

26 March 2026

ASX Announcement Airtasker Limited (ASX:ART)

Airtasker secures strategic partnership with Nine Entertainment to accelerate brand growth

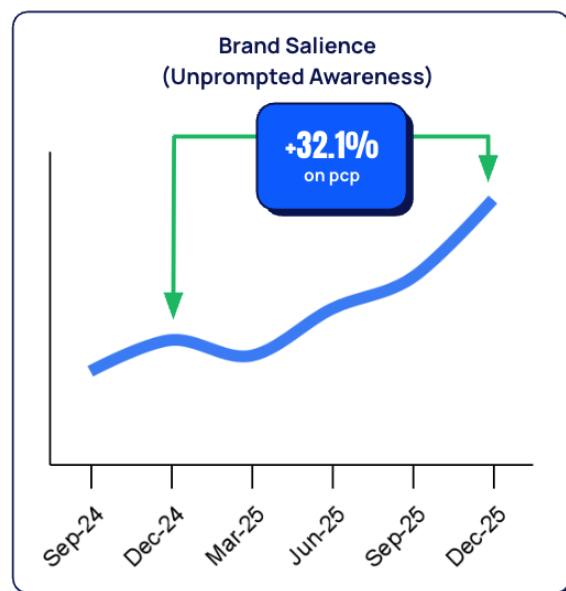
Airtasker Limited (ASX:ART) (**Airtasker**) announces that it has struck a strategic partnership with Nine Entertainment Co Pty Limited (**Nine**) (a subsidiary of Nine Entertainment Co. Holdings Limited ASX:NEC) providing Airtasker with \$5.0 million in media capital to further accelerate its brand awareness in Australia.

Through the partnership, Airtasker gains access to Nine's powerful cross-platform media network spanning national free-to-air television channels, the 9Now streaming platform, and a portfolio of premium digital and publishing brands. Nine is home to some of Australia's most recognisable programming – from *Nine News*, *60 Minutes*, *TODAY* and *A Current Affair* to major entertainment hits including *Married at First Sight*, *The Block* and *LEGO Masters*.

The network also broadcasts many of the country's biggest live television moments each year, including the Olympics, the Australian Open, State of Origin and the NRL Premiership series, reaching millions of Australians across television, streaming and digital platforms every day.

Airtasker's media partnership strategy in Australia includes successful partnerships with oOh!media and ARN and is already delivering positive results with strong growth in brand salience (unprompted brand awareness), which increased 32.1%¹ year-on-year in HY26. Whilst Airtasker's above-the-line brand marketing primarily focused on long term brand growth, this investment also delivered gross marketplace volume (**GMV**) of ~\$4.85² for every \$1.00 invested in HY26, representing an incremental direct ROI of 1.08x.

This momentum is translating into marketplace performance, with Airtasker Australia revenue growing 12.9% on the prior comparative period (**pcp**) to \$23.1 million in HY26 and remaining on track to deliver double-digit revenue growth for FY26. Airtasker Australia marketplace GMV reached a record \$103.5 million in HY26, up 6.4% on pcp, while the monetisation rate improved by 1.3 percentage points to 22.3%.



1. YouGov Brand Tracker, Dec-25 compared to Dec-24.
2. Mutinex GrowthOS MMM Attribution data, Dec-25.

Partnership Terms

The terms of the partnership provide Airtasker with \$5.0 million over 2 years in Nine media advertising services across television, publishing, digital and streaming in exchange for a \$5.0 million convertible note, with a 4.9% coupon payable at maturity, and a maturity date of 1 July 2028 (**Note**). At maturity, Airtasker has the option (subject to shareholder approval) to convert the outstanding Note and accrued interest into ordinary shares at a 10% discount to the 30-trading day volume-weighted average share price of Airtasker shares at maturity or repay the outstanding Note and accrued interest in cash. The Note is also subject to customary warranties.

Airtasker CEO Tim Fung said: "Airtasker is super excited to be partnering with Nine to access their incredibly powerful media ecosystem in Australia. This partnership allows us to access unique media benefits and invest in our brand in the most capital efficient way."

"The era of artificial intelligence (**AI**) is set to accelerate the shift in human labour from office-based roles toward local trades and skilled craft work, and we're thrilled - through this partnership - to further invest in our brand position as the number one marketplace for local services in Australia."

Commenting on the partnership, Nine's Chief Digital Officer Alex Parsons said: "Nine is proud to announce a strategic partnership with Airtasker, a standout Australian innovation success story. By leveraging Nine's premier, integrated media ecosystem, Airtasker will gain unparalleled access to Australian audiences across every screen. We are committed to supercharging Airtasker's brand equity and driving measurable growth through our unique data and content capabilities."

- Ends -



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About Airtasker

Airtasker Limited (ASX:ART) is Australia's leading online marketplace for local services, connecting people and businesses who need work done with people who want to work. With a mission to **empower people to realise the full value of their skills**, Airtasker aims to have a positive impact on the future of work by creating truly flexible opportunities to work and earn income in the rapidly changing AI era. In 2025, Airtasker entered the world of Formula One™ through its partnership with the Visa Cash App Racing Bulls Formula One™ Team (VCARB). Since launching in 2012, Airtasker has had over \$1 billion in jobs and 5 million tasks completed globally on the platform, and has put more than \$774 million into the pockets of Australian Taskers (net of Airtasker's fees).

About Nine

Nine is Australia's largest locally owned media company, driven by our purpose that 'Australia Belongs Here'. We are home to premium, trusted news, sport and entertainment. Nine operates under three divisions - Streaming and Broadcast, Publishing and Marketplaces - and will soon add a fourth, Outdoor. Nine's Streaming and Broadcast brands include Channel 9, 9Now, the only Australian-owned streaming service, Stan and Stan Sport, 2GB, 3AW, 6PR and 4BC - bringing together some of the world's leading sport and entertainment. With quality journalism a central part of Nine's DNA, our Publishing division is home to some of the most read mastheads in the country - the Australian Financial Review, The Age, and Australia's oldest continuously published newspaper, the Sydney Morning Herald. Nine's other assets include [Drive.com.au](https://www.drive.com.au) and investments in Future Women.

This announcement was approved for release by the Board of Directors of Airtasker Limited.