

Nine

FY22 INTERIM RESULTS 24 FEBRUARY, 2022



Stan.

9NOW



MIKE SNEESBY

CHIEF EXECUTIVE OFFICER



OPERATIONAL HIGHLIGHTS

STRONG AUDIENCE RESULTS

Across all platforms –
Broadcasting, Streaming,
Publishing & Marketplaces



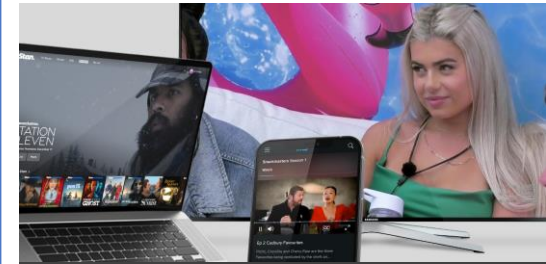
AD MARKET STRENGTH

Broad growth in the ad market,
across television, radio and
publishing



RECORD YEAR FOR TOTAL TELEVISION

Total TV advertising revenue
(Nine + 9Now) in calendar
2021 was the highest in Nine's
history



STREAMING OUTPERFORMS

50%-plus growth in streams and
revenue at 9Now, driven by
live. Better-than-expected
results from Stan



INVESTING FOR GROWTH

Targeted investments through
Stan and Domain

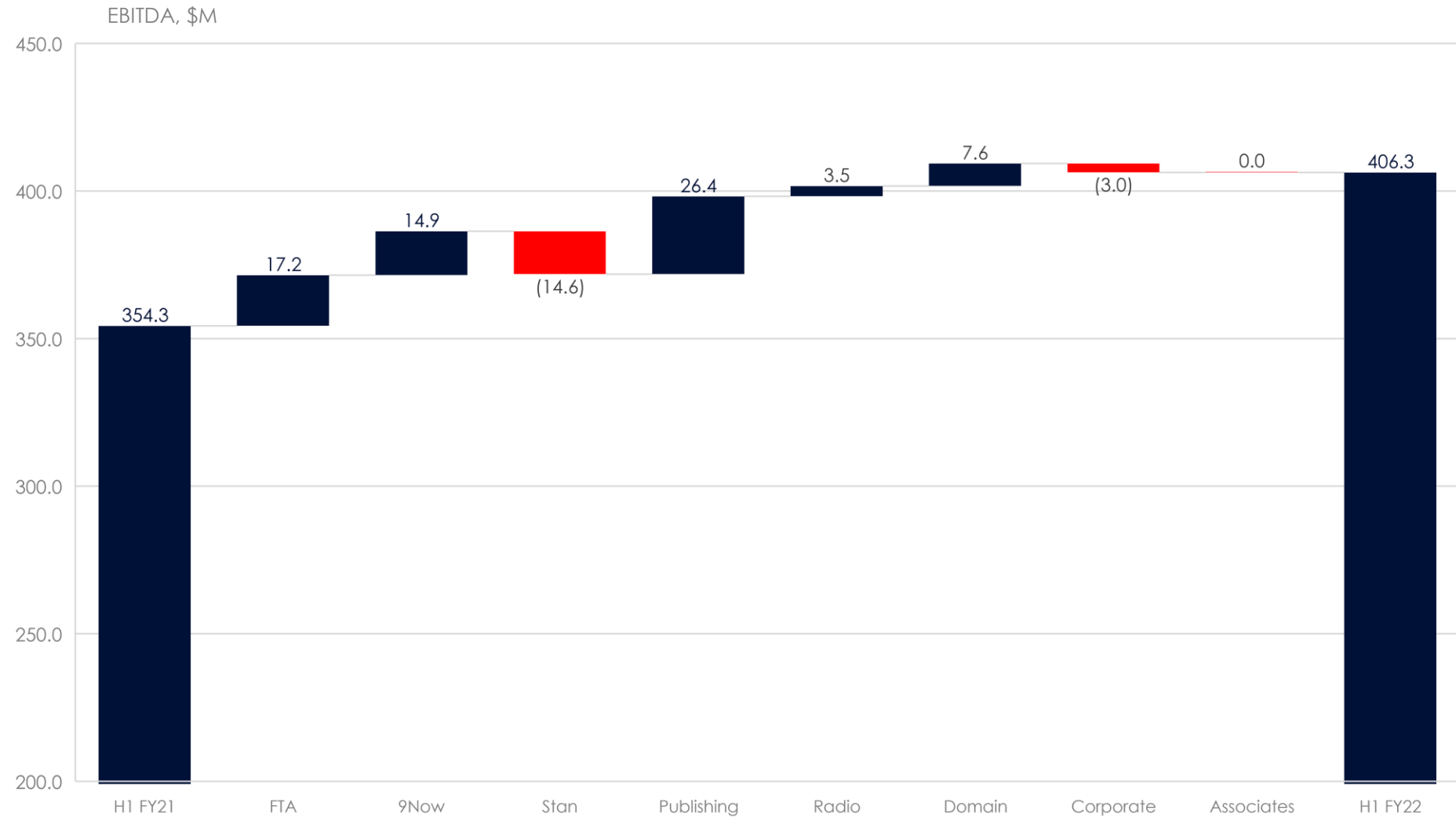


STRONG CASH FLOW AND BALANCE SHEET

\$300m-plus of Operating Cash Flow
for the half, and December end
Net Debt of \$63m

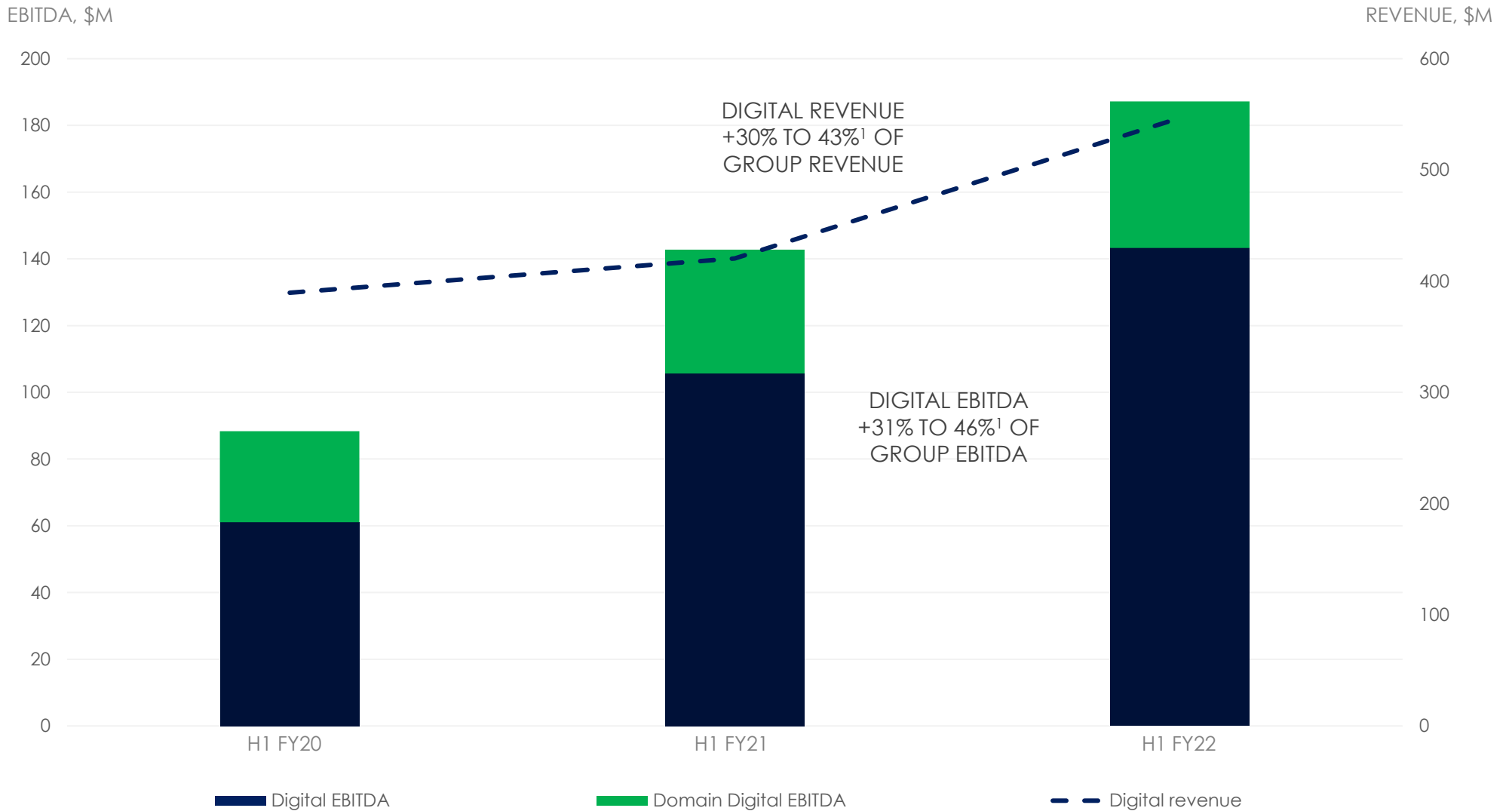


GROWTH IN TOTAL TELEVISION (NINE+9NOW) AND PUBLISHING DRIVES PROFIT



Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding

DIGITAL GROWTH CONTINUES



Digital includes Stan and the digital components of Broadcast, Publishing and Domain (59%)

¹ Economic interest adjusted basis, excludes corporate
Refer to glossary in Appendix 5 for definitions

GRAEME CASSELLS

DEPUTY CHIEF FINANCIAL OFFICER



GROUP RESULTS

**GROUP
REVENUE**
\$1,333M

**GROUP
EBITDA**
\$406M
(+15%)

**GROUP
MARGIN**
30.5%

**H1
DIVIDEND**
7.0 CPS
(+2.0 CPS)

A\$M	H1 FY22	H1 FY21	VARIANCE
REVENUE ¹	1,332.9	1,154.3	+15%
GROUP EBITDA¹	406.3	354.3	+15%
EBIT ¹	330.3	279.7	+18%
GROUP NPAT, PRE MINORITIES ¹	225.2	187.4	+20%
GROUP NPAT, AFTER MINORITIES¹	212.9	178.0	+20%
SPECIFIC ITEMS (NET OF TAX)	(12.1)	(6.8)	NM
STATUTORY NET PROFIT, INCLUDING SPECIFIC ITEMS	213.2	180.6	+18%
BASIC EARNINGS PER SHARE^{1,2} - CENTS	12.5	10.4	+20%

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.
¹ Before Specific Items ² After minorities

SPECIFIC ITEMS

A\$M	H1 FY22
DOMAIN - REFER DOMAIN ACCOUNTS (ASX:DHG), 17 TH FEB 2022	(8.7)
RESTRUCTURING COSTS	(6.6)
REVERSAL OF PREVIOUS DEBTOR WRITE-OFFS	0.2
NET LOSS ON SALE OF FINANCIAL ASSETS	(1.0)
TOTAL SPECIFIC ITEMS BEFORE TAX	(16.1)
TOTAL TAX RELATING TO SPECIFIC ITEMS	(4.0)
NET SPECIFIC ITEMS AFTER TAX	(12.1)

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

CASH FLOWS

CASH CONVERSION¹
90%

H1 FY22 CAPEX^{1,2}
\$27M

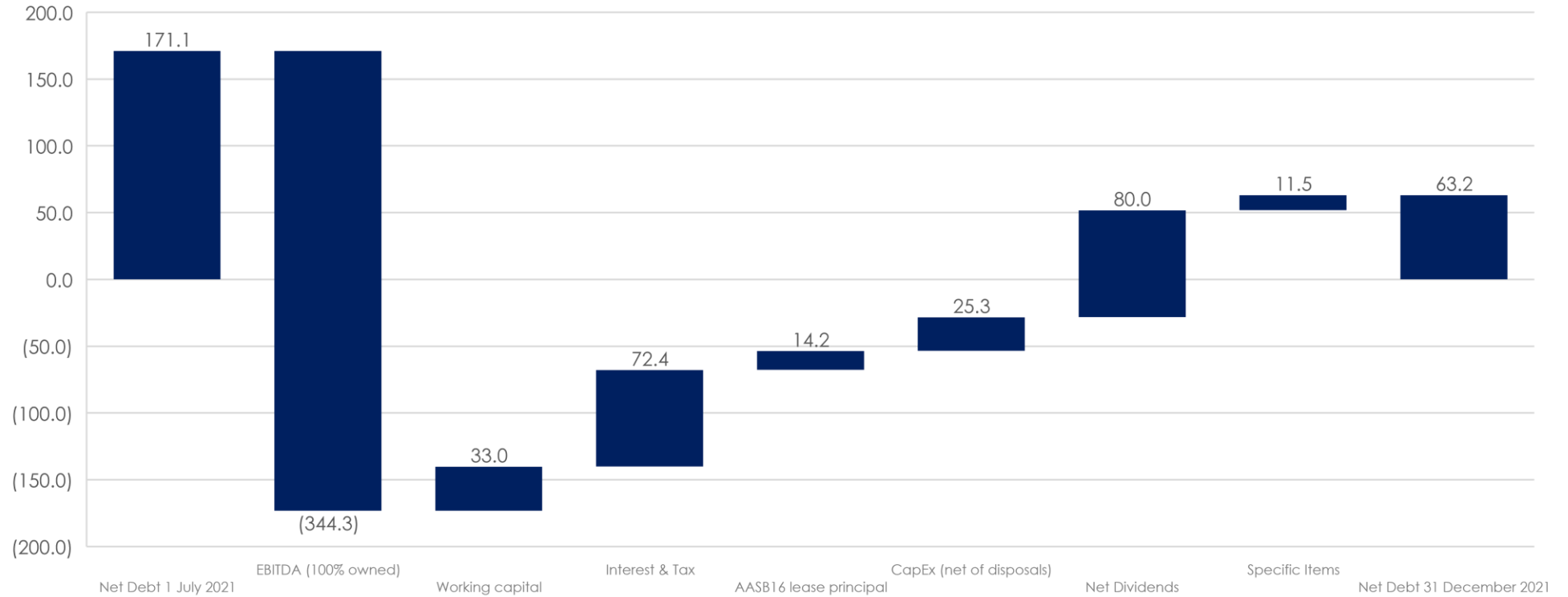
A\$M, WHOLLY-OWNED	H1 FY22 REPORTED	DOMAIN	H1 FY22 ADJUSTED ²	H1 FY21 ADJUSTED ¹
EBITDA (BEFORE ASSOCIATES)	405.3	61.0	344.3	299.9
WORKING CAPITAL	(33.2)	(0.2)	(33.0)	(48.1)
ASSOCIATES	0.1	-	0.1	-
OPERATING CASH FLOW, PRE SPECIFIC ITEMS, TAX AND INTEREST	372.2	60.8	311.4	251.8
OTHER SPECIFIC ITEMS	(20.9)	(9.4)	(11.5)	(3.0)
OPERATING CASH FLOW PRE INTEREST & TAX	351.3	51.4	299.9	248.8
INTEREST & TAX	(87.0)	(14.5)	(72.4)	(13.1)
PRO FORMA CASH FLOW FROM OPERATING ACTIVITIES	264.3	36.9	227.4	235.7
CASH CONVERSION	92%	100%	90%	84%

¹ Excludes Domain

² Not including disposals

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

STRONG CASH FLOWS REDUCE DEBT



AS AT 31 DECEMBER, A\$M	WHOLLY OWNED GROUP	DOMAIN	CONSOLIDATED GROUP
INTEREST BEARING LOANS AND BORROWINGS	204.0	219.0	423.0
LESS: CASH AND CASH EQUIVALENTS	(140.8)	(52.6)	(193.4)
NET DEBT/(CASH)	63.2	166.4	229.6
NET LEVERAGE	0.1X	1.6X	0.4X

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding

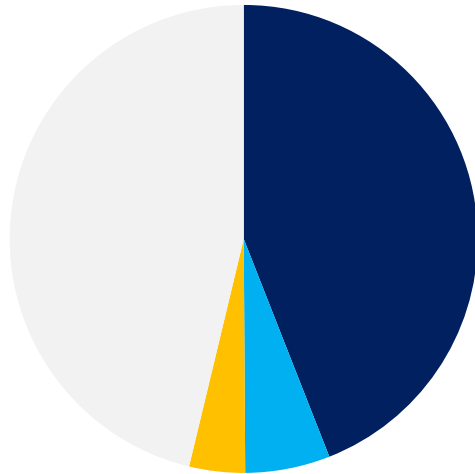
DIVISIONALS

FY22 INTERIM RESULTS



BROADCAST – TV & RADIO

Revenue¹ contribution – H1 FY22



EBITDA^{1,2} contribution – H1 FY22



■ FTA ■ 9Now ■ Radio

A\$M		H1 FY22	H1 FY21	VARIANCE
REVENUE	TOTAL TELEVISION	632.8	572.4	+11%
	RADIO	48.9	44.0	+11%
BROADCAST REV		681.7	616.4	+11%
COSTS	TOTAL TELEVISION	396.2	367.9	(8%)
	RADIO	42.5	41.1	(3%)
BROADCAST COSTS		438.7	409.0	(7%)
EBITDA	TOTAL TELEVISION	236.6	204.5	+16%
	RADIO	6.4	2.9	+121%
BROADCAST EBITDA		243.0	207.4	+17%

¹ Economic interest adjusted basis, ² Ex corporate. Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

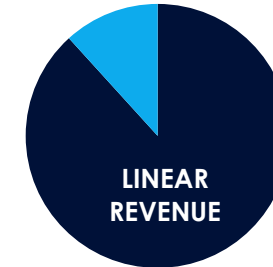


TOTAL TELEVISION – FTA & BVOD

TOTAL MARKET¹
\$2.0B
 (+15%)

NINE REVENUE GROWTH TO
\$633M
 (+11%)

DIGITAL REVENUE



A\$M		H1 FY22	H1 FY21	VARIANCE
REVENUE	FTA	558.5	522.9	+7%
	9NOW	74.3	49.5	+50%
TOTAL TV REVENUE		632.8	572.4	+11%
COSTS	FTA	370.0	351.6	(5%)
	9NOW	26.2	16.3	(60%)
TOTAL TV COSTS		396.2	367.9	(8%)
EBITDA	FTA	188.5	171.3	+10%
	9NOW	48.1	33.2	+45%
TOTAL TV EBITDA		236.6	204.5	+16%
MARGIN		37.4%	35.7%	+1.7 PTS

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

¹ National FTA + BVOD (9Now, 7Plus and TenPlay)



FREE TO AIR TELEVISION (FTA)

**METRO FTA
MARKET**
+ 13%¹

**#1
RATINGS
SHARE**
25-54s²

**REVENUE
SHARE**
36%¹

**RECORD H1
MARGIN**
OF ~34%

FM	H1 FY22	H1 FY21	VARIANCE
FTA REVENUE	558.5	522.9	+7%
FTA COSTS	370.0	351.6	(5%)
FTA EBITDA	188.5	171.3	+10%
MARGIN	33.7%	32.8%	+0.9 PTS

- Nine Network and Primary Channel - #1 Ratings² and revenue share in 2021
- Strong performance from key franchises in the half, most notably Season 2021 of *The Block* with 9% growth in Total Television audience
- Unrivalled success in launching new formats – *The 100*, *Parental Guidance*, *Snackmasters* and *Under Investigation* all returning in 2022
- 2022 – Nine's strongest start to a calendar year in OzTAM history

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

¹ Think TV. 6 months to December 2021, includes Olympics

² Ex Olympics, key demographics, Refer Appendix 3

9NOW – BROADCAST VIDEO ON DEMAND

BVOD MARKET
+58% TO \$193M¹

LIVE
STREAMS
+75%³

EBITDA GROWTH OF
45%

A\$M	H1 FY22	H1 FY21	VARIANCE
REVENUE	74.3	49.5	+50%
COSTS	26.2	16.3	(61%)
EBITDA	48.1	33.2	+45%
MARGIN	64.7%	67.1%	-2.6 PTS

- 55% increase in daily active users² (incl *Love Island*)
- Strong growth in total streams (+51%) driven by live (+75%)³
- Cost increases driven by content (return of *Love Island*), technology and marketing

Significant upside opportunity through:

- Increase in sell-through rate from 67% in H1 FY22
- Extension of data proposition
- Grow BVOD's share of the Total Video market

1. BVOD market includes revenues from 9Now, 7Plus and TenPlay, KPMG data, 6 months July-to-December on pcp

2. Internal SSO data, based on monthly averages

3. OzTAM, July-December vs pcp

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

NINE RADIO

RADIO MARKET
+13%¹
NINE RADIO AD
REVENUE GROWTH
+15%

NINE RADIO
AGENCY SHARE
+1.1 PTS

63M STREAMS²
UP 19%
ON H2 FY21

8M+ DIGITAL
LISTENERS
UP 45% ON H2 FY21

A\$M	H1 FY22	H1 FY21	VARIANCE
REVENUE	48.9	44.0	+11%
COSTS	42.5	41.1	(3%)
EBITDA	6.4	2.9	+121%
MARGIN	13.1%	6.6%	+6.5 PTS

- Talk Radio audiences up 2.5% across the half, including growth of 11.1% in the 25-54s
- 23% of audiences have listened via an Internet device (audio streaming)
- Nine's Q2 ad revenue growth of 19% compared with Q1 (+13%) reflecting impact of Sydney-Melbourne lockdowns, and relative pcp performance
- Growth in agency share in line with expectations

¹ Commercial Radio Australia data. Six months to December 2021, Sydney-Melbourne-Brisbane-Perth only

² 6 months to December 2021

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.

STAN – SUBSCRIPTION VIDEO ON DEMAND

Revenue¹ contribution – H1 FY22



EBITDA^{1,2} contribution – H1 FY22



■ Stan

**ACTIVE
SUBSCRIBERS**
~2.5M

**REVENUE
GROWTH**
+23%

**DOUBLE-DIGIT
% GROWTH IN
OVERALL ARPU**

A\$M	H1 FY22	H1 FY21	VARIANCE
REVENUE	183.5	149.1	+23%
COSTS – STAN ENTERTAINMENT	131.7	112.6	(17%)
COSTS – STAN SPORT (INCREMENTAL)	29.9	-	-
COSTS	161.6	112.6	(43%)
EBITDA	21.9	36.5	(40%)
MARGIN	11.9%	24.5%	-12.6 PTS

- Investment period at Stan, through both Sport and Originals
- Result exceeded expectations due to stronger subscriber performance
- Sport costs on track for 'low end of \$70-90m' as previously guided
- Strong start to CY22 with Stan Originals *The Tourist*, *Gold and Wolf Like Me*
- Recent extensions of Starz/Lionsgate, MGM and an expanded deal with Warner

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding.
 1 Economic interest adjusted basis 2 Excludes corporate

NINE PUBLISHING

Revenue¹ contribution – H1 FY22



**DIGITAL REVENUES
>60% OF TOTAL
REVENUE**

**DIGITAL
SUBSCRIPTION
DOUBLE DIGITAL
REVENUE GROWTH**

**7% GROWTH IN
DIGITAL ADVERTISING**

EBITDA^{1,2} contribution – H1 FY22



■ Publishing

A\$M		H1 FY22	H1 FY21	VARIANCE
DIGITAL REVENUE	SUBSCRIPTION & LICENSING	84.6	51.9	+63%
	ADVERTISING – O & O	84.3	79.0	+7%
	OTHER	14.9	15.1	-
PRINT REVENUE	SUBSCRIPTION	26.0	28.3	(8%)
	RETAIL	34.7	37.6	(8%)
	ADVERTISING	55.1	48.1	+15%
TOTAL REVENUE		299.6	260.0	+15%
COSTS		205.1	191.9	(7%)
EBITDA		94.5	68.1	+39%
MARGIN		31.5%	26.2%	+5.3 PTS

Refer to glossary in Appendix 5 for definitions. Totals may not add due to rounding

1 Economic interest adjusted basis

2 Excludes corporate

DOMAIN

Revenue¹ contribution – H1 FY22



EBITDA^{1,2} contribution – H1 FY22



■ Domain

A\$M, CONTINUING BUSINESS BASIS		H1 FY22	H1 FY21	VARIANCE
REVENUE	RESIDENTIAL	120.3	93.5	+29%
	MEDIA, DEVELOPERS & COMMERCIAL	25.4	22.1	+15%
	AGENT SERVICES	14.1	11.7	+21%
	CORE DIGITAL	159.8	127.3	+26%
	CONSUMER SOL'NS	4.6	2.9	+60%
	TOTAL DIGITAL	164.4	130.2	+26%
	PRINT	10.8	6.2	+74%
	CORPORATE	0.1	0.7	(86%)
TOTAL REVENUE		175.3	137.0	28%
COSTS		114.3	83.6	(37%)
EBITDA	CORE DIGITAL	76.4	65.7	+16%
	CONSUMER SOL'NS	(1.9)	(2.7)	+30%
	TOTAL DIGITAL	74.5	63.0	+18%
	PRINT	3.4	1.0	+240%
	CORPORATE	(16.9)	(10.6)	(59%)
TOTAL EBITDA – REPORTED³		61.0	53.4	+14%
ADJUSTED ⁴		7.5	(8.7)	NM
ADJUSTED EBITDA – ONGOING BASIS⁵		68.5	44.7	+53%

Refer to glossary in Appendix 5, for definitions. Totals may not add due to rounding 1 Economic interest adjusted basis 2 Excludes corporate

3 As per Nine's result

4 Ongoing result excludes JobKeeper & Zipline expenses (FY22)/benefits (FY21), as per the Domain result 17th February 2022

5 As per Domain's result

TRADING UPDATE & OUTLOOK

MIKE SNEESBY





Total Television

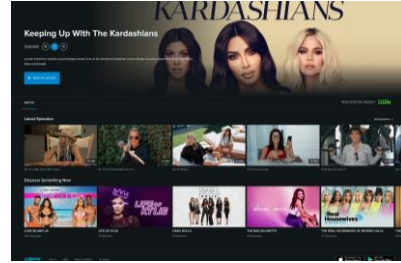
TV ad market conditions remain strong

Nine's Q3 Metro FTA ad revenue growth estimated ~10%

Expect stronger FTA EBITDA growth in H2 (cf H1 of +10%)

9Now revenue in Q3 expected to be up >35%

Expect Total Television EBITDA growth of close to 20% in FY22



Radio

Radio ad market continues to recover

Q3 Radio revenue growth est mid single digits (%).

Notwithstanding investment in digital, Radio EBITDA in H2 FY22 is expected to be higher than H1 FY22



Stan

Strong revenue momentum continues

Better-than-expected subscriber momentum driven by strong performance over Summer, esp Stan Originals, and Sport.

FY22 EBITDA now expected to be \$25-\$30m, with lower H2 reflecting timing of content investments, particularly Sport.



Publishing

Growth driven by Subscription and Licensing.

Outperformance driven by stronger ad markets

Q3 digital subscription revenue growth expected in the low double-digits (%)

FY22 Publishing EBITDA growth (on FY21) expected to be > \$55m



Domain

Underlying property market remains strong

Favourable H2 listings environment, albeit with increasingly difficult comps

Ongoing cost increase in the mid-teens¹, reflecting strong trading conditions and associated expenses

Focus on accelerating Marketplace strategy, while remaining committed to ongoing margin expansion

¹ From ongoing expense base of \$195.5m

FY22 EBITDA IS EXPECTED TO SHOW GROWTH OF ABOVE 22% ON FY21 (\$565M)

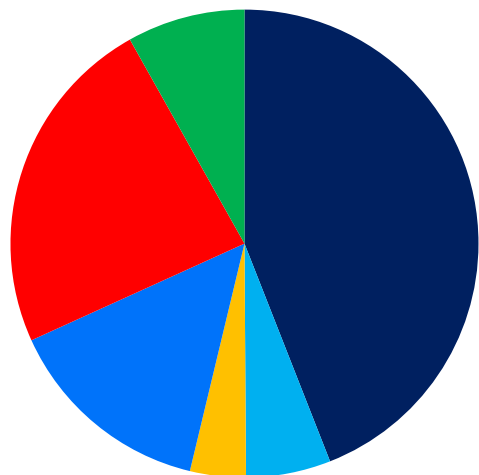
APPENDICES

FY22 INTERIM RESULTS

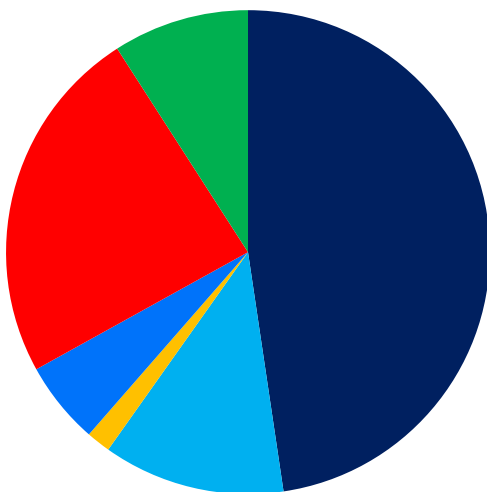


APPENDIX 1: GROUP DIVISIONAL RESULTS

Revenue¹ contribution – H1 FY22



EBITDA^{1,2} contribution – H1 FY22



■ FTA ■ 9Now ■ Radio
■ Stan ■ Publishing ■ Domain

H1 FY22 \$M	BROADCAST	PUBLISHING	STAN	DOMAIN	CORPORATE	ASSOCIATES	INTERSEGMENT	TOTAL
REVENUE	681.7	299.6	183.5	175.3	2.5	-	(9.7)	1,332.9
PCP	616.4	260.0	149.1	136.9	1.1	-	(9.2)	1,154.3
% CHG	+11%	+15%	+23%	+28%	+127%	-	(5%)	+15%
EBITDA	243.0	94.5	21.9	61.0	(15.1)	1.0	-	406.3
PCP	207.4	68.1	36.5	53.4	(12.1)	1.0	-	354.3
% CHG	+17%	+39%	(40%)	+14%	(25%)	-	-	+15%

¹ Economic interest adjusted,
² Excludes Corporate
 Totals may not add due to rounding.

APPENDIX 2: RESTATEMENT OF DIGITAL REVENUES (PCP)¹

A\$M		H1 FY21	COGS	H1 FY21 ADJ
9NOW	REVENUE	54.6	(5.1)	49.5
	COSTS	(21.4)	5.1	(16.3)
	EBITDA	33.2	-	33.2
PUBLISHING	REVENUE	263.4	(3.6)	260.0
	COSTS	(195.3)	3.6	(191.9)
	EBITDA	68.1	-	68.1

¹ From the FY21 result, Nine has restated FY20 revenue for the Nine Digital businesses – 9Now, Drive, Pedestrian and nine.com.au to be consistent reporting for other divisions. No impact on EBITDA.

Refer to Appendix 5 for definitions

APPENDIX 3: LINEAR TV RATINGS

SURVEY 2021 (WEEKS 7-48, EXCL EASTER) COMMERCIAL RATINGS SHARE			NETWORK			PRIMARY CHANNEL		
			Seven	Nine	Ten	Seven	Nine	Ten
SURVEY INCL OLYMPICS	6PM-MIDNIGHT	TOTAL PEOPLE	40.0	36.8	23.2	40.4	38.4	21.2
		25-54S	36.1	36.5	27.4	36.4	37.9	25.8
		16-39S	36.8	34.4	28.8	36.6	36.4	26.9
		GS+CH	37.0	37.6	25.4	37.3	39.4	23.2
SURVEY EX OLYMPICS	6PM-MIDNIGHT	TOTAL PEOPLE	38.2	38.0	23.8	38.4	39.7	21.9
		25-54S	33.8	37.9	28.3	33.9	39.5	26.6
		16-39S	33.7	36.3	30.0	33.4	38.6	28.0
		GS+CH	34.5	39.2	26.3	34.7	41.2	24.1

Source: OzTAM, Survey 2021 (weeks 7-48, excl. Easter)

APPENDIX 4: FORWARD ESTIMATES

ITEM	FY22
CORPORATE COSTS – WHOLLY OWNED	~\$30M TO 34M
DEPRECIATION & AMORTISATION - REPORTED	~\$150M TO 160M
INTEREST EXPENSE - REPORTED	\$25-30M
TAX RATE - REPORTED	~30%
CAPEX (EX DOMAIN)	~\$65 TO 75M
DIVIDEND	60-80% OF NET PROFIT AFTER TAX, BEFORE SPECIFIC ITEMS

Broadcast – Broadcast comprises Nine Network, 9Now and Nine Radio.

BVOD – Broadcast Video on Demand

Cash conversion – Refers to operating cash pre Specific Items, tax and interest, divided by EBITDA

COGS - includes agency commissions, rebates, incentives

Costs – Defined as revenue – EBITDA

Digital EBITDA – Stan plus the digital components of Broadcast, Publishing and Domain (59%), excludes Corporate

EBIT – Earnings before interest and tax, before Specific Items

EBITDA – Earnings before interest, tax, depreciation and amortisation, before Specific Items

Economic Interest adjusted basis – includes only proportion of asset held by Nine

FTA – Free-to-air

FY – Full year

Group EBITDA – EBITDA plus share of Associates' net profit

H1 – First half

IFRIC adjusted – adjusted for impact of IFRIC guidance on AASB138 Intangible Assets, which reclassifies cloud-based software development costs (previously capitalised) into operating expenses.

Key demographics – All People 25-54, 16-39, 18-49 and Grocery Buyers with Children

Metro – Sydney, Melbourne, Brisbane, Adelaide and Perth

Net Debt – Statutory reported cash less interest bearing loans and borrowings, excluding finance lease liabilities

Net Debt (wholly owned) – Net Debt less controlled but not wholly owned entities (Domain)

Net Leverage – Net Debt (combined Group) divided by Group EBITDA (last 12 months)

Net Leverage (wholly owned) – Net Debt (wholly owned) divided by wholly owned Group EBITDA plus dividends received (last 12 months)

Net Profit after Tax (NPAT) – Net profit after tax, before Specific Items

Network – Combination of Channels 9, 9Go!, 9Gem, 9Life and 9Rush

NM – Not meaningful

Operating Cash Flow – EBITDA adjusted for changes in working capital and other non-cash items plus dividends received from Associates. Excludes cash relating to the Specific Items and payment for lease liabilities

Pcp – previous corresponding period

Premium Ad Revenue – premium ad revenue includes branded content, product and brand integration, the use of IP, talent and social, primarily linked to key content franchises

Publishing – comprises mastheads, nine.com.au, Pedestrian and Drive

Reader Revenue – Publishing revenue sourced from, or related to consumers, excludes advertising

Revenue – Operating revenue, excluding interest income and Specific Items

Specific Items – Amounts as set out in Note 2.4 of the 31 December 2021 Statutory Accounts

Statutory Accounts – Audited or auditor reviewed, consolidated financial statements

Statutory Net Profit/(Loss) – Net Profit/(Loss) for the period before other comprehensive income/loss

Statutory Reported – Extracted from the Statutory Accounts

SVOD – Subscription Video On Demand

Total Television – Nine Network + 9Now

UA – Unique Audience

VOZ - VirtualOZ

Wholly owned Group – excludes Domain, and Associates

Important Notice and Disclaimer

This document is a presentation of general background information about the activities of Nine Entertainment Co. Holdings Limited ("NEC") current at the date of the presentation, (24 February 2022). The information contained in this presentation is of general background and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice, when deciding if an investment is appropriate.

NEC, its related bodies corporate and any of their

respective officers, directors and employees ("NEC Parties"), do not warrant the accuracy or reliability of this information, and disclaim any responsibility and liability flowing from the use of this information by any party. To the maximum extent permitted by law, the NEC Parties do not accept any liability to any person, organisation or entity for any loss or damage suffered as a result of reliance on this document.

Forward Looking Statements

This document contains certain forward looking statements and comments about future events, including NEC's expectations about the performance of its businesses. Forward looking statements can generally be identified by the use of forward looking words such as, 'expect', 'anticipate', 'likely', 'intend', 'should', 'could', 'may', 'predict', 'plan', 'propose', 'will', 'believe', 'forecast', 'estimate', 'target' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance on, future earnings or financial position or performance are also forward looking statements.

Forward looking statements involve inherent risks and uncertainties, both general and specific, and there is a risk that such predictions, forecasts, projections and other forward looking statements will not be achieved. Forward looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. Forward looking statements involve known and unknown risks, uncertainty and other factors which can cause NEC's actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward looking statements and many of these factors are outside the control of NEC. As such, undue reliance should not be placed on any forward looking statement. Past performance is not necessarily a guide to future performance and no representation or warranty is made by any person as to the likelihood of achievement or reasonableness of any forward looking statements, forecast financial information or other forecast. Nothing contained in this presentation nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of NEC.

Pro Forma Financial Information

The Company has set out in this presentation certain non-IFRS financial information, in addition to information regarding its IFRS statutory information.

The Company considers that this non-IFRS financial information is important to assist in evaluating the Company's performance. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business.

All dollar values are in Australian dollars (A\$) unless otherwise stated.



⋮ Nine