



NOTIFICATION OF PRICE CHANGES

For immediate release, 28 February 2018

On 27 February 2018 the Board of Directors approved a change to the pricing and packaging of SKY's services.

Currently all customers buy a Basic package for \$49.91 per month and then add options of Sport, Movies and other premium channels. From 1 March 2018 SKY Basic will be replaced with two new packages called SKY Starter (which is the new minimum package and carries a smaller number of channels at a cost of \$24.91 per month) and SKY Entertainment (featuring UKTV, Discovery, Crime + Investigation and many other popular channels at a cost of \$25.00 per month).

Together SKY Starter and SKY Entertainment are the same cost and channel line-up as the existing Basic package, so current SKY subscribers will have no change to the cost of their current package.

The new line-up is available to new customers from 1 March 2018, and existing customers can change their packages from the same date if they wish. However, customers who continue to buy both SKY Starter and SKY Entertainment as well as either SKY Sport or Movies will receive the premium drama channel SoHo for no extra cost. SoHo currently costs \$9.99 per month.

The Board and management believe this new pricing structure will assist in attracting new customers by offering a cheaper entry point for customers who do not want the full SKY package.

Ends.

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