## HT&E
### Here, There & Everywhere

MARKET ANNOUNCEMENT

# UBS Conference:
# Investor Presentation & Trading Update

**SYDNEY, 15 November 2022** – HT&E Limited [ASX: HT1] attaches a copy of the investor presentation and trading update to be presented today at the UBS Conference.
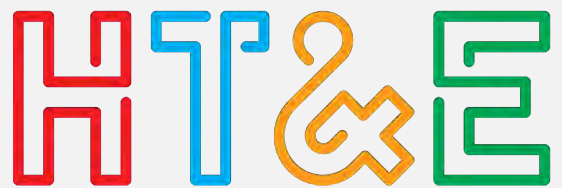
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This announcement has been authorised for release by the Company Secretary of HT&E Limited.

For further information, please contact:

Peter Brookes, Citadel-MAGNUS, +61 407 911 389, pbrookes@citadelmagnus.com

Helen McCombie, Citadel-MAGNUS, +61 411 756 248, hmccombie@citadelmagnus.com

# HT&E

**UBS Australasia Conference**

November 2022

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# Why HT&E?

*Our ambition is to build the best broadcast radio and digital audio business in Australia, offering our audiences and clients a gateway to develop deeper connections in the booming world of audio.*
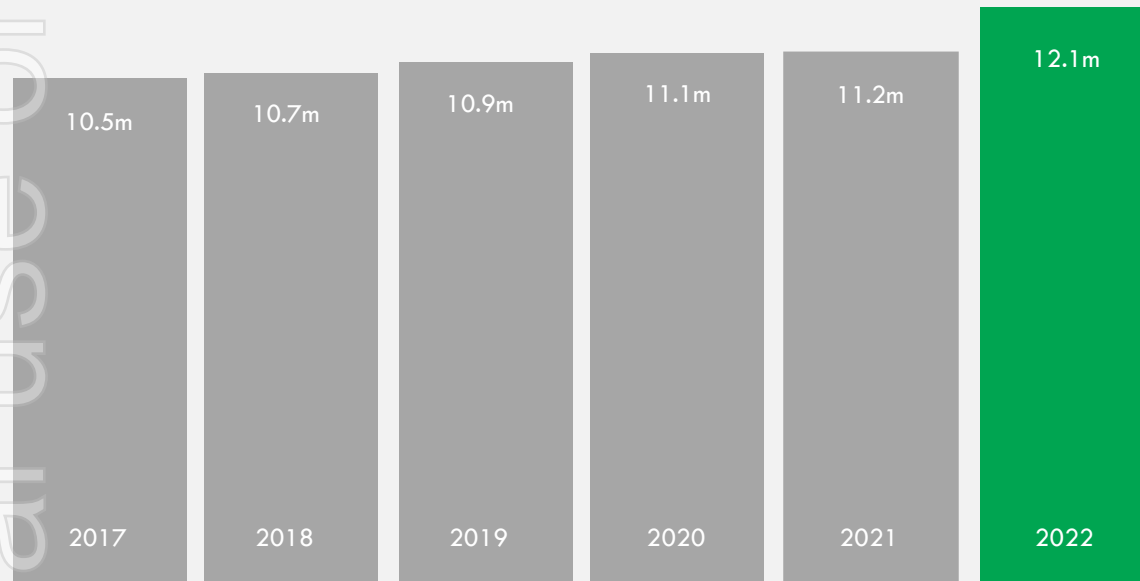
- Radio listening is at an all time high and growing new audiences

- Radio's transition into digital audio is gaining momentum and will continue in 2023 with digital audio listening accelerating

- Radio's role in advertising well understood and it's share of revenue remains consistent with new revenue growth opportunities in digital audio emerging

- Regional acquisition has diversified the business and integration is delivering revenue synergies

- Collaborative industry body future proofing the medium

- Strong balance sheet and cash generating business supporting fully franked dividend and a buyback

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# Record high for commercial radio audiences

*Commercial radio's audience has grown over 1.2 million listeners (nearly 12%) in the last 5 years*

## Record high for Commercial Radio audiences[1]

| Year | Audience |
|------|----------|
| 2017 | 10.5m |
| 2018 | 10.7m |
| 2019 | 10.9m |
| 2020 | 11.1m |
| 2021 | 11.2m |
| 2022 | 12.1m |

## Commercial Radio continues to engage listeners of all ages[2]

Commercial Weekly Listening by age demographic

| Age groups | Cumulative Audience % | Time Spent Listening (T) (h:mm) |
|------------|----------------------|----------------------------------|
| People 10-17 | 86.1 | 10:06 |
| People 18-24 | 73.3 | 8:54 |
| People 25-39 | 76.9 | 9:21 |
| People 40-54 | 79.4 | 13:23 |
| People 55-64 | 80.3 | 16:25 |
| People 65+ | 70.5 | 18:36 |
| People 10+ | 77.4 | 12:36 |
| Homes with Children 0-17 | 81.1 | 10:38 |

1)   GfK Radio Ratings, SMBAP, Commercial stations (simulcast and DAB+), Cume (000), S1-8 2016-2019, S1-2, 6-8 2020, S1-8 2021 & S1-6 2022 Mon-Sun 12mn-12mn, All People 10+
2)   CRA Commercial Weekly Listening by age demographic

# CADA - new multi-platform youth media brand

*ARN's multi-platform youth media brand, connecting with 3M+ each week*

**Targeting & growing young audiences:**
#1 DAB station for 18-24s in Sydney[1]
72% Instagram & 88% YouTube audience = 18-34[2]

**Significant audience ecosystem growth:**
Measured across broadcast, streaming, podcast, digital, video & social – grown from 367,000 pre-launch, to **3.1M weekly connections in June 2022**[3]

**National audience focus:**
10+ DAB Sydney cume increased each survey 2022. Marketing from Sept '22 to focus on opportunity in Bris & Melb markets

**AUDIENCE**

TARGETING
## ALL PEOPLE 18-29

**CONTENT**

### CONTENT PRODUCED AT THE SPEED OF CULTURE
ACROSS BROADCAST, PODCAST, DIGITAL, VIDEO AND SOCIALS

**TALENT**

## AUTHENTIC & CREDIBLE
COMBINED TALENT REACH OF 3.8M VIA THEIR OWN SOCIAL PLATFORMS[6]

**MUSIC**

## AUSTRALIA'S HOME OF HIP HOP AND R&B

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[Note: This slide is intentionally blank and represents a video to be played]

# ARN'S AUDIOSPHERE IS AUSTRALIA'S FIRST, MOST COMPELTE AUDIO OFFERING

*For advertisers, ARN's audio solutions seek to leverage the while Audiosphere, providing audio entertainment, experiential connections, audio messaging, dynamic creative and campaign amplification.*
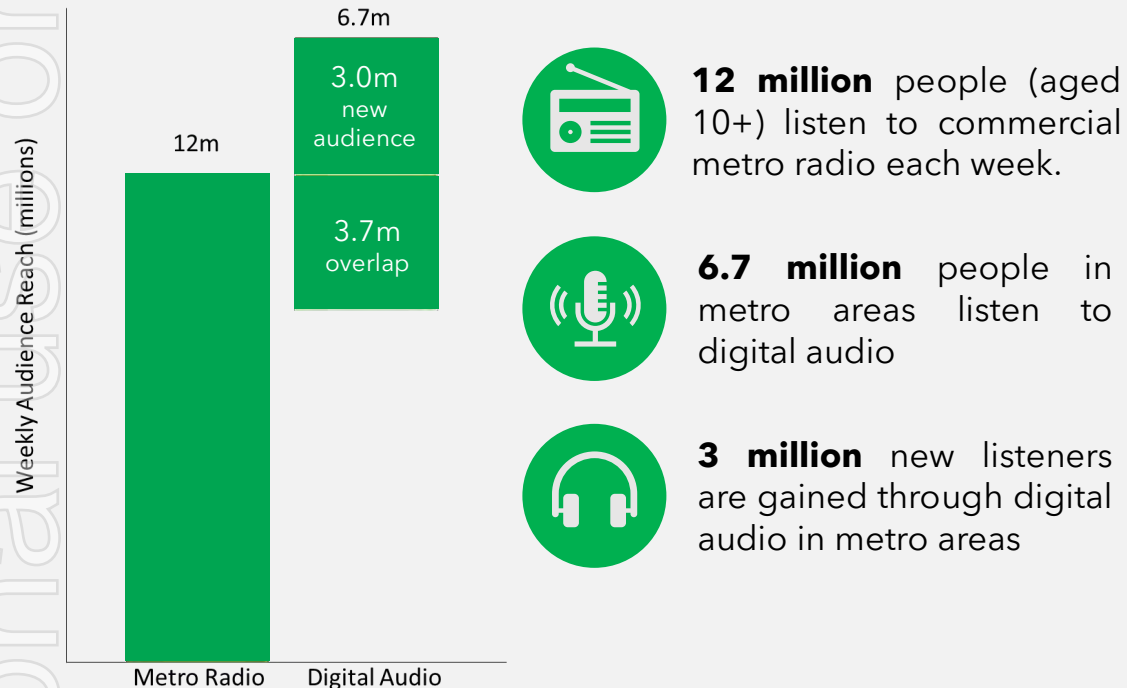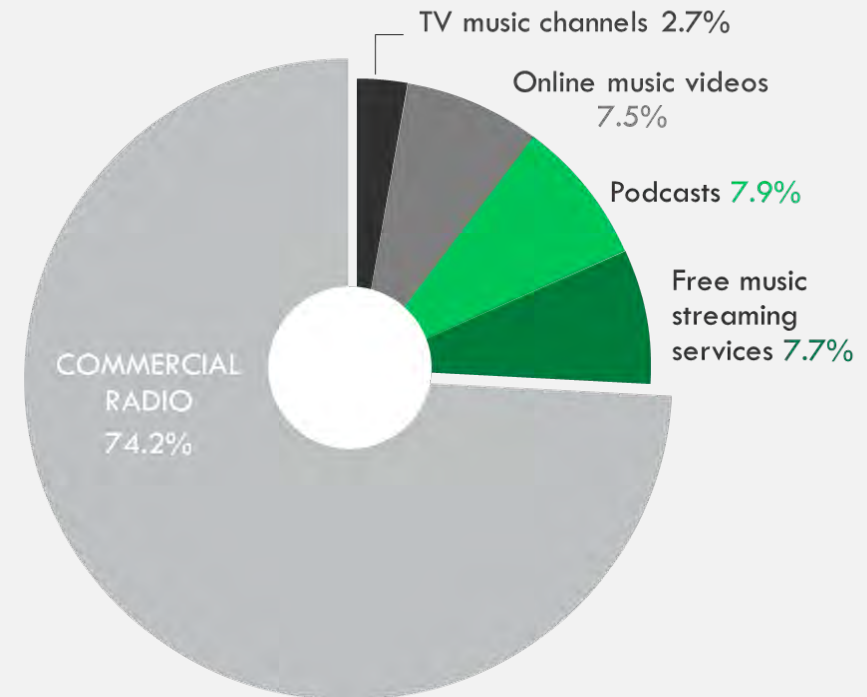
# Unique live and local content

# Radio dominates expanding audio market

## MASS REACH BY RADIO. GROWTH FROM DIGITAL AUDIO.



Weekly Audience Reach (millions)

6.7m
3.0m new audience
3.7m overlap

12m

Metro Radio   Digital Audio

**12 million** people (aged 10+) listen to commercial metro radio each week.

**6.7 million** people in metro areas listen to digital audio

**3 million** new listeners are gained through digital audio in metro areas
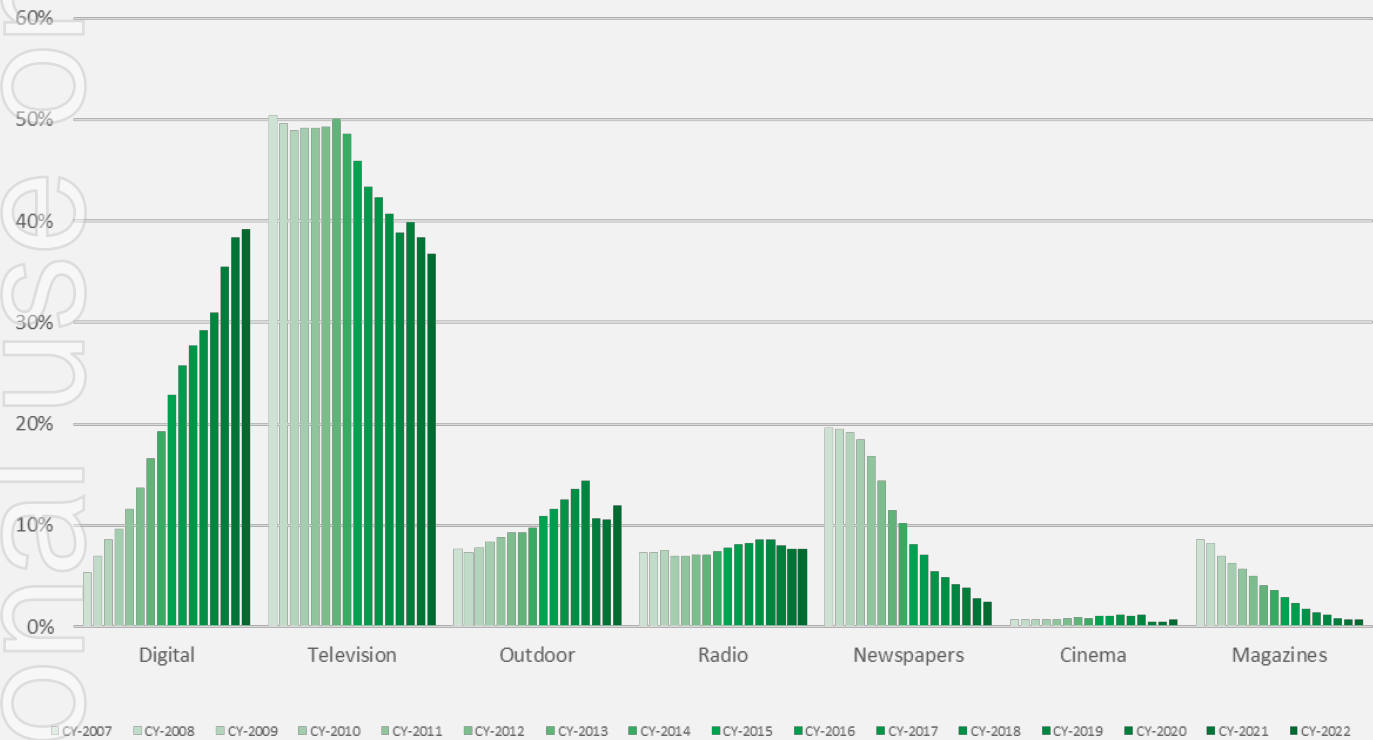
## SHARE OF AUDIO:
## ¾ OF ALL LISTENING IS RADIO

Live Australian commercial radio accounts for nearly three quarters of all listening on audio platforms that have advertising
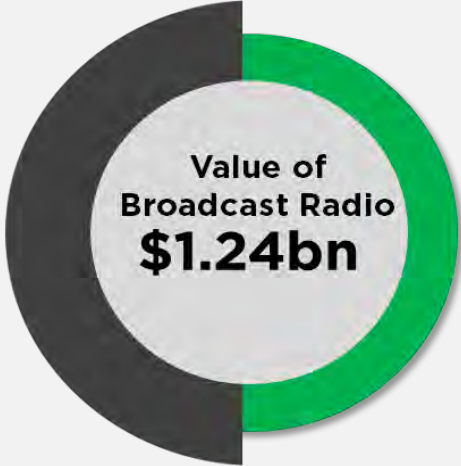


TV music channels 2.7%

Online music videos 7.5%

Podcasts 7.9%

Free music streaming services 7.7%

COMMERCIAL RADIO 74.2%

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# Radio is resilient. New revenue opportunities emerging

**SHARE OF AGENCY SPEND**



Categories: Digital, Television, Outdoor, Radio, Newspapers, Cinema, Magazines

Legend: CY-2007, CY-2008, CY-2009, CY-2010, CY-2011, CY-2012, CY-2013, CY-2014, CY-2015, CY-2016, CY-2017, CY-2018, CY-2019, CY-2020, CY-2021, CY-2022

**Source:**
SMI, CY 2007 – CYTD 2022 (Jan-Sep)

**Value of Broadcast Radio $1.24bn**

*AM/FM/DAB+*
*Excludes streaming revenue*
*1.5% CAGR 2022-2026*

**Value of Live Streaming $173m**
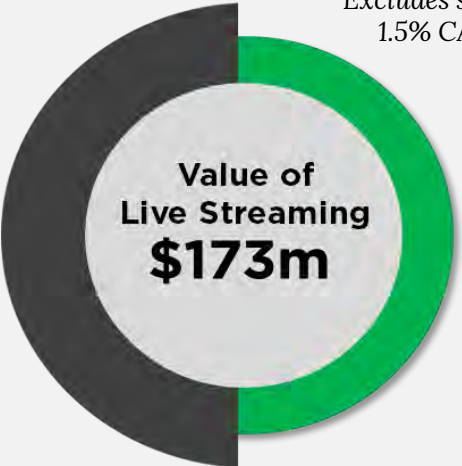
*All pre-roll, in stream revenue*
*40.6% CAGR*

**Value of Podcasting Market $160m**
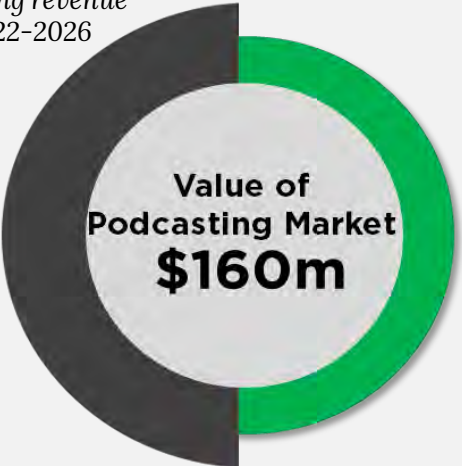
*All podcasting revenue*
*39% CAGR*

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# Podcasting in Australia

*Podcasting is Australia's fastest growing advertising opportunity*

90%
AUS

78%
USA

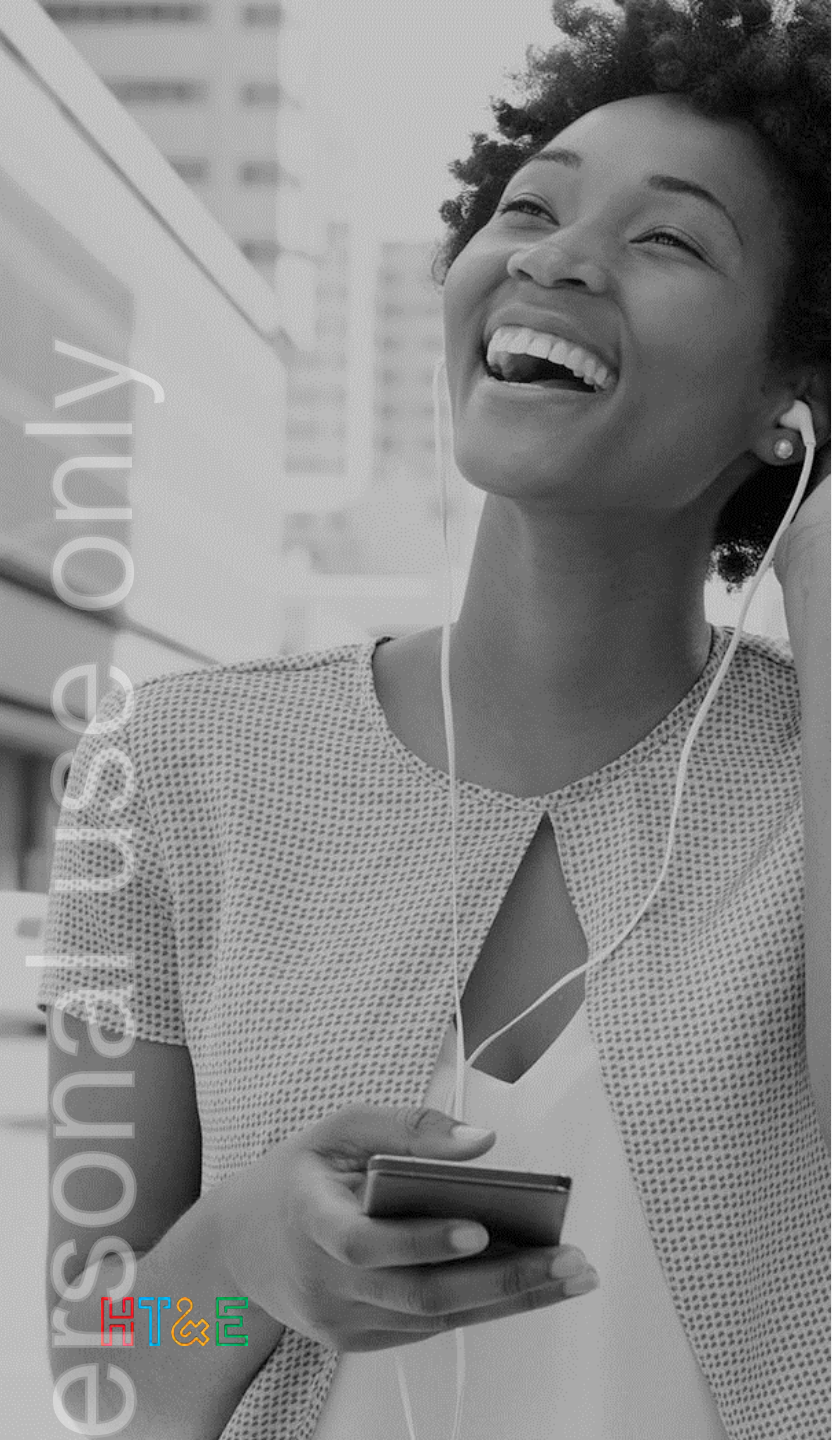**Podcasting Awareness**

40%
AUS

38%
USA

**Monthly Podcast Listening**
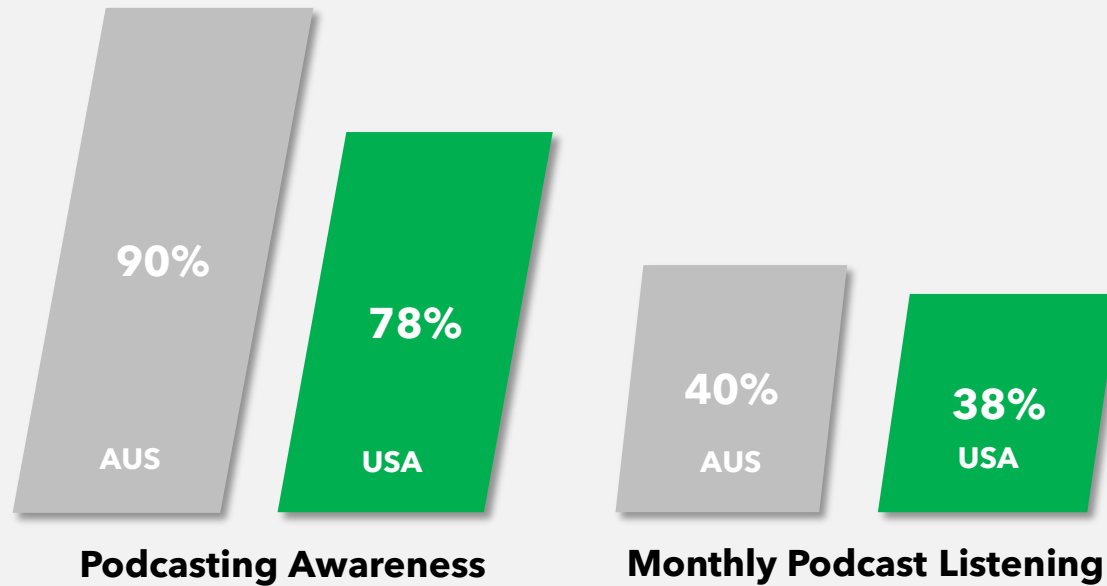
**Australian podcasting awareness 90%, up from 72% five years ago**

**Monthly podcast listening increased by one million people over the past 12 months (from 37% to 40%).**

**Podcast listening in Australia has overtaken the US.**

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Personal use only

# Who's Listening

*A Sound Audience.*

**8.6 m**
**Monthly Australian Podcast Listeners 12+ (40%)***

**48%** Female Listeners

**52%** Male Listeners
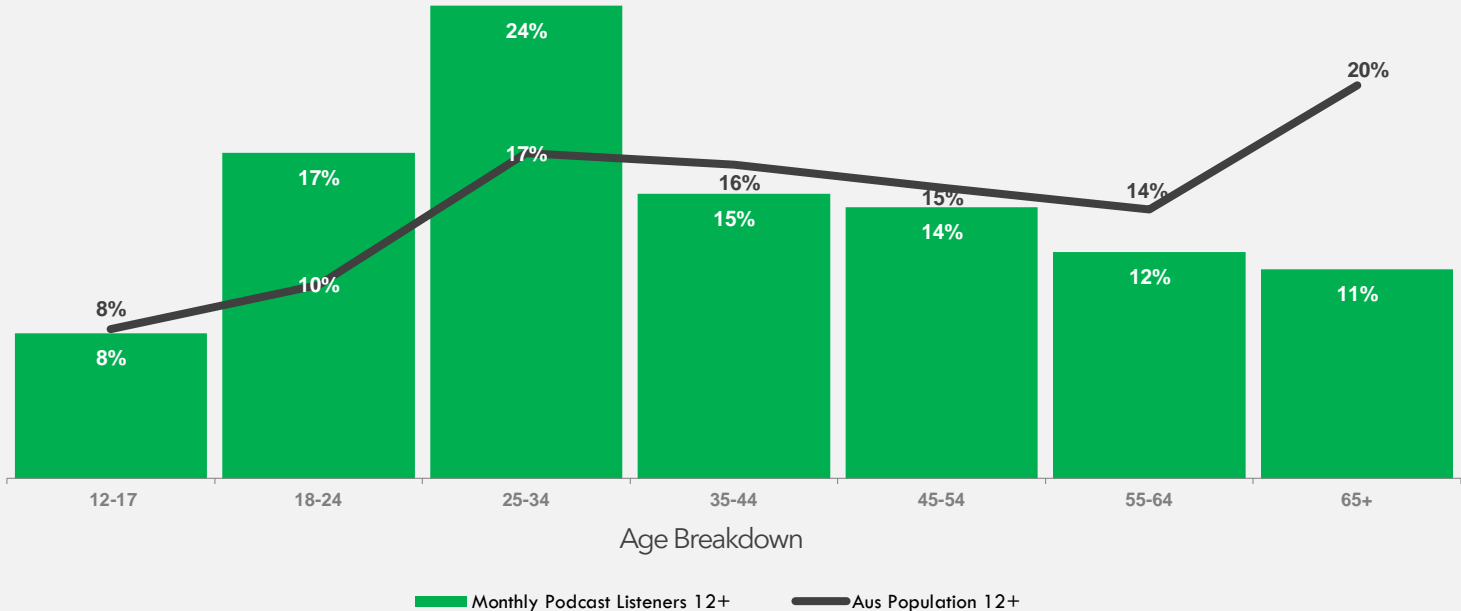


Age Breakdown

Legend: Monthly Podcast Listeners 12+ ; Aus Population 12+

Monthly Podcast Listeners 12+:
- 12-17: 8%
- 18-24: 17%
- 25-34: 24%
- 35-44: 15%
- 45-54: 14%
- 55-64: 12%
- 65+: 11%

Aus Population 12+:
- 12-17: 8%
- 18-24: 10%
- 25-34: 17%
- 35-44: 16%
- 45-54: 15%
- 55-64: 14%
- 65+: 20%

# Highly Engaged
## *Australian Podcast Consumption*

**7X**

*Average number of podcasts consumed weekly (was 5X in 2021)*
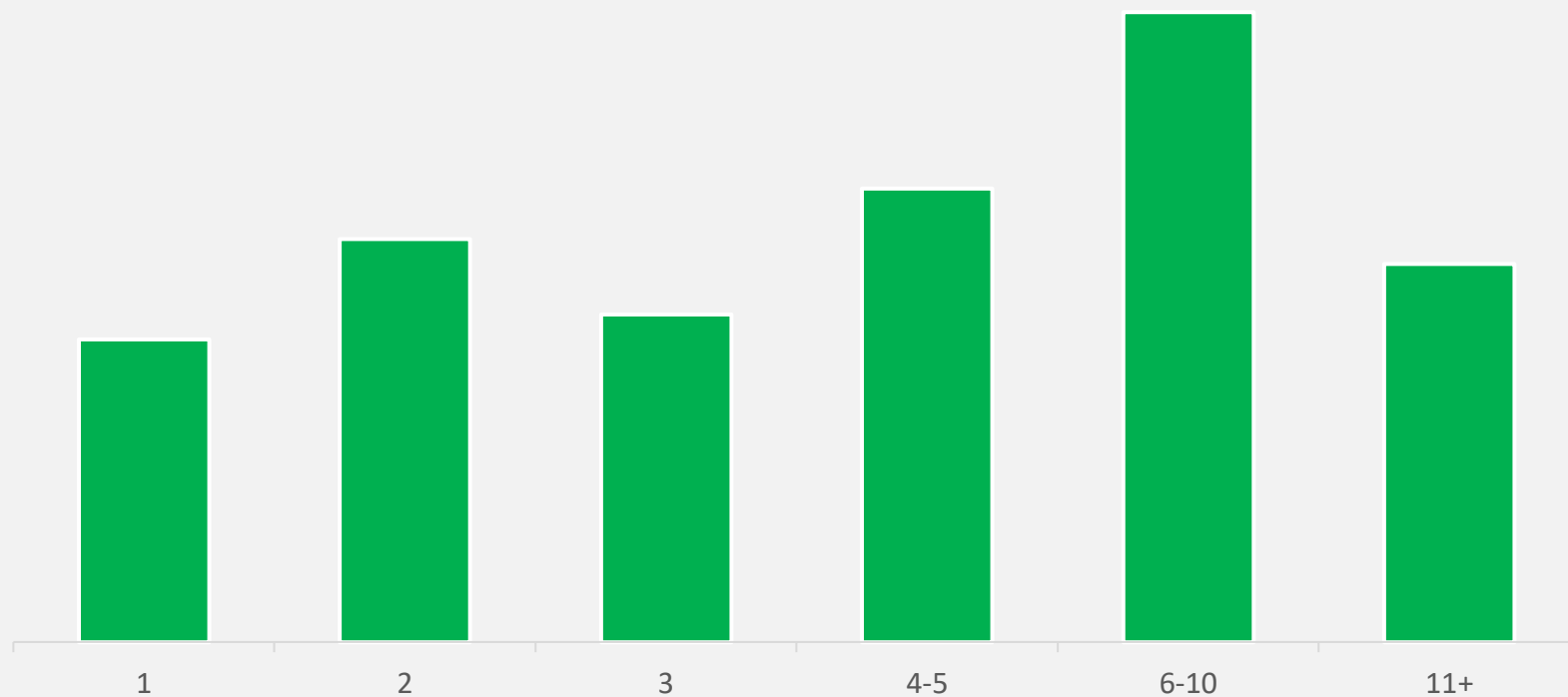
| 1 | 2 | 3 | 4-5 | 6-10 | 11+ |

# Where Are They Listening?

*Percentage by location*

| Location | Percentage |
|---|---|
| At Home | 87 |
| In a Vehicle | 59 |
| While Walking | 51 |
| On Public Transport | 39 |
| At Work | 27 |
| While Exercising | 24 |
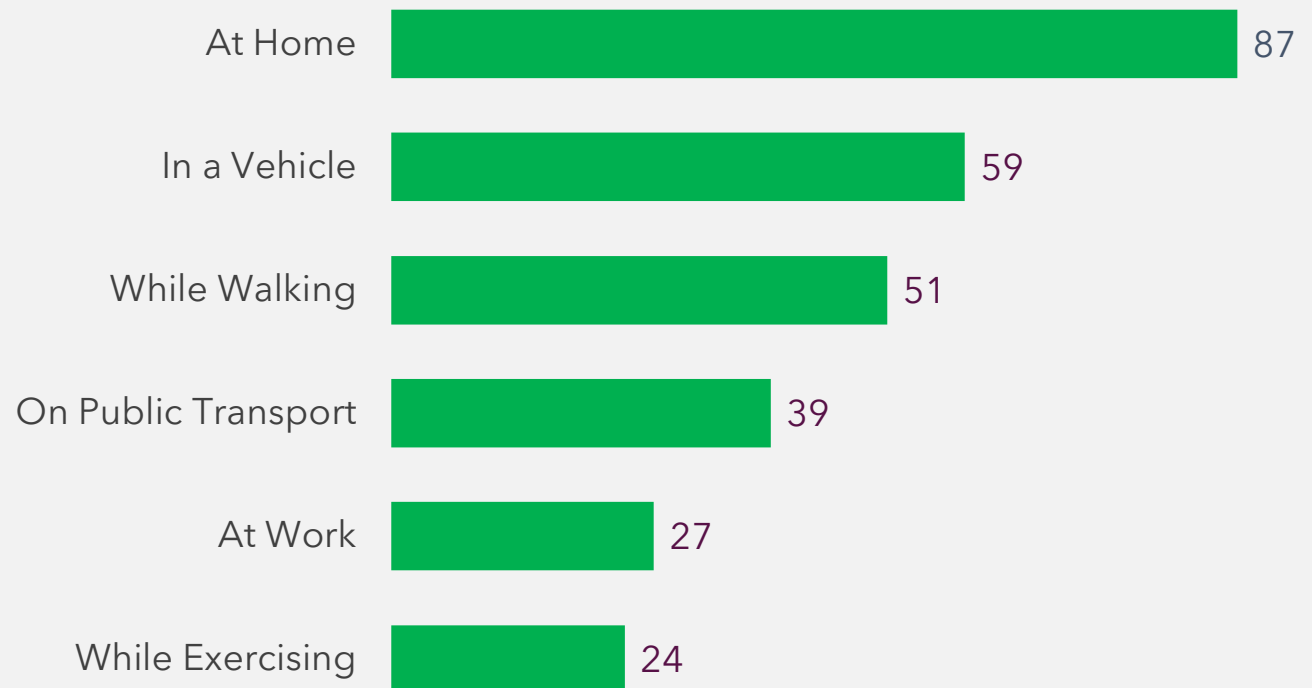
# Australian podcast ranker

*September 2022*

**iHeart** PODCAST NETWORK AUSTRALIA

AUSTRALIA'S
#1 PODCAST
PUBLISHER

5.4 MILLION
LISTENERS

24+ MILLION
MONTHLY
DOWNLOADS

**#2**

CASEFILE
CASEFILE PRESENTS

**#4**

LIFE UNCUT
WITH BRITT & LAURA

**#6**

KYLE & JACKIE O

**#7**

STUFF YOU SHOULD KNOW PODCAST

**#9**

the imperfects
hosted by hugh van cuylenburg ryan shelton & josh van cuylenburg

**#17**

NO SUCH THING AS A FISH

**#29**

she's on the money

HT&E
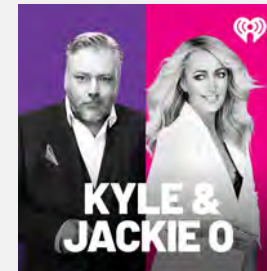
# Podcast To Broadcast Strategy

*Driving audiences across our ecosystem*

## PODCAST

Australia's biggest podcast for females
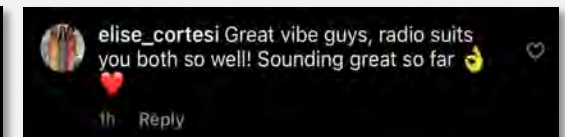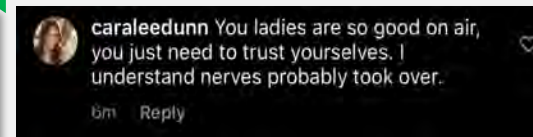18-34, 450k+ monthly cume
Increasing reach & revenue with radio

## BROADCAST

Trialling new talent
Re-engaging podcast fans with KIIS
Fuelling online/social content
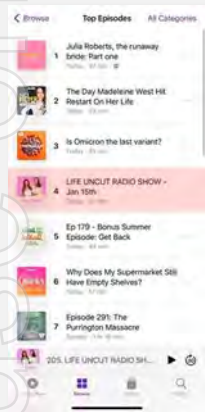
The radio show catchup podcast charts in the most downloaded episodes aiding radio trial

The radio show references and airs key podcast moments aiding podcast trial

donskiboom first time listening to live radio in 20 years! and only because of Life Uncut
24m  Reply

ashrooke @karamac123 I know! I'll actually will start listening to the radio now
2h  1 like  Reply

caraleedunn You ladies are so good on air, you just need to trust yourselves. I understand nerves probably took over.
6m  Reply

elise_cortesi Great vibe guys, radio suits you both so well! Sounding great so far
1h  Reply

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# Strategic acquisition fast-tracking future growth opportunities



| A$ million | 2022 | 2021 | % Change | 2021 Pro forma | % Change Pro forma |
|---|---|---|---|---|---|
| **Revenue** | | | | | |
| Metro | 97.2 | 93.0 | 5% | 93.0 | 5% |
| Regional | 54.2 | – | 100% | 48.7 | 11% |
| **Total Revenue** | **151.4** | **93.0** | **63%** | **141.7** | **7%** |
| **Costs** | | | | | |
| Metro | (68.4) | (64.9) | 5% | (64.9) | 5% |
| Regional | (33.6) | – | 100% | (31.7) | 6% |
| **Total Costs** | **(102.1)** | **(64.9)** | **57%** | **(96.6)** | **6%** |
| **Share of associates NPAT** | | | | | |
| Metro | 2.6 | 2.0 | 31% | 2.0 | 31% |
| **EBITDA** | | | | | |
| Metro | 31.4 | 30.1 | 4% | 30.1 | 4% |
| Regional | 20.6 | – | 100% | 16.9 | 21% |
| **Total EBITDA** | **52.0** | **30.1** | **73%** | **47.0** | **11%** |
| **EBITDA margin** | | | | | |
| Metro | 32% | 32% | | 32% | |
| Regional | 38% | – | | 35% | |
| **Total** | **34%** | **32%** | | **33%** | |

- Combined network of 58AM/FM stations across 33markets
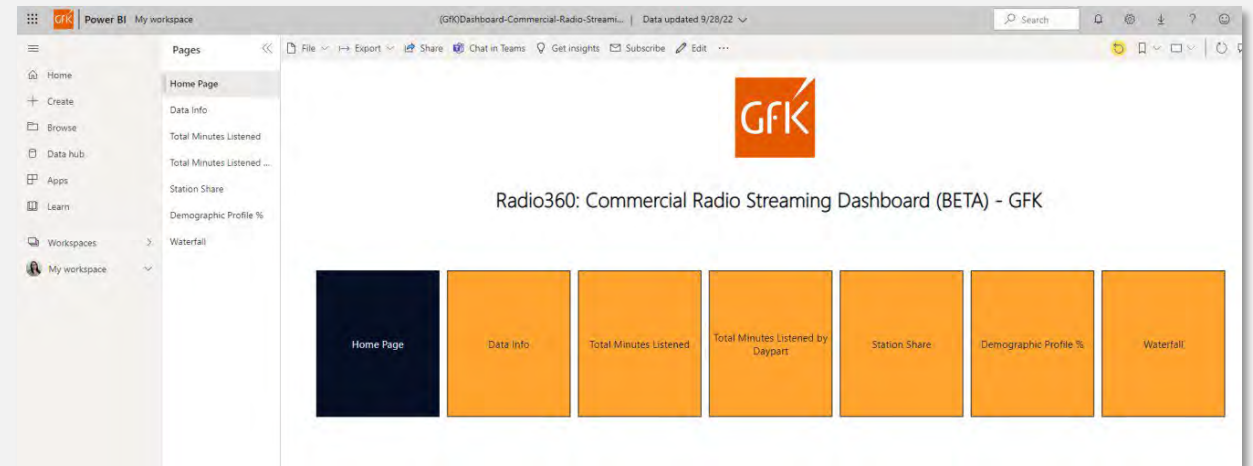- Targeting +$6-8m in 2022 and up to +$20m p.a. within 3 years

# Collaborative CRA looking to the future

PROMINENCE-FREE, EASY, UNIVERSAL ACCESS TO RADIO IN CARS AND ON SMART SPEAKERS

IMPROVED AUDIENCE MEASUREMENT SYSTEM

# Trading Update

# Trading Update

## ARN

Total radio revenues for Q3 finished +7%[1] on same time last year. H2 radio revenues pacing at low to mid-single digit growth[1] on strong Q4 2021 comparatives.

Costs remain in line with previous guidance.

1) Normalised for removal of 4KQ

# Thank You

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