



MAJOR PARTNER



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To: ASX Company Announcements Platform

## BRISBANE BRUNCOS LIMITED AND ITS CONTROLLED ENTITIES 2025 HALF-YEAR FORECAST ANNOUNCEMENT

In accordance with ASX listing rule 3.1, the Board of Brisbane Broncos Limited announce that the net profit before tax for the Group for the half-year ended 30 June 2025 is expected to be approximately \$8.69 million compared to \$6.30 million in 2024. Earnings before Interest, Tax and Depreciation is \$8.72 million compared to \$6.32 million in 2024.

In the first half of 2025, eight National Rugby League (NRL) home games were played at Suncorp Stadium, compared to seven in the prior period. Crowds averaged 40,968 compared to 41,175 at 30 June 2024. With one additional home game, revenue increased in line with the additional gate revenue and associated game day benefits delivered to members, fans, corporate partners and sponsors. Operating costs increased with the additional game, including stadium operations, membership and ticketing expenses, marketing and sponsorship expenses.

The NRL grant increased in line with the NRL and NRLW club funding agreements, as well as additional funding for competition expansion. During the period, the ARLC confirmed an agreement with the Australian Government to fund a Pacific Rugby League Partnership, expanding the competition with the introduction of a Papua New Guinea based NRL team. The initial payment of \$1.75 million was received and recognised as revenue in the period to 30 June 2025.

Membership, ticketing, corporate sales and game day revenue increased due to the additional game compared to the prior period, as well as growth in gate taking and corporate sales in the 2025 season. Sponsorship revenue increased, due to changes in partnership categories and new partners. Merchandise trading revenue increased due to the additional home game, investment in marketing automation solutions and inventory management in the 2025 season.

The 2025 half-year includes the impact of increased stadium operation expenses, corporate sales, ticketing and merchandise expenditure, due to the additional home game compared to the prior period, game day activations and sponsorship servicing costs. Football operations expenditure increased due to player salary costs as well as the expansion of the NRLW season and continued investment in male and female academy and pathway programs.

Based on current forecasts and all things remaining constant, it is projected that the full-year financial result will increase compared to the prior period. However, given the developing nature of a number of items, the 2025 season NRL position relative to the corresponding 2024 position and taking into account the differing number of home games in the first half (eight) and second half (four), it is difficult to accurately predict the full-year result. Factors that may impact the reported result for the 2025 financial year include:



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- Home crowd attendance for the remainder of the season;
- Operational and cost considerations as it relates to the remaining 2025 season NRL and NRLW games;
- Completion of the 2025 season and commercial opportunities as a result of team performance; and
- Other factors such as player medical costs, which are unable to be quantified in advance.

During the second half of the financial year, revenue for the remaining home games will be recognised and expenses accounted for, including player salaries. Accordingly, the first half cannot be taken as an indication of a full-year trend.

This announcement has been approved by the Board of Brisbane Broncos Limited.

Yours sincerely

**Brisbane Broncos Limited**  
Louise Lanigan  
Company Secretary

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