

MARKET ANNOUNCEMENT

30 April 2019

NZME Launches Premium Digital Subscriptions

AUCKLAND, 30 April 2019: NZME Limited (NZX: NZM, ASX: NZM) ("**NZME**") is pleased to announce the launch of its Premium digital subscriptions on nzherald.co.nz.

NZME CEO Michael Boggs says: "The Premium digital subscription launch is in line with the company's strategic priorities for 2019 and will support the company's objective of growing its digital revenue streams.

We have made a strategic commitment to lead the future of news and journalism in New Zealand and the launch of NZ Herald Premium digital subscriptions is a key milestone in achieving our strategic priorities."

NZ Herald Premium gives subscribers access to New Zealand's finest journalism and commentary including exclusive, in-depth and agenda-setting articles, investigative reports, columns, and analysis across business, politics, news, sport, lifestyle and entertainment.

NZ Herald Premium digital subscribers will gain access to indepth reporting and analysis by NZME's journalists plus some of the best international journalism from The Times (UK), The New York Times, The Financial Times and Harvard Business Review which will complement content from our existing content partnerships with Washington Post, The Telegraph (UK), and the South China Morning Post.

With an existing audience of 1.7 million¹ and more than 520,000 registered users, nzherald.co.nz is New Zealand's go-to for breaking news. The majority of content on the website, including breaking news and international and national news of the day, will remain free to access for all readers.

New Zealand Herald, Northern Advocate, Bay of Plenty Times, Rotorua Daily Post, Hawke's Bay Today and Whanganui Chronicle newspaper print subscribers with five-, six- or seven-day subscriptions have automatic access to NZ Herald Premium.

NZ Herald Premium Editor Miriyana Alexander said: "NZ Herald Premium will house our investigative journalism and critical analysis of New Zealand's political, business and economic landscapes. We are incredibly proud of the quality journalism that comes out of our newsrooms up and down the country."

NZME managing editor Shayne Currie said: "Today is a watershed moment for the NZ Herald, NZME and the wider media industry in New Zealand – it's a bold, exciting move in an ever-changing landscape."

nzherald.co.nz was named best news website at the 2018 Voyager Media Awards and the NZ Herald was awarded daily news brand of the year in Australia, New Zealand, the Pacific and southeast Asia at the News Media Awards 2018.

¹ Nielsen Online Ratings, February 2019

NZ Herald Premium subscriptions cost \$5 per week or \$199 per annum, with various print and digital bundles available. NZME is also pleased to be launching with a special offer of \$2.50 a week for the first eight weeks of a subscription. As outlined in NZME's 2018 results announcement, the company will invest in marketing support for Premium digital subscriptions over the coming year, and expects digital subscriptions to be EBITDA positive in Year 2.

"This launch is the culmination of a significant amount of preparation and development and is testament to the hard work of the incredible team at NZME including the project team across editorial, technology and marketing," Boggs said.

Further information on NZ Herald Premium can be found at nzherald.co.nz/subscribe.

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About NZME

NZME is a leading New Zealand media and entertainment business that reaches more than 3.3 million kiwis². Whether reading, listening, or watching, our audience gets the content they want – where and when they want it. NZME offers advertisers a unique opportunity to access its growing audience via a fully integrated multi-platform presence. NZME is listed on the NZX Main Board (code NZM) with a foreign exempt listing on the ASX (code NZM).

www.nzme.co.nz

² Nielsen CMI, January 2019 fused database: Q1 2018 – Q4 2018 (population 10 years +). Based on unduplicated weekly reach of NZME newspapers, radio stations, and monthly domestic unique audience of NZME's digital channels.