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Sky Presents at ASX CEO Connect

Sky's Chief Executive Sophie Moloney will give the attached presentation at the ASX CEO Connect seminar today.

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An engaging and essential NZ media company

Connecting New Zealanders with the sport and entertainment they love in ways that work for them

5.357m

New Zealanders¹

2.028m

households¹

New Zealand has experienced a challenging economic period. Notwithstanding some revenue softness, Sky remains in a strong position.

Sky reaches close to

9 in 10

New Zealanders each month across our multi-platform services²



SUBSCRIPTION SERVICES

Sky Box/Sky Pod



Streaming



Commercial



Broadband



FREE-TO-ACCESS



ADVERTISING



Notwithstanding economic headwinds Sky is in a strong position

- Multi-product, high value customer base
- Unrivalled sport and entertainment bundle
- Significant data advantage
- No debt and \$100m undrawn facility
- Delivering strong yield and dividend growth



How Sky creates value

OUR PURPOSE

Share stories. Share possibilities. Share joy.

OUR AMBITION

To be Aotearoa New Zealand's most engaging and essential media company

OUR STRATEGIC PATHWAYS

Making Sky a great place to work

Giving customers content they love

Meeting customers where they are

Giving customers the experience they expect

Providing innovative solutions for partners and clients

OUR ENDURING COMMITMENT

A responsible and sustainably profitable, NZ-focused business



Multi-platform strategy a competitive advantage

Providing choice for customers and maximising the value of unrivalled content



Sky Box and Sky Pod

2.4 Million
VIEWERS
MONTHLY¹



Streaming

1 Million
VIEWERS
MONTHLY²



Commercial

6k VENUES
42k HOTEL ROOMS



Free to Air

1.9 Million
VIEWERS
MONTHLY³



Sky Social Media

2.6 Million
FOLLOWERS⁴
ACROSS CHANNELS

1: Nielsen TAM, AP5+, Sky Pay, Average Monthly Reach, July to Dec 2024, Consolidated data. 2: Nielsen CMI Q4 2023 – Q3 2024 3: Nielsen TAM, AP5+, Sky Open Network, Average Monthly reach July to Dec 2024, Consolidated data. 4: Sprout Social Report



Sky is New Zealand's unrivalled #1 in sport

The biggest bundle of high-value local and global sport

No one else comes close to offering the quality and depth of sport available on Sky

Exceptional value for sport fans in a single subscription

No regulated free-to-air obligations



The unmatched power of Sky's sport bundle

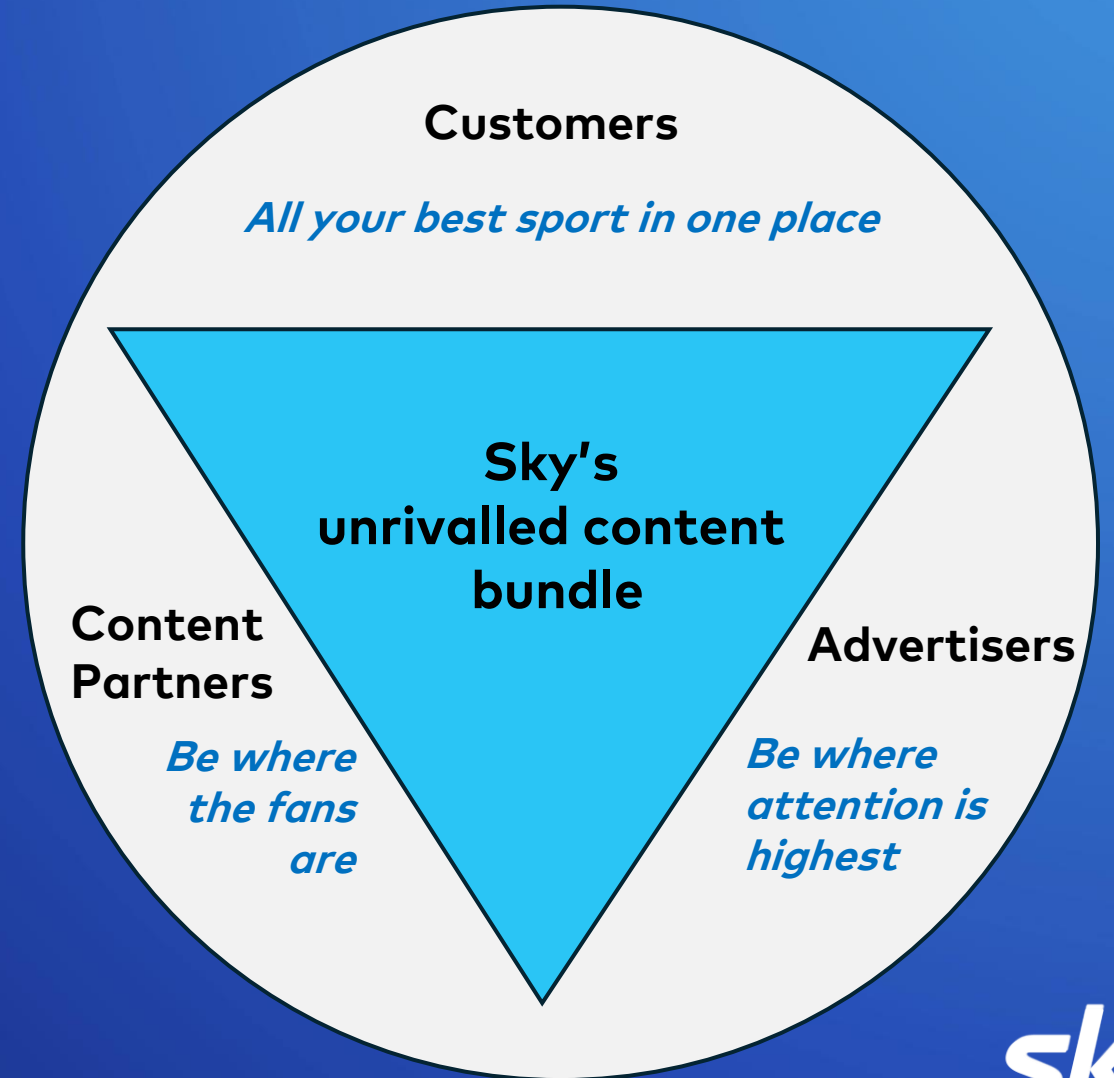
The aggregation premium of the bundle belongs to shareholders

Secured through long term agreements and hedged by content breadth and staggered renewals

Data shows customers watch a variety of sports, minimising Sky's risk exposure and increasing the value of the bundle

Best choice for content partners to engage with NZ's sports fans

Highest attention content, valued by advertisers and brands



Personal use only

Entertainment content enhances the value of the bundle

Quality and breadth that keeps customers engaged

A strong line up from global and local partners and Sky Originals productions

Exclusive releases, perennial favourites, deep library, and 24-7 news channels

Entertainment makes up a high proportion of sports fans viewing

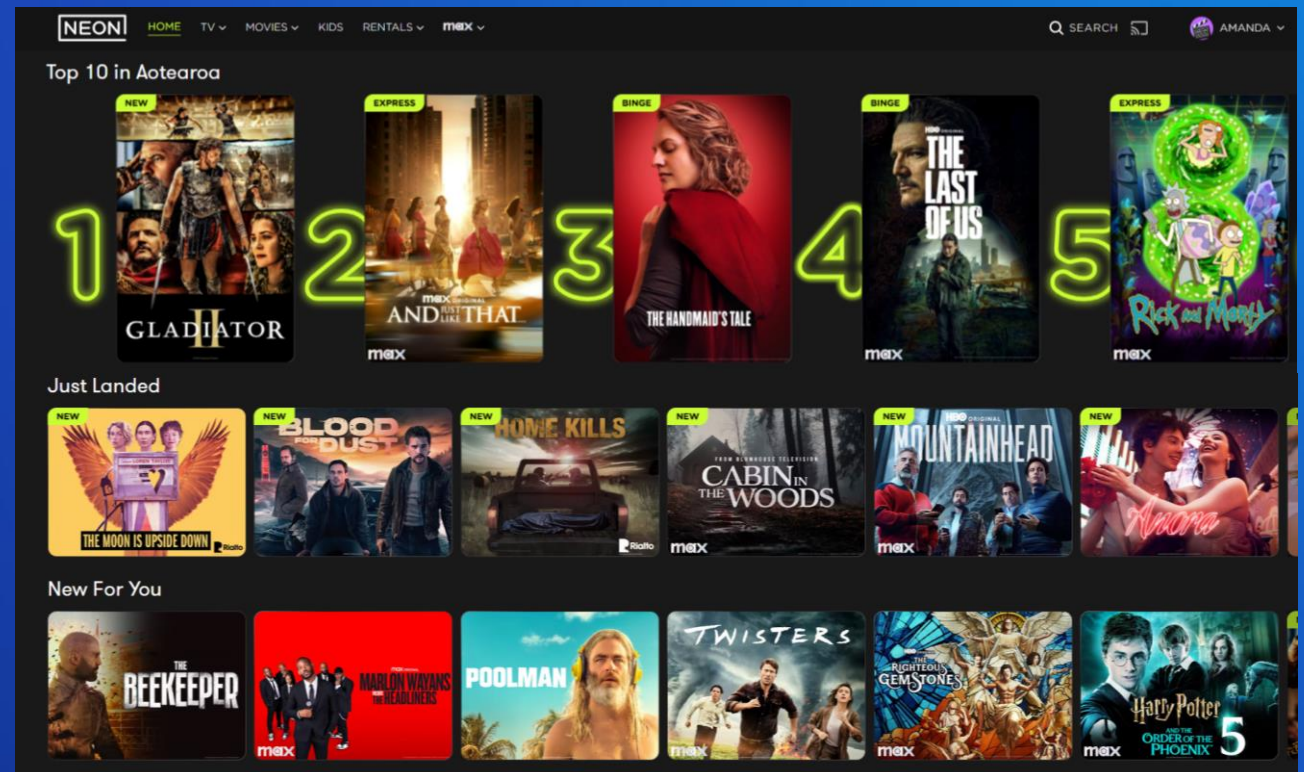


Our viewership data is powerful and unmatched

Driving value based content investment and engagement strategies

Rich data unlocks our ability to:

- Optimise content investment
- Deepen customer engagement and personalise the experience
- Respond to emerging opportunities

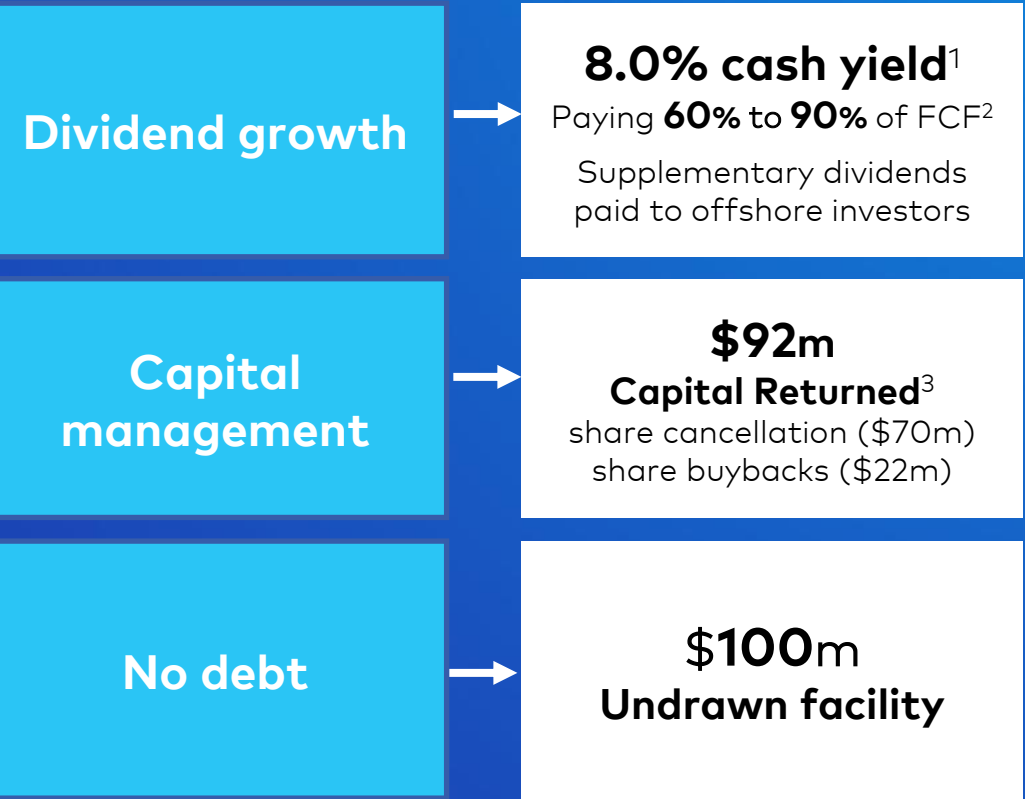
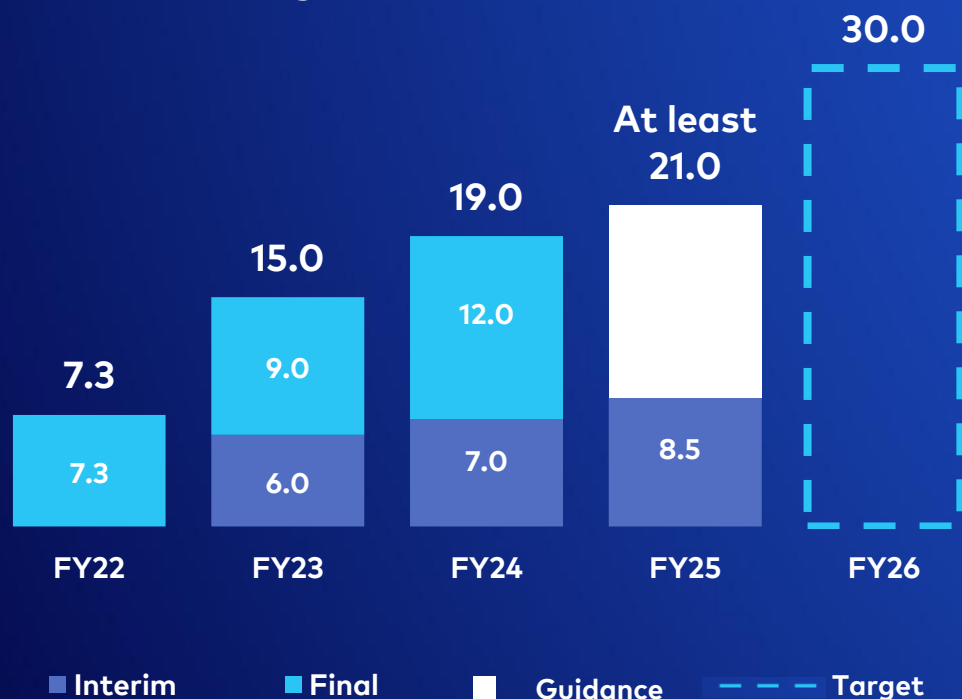


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Strong dividend yield, decisive capital management

Sustainable free cash flow is funding dividend growth

Delivering Dividend Growth (cps)



1. Based on FY25 guidance of at least 21cps (fully imputed for NZ shareholders, tax paid via supplementary dividend for Australian shareholders) and 29 May 2025 close price of \$2.61. 2. Free Cash Flow is defined as net cash from operating activities, less capex, less payments for lease liability principal, excluding one-off items. One off items include material acquisition or disposal of assets, transformation costs and impacts of satellite migration project. 3. Since Nov-22.



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