



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.

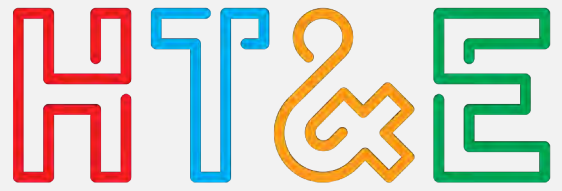
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This announcement has been authorised for release by the Company Secretary of HT&E Limited.

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**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.

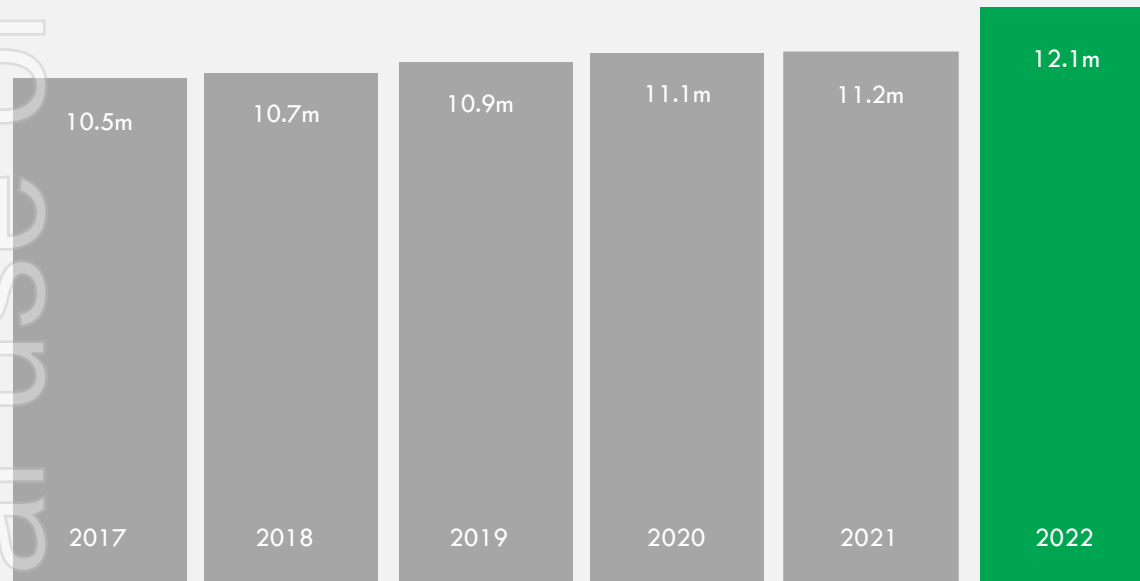
- Radio listening is at an all time high and growing new audiences
- Radio's transition into digital audio is gaining momentum and will continue in 2023 with digital audio listening accelerating
- Radio's role in advertising well understood and it's share of revenue remains consistent with new revenue 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



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 audiences¹



Commercial Radio continues to engage listeners of all ages²

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 Sydney¹

72% Instagram & 88% YouTube audience = 18-34²

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 2022³

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 COMPLETE AUDIO OFFERING

For advertisers, ARN's audio solutions seek to leverage the whole Audiosphere, providing audio entertainment, experiential connections, audio messaging, dynamic creative and campaign amplification.



Unique live and local content

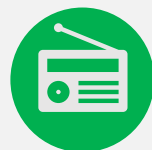
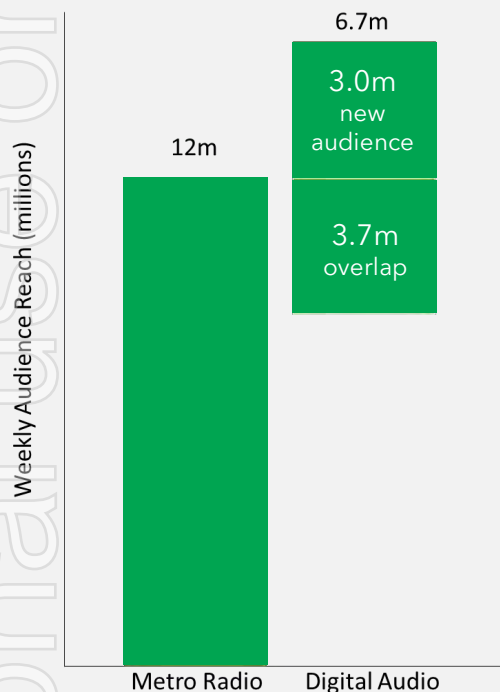
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NATIONAL REACH
&
LOCAL ACTIVATION

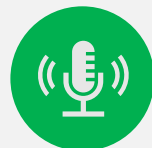


Radio dominates expanding audio market

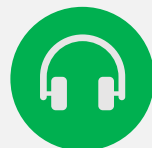
MASS REACH BY RADIO. GROWTH FROM DIGITAL AUDIO.



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



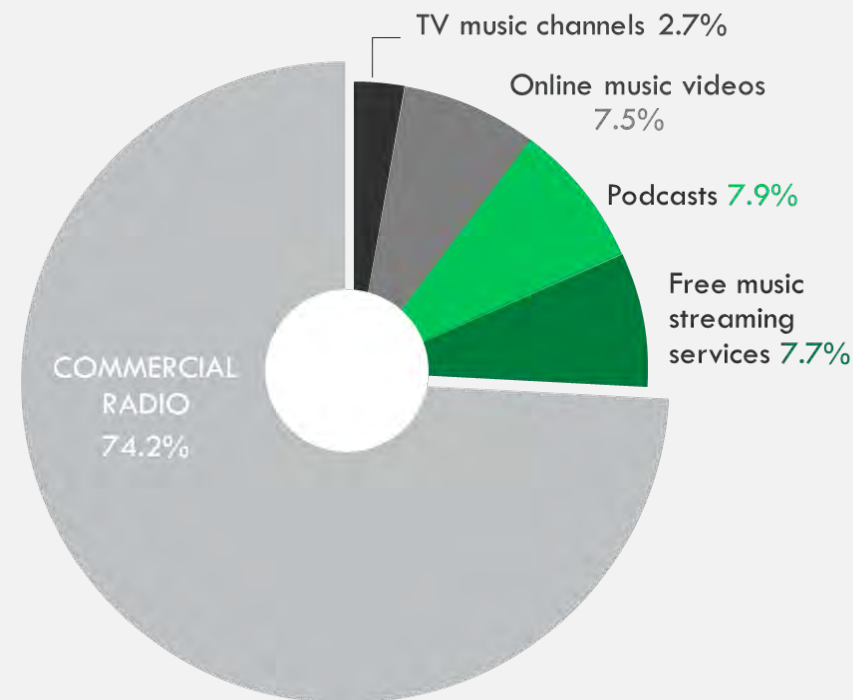
6.7 million people in metro areas listen to digital audio



3 million new listeners are gained through digital audio in metro areas

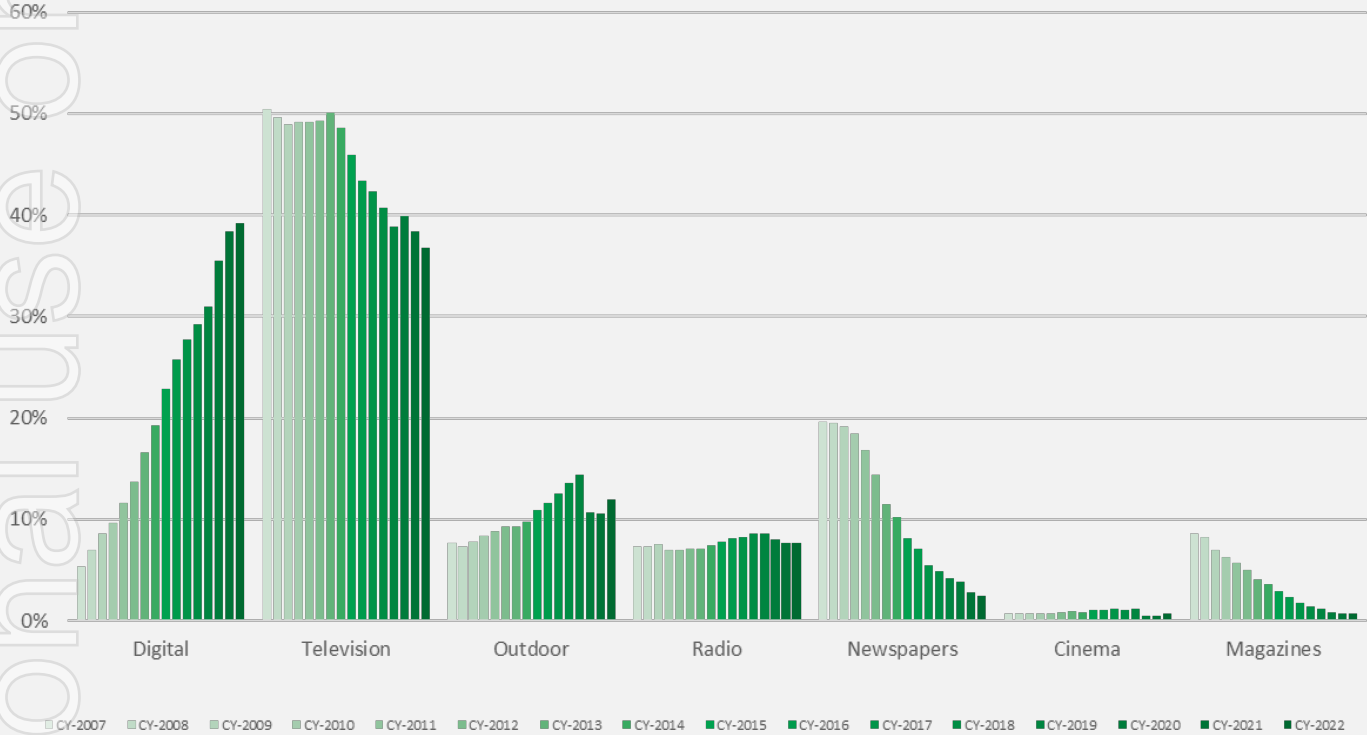
SHARE OF AUDIO: ¾ OF ALL LISTENING IS RADIO

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



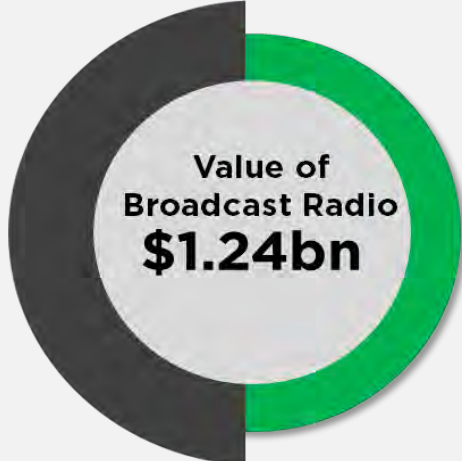
Radio is resilient. New revenue opportunities emerging

SHARE OF AGENCY SPEND

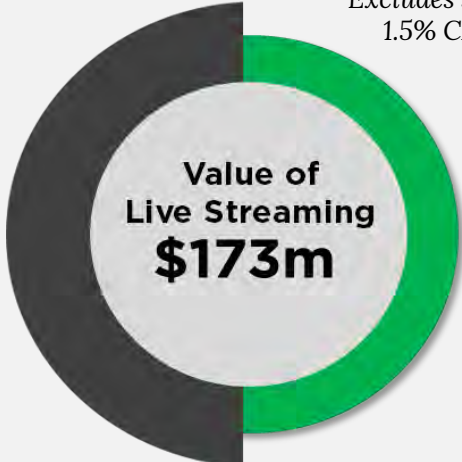


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 Source: SMI, CY 2007 – CYTD 2022 (Jan-Sep)

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



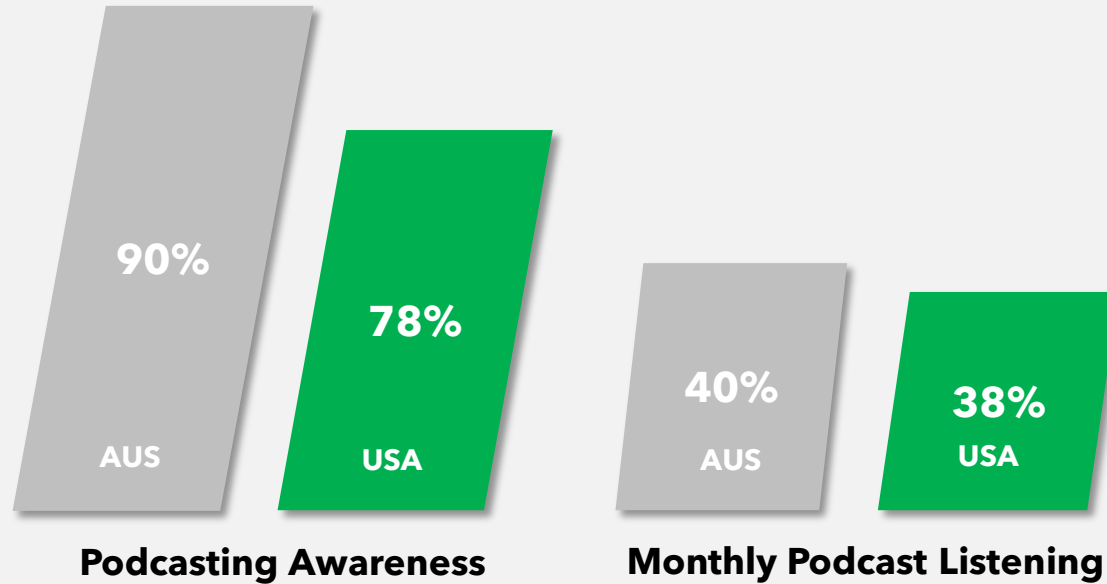
All pre-roll, in stream revenue
40.6% CAGR



All podcasting revenue
39% CAGR

Podcasting in Australia

Podcasting is Australia's fastest growing advertising opportunity

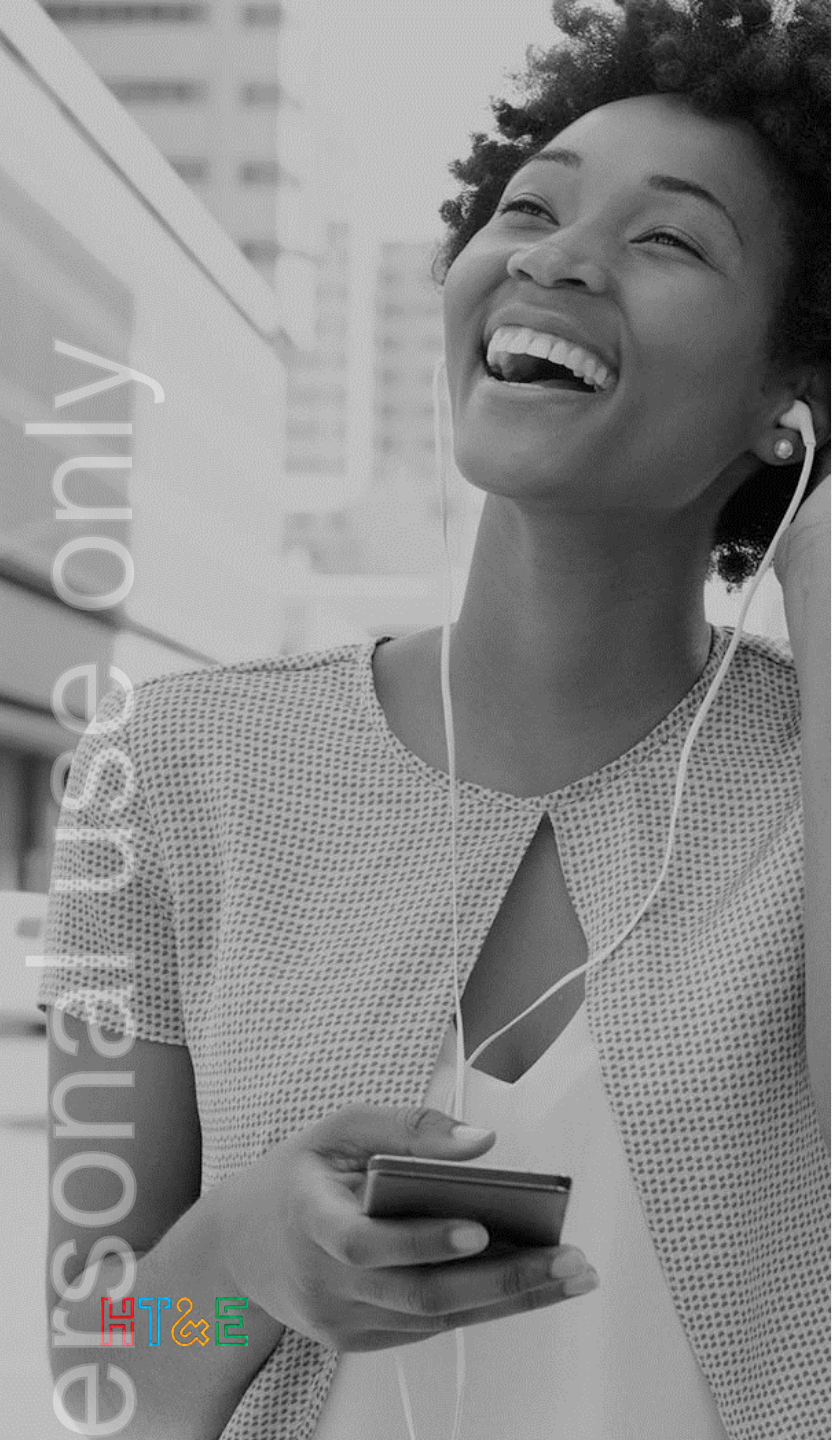


Australian podcasting awareness **90%**, up from **72%** five years ago



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.



Who's Listening

A Sound Audience.



8.6 m

Monthly Australian Podcast Listeners 12+ (40%)*



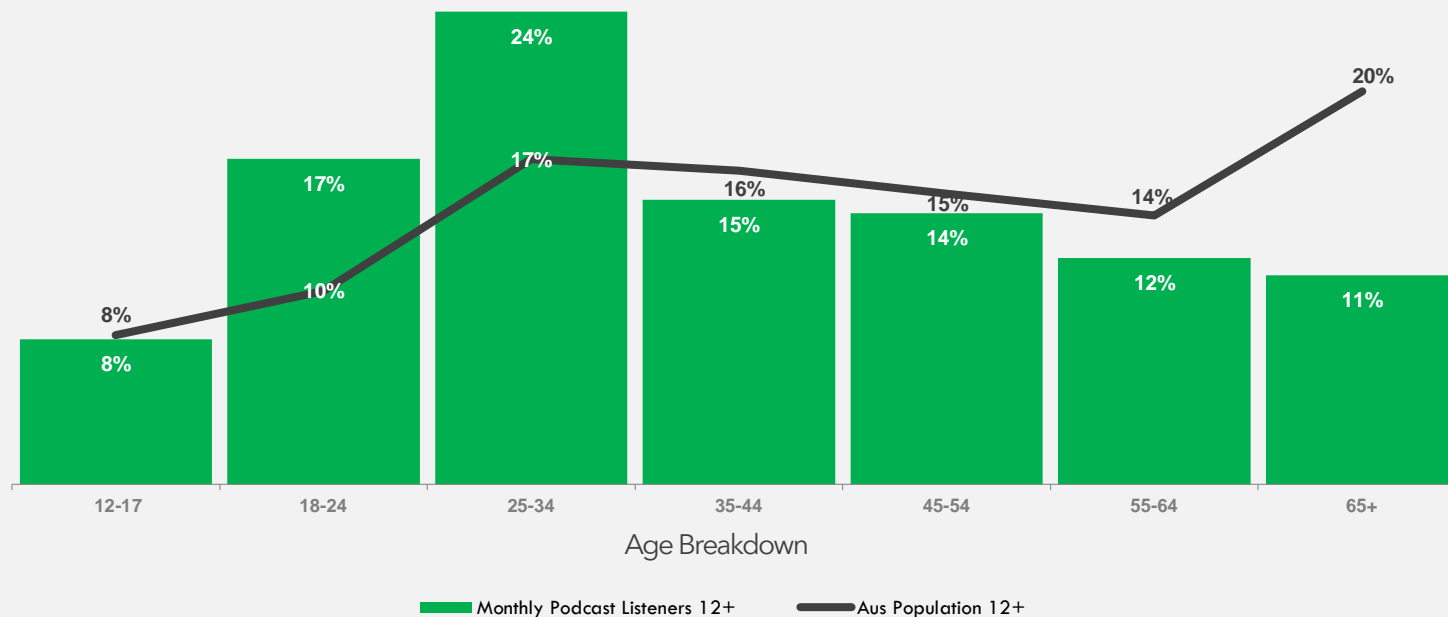
48%

Female Listeners



52%


Male Listeners



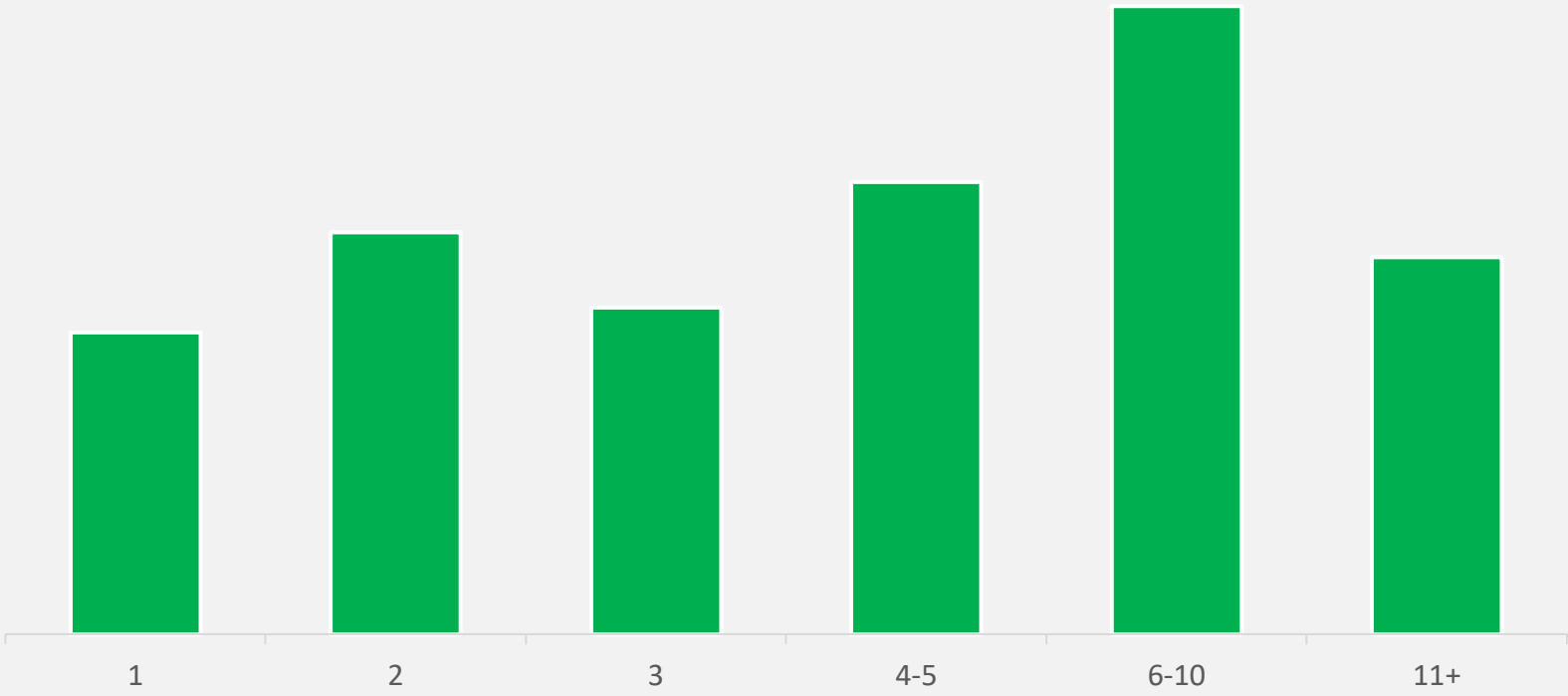
Source: Infinite Dial 2022, Edison Research, listened to a podcast in the last month
ABS Australian Demographic Statistics, 2021 (population aged 12+ years = 21.6 million)

Highly Engaged

Australian Podcast Consumption



Average number of podcasts consumed weekly (was 5X in 2021)

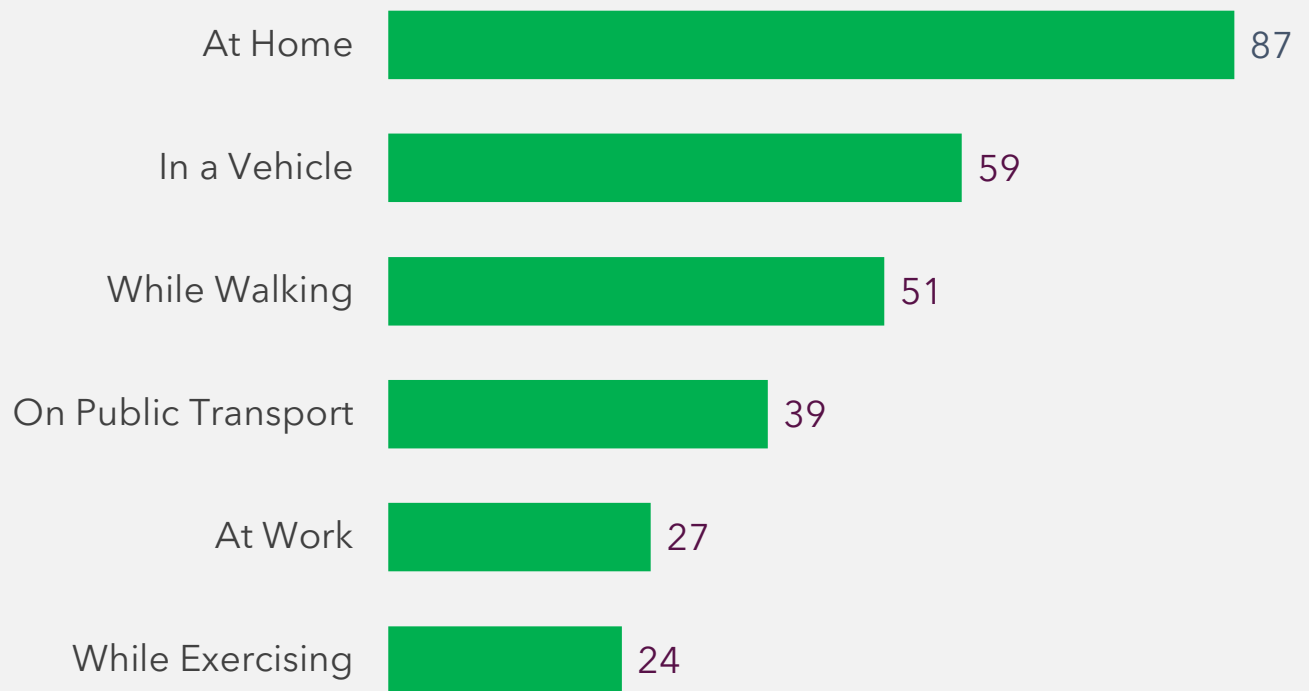


Source: Infinite Dial Australia, 2022 (total Australian population aged 12+)
Number of Podcasts Listened to in Last Week
Base: Australian 12+ and Listened to podcast in last week; 28%



Where Are They Listening?

Percentage by location





Australian podcast ranker

September 2022

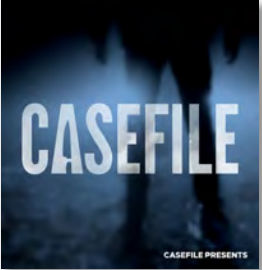


AUSTRALIA'S
#1 PODCAST
PUBLISHER

5.4 MILLION
LISTENERS

24+ MILLION
MONTHLY
DOWNLOADS

#2



#4



#6



#7



#9



#17



#29



Podcast To Broadcast Strategy

Driving audiences across our ecosystem

ersona use only HT&E



PODCAST

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



BROADCAST

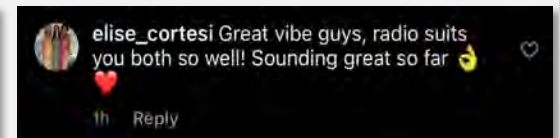
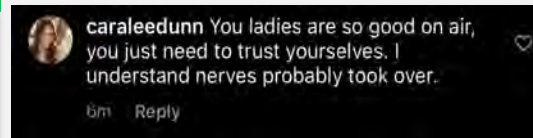
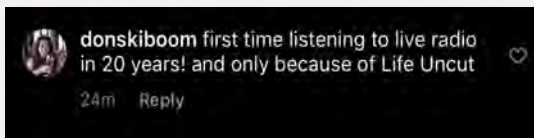
Trialling new talent
Re-engaging podcast fans with KIIS
Fuelling online/social content



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



The radio show catchup podcast charts in the most downloaded episodes aiding radio trial

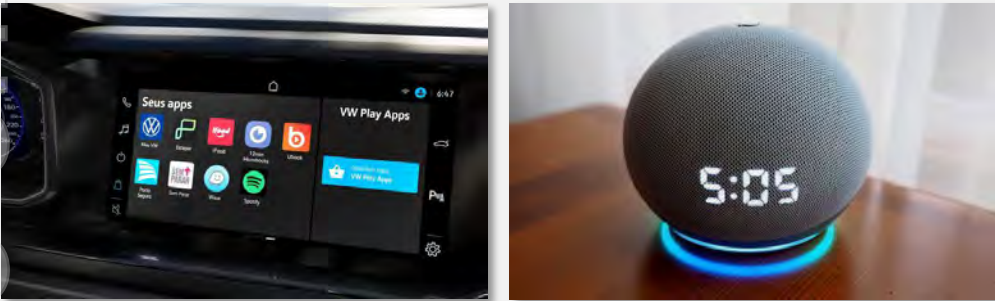


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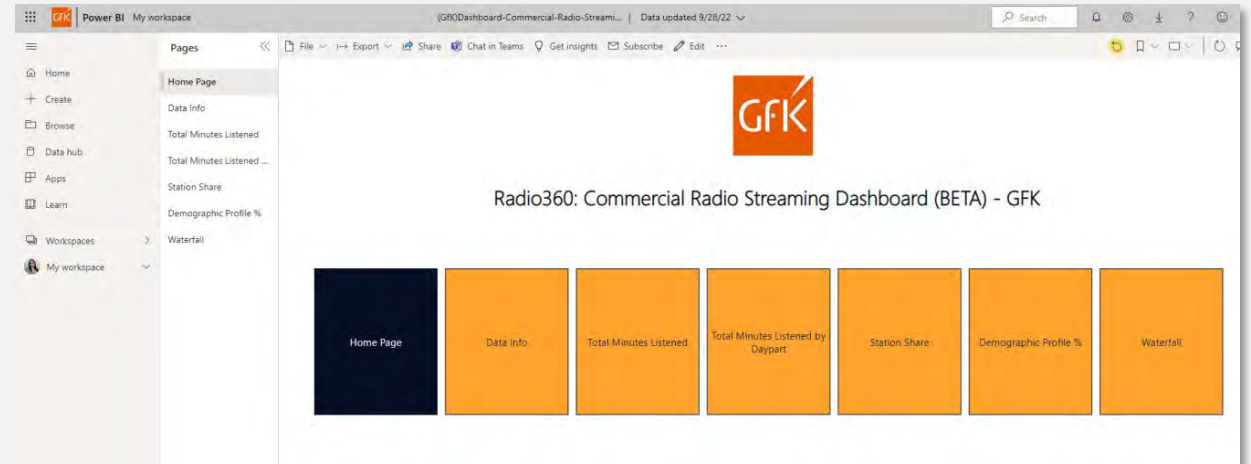


Collaborative CRA looking to the future

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



IMPROVED AUDIENCE MEASUREMENT SYSTEM



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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 growth¹ on strong Q4 2021 comparatives.

Costs remain in line with previous guidance.

Thank You



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Figures, amounts, percentages, prices, estimates, calculations of value and fractions in this presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this presentation.

