Here，There \＆Everywhere

## 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


## 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 audiences ${ }^{1}$



12.1 m

2022

Commercial Radio continues to engage listeners of all ages ${ }^{2}$
Commercial Weekly Listening by age demographic

| Age groups | Cumulative Audience <br> $\%$ | Time Spent Listening (T) <br> (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 | $10: 38$ |

## -A•A - new multi-platform youth media brand

ARN's multi-platform youth media brand, connecting with $3 \mathrm{M}+$ 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 3.1 M weekly connections in June $\mathbf{2 0 2 2}^{3}$

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

## HTPex

Source:

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## 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.


## SHARE OF AUDIO $3 / 4$ 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




## Podcasting in Australia

Podcasting is Australia's fastest growing advertising opportunity


Podcast listening in Australia has overtaken the US.


## Who's Listening

A Sound Audience.


Monthly Podcast Listeners $12+$

- Aus Population 12+



## Highly Engaged

Australian Podcast Consumption



## Where Are They Listening?

Percentage by location



September 2022


## Podcast To Broadcast Strategy

Driving audiences across our ecosystem



## Strategic acquisition fast-tracking future growth opportunities



| A\$ million | 2022 | 2021 | \% <br> Change | $\begin{array}{r} 2021 \\ \text { Pro } \\ \text { forma } \end{array}$ | \% <br> 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 $+\$ 6-8 \mathrm{~m}$ in 2022 and up to $+\$ 20 \mathrm{~m}$ 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

## ARN

Total radio revenues for Q 3 finished $+7 \%^{1}$ on same time last year. H 2 radio revenues pacing at low to mid-single digit growth ${ }^{1}$ on strong Q4 2021 comparatives.

Costs remain in line with previous guidance.


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