

MARKET ANNOUNCEMENT

## AGM Presentation & Trading Update

**SYDNEY, 8 May 2025** – ARN Media Limited [ASX: A1N] provides the attached copy of the AGM Presentation & Trading Update to be provided at the Company's 2025 AGM, to be held today from 9am (AEST).

Also being provided in a separate release are the Chairman and CEO's presentations.

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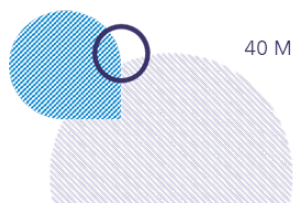
This announcement has been authorised for release by the Board of ARN Media Limited.

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# Annual General Meeting

8 May 2025

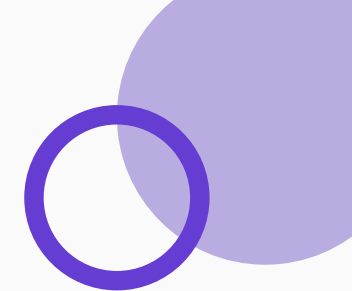
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# Chairman's Address

# Focused on long term value creation



## Financial resilience

- Net assets \$291.4m.
- Robust balance sheet; net debt \$82.2m.
- Undrawn debt facilities \$64.2m.
- Total dividend of 2.3cps.

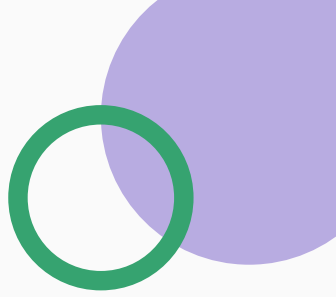
## Building Australia's most profitable audio entertainment company

- Radio remains the core pillar.
- Investing in the best talent and content.
- Growing audiences to grow commercial opportunities.
- Distributing content more widely than ever.
- Expanding 'Total Audio' proposition.
- iHeartRadio – low-capital, high-impact gateway to global tech and innovation.

## Transforming for the future

- Reshaping operations and reinvesting in areas that generate long term value.
- Business transformation programme: \$40m over 3 years.
- c20% of cost base.
- Investment in strategic growth areas:
  - Content creation.
  - Audience Growth.
  - Monetisation.

# Focused on long term value creation



## **Cody strategic review underway**

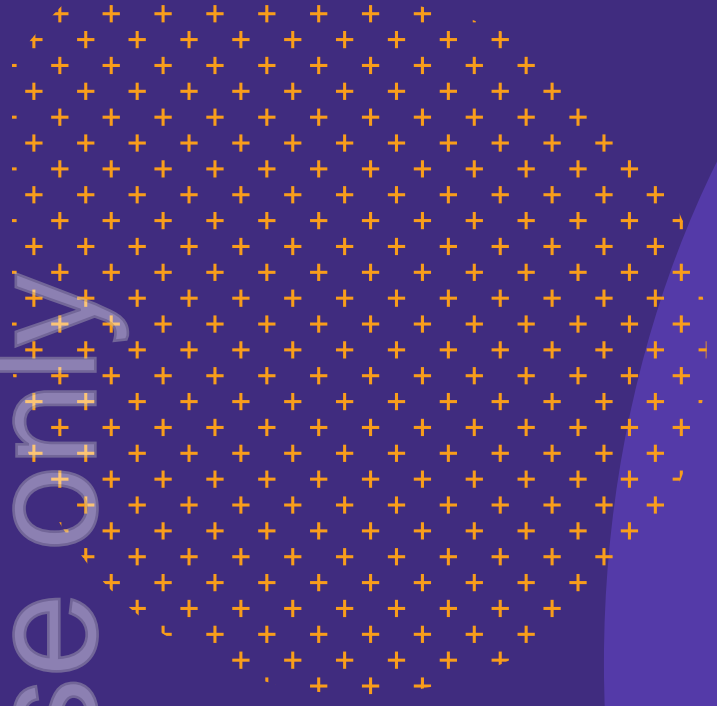
- 25 years experience managing profitable out-of-home contracts.
- 2 key contract wins strengthens Cody position.
- Investment and start up phase complete.
- Strategic review exploring options.

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## **Media consolidation in Australia**

- Global platforms reshaping Australian advertising market.
  - Australian Media – fragmented, governed by out-dated media law and ownership rules.
  - Scale and efficiency critical for growth.
  - Structural reform and industry consolidation necessary to build stronger, more sustainable domestic media sector.
  - ARN Board continue to evaluate strategic opportunities.
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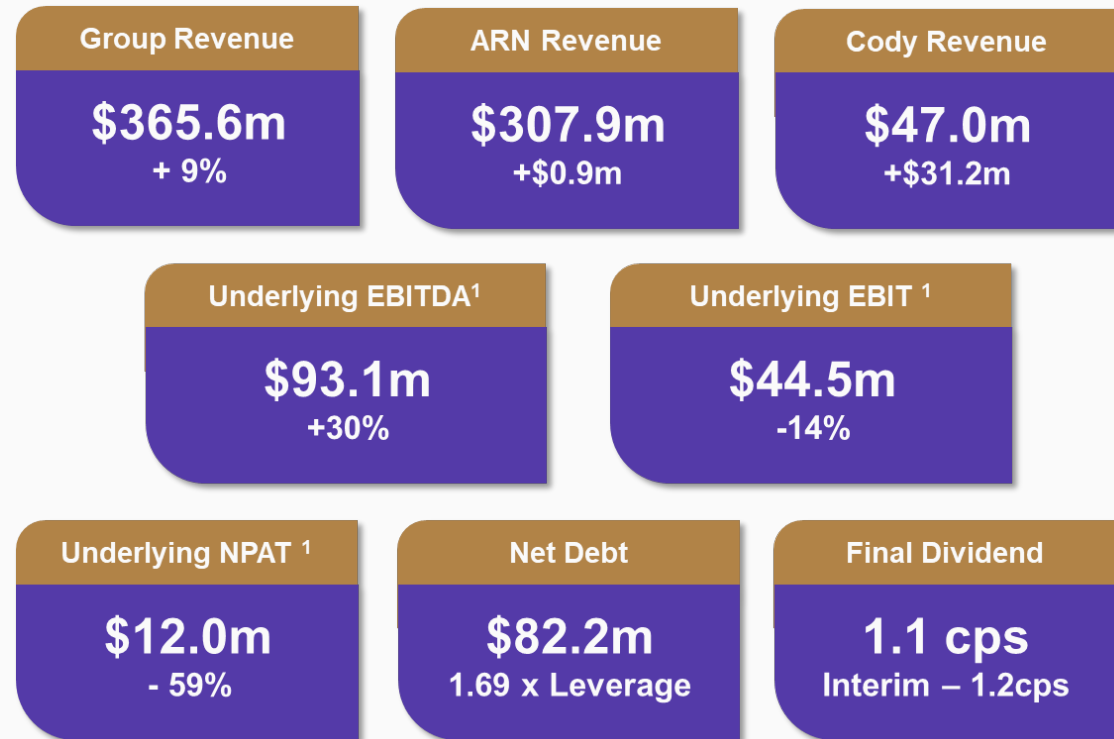
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**CEO Address**

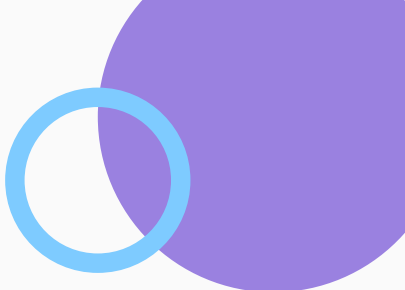
# Financial Highlights

- Revenue growth of 9% driven by new Cody HK Tramways and KMB Bus contracts
- Stable ARN result with digital growth of 28% as we continue our digitisation journey
- In a high inflationary year, Group Costs were controlled to \$279.8m
- EBITDA was up \$21.5m to \$93.1m compared to the previous period
- Group depreciation was up \$29.0m due to the impact of new contracts for Cody & North Sydney leases
- Resulting in an EBIT of \$44.5m.



<sup>1</sup> Before significant items, NPAT attributable to ARN Media shareholders

# Kyle & Jackie O - Australia's most listened to show



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- #1 x 50 consecutive surveys in Sydney<sup>1</sup>
- 1.7m listeners (+12%)<sup>2</sup>
- #1 radio catch up podcast (15.8m downloads)<sup>3</sup>
- 2m+ social audience<sup>4</sup>
- #1 streamed live radio show (+42%)<sup>5</sup>
- Double weekly audience of top FTA tv shows<sup>6</sup>
- Incremental 2025 ratings progress
- Activating large, client friendly activation and partnerships.

KIIS Melbourne		
Breakfast	Survey 8 2024	5.7%
	Survey 1 2025	5.8%
	Survey 2 2025	7.2%

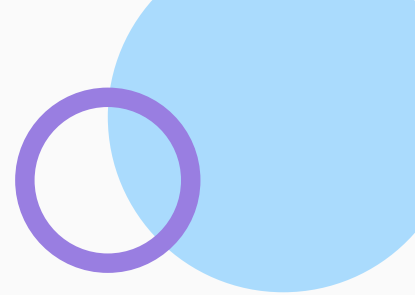
KIIS Melbourne		
Station	Survey 8 2024	6.1%
	Survey 1 2025	6.5%
	Survey 2 2025	7.4%



Source:  
 1. GFK, S6-2018 to S2-2025, Syd, 0530-0900 Mon-Fri, Share, P10+  
 2. Metro KIIS 1065 and KIIS 101.1 Breakfast & National HOP: GFK Radio Ratings, S2 2025, SMBAP | Regional National HOP: XTRA Insights, Most recent as of 1 May 2025  
 3. Triton Australia Podcast Ranker, March 2025, downloads  
 4. TikTok, Instagram, Facebook, X, as of April 30 2025  
 5. GFK, S2-2025, Syd, 0530-0900 Mon-Fri, Cume, P10+  
 6. ETAM average reach – February 2024 (total people) / Mon-Fri 0530-0900

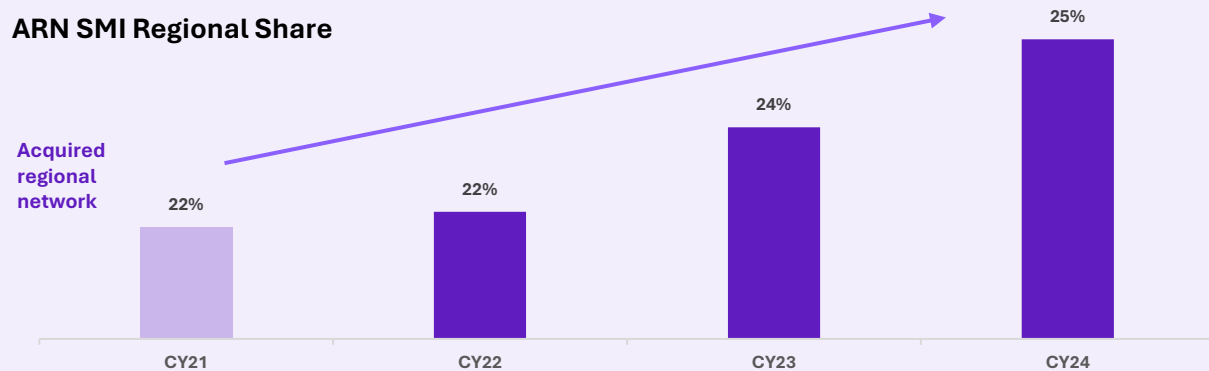
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# Strong performance in robust Regional market.



- Live & Local content strategy leveraging 'Leaders in Local' position
- #1 in 10 of the 12 markets surveyed in 2024\*
- Total Regional revenue \$104.9m
- ARN's national regional share 25% (+6%); +13% since ARN acquired regional network
- Centralisation of shared services driving operational efficiency; Building on already strong profitability
- Importance of regional markets to continue to grow as migration increases
- Advertising investment in Regional media continues to grow; Share of non-digital media advertising is 17.8% - highest share on record.

ARN SMI Regional Share

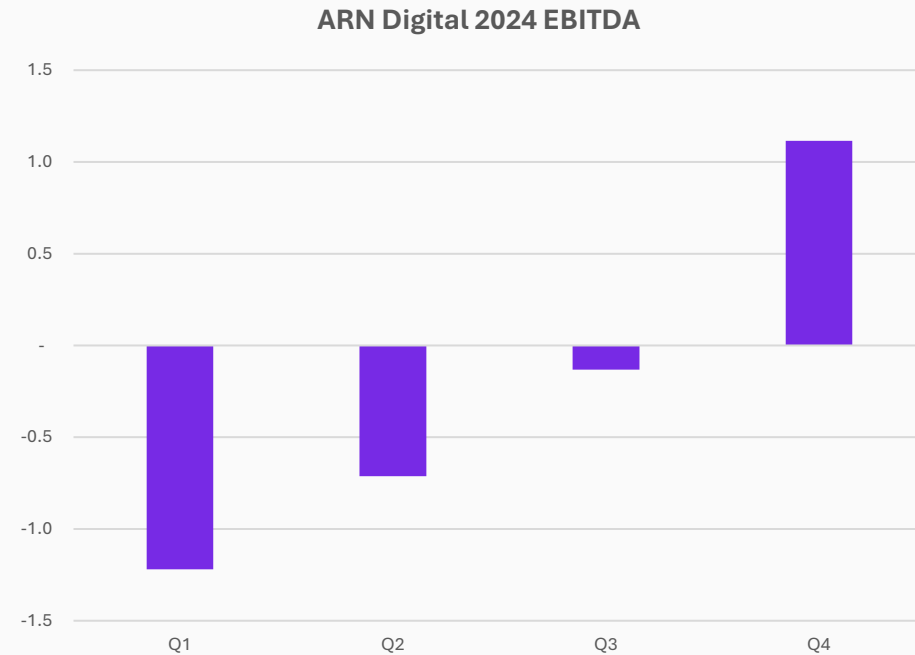


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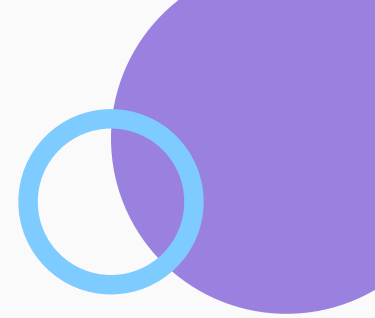
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# Digital Audio continues strong growth trajectory.

- Digital audio revenue \$25.3m (+28%); Exceptionally strong growth in podcasting revenue
- Delivered cashflow and EBITDA profitability for H2
- Confident this trend will continue in 2025
  - Diversification of formats attracting new advertisers
  - 3m (+10%) iHeart downloads
  - 4.9m addressable audience
  - Low capex model
  - World class ad tech development pipeline and enhancements in sync with iHeartMedia
  - Proficient sales teams and new commercial team and structures with strong digital backgrounds.

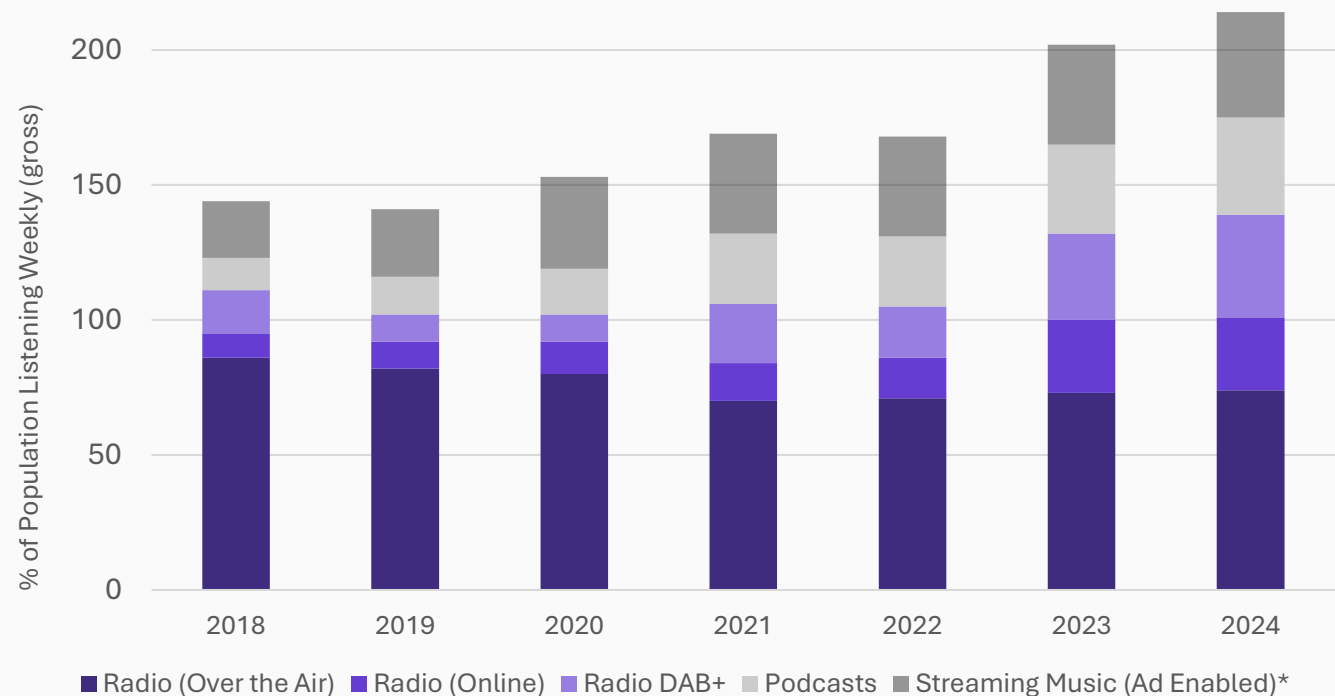


# The growing audio sector continues to present a compelling opportunity for ARN investors



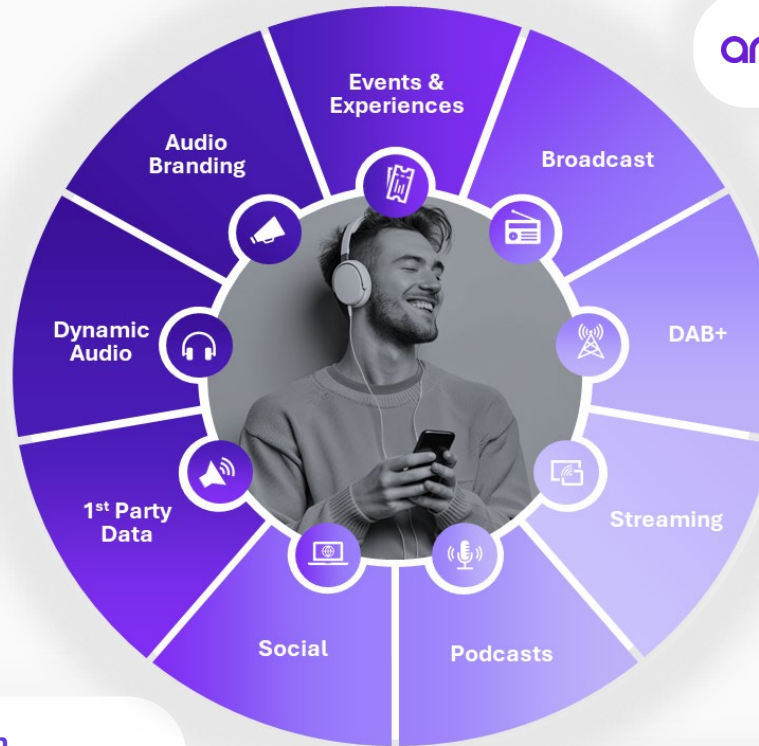
- 94% of Australians listen to audio weekly; average time spent is 11 hours
- Broadcast radio still reaches over 80% of the population
- Digital growth is accelerating
- iHeart is the #1 podcast publisher; 7m monthly downloads
- Digital formats are additive, expanding total audio engagement
- Unlocking new revenue opportunities

Weekly Listening x Format



# ARN's Audiosphere delivers 10m audio audience for advertisers.

- Total value of Audio market is \$1.16bn (+1.4%)
  - Metro \$666.2m (-1%)
  - Regional \$409.0m (+0.6%)
  - Digital \$88.9m (+29.9%)
- Total Audio Audiosphere leverages -
  - The trusted reach and influence of broadcast radio
  - Adding the flexibility and intimacy of podcasts
  - Layering in live streaming and digital listening
  - Backed by data-driven targeting and attribution to provide brands with measurable results across platforms.



**arn** 7.5 million  
AM/FM Weekly Reach

**arn** 1 million  
DAB+ Weekly Reach

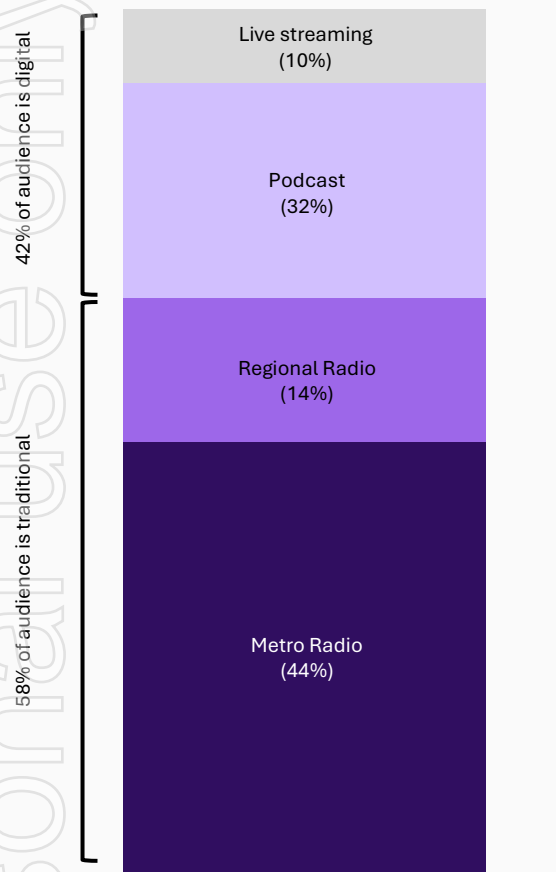
**iHeart** 1.6 million  
Streaming Monthly Reach

**arn** 1.2 million  
Website Monthly Reach

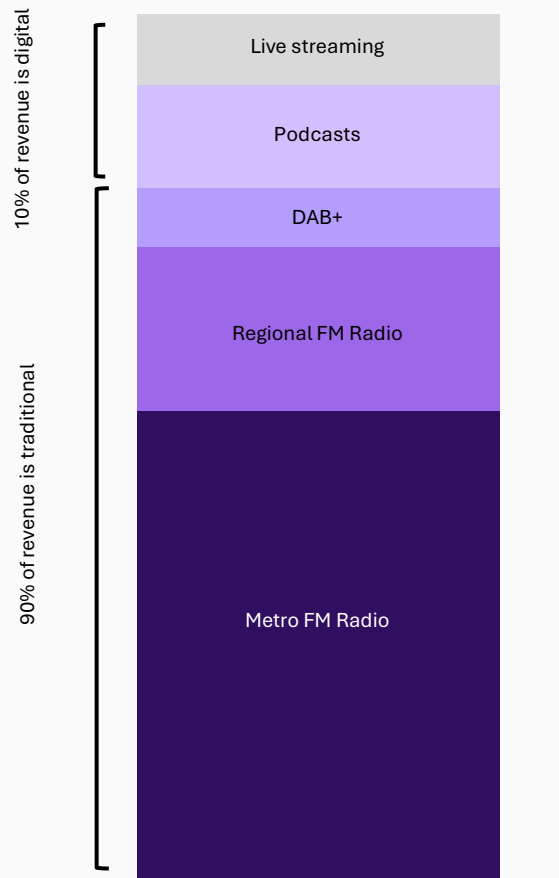
**arn** 1.3 billion  
Social Footprint (Impressions)

**iHeart** 6.9 million  
iHR Podcast Network Monthly Reach  
#1 on Australian Podcast Ranker

# Growth opportunity to improve the monetisation of digital audience.



Audience profile

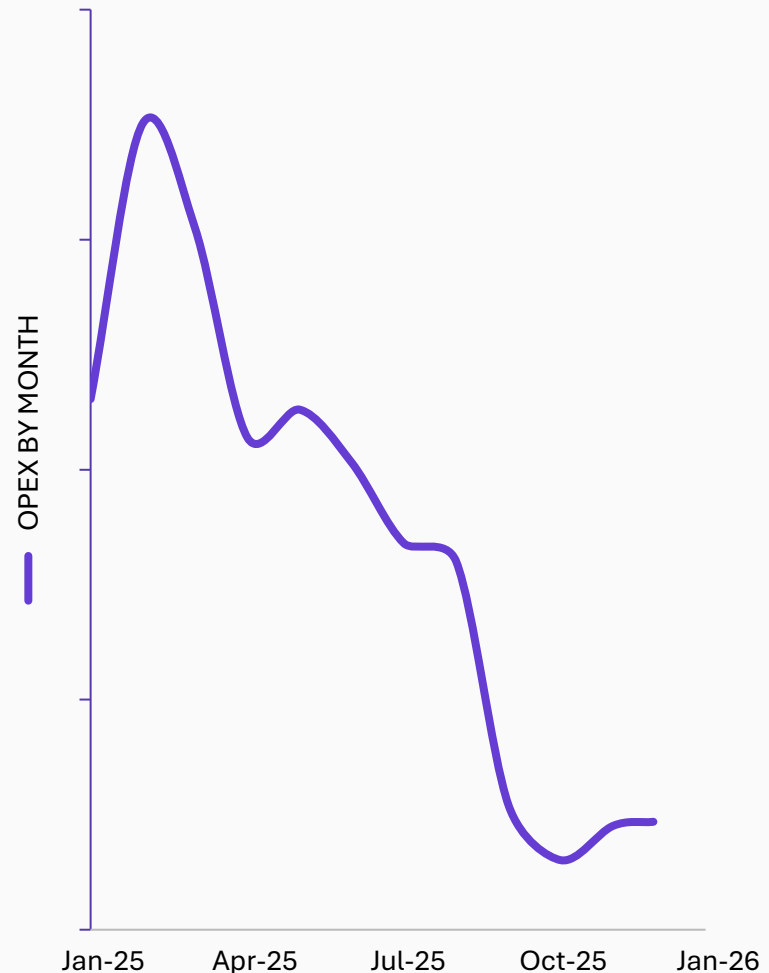


Current revenue profile

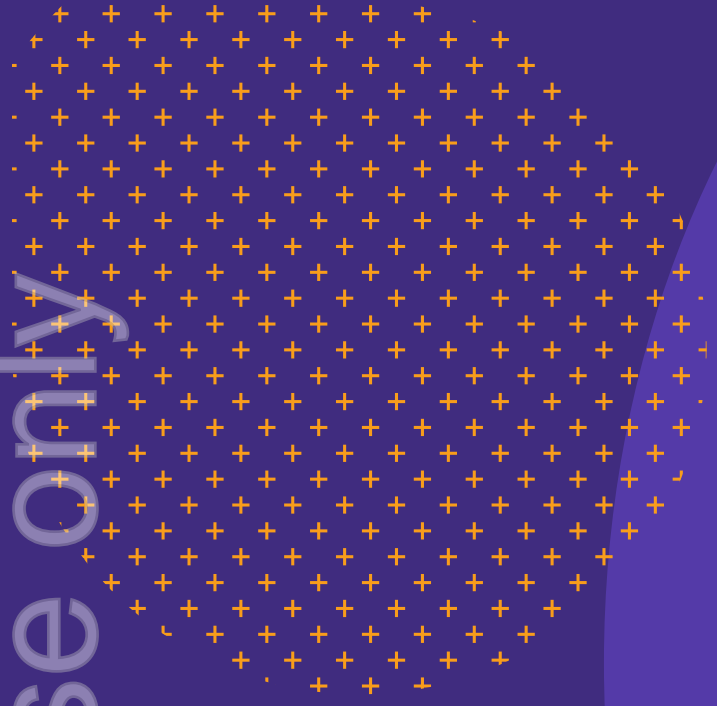
- 42% of the ARN audience is delivered on digital platforms
- Only 10% of revenue is digital
- Commercialise digital inventory at higher CPMs
- Increasing ARN 1<sup>st</sup> party data asset will fuel further revenue growth
- A 10-30% CPM premium is able to be charged for targeted advertising using 1<sup>st</sup> party data
- Meaningful contributor to ARN's future revenue growth and margin expansion
- New commercial team and structure to drive growth in H225.

# Transformation Programme to deliver \$40m cash cost out and drive commercial growth opportunities.

- Comprehensive review of business operations completed across all expense lines
- Transformation underscores commitment to drive shareholder value and focuses on 3 areas –
  - Digitising and simplified operating model
  - Investing to grow audiences and engagement
  - Delivering Total Audio commercial solutions
- Global partner to take on delivery of operational functions across finance, technology and media services
  - Introduce smarter tools and processes to allow for scaling up with greater efficiency
  - We delivered ~\$6m in FY24, \$22m in FY25 with the balance in FY26; ~25% of the workforce impacted by these changes
  - In 2025 we remain committed to delivering flat people and operating costs of \$193m
  - Overall FY25 costs to be skewed to the H1 due to the front-ending of certain operating costs with savings realised in H2
  - In 2026 and onwards there will be further delivery of savings to improve ARN's P&L shape.

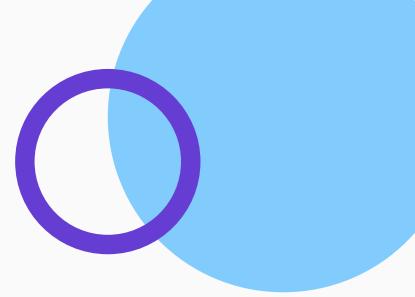


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# Trading Update

# Trading Update



## ARN

- Total April YTD revenue finished ~2% behind the prior comparative period with digital audio revenues continuing to experience strong growth.
- YTD ratings improvements in FY25 and the ongoing transition to a new commercial team is expected to deliver radio revenue share improvement in H2.
- In respect of gross margins, we have seen a modest improvement for the period to date, driven by product mix and pricing.
- Significant progress in relation to our cost out program has been made as we target \$40m cash cost out over 3 years.
- We continue to target flat people and operating costs in 2025, with a number of organisational changes made in April and May.
- Overall costs to be skewed to the H1 due to the front-ending of certain operating costs with savings realised in H2.

## Cody

- Cody working capital performance in Hong Kong to end April was in line with expectations requiring no cash funding.
- Tariff introductions have impacted revenue in Q2 resulting in a focused sales strategy on more local buyers.
- Strategic review commenced.