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### **Sky Presents at ASX CEO Connect**

Sky's Chief Executive Sophie Moloney will give the attached presentation at the ASX CEO Connect seminar today.

Authorised by: Kirstin Jones, Company Secretary

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# An engaging and essential NZ media company

Connecting New Zealanders with the sport and entertainment they love in ways that work for them

5.357m  
New Zealanders<sup>1</sup>

2.028m  
households<sup>1</sup>

New Zealand has experienced a challenging economic period. Notwithstanding some revenue softness, Sky remains in a strong position.

Sky reaches close to  
**9 in 10**  
New Zealanders each month  
across our multi-platform  
services<sup>2</sup>



SUBSCRIPTION SERVICES			FREE-TO-ACCESS	ADVERTISING
Sky Box/Sky Pod	Streaming	Commercial	Broadband	
 	 			
				



# Notwithstanding economic headwinds Sky is in a strong position

- Multi-product, high value customer base
- Unrivalled sport and entertainment bundle
- Significant data advantage
- No debt and \$100m undrawn facility
- Delivering strong yield and dividend growth



# How Sky creates value

## OUR PURPOSE

**Share stories. Share possibilities. Share joy.**

## OUR AMBITION

**To be Aotearoa New Zealand's most engaging and essential media company**

## OUR STRATEGIC PATHWAYS

**Making Sky a great place to work**

**Giving customers content they love**

**Meeting customers where they are**

**Giving customers the experience they expect**

**Providing innovative solutions for partners and clients**

## OUR ENDURING COMMITMENT

**A responsible and sustainably profitable, NZ-focused business**



# Multi-platform strategy a competitive advantage

Providing choice for customers and maximising the value of unrivalled content



Sky Box and Sky Pod

**2.4 Million**  
VIEWERS  
MONTHLY<sup>1</sup>



Streaming

**1 Million**  
VIEWERS  
MONTHLY<sup>2</sup>



Commercial

**6k** VENUES  
**42k** HOTEL ROOMS



Free to Air

**1.9 Million**  
VIEWERS  
MONTHLY<sup>3</sup>



Sky Social Media

**2.6 Million**  
FOLLOWERS<sup>4</sup>  
ACROSS CHANNELS

# Sky is New Zealand's unrivalled #1 in sport

## The biggest bundle of high-value local and global sport

No one else comes close to offering the quality and depth of sport available on Sky

Exceptional value for sport fans in a single subscription

No regulated free-to-air obligations



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# The unmatched power of Sky's sport bundle

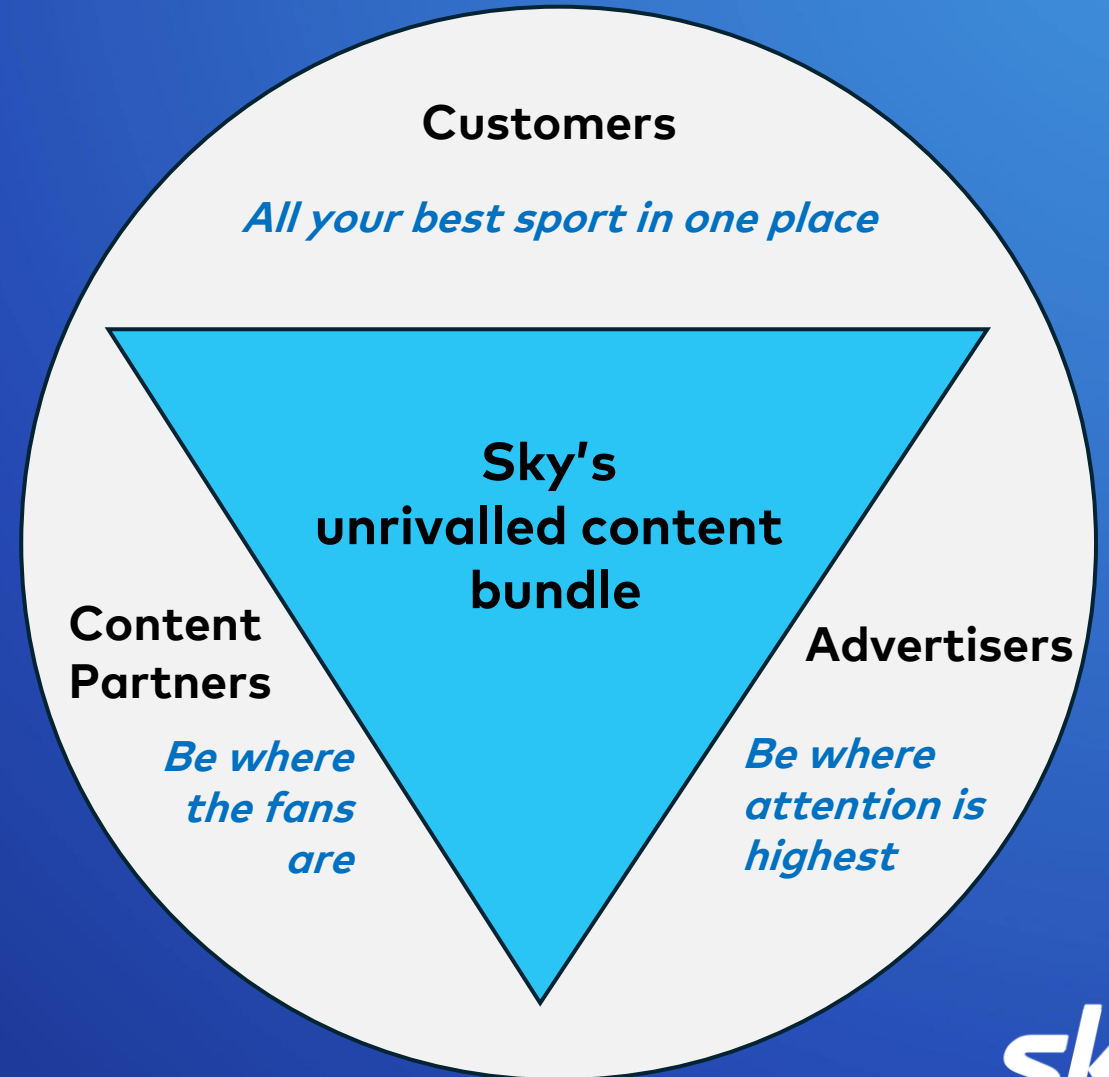
The aggregation premium of the bundle belongs to shareholders

Secured through long term agreements and hedged by content breadth and staggered renewals

Data shows customers watch a variety of sports, minimising Sky's risk exposure and increasing the value of the bundle

Best choice for content partners to engage with NZ's sports fans

Highest attention content, valued by advertisers and brands



# Entertainment content enhances the value of the bundle

## Quality and breadth that keeps customers engaged

A strong line up from global and local partners and Sky Originals productions

Exclusive releases, perennial favourites, deep library, and 24-7 news channels

Entertainment makes up a high proportion of sports fans viewing

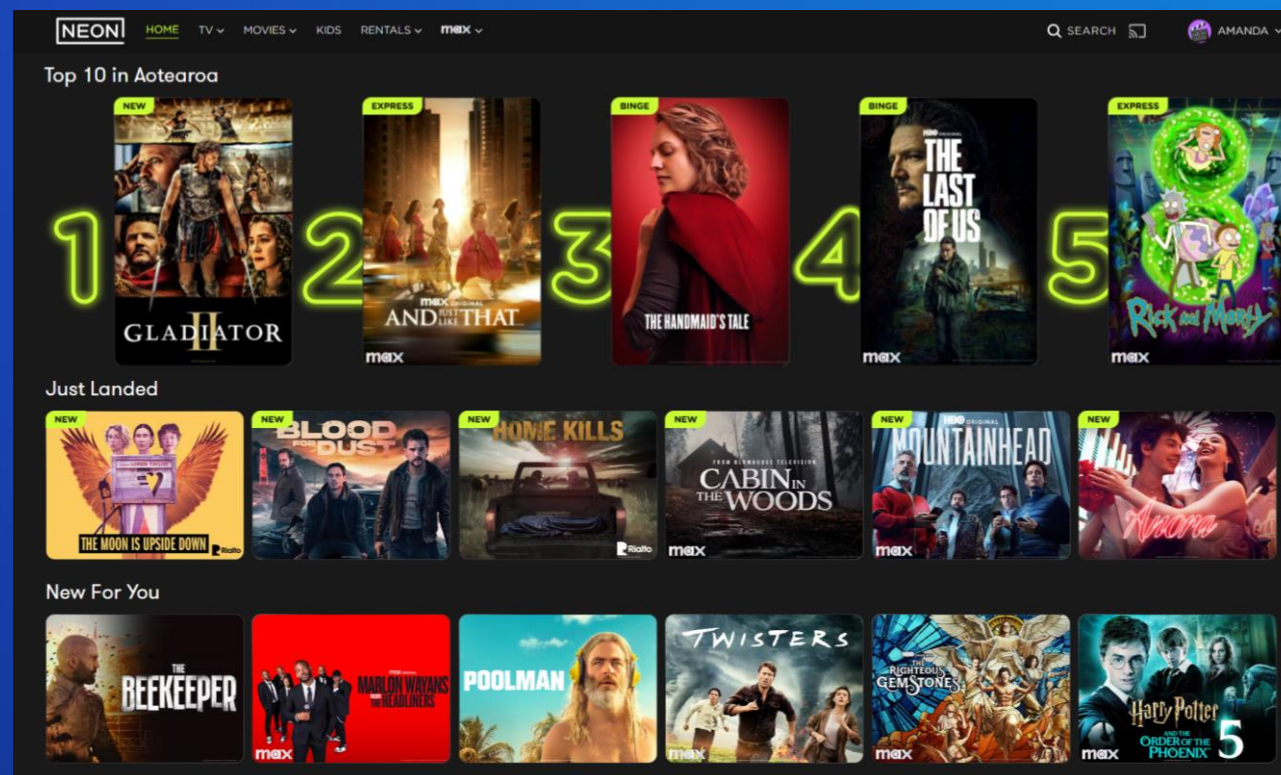


# Our viewership data is powerful and unmatched

## Driving value based content investment and engagement strategies

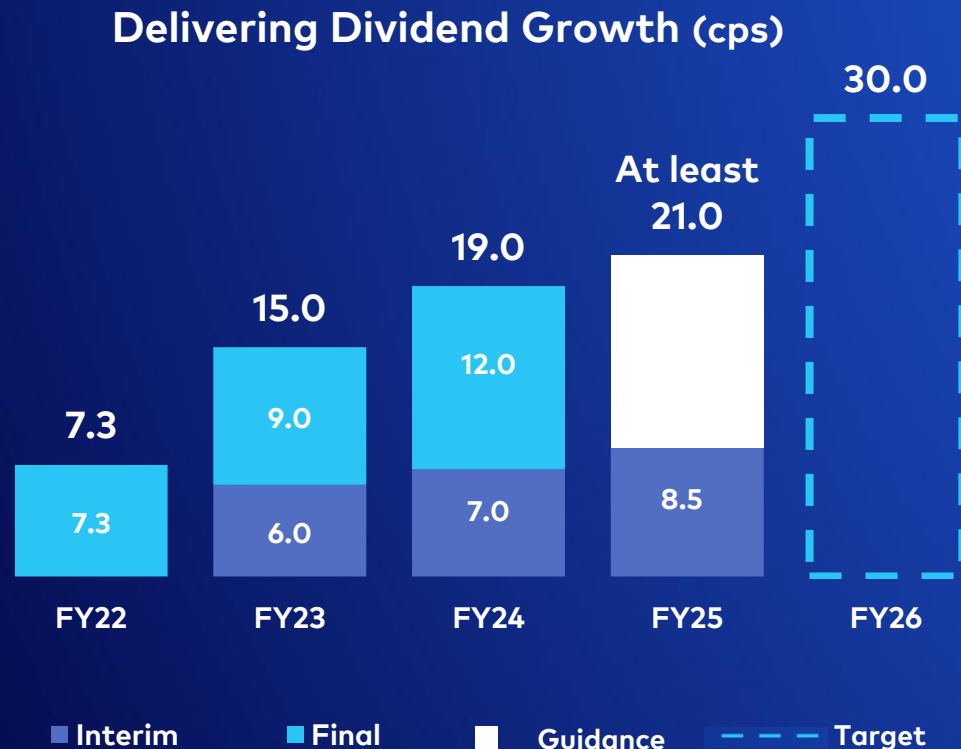
Rich data unlocks our ability to:

- Optimise content investment
- Deepen customer engagement and personalise the experience
- Respond to emerging opportunities



# Strong dividend yield, decisive capital management

Sustainable free cash flow is funding dividend growth



**Dividend growth**

**8.0% cash yield<sup>1</sup>**  
Paying **60% to 90%** of FCF<sup>2</sup>  
Supplementary dividends  
paid to offshore investors

**Capital  
management**

**\$92m  
Capital Returned<sup>3</sup>**  
share cancellation (\$70m)  
share buybacks (\$22m)

**No debt**

**\$100m  
Undrawn facility**

**ASX / NZX: SKT**

**Further information:**

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