

STAN SPORT ACQUIRES UEFA CLUB COMPETITION RIGHTS

28 June 2021: Nine Entertainment (ASX: NEC, Nine) has today announced that Stan (100% Nine) has acquired the exclusive broadcast rights for the UEFA (Union of European Football Associations) Champions League, UEFA Europa League and UEFA Europa Conference League commencing with the UEFA Super Cup in August 2021. Stan Sport will live stream all 420 matches across each season of these competitions, as part of the new 3-year deal.

This acquisition is consistent with Stan's strategy to invest in incremental exclusive sport broadcast rights with loyal fan bases, focusing on driving its long-term subscriber growth and profitability objectives.

Stan Sport now has streaming rights to Rugby Union (including rights to Wallabies and Wallaroos Test matches and the premier domestic Super Rugby Australia and Trans-Tasman competitions as well as the British and Irish Lions' Tour of South Africa and further international Rugby competitions); Grand Slam tennis (Wimbledon, Roland Garros and Australian Open); and the UEFA club competitions. Reflecting Stan's share of sports rights costs and the associated production, marketing and technology costs, it is currently expected that Stan Sport will report costs of around \$70m - \$90m in FY22.

Since launching in February 2021, consumer take-up of Stan Sport has been strong, with current active subscribers of more than 150k. In FY22, Stan Sport subscribers are expected to continue to grow, with an associated positive impact on overall ARPU (average revenue per user), partially offsetting the planned investments in both sport and entertainment content, which will be reflected in FY22 EBITDA.

This investment in exclusive premium sport will further differentiate Stan's position as Australia's leading local subscription video on demand service.

This announcement was authorised for release by the Chief Executive Officer.

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