to 21% of Sky box base
3	New revenue streams	Ad revenue and share growth

Deepen Content Engagement



OUR PURPOSE

Share stories. Share possibilities. Share joy.

OUR AMBITION

To be Aotearoa NZ's most engaging and essential media company

FY25 PRIORITIES

Successful delivery of Project Migrate

Grow engagement together

Supercharge new Sky experience

Accelerate advertising

Deepen content engagement

OUR ENDURING COMMITMENT

A responsible and sustainably profitable, Aotearoa-focused business



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Project Migrate – Option at 160°

- ▶ Preferred option
- ▶ Able to move to the same orbital slot as existing D2 satellite
- ▶ Smoother customer transition
- ▶ Dependency on satellite technology partners to enable confidence in this choice in January 2025

Project Migrate – Option at 156°

- ▶ Already available but in a different orbital slot
- ▶ Firm expectation that the majority of customer homes can 'see' the signal, given the vast majority have a dual device fitted to their dish
- ▶ A small number still need a dual device
- ▶ We are communicating and asking customers to test their signal, where we cannot do that remotely

Project Migrate – Summary

- ▶ Optus provides assurance of supply to 2031
- ▶ Option at 160° is preferred - both will be pursued until we have certainty
- ▶ We are confident in our ability to deliver either option by May 2025
- ▶ Commercial arrangements with Optus mean the programme will remain largely cash neutral by FY26
- ▶ Conservative forecasting, including significant contingency, increases upper capex limit to \$20m (from \$10 - \$15m)¹

1. Advised at the time of Sky's FY24 results on 21 August 2024..

FY25 Update: Guidance Unchanged

- ▶ Due to economic pressure and rescheduling of some revenue-generating initiatives we are seeing some softening in customer and advertising revenues
- ▶ Costs weighted to H1, driven by programming, including Olympics and one-off accelerated amortisation relating to expanded WBD agreement
- ▶ Strong cost focus continues with initiatives underway
- ▶ Sky confirms no change to guidance¹ (noting this excludes one-off accelerated amortisation).
- ▶ **Confident in achieving dividend guidance of at least 21 cps**

1. Subject to no adverse change in operating conditions, including future economic headwinds. EBITDA, NPAT and dividend guidance exclude one-off transformation costs. Capex guidance excludes one-off capital expenditure related to satellite migration. Free cash flow for the purposes of dividend guidance excludes satellite migration capex and one-offs.

Formal Business



Resolution 1

- ▶ That the Board be authorised to fix the auditor's remuneration for the ensuing year.

Resolution 2

- ▶ That, for the purposes of NZX Listing Rule 2.11.1 and all other purposes, the maximum aggregate amount of remuneration payable by the Company to Directors (in their capacity as Directors) be increased by \$165,000 per annum, from a total pool of \$950,000 per annum to \$1,115,000 per annum, effective from 1 December 2024, with such sum to be divided amongst the Directors as the Board may from time to time determine.

General Business



Thank you



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