

ACQUISITION OF NRL RIGHTS

20 December 2021: Nine Entertainment Co. (ASX:NEC, Nine) has executed an agreement for National Rugby League (NRL) broadcast rights for the 2023 to 2027 seasons. Under this agreement, from 2023, live broadcast of NRL matches on Free-To-Air TV will be broadly in line with the current contract, albeit with an extra three matches, due to the expansion of the League to a 17 team competition (currently 16).

Nine has acquired the exclusive Free-to-Air rights to broadcast 3 premium live games a week, on each of Thursday and Friday evenings and Sunday afternoons, as well as the Finals series, and other special event matches. Nine will also show a Saturday night match live, in each of the last 5 rounds of the weekly competition. Nine has retained exclusive live, free streaming rights for these games.

The Grand Final and State of Origin will continue to be exclusively shown on Nine and 9Now, with the State of Origin matches to be all broadcast on Wednesday evenings from 2023. This means all Australians will continue to be able to access the key NRL games for free either broadcast by Nine, in parallel with the live stream available through 9Now or on a catch-up basis, also through 9Now.

Nine has also secured radio and audio streaming rights, for at least four matches each week – Friday night and Sunday afternoon games as well as two Saturday games – as well as the finals series and State of Origin series. These matches will be broadcast in Sydney and Brisbane through 2GB and 4BC throughout the season, as well as being available Australia wide via their streaming services. Nine will also be able to broadcast all Brisbane Broncos and Redcliffe Dolphins matches into Brisbane on 4BC.

Nine's average cost over the 2023 to 2027 rights period will be c\$115 million per annum in cash, with a further c\$15m of contra and other (non-cash) services to be provided. This compares with the average cost of the 2018-2022 contract, announced in November 2015, of \$115m plus \$10m contra. The year one (CY23) cost of \$112m (plus \$14.5m in contra and services) compares with the original 2022 P&L cost (which included the amortisation of the contract prepayment) of \$130m (plus \$10m of contra), and the COVID-adjusted 2022 P&L cost of \$103.5m (plus \$15m of contra and other services).

Peter Costello, Nine Chairman said: 'This is a major deal for our business to bring this exciting sport to the Australian public across our platforms. The negotiation has been constructive and in the spirit of partnership across our businesses and we thank the NRL for the positive engagement in the process for an outcome that benefits all Australians and fans of the game.'

Mike Sneesby, CEO of Nine, said "We are very pleased to extend our 30-year partnership with the NRL for a further five years. This certainty enables Nine to continue to bring the game live and free to all Australians, and partner with the NRL to further develop the game for the clubs and the broader community. This is an outstanding result as together we build a strong media partnership delivering quality, and free, NRL coverage for all Australians for the next six years."

Australian Rugby League Commission Chairman Peter V'landys AM said "Today is an exciting day for our fans with the free to air broadcast deal of the NRL Telstra Premiership, NRLW and Ampol State of Origin locked in until the end of 2027. This is more than a broadcast deal, it's a partnership to grow rugby league using all of Nine's media platforms – television, radio and print. It was a priority for the Commission to secure the long term future of the game. In doing so it was important to ensure that a long term partnership reflected the Commission's desire



to grow the game at all levels, to invest in innovation and to ensure we have a partner that can help grow the game from participation to pathway competitions and premierships. I want to thank Nine Chairman Peter Costello and Chief Executive Mike Sneesby for their commitment to rugby league and loyalty to our game, the most watched sport in Australia this year.”

This announcement was authorised for lodgment by the Chief Executive Officer of Nine.

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