



Macquarie Australia Conference

**20
15**



APN NEWS & MEDIA LIMITED
ABN 95 008 637 643

Michael Miller & Jeff Howard

APN GROUP HIGHLIGHTS



ADSHL

LARGEST
SCALABLE DIGITAL
NETWORK IN
THE COUNTRY

 **92%**
of Australians
each fortnight

 **83%**
of the New
Zealand
population

ALMOST
20,000
ADVERTISING PANELS



Australian Radio
Network

LARGEST
AUDIENCE
OF ANY METROPOLITAN
RADIO NETWORK IN
AUSTRALIA

#1 FM SYDNEY
STATION

#1 ADELAIDE
STATION

#1 BRISBANE
STATION



iHeartRadio

809,000
REGISTERED USERS
IN AUSTRALIA
AND NEW ZEALAND

1.2 MILLION
MOBILE DOWNLOADS

NZ
ME.

New Zealand Media
and Entertainment
NZME

3.1 MILLION
NEW ZEALANDERS
EACH MONTH

The New Zealand
Herald is the
country's

#1 NEWSPAPER
PUBLISHER

Newstalk ZB is the
country's

#1 RADIO
STATION

Radio Sport is the
country's

#1 DEDICATED
SPORTS
STATION

Coast is the
country's

#1 MUSIC
STATION

LEADING
DEALS SITE
(GRABONE)



Australian
Regional Media

1.5 MILLION
PEOPLE EACH WEEK

 **12**
daily
newspapers

 **60**
community
and non-daily
publications

#1 MEDIA
BRANDS

in the regional
Queensland and
northern New
South Wales
markets they
operate in

Buspak
CODY

Hong Kong
Outdoor

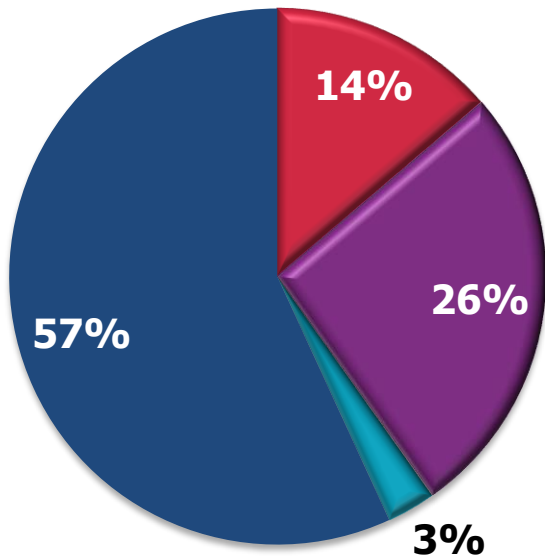
 **1,200**
buzplay TV
installations

OVER 160
BILLBOARDS

 **SIX**
prime
locations

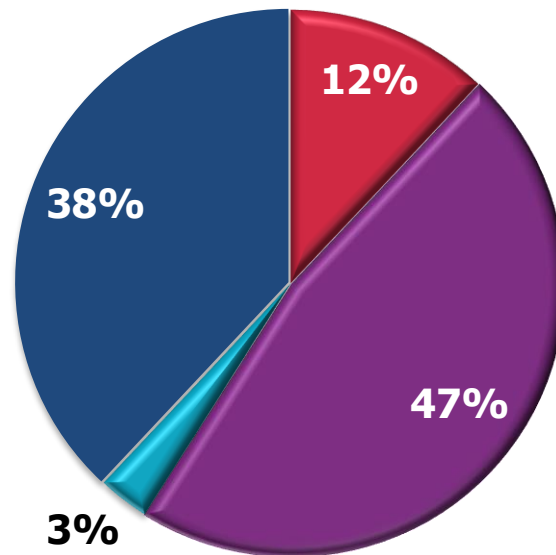
APN'S EARNINGS 2013 V 2014

Proportionate share of APN earnings (2013)



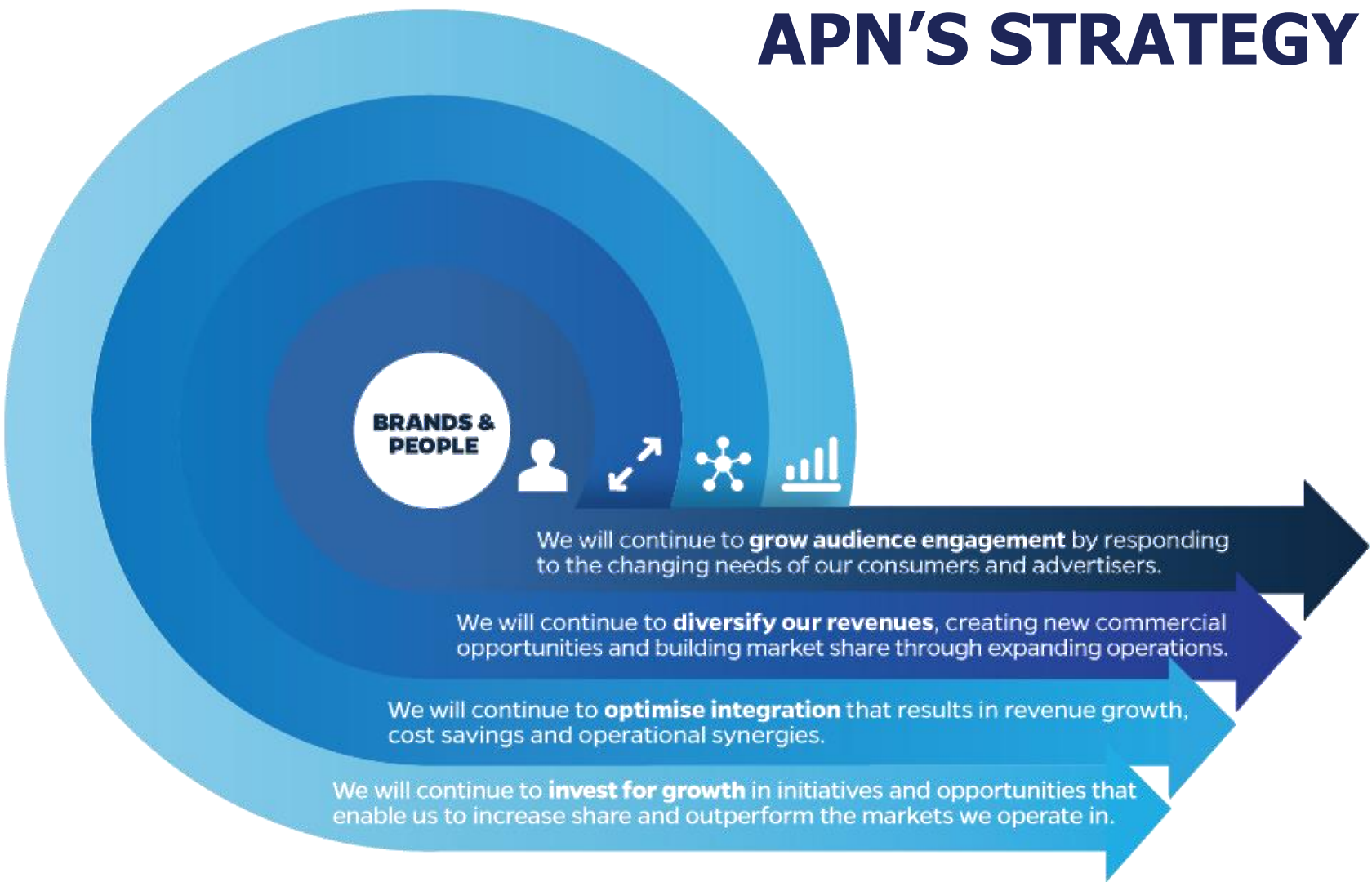
■ Outdoor ■ Radio ■ Other ■ Publishing

Proportionate share of APN earnings (2014)



■ Outdoor ■ Radio ■ Other ■ Publishing

APN'S STRATEGY



**BRANDS &
PEOPLE**

We will continue to **grow audience engagement** by responding to the changing needs of our consumers and advertisers.

We will continue to **diversify our revenues**, creating new commercial opportunities and building market share through expanding operations.

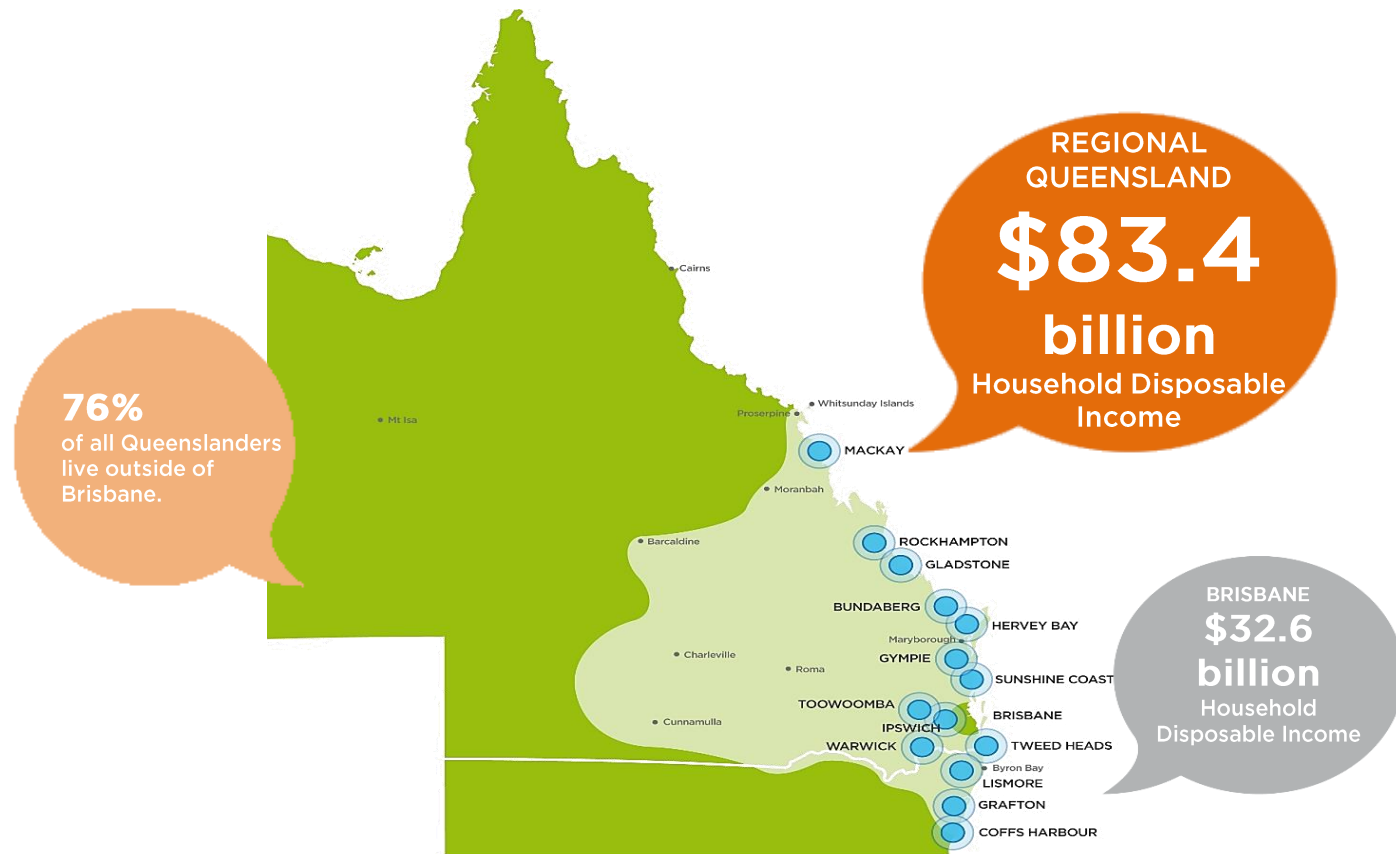
We will continue to **optimise integration** that results in revenue growth, cost savings and operational synergies.

We will continue to **invest for growth** in initiatives and opportunities that enable us to increase share and outperform the markets we operate in.

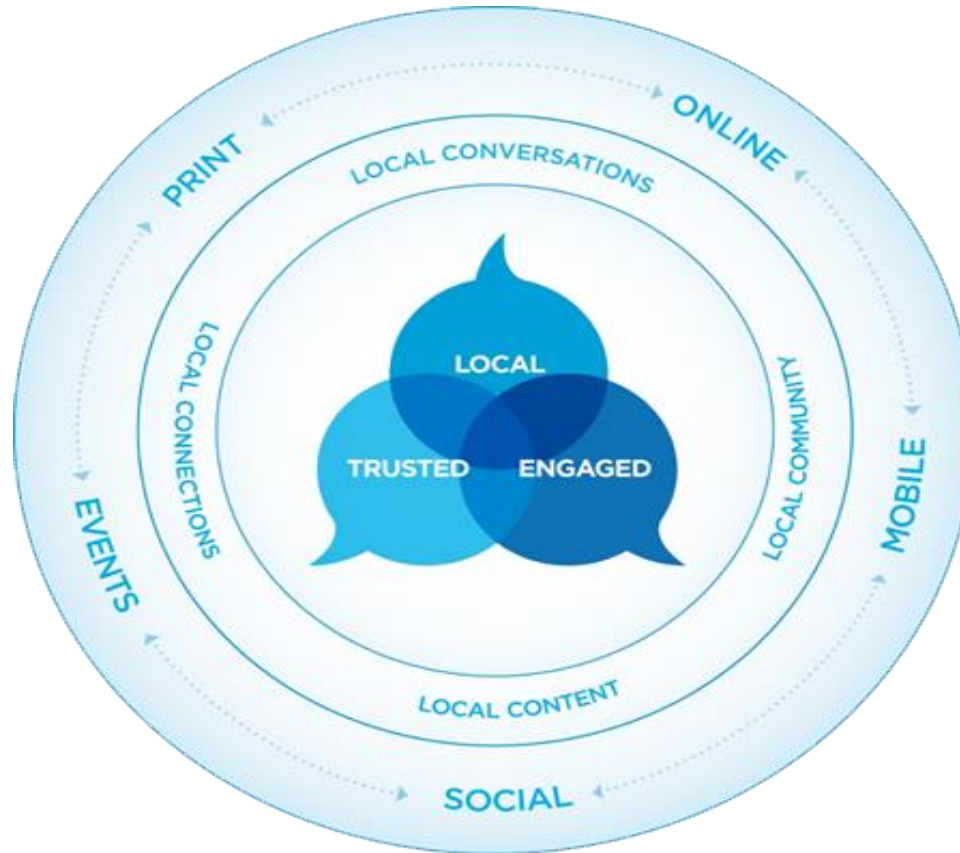


Australian Regional Media

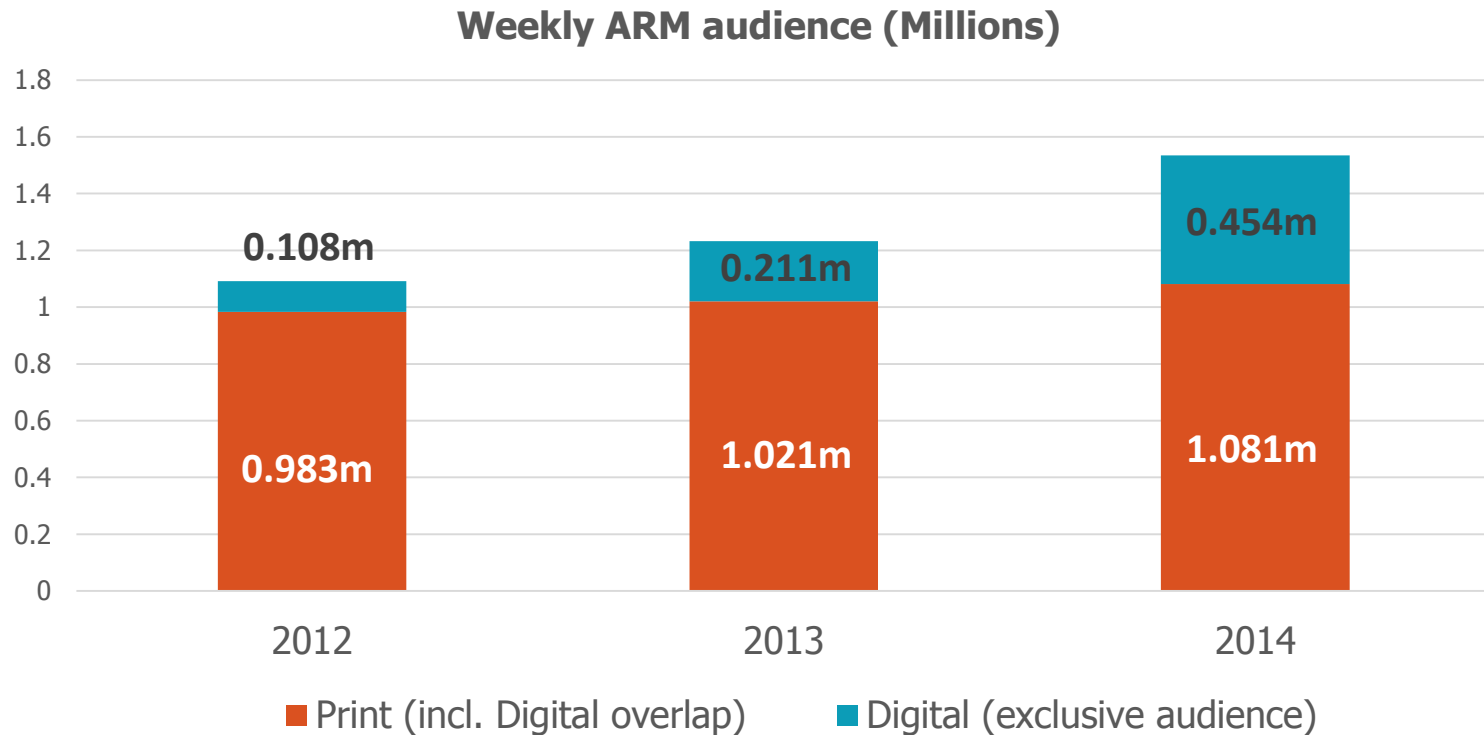
STATE OF REGIONAL QUEENSLAND



ARM POSITIONING



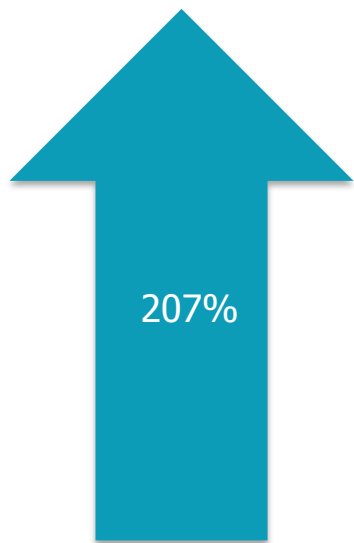
ARM AUDIENCE CONTINUES TO GROW



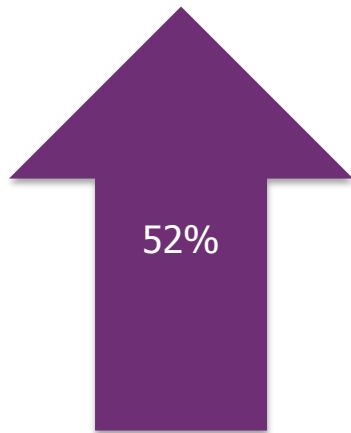
Source: APN ARM weekly aggregate audience figure, as developed with Nielsen November 2012. *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending October 2014

^ABC July to September 2014 #Nielsen Market Intelligence December 2014

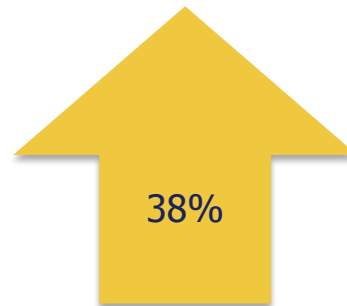
DIGITAL AUDIENCE GROWTH



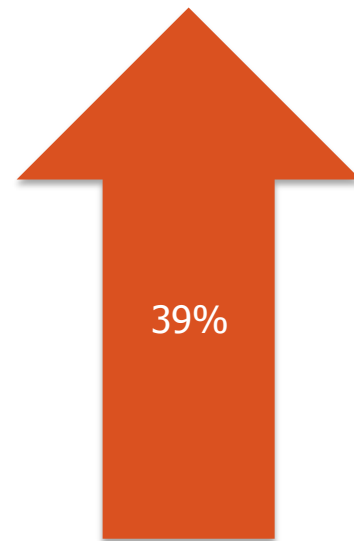
Mobile audiences



Social audiences

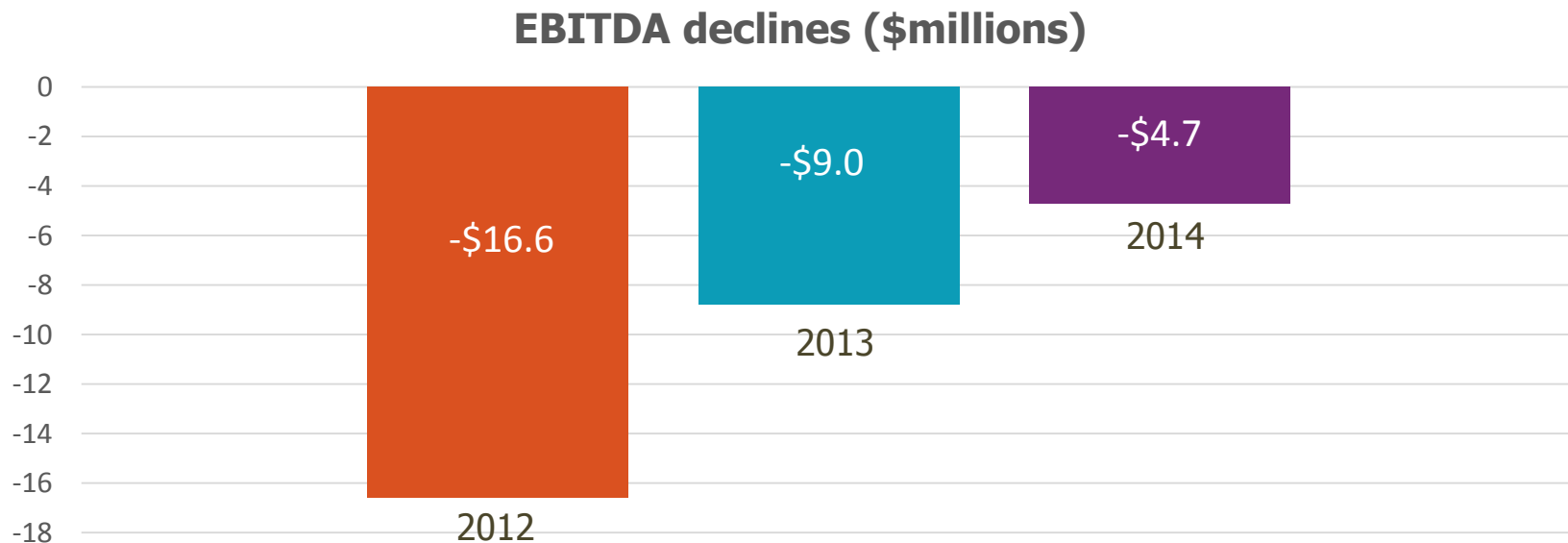


Online audiences



Digital revenue

ARM'S EBITDA DECLINES ARE MODERATING



CHANGING PUBLISHING MODEL - MONETISING CONTENT

Masthead brand	Digital subscription effect
	Circ revenue = Adv revenue
  	Circ revenue = Adv revenue
	Circ revenue > Adv revenue
	Digital represents 70% of total paying audience

DIGITAL SUBSCRIPTION SUCCESS AT A LOCAL LEVEL

The Washington Post

More than 50 local newspaper partners, including:



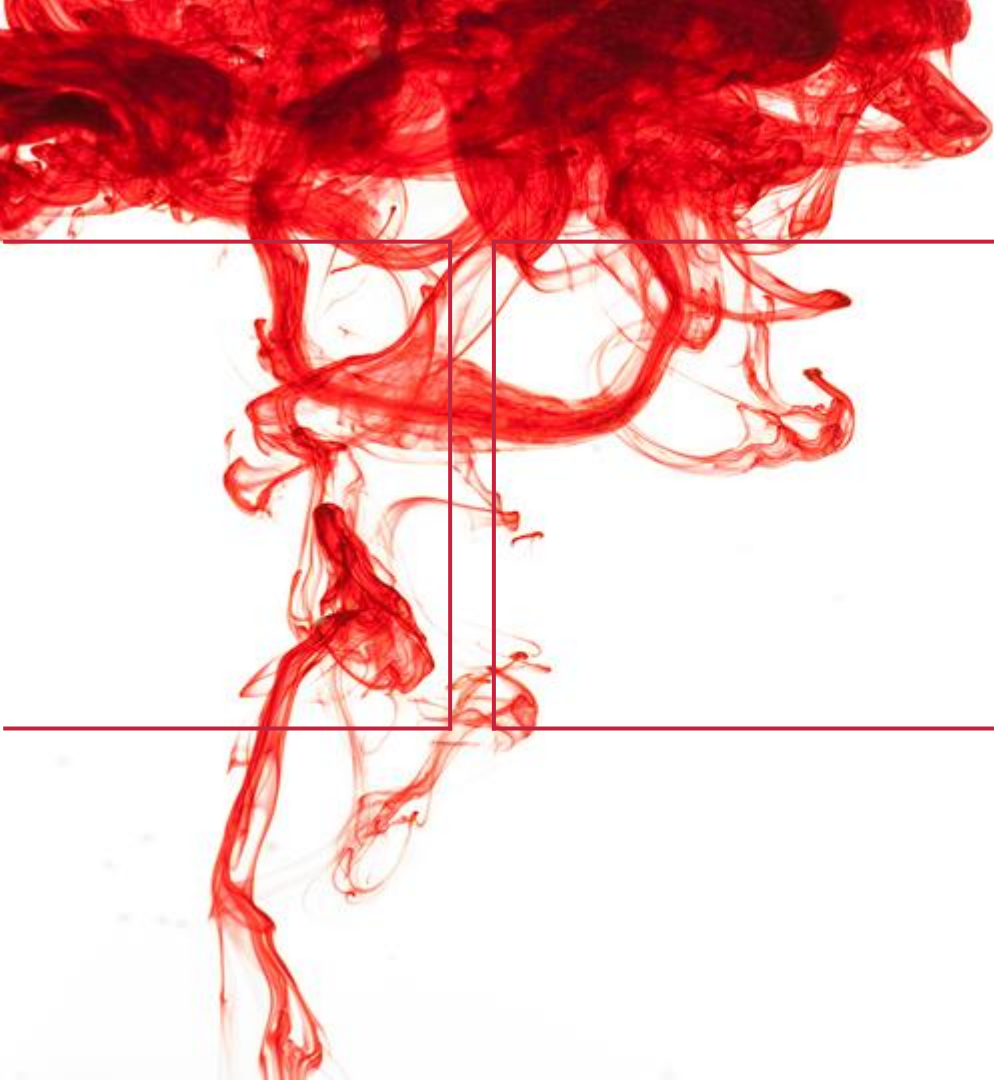
Pittsburgh Post-Gazette®



Star  Advertiser

MILWAUKEE · WISCONSIN
JOURNAL SENTINEL

THE BLADE

A large, vibrant red ink splash or smoke effect originates from the top left corner, cascading down and spreading across the left side of the frame. It features intricate, swirling patterns and varying shades of red, from deep crimson to bright, almost white highlights where the ink is most concentrated. Two thin, dark red horizontal lines intersect the splash, one near the top and one near the bottom, adding a structural element to the organic form.

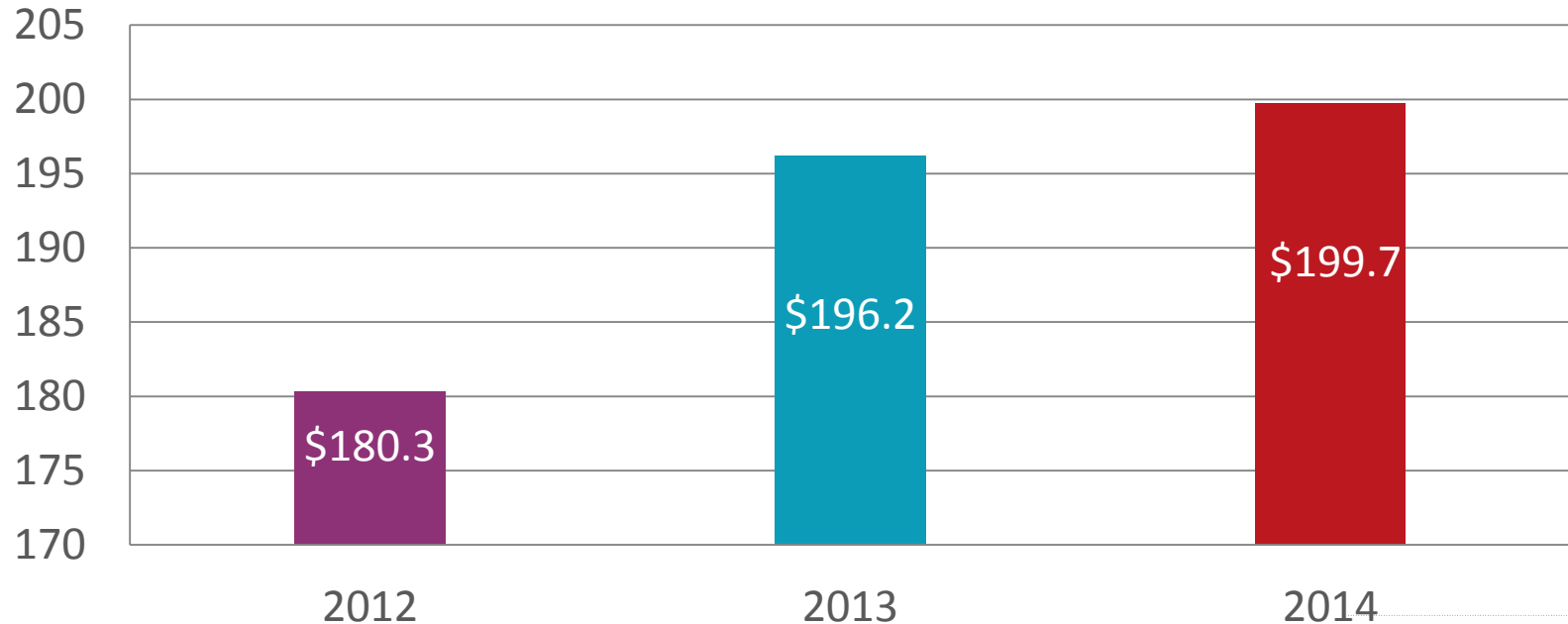
Outdoor

AUSTRALIAN OOH CONTINUES TO EXPERIENCE STRONG GROWTH



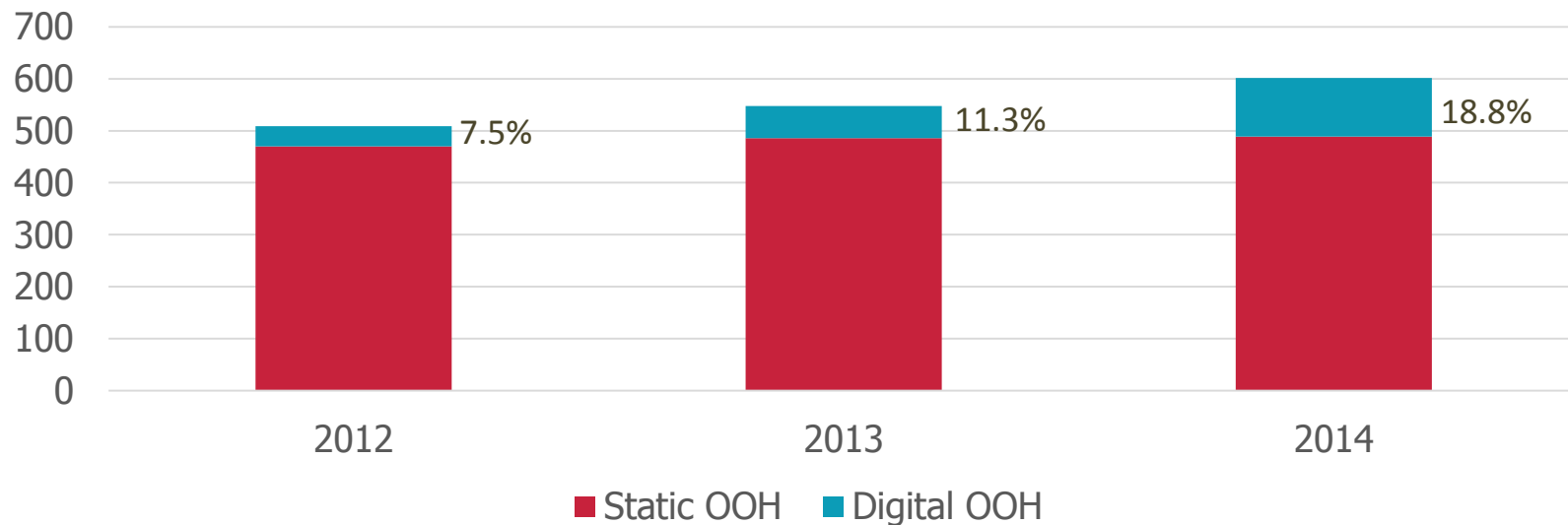
ROADSIDE OOH GROWTH

Roadside (other) revenue growth (\$millions)



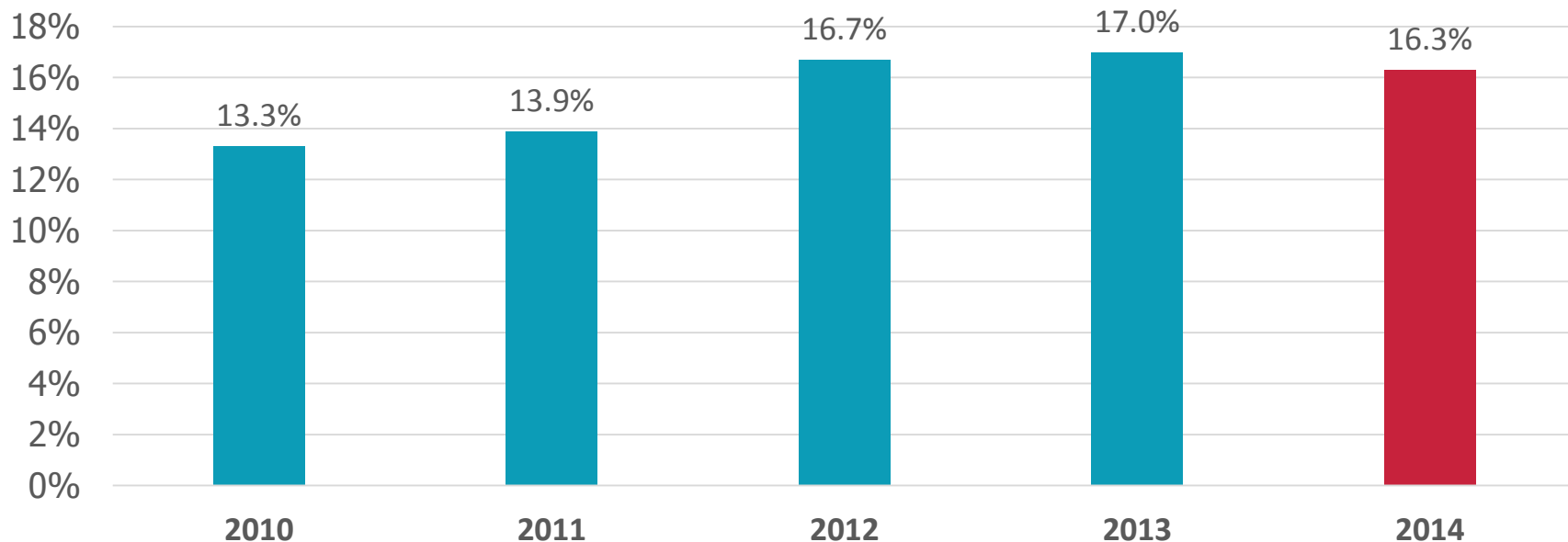
DIGITAL'S OOH GROWTH

DOOH revenue as a percentage of total OOH revenue



ADSHEL IS HOLDING SHARE IN COMPETITIVE MARKET

Adshel market share in Australia

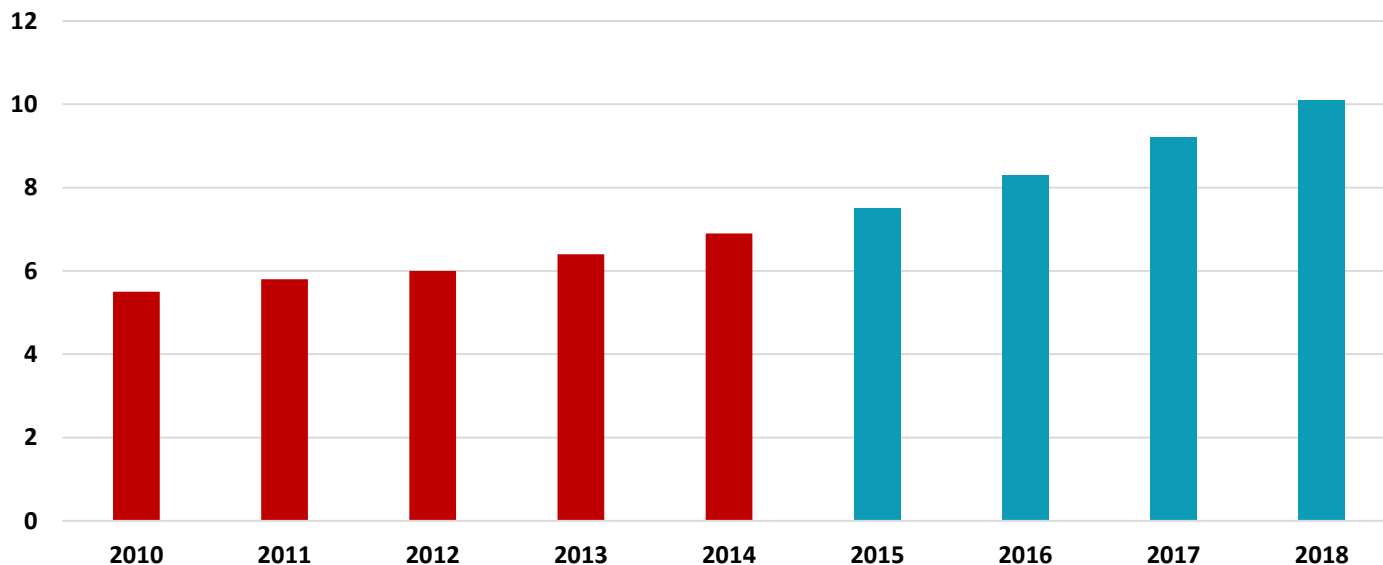


AUSTRALIAN OUTDOOR PUSHES THE BOUNDARIES



OOH IN ASIA CONTINUES TO GROW

Ad spend (US\$billions) **Total South East Asia, China and Hong Kong Market Growth**



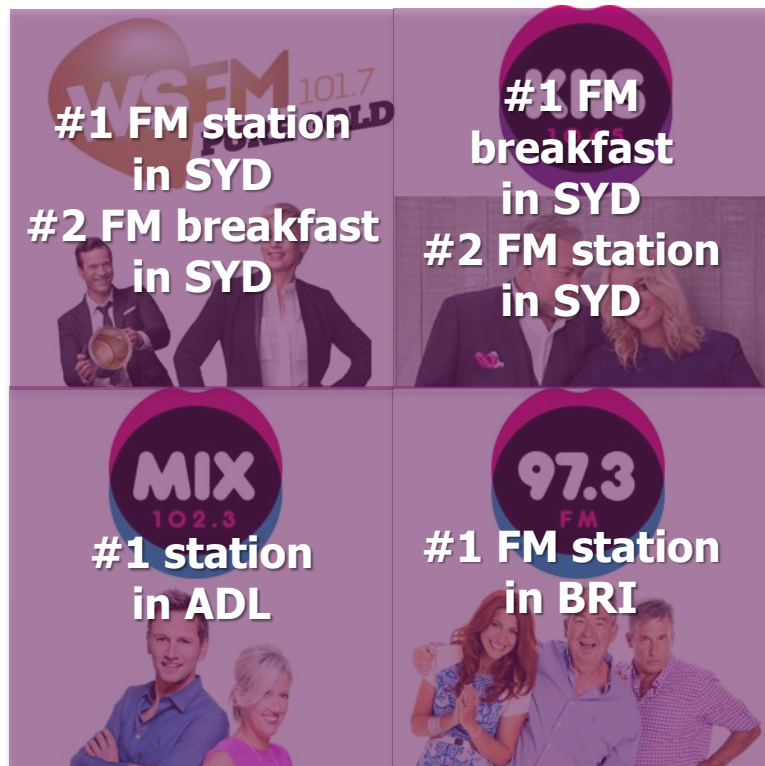
A large, vibrant purple ink splash or smoke plume rises from the bottom left corner, filling the left side of the frame with intricate, swirling patterns. It has a dense, billowing base that tapers into more delicate, wispy tendrils at the top.

Australian Radio Network

ARN – 2014 STANDOUT PERFORMER

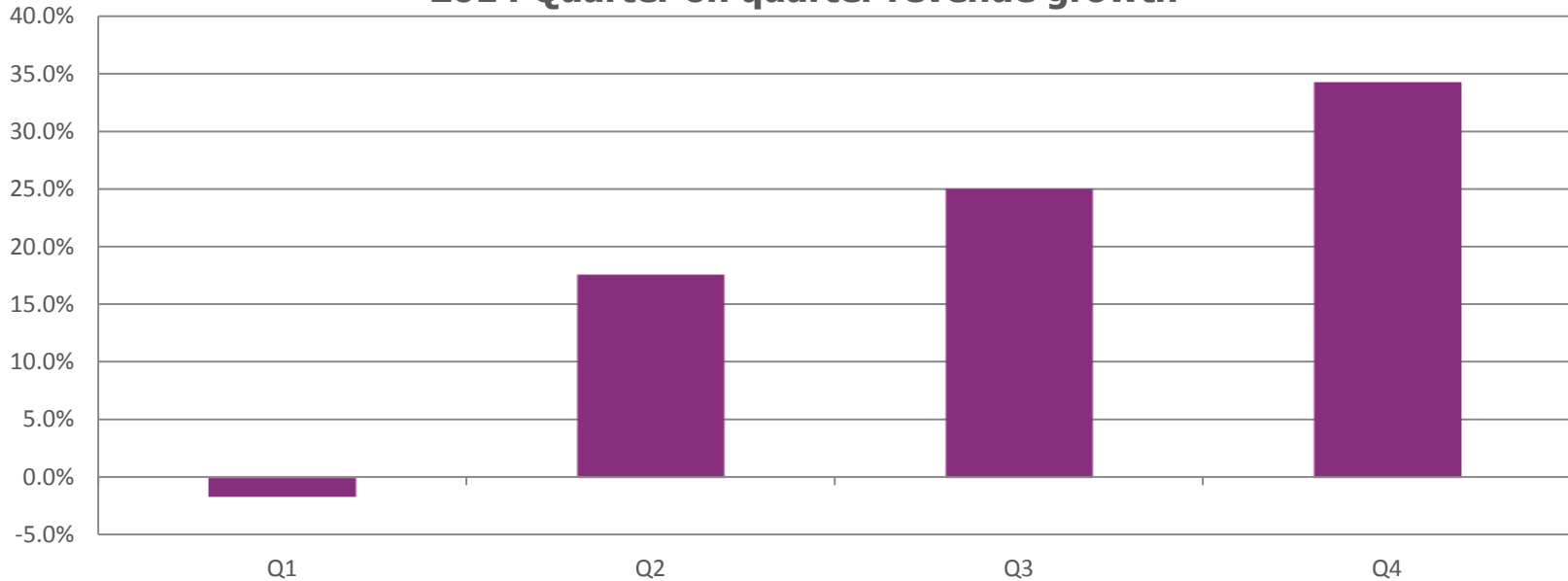


ARN – 2014 STANDOUT PERFORMER



STRONG GROWTH FOR RADIO IN 2014

2014 Quarter on quarter revenue growth



ARN – 2015 INITIATIVES

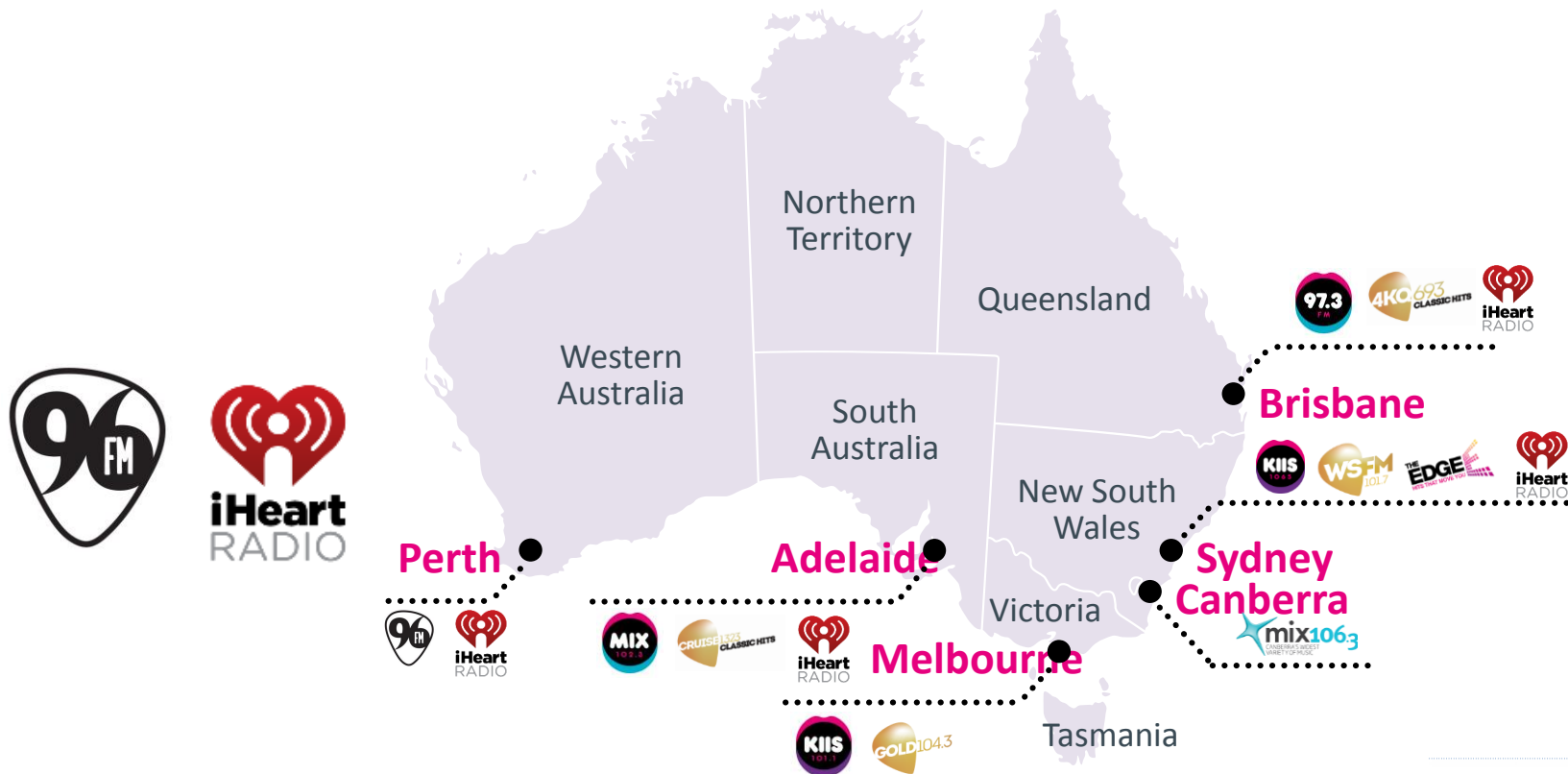


**Launched KIIS in MEL
Matt Tilley & Jane Hall for
breakfast**



**Launched national
Drive show with
Hughesy & Kate on
expanded KIIS
network**

ARN - THE BIGGEST AUDIENCE OF ANY METRO RADIO NETWORK



GROWTH OPPORTUNITIES FOR ARN



SYDNEY



GROWTH OPPORTUNITIES FOR ARN



MELBOURNE B'FAST

SYDNEY



GROWTH OPPORTUNITIES FOR ARN



NATIONAL DRIVE

MELBOURNE B'FAST

SYDNEY



GROWTH OPPORTUNITIES FOR ARN



PERTH

NATIONAL DRIVE

MELBOURNE B'FAST

SYDNEY



GROWTH OPPORTUNITIES FOR ARN



5-CAP NETWORK

PERTH

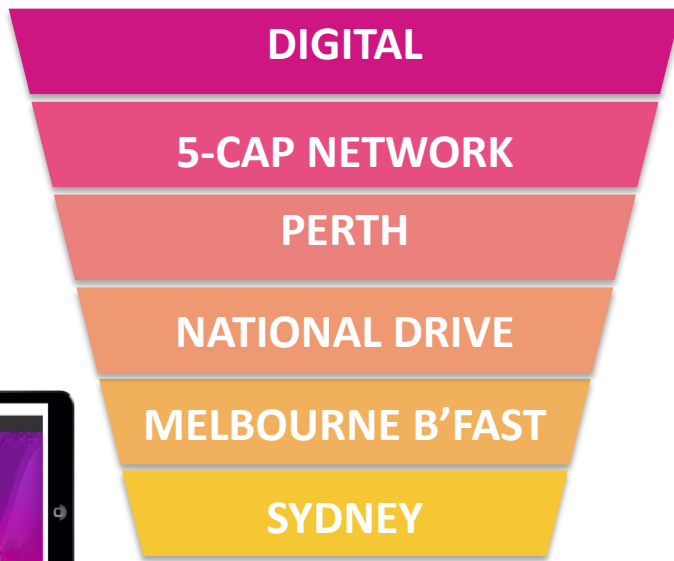
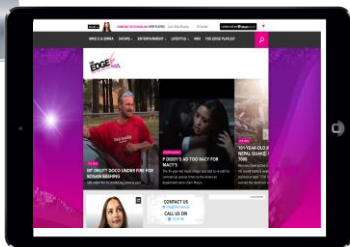
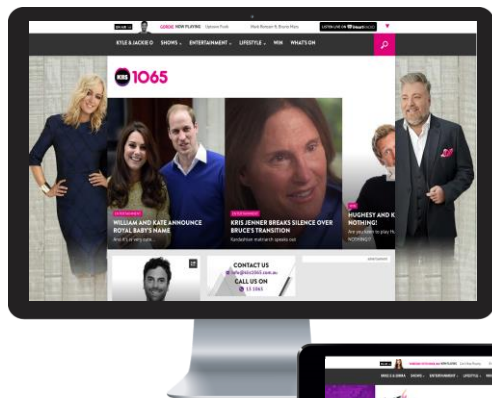
NATIONAL DRIVE

MELBOURNE B'FAST

SYDNEY



GROWTH OPPORTUNITIES FOR ARN



GROWTH OPPORTUNITIES FOR ARN



GROW iHEARTRADIO

DIGITAL

5-CAP NETWORK

PERTH

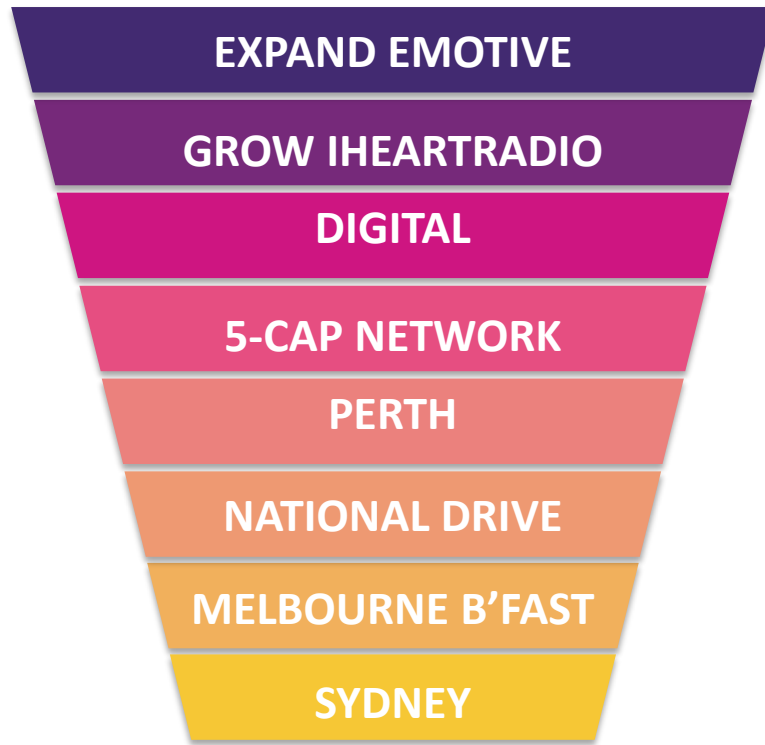
NATIONAL DRIVE

MELBOURNE B'FAST

SYDNEY



GROWTH OPPORTUNITIES FOR ARN



IHEARTRADIO – CONNECTING ADVERTISERS WITH AN ENGAGED AUDIENCE



1,196,000
mobile
downloads



809,000
registered
users

The background of the slide features abstract, organic green ink splashes and swirls on a white background. These splashes are concentrated in the upper half of the image, with some extending down towards the center. A thin green horizontal line runs across the middle of the slide, and a thin green vertical line is positioned on the right side, creating a grid-like structure. The text 'NZME.' is prominently displayed in the lower-left quadrant of the slide.

NZME.

NZME'S INTEGRATION PROCESS IS ON-TRACK

NZME. NEW ZEALAND
MEDIA AND
ENTERTAINMENT

Merging three businesses into one



The New Zealand Herald

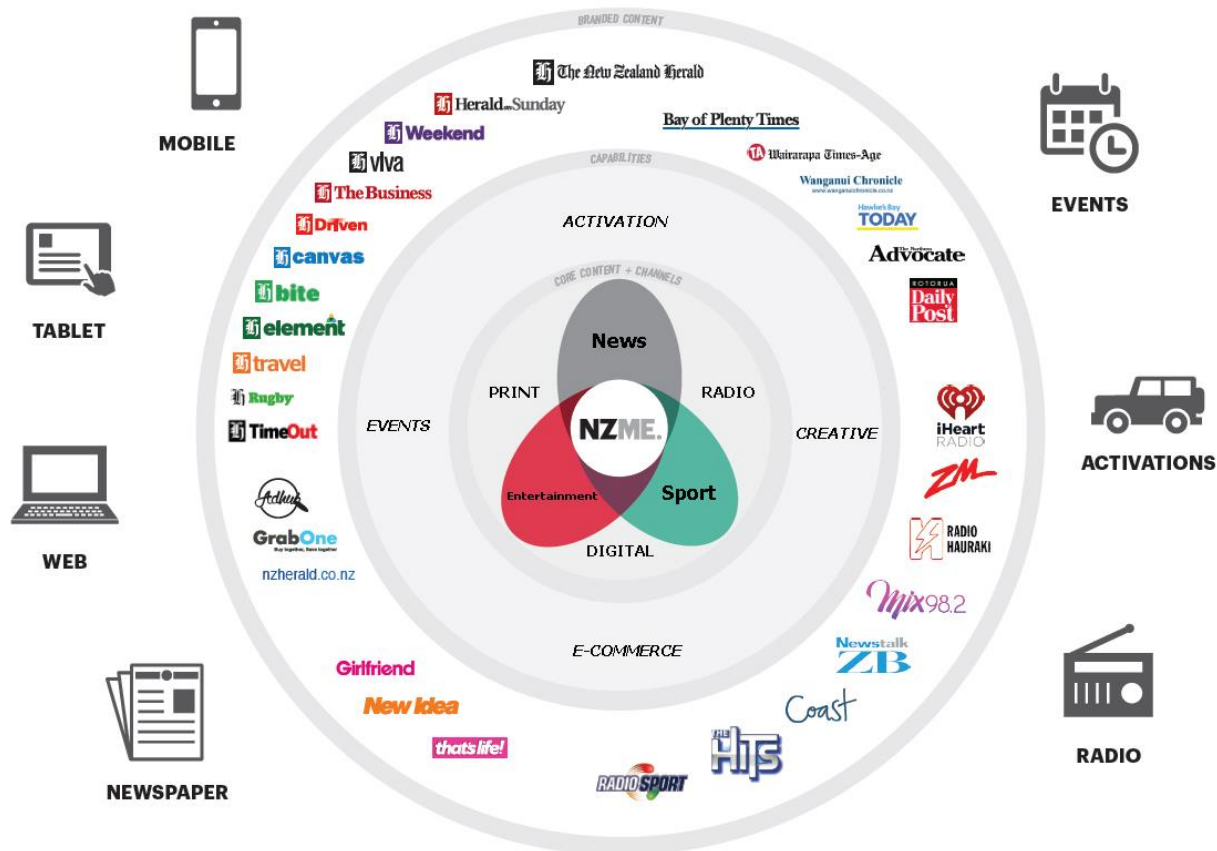
radionetwork®

GrabOne

NZME IS MERGING THREE BUSINESSES INTO ONE



NZME IS MERGING THREE BUSINESSES INTO ONE



NZME'S INTEGRATION PROCESS IS ON-TRACK

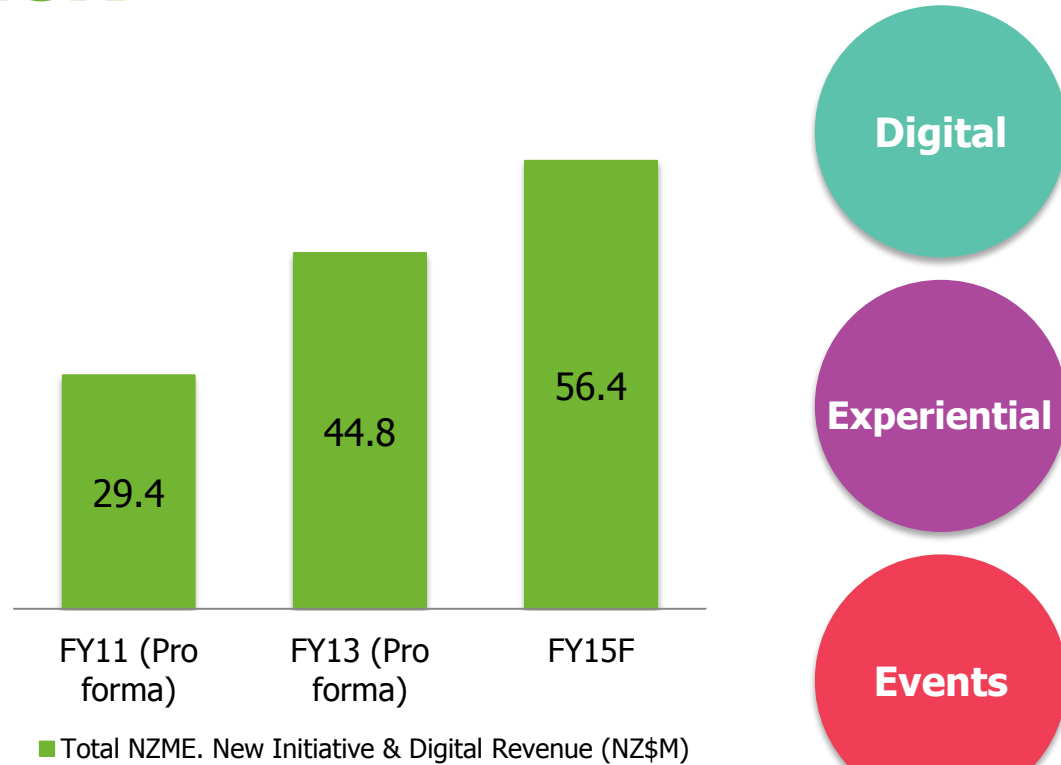


Merging three businesses into one

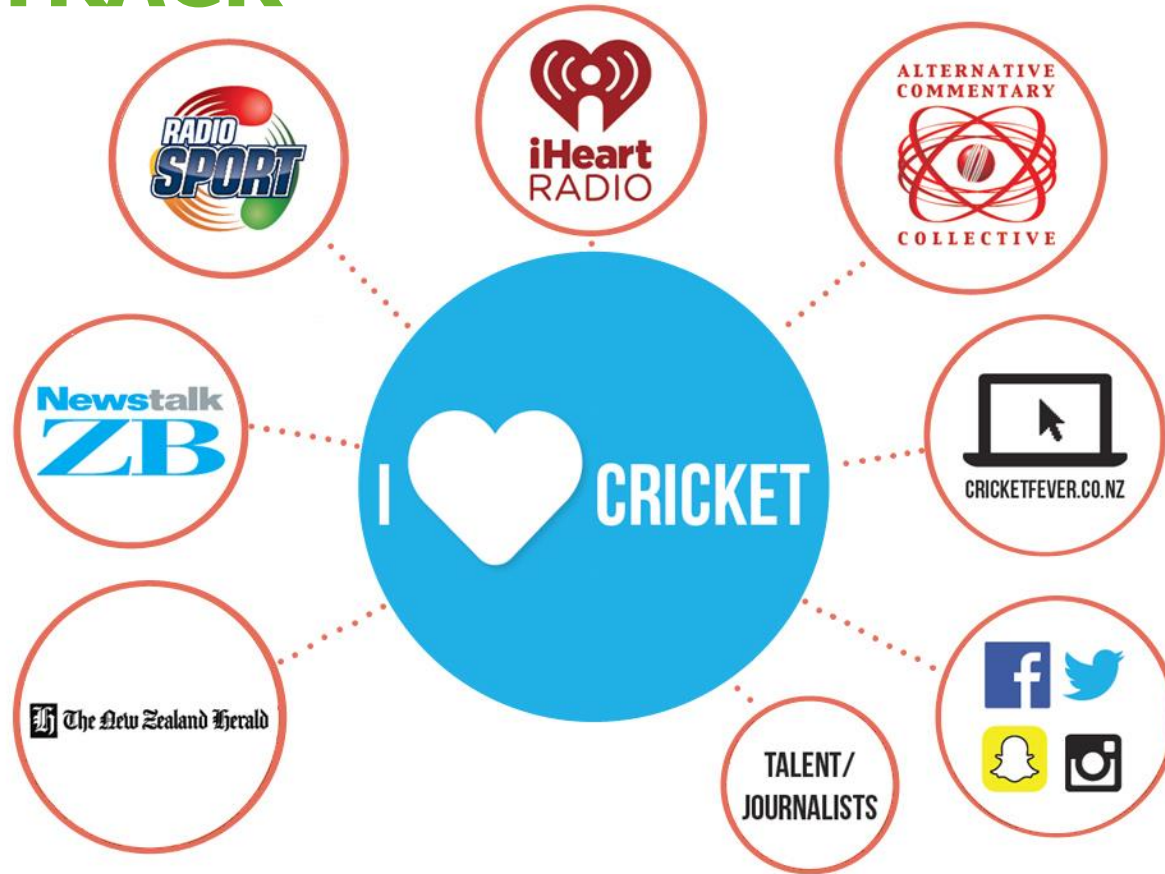


Actively investing in new revenue areas

NZME'S INTEGRATION PROCESS IS ON-TRACK



NZME'S INTEGRATION PROCESS IS ON-TRACK



NZME'S INTEGRATION PROCESS IS ON-TRACK



Merging three businesses into one



Actively investing in new revenue areas



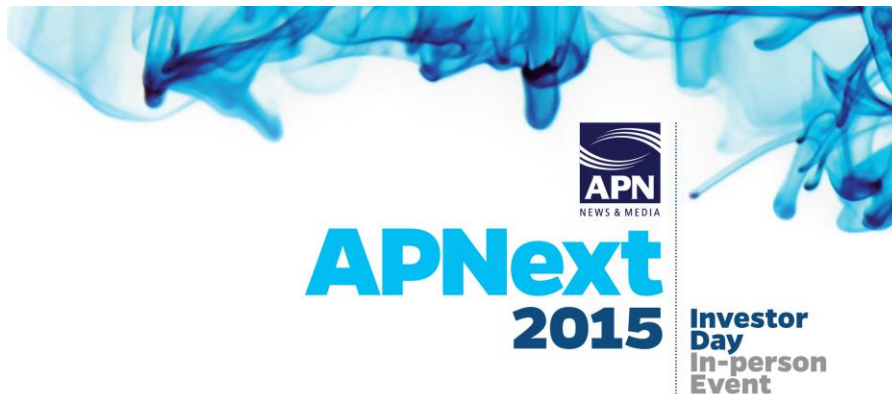
Focus on revenue growth and cost efficiencies

TRADING UPDATE

In terms of trading, the positive start to 2015 that we reported at the time of our 2014 full year results has continued.

- Group revenues year to date are six per cent ahead of prior year. This includes the additional revenues from the acquisition of Perth's 96FM that completed in late January.
 - Advertising market conditions have softened somewhat in April, and comparatives were improving this time last year. We remain focused on share growth in all our markets.
 - Costs have increased, primarily due to revenue growth in ARN, the acquisition of 96FM, and NZME's integration.
 - Group EBITDA is tracking ahead of last year.
 - NPAT is therefore consistent with prior year, with interest savings from last year's refinancing being offset by increased depreciation and amortisation following 2014 investments, and a higher effective tax rate.
-

APNEX – INVESTOR DAY



APN News & Media CEO Michael Miller is pleased to invite you to the Company's 2015 Investor Day.

Join us as we provide insight into APN's strategies covering topics such as:

- How integrated advertising gets results
- The changing business model of publishing
- Growth opportunities from business integration
- Out of home's transition into a broadcast medium
- Building upon the success in Australian radio
- Effective content marketing
- Commercialising digital radio

Hear from some of APN's senior divisional executives including:

- Australian Radio Network CEO Ciaran Davis
- NZME CEO Jane Hastings
- Australian Regional Media CEO Neil Monaghan
- Adshel CEO Rob Atkinson
- Emotive CEO Simon Joyce

There will also be a special appearance by KIIS Drive presenter and comedian Dave Hughes who will be providing lunchtime entertainment.

To express your interest in attending, please contact events@apn.com.au

An abstract, artistic splash of blue ink or paint, transitioning from light blue at the top to a darker blue at the bottom, occupies the left side of the frame. It is contained within a thin blue rectangular border.

Thank you