



SEVEN WEST MEDIA

1 May 2018

Company Announcements Office
Australian Securities Exchange Limited
Level 6, 20 Bridge Street
Sydney NSW 2000

By electronic lodgment

Total Pages: 16 (including covering letter)

Dear Sir / Madam

INVESTOR PRESENTATION

Please find attached an Investor Presentation given today by Mr Timothy Worner, MD & CEO of Seven West Media Limited, at the Macquarie Australia Conference held at The Sheraton on the Park, Sydney.

Yours Sincerely

Warren Coatsworth
Company Secretary



MACQUARIE AUSTRALIA CONFERENCE

1 MAY 2018

TIM WORNER CHIEF EXECUTIVE OFFICER

Disclaimer

Data included in this presentation is prepared for the management of Seven West Media Limited and its associated entities (together, 'SWM'). This data is included for information purposes only and has not been audited or reviewed or subject to the same level of review by SWM as the statutory accounts and so is merely provided for indicative purposes. SWM and its employees do not warrant the accuracy or reliability of this data and disclaim any liability flowing from the use of this data by any party.

SWM does not accept any liability to any person, organisation or entity for any loss or damage suffered as a result of reliance on this document. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements, and are subject to variation.

All forward-looking statements in this document reflect the current expectations concerning future results and events. Any forward-looking statements contained or implied, either within this document or verbally, involve known and unknown risks, uncertainties and other factors (including economic and market conditions, changes in operating conditions, currency fluctuations, political events, labour relations, availability and cost of labour, materials and equipment) that may cause actual results, performance or achievements to differ materially from the anticipated results, performance or achievements, expressed, projected or implied by any forward-looking statements.

Unless otherwise indicated, all references to estimates, targets and forecasts and derivations of the same in this document are references to estimates, targets and forecasts by SWM. Estimates, targets and forecasts are based on views held only at the date of this document, and actual events and results may be materially different from them. SWM does not undertake to revise this document to reflect any future events or circumstances.

Amounts, totals and change percentages calculated on whole numbers and not the rounded amounts presented. The information contained in these pages may not necessarily be in statutory format.



TV

CONTENT PRODUCTION & DISTRIBUTION

PUBLISHING

OTHER



- › Australia's leading FTA TV network for 11 consecutive years
- › #1 Winter and Summer FTA sports content with AFL and Cricket
- › 3m unique monthly online audience for 7plus OTT
- › JV with Racing Victoria on Racing.com



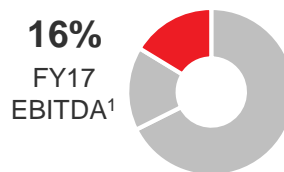
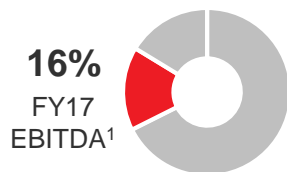
- › SWM is Australia's largest content producer creating over 60% of Seven's primetime schedule
- › Global footprint in production and distribution
- › More than 800+ hours of production for global audiences



- › The Western Australian, The Sunday Times and PerthNow.com make up the #1 news publisher reaching 72% of Western Australians monthly
- › Pacific is a leading publisher with 27% of all magazine readership, 2.2m unique online audience and leading social audience



- › Seven West Ventures portfolio valued at \$85m including:
 - Airtasker - #1 task marketplace
 - Society One - #1 P2P lender
 - Health Engine - #1 GP marketplace
- › Redwave radio – regional WA
- › Yahoo7 JV



Strategy

FOCUS ON THE CORE

- › Improve ratings and revenue performance
- › Grow returns on our investment in content
 - Create and curate the best local and international content
 - Maximise the return on our (owned) content investment through every window and overseas sale

TRANSFORM THE OPERATING MODEL

- › Deliver on operating cost saving targets
- › Drive greater efficiencies in existing assets
- › Partner with competitors in non-competitive areas to improve profitability
- › Evolve to a leaner and more agile operating model while protecting the quality of our content

GROW NEW REVENUE STREAMS

- › Drive greater adoption and yield from our digital platforms
- › Introduce new forms of monetisation for our content
- › Continue to invest in data, automation and targeted advertising to maximise inventory yield
- › Invest in adjacent verticals where we can leverage the power of our assets to drive “unfair” growth

TV The Ongoing Reach & Power of TV

TELEVISION REMAINS NEARLY TWICE AS EFFICIENT AS ANY OTHER MEDIA CHANNEL

AUDIENCES

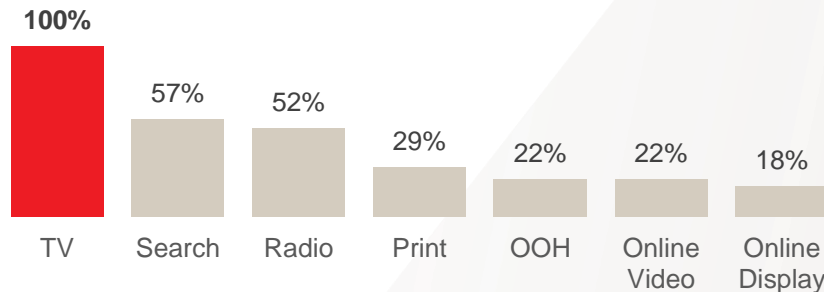
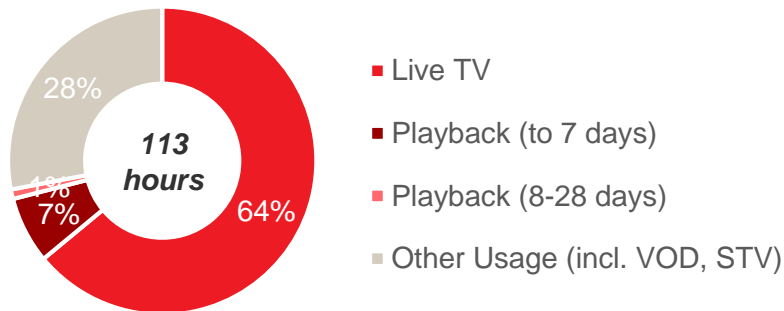
- › Australians spend over 113 hours per month watching their TV sets – that's over 2 hours 41 mins per day with broadcast TV¹
- › Audiences want engaging local content – all of the top 20 shows in 2017 were local (11 were sport), attracting mass premium audiences
- › As Australia's largest content production company, local content is at our core which positions us strongly to meet these demands
- › We deliver content where, when and how viewers want to consume



ADVERTISERS

- › TV delivers the highest ROI², the largest reach and in the fastest time – increasingly valuable in a fragmented market
- › TV provides an engaged, brand safe environment for advertisers to deliver their message that is all independently audited
- › Highest effectiveness of any mainstream media delivering superior sales uplift to advertisers and the longest consumer retention rate²

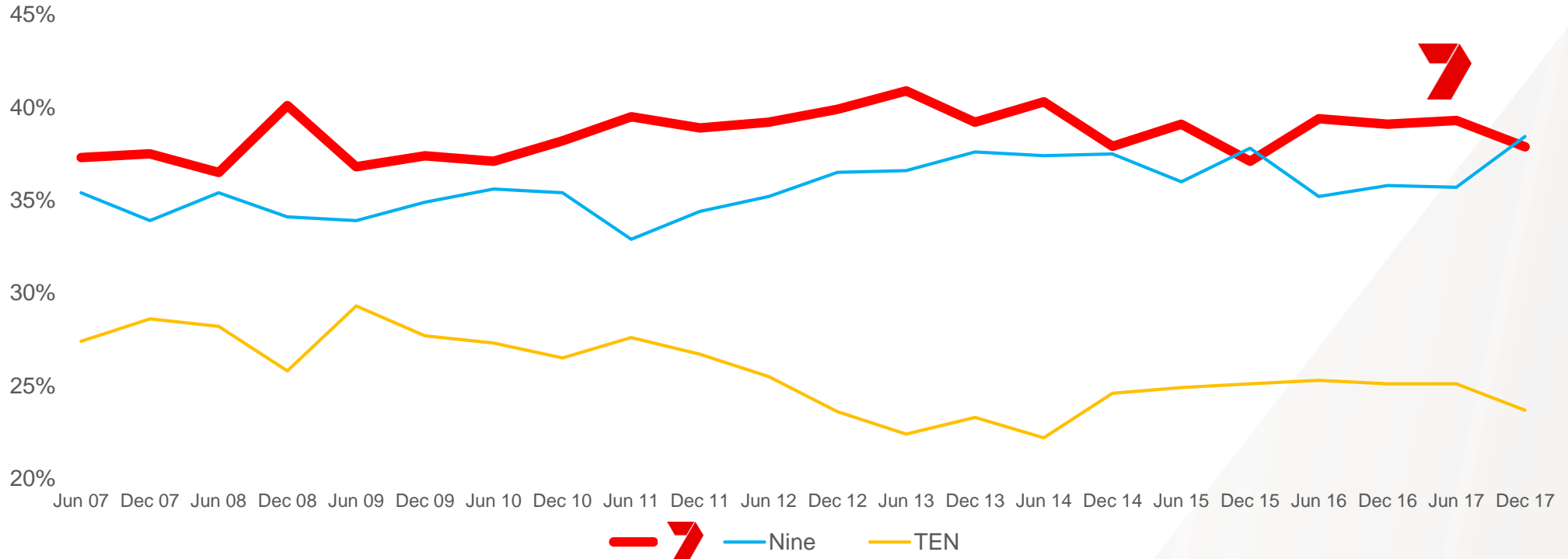
OVERALL EFFICIENCY: MEDIA CHANNEL ROI INDEXED TO TV



TV 11 Years of Consecutive Leadership...

SEVEN REMAINS AUSTRALIA'S MOST LOVED TELEVISION NETWORK

2007 – 2017 AUDIENCE SHARE

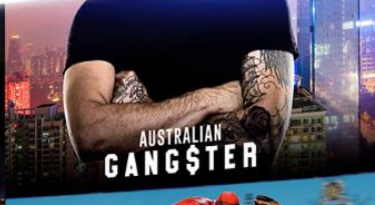
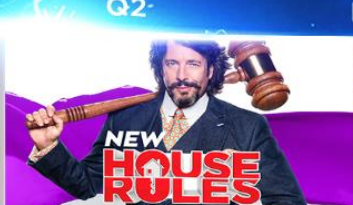


JAN 2018 Q1

Q2

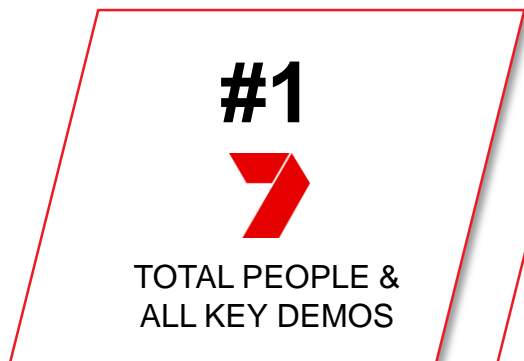
Q3

Q4 DEC 2018



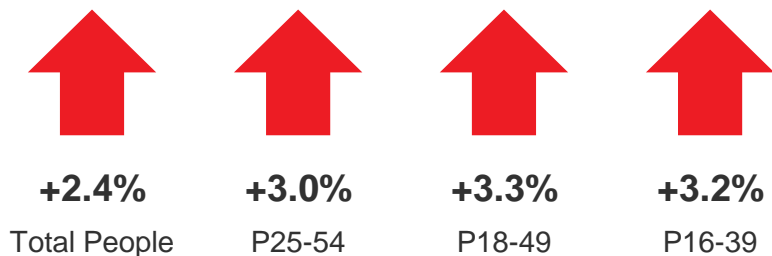
TV ...Extended into 2018

A RECORD BREAKING START TO 2018 WITH HIGHEST EVER SHARE – AND THERE'S MORE TO COME...

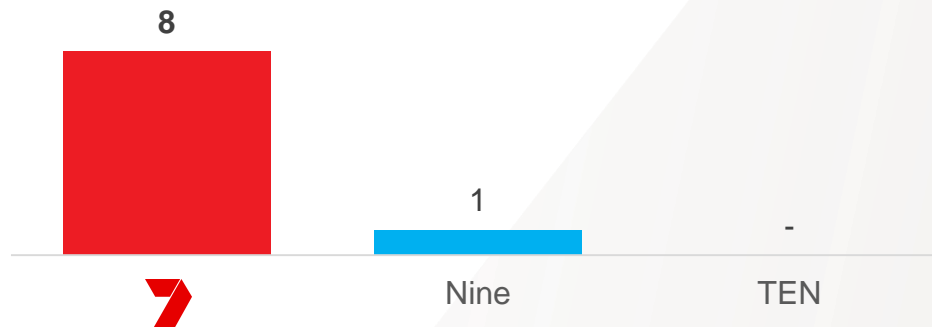


- › 32.9% total share – the **highest ever share** any network has had nine weeks into the ratings season
- › Seven has earned its **highest ever share** in every key demo – P16-39, P18-49, P25-54
- › Seven has **grown YoY audience** in every key demo (excl. Comm Games)

GROWTH IN AUDIENCE & SHARE ACROSS ALL KEY DEMOS
 (2018 vs. 2017 SHARE, EXCL. COMM GAMES)



2018 RATINGS WEEK WINS



Sport **Key Rights Locked in until 2022**

AUSTRALIA'S BIGGEST SPORTS AT HOME ON SEVEN

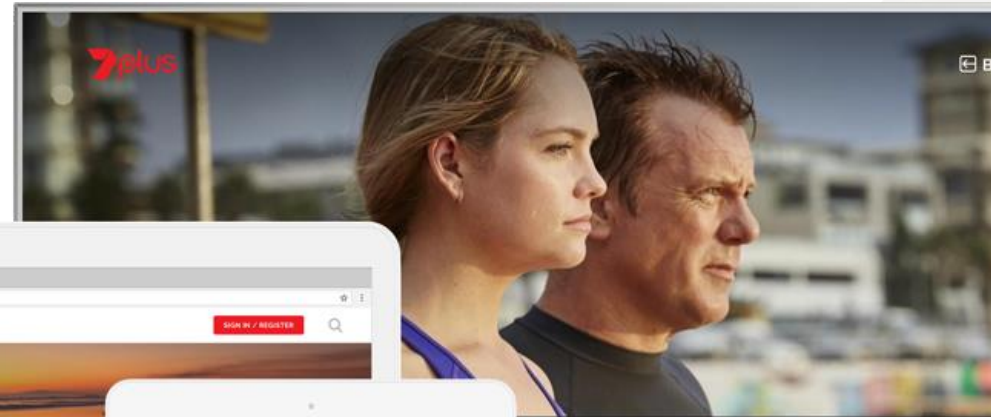
- › Secured the dominant Winter and Summer sports with AFL to 2022 and Cricket to 2024
- › Pivotal new Cricket deal secures more than double the hours of premium sports content vs. Tennis deal
 - Australian Test matches
 - Big Bash League
- › Locks in premium sport in almost every month of the year
- › Strengthens audience position in Eastern states and improves audience demographic profile
- › More premium revenue in off-peak viewing periods
- › Cost per hour of Cricket significantly lower than Tennis
- › **Unprecedented 2018/2019 Summer with both Cricket & Tennis – never seen before on FTA Television**



Digital 7plus Driving Our Digital Future



7PLUS FULLY LAUNCHED IN FEBRUARY 2018 AND HAS ALREADY GROWN TO 3M UNIQUE ONLINE AUDIENCE

- › Successful launch of 100%-owned OTT platform 7plus
- › Broadcast VOD (BVOD) market to grow to \$90m in FY18, up +30% YoY
- › On track for 38% revenue market share (incl. Yahoo7's PLUS7)
- › Rapidly scaling user base with over 3 million unique monthly online audience
- › Product roadmap to deliver material platform enhancements
- › Significant growth in data capture from logged-in users
- › 7plus benefiting from deep content library beyond catch-up
- › New exclusive commissions and purchased third-party VOD content



Digital 7plus Driving Our Digital Future (cont.)

GROWING UNIQUE AUDIENCE IN A RAPIDLY GROWING MARKET

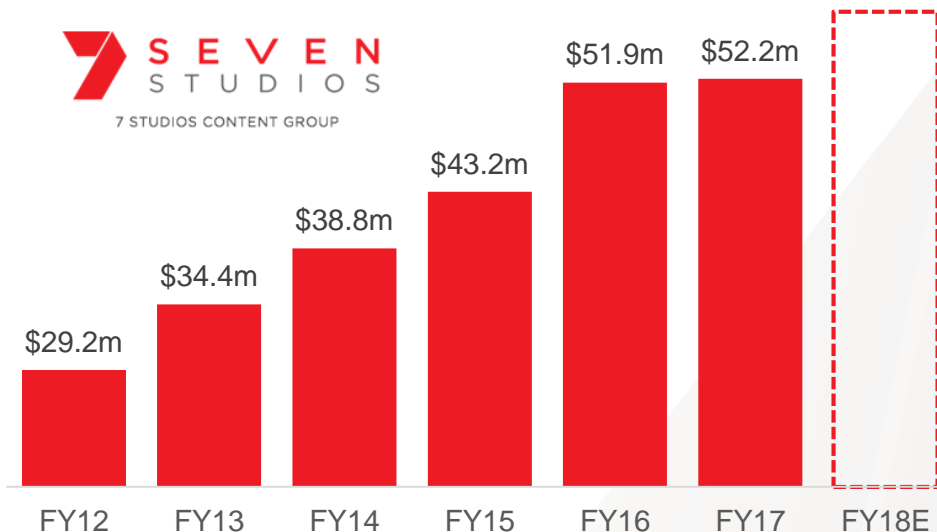
	PLUS 	7plus 	
	FY17	FY18*	FY19E
BVOD Market (KPMG)	\$69m	\$90m	20% - 25% Market Growth Forecast
Seven Market Revenue Share	45% (incl. Rio Olympics)	38%	38% - 42% Forecast Share
Monthly OTT Unique Audience	2.1m	3.0m	3.5m+

Seven Studios **Global Content Business**

GROWING GLOBAL CONTENT PRODUCTION & DISTRIBUTION FOOTPRINT

- › Australia's largest content producer
- › Developing, producing, investing and distributing creative content ideas globally
- › Continued growth in earnings and broadening global footprint
 - More than 800+ hours of production for global audiences
 - Selling to over 195+ countries
- › Sustained earnings growth underpinned with life of series deals
 - EBITDA has grown at a CAGR of +12% since FY12
 - Targeting double digit earnings growth in FY18

SEVEN STUDIOS EBITDA



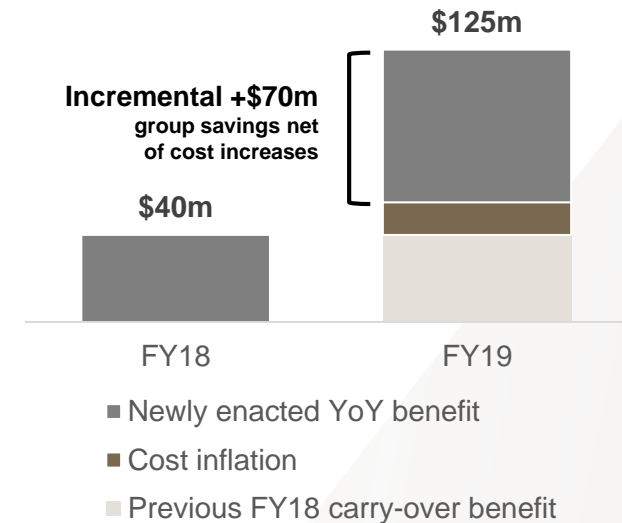
Strategy Our Ongoing Transformation

COST REDUCTION ON TARGET FOR \$125M BY FY19 WITH NET \$70M GROUP SAVINGS (EXCL. CRICKET)

› Cricket rights and production cash cost at \$90m which will deliver revenue share gains

Initiative	Initial Period	Annual \$m
Television:		
Headcount reductions	FY18	\$25m
Outsourced services	FY19	\$4-6m
Building consolidation	FY19	\$3-5m
One-time sports rights ¹	FY19	\$50m
Expiring int'l output deals	FY19	\$5m p.a. ²
WAN operating efficiencies	FY19	\$10m
Pacific operating efficiencies	FY18	\$25m

Identified Savings Benefit



FY18 Trading Update

MARKET OUTLOOK

- › Metro FTA market up +3.1% in March quarter, a strong result following +1.4% growth in the December half
- › Expect Financial year metro FTA market growth of between +1%-3%
- › Regional FTA markets weaker than expected
- › BVOD market continues to grow at strong double digits
- › Expect FY18 EBIT to be at the mid point of our guidance of EBIT between \$220m-\$240m
- › Net debt to be c.\$650m at FY18 as we maintain focus to improve balance sheet flexibility

NEAR-TERM FOCUS

- › Maintain ratings momentum
- › Drive adoption of 7plus and increase earnings contribution
- › Deliver on cost saving targets across the group
- › Commence negotiation of upcoming affiliate agreement renewal

Q&A