



MAJOR PARTNER



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## BRISBANE BRONCOS LIMITED

### CHAIRMAN'S ADDRESS

### ANNUAL GENERAL MEETING

19 May 2026

The 2025 season was an outstanding year for the Brisbane Broncos and one that will be remembered as a landmark for our Club. The Brisbane Broncos have a proud history and in 2025 we achieved the ultimate measure of success, winning both the NRL and NRLW Premierships. These achievements reflect the commitment, resilience and belief shown across our entire football program.

We thank all of our members, fans and corporate partners for their continued support of the Club. To see both teams win the grand final in the same year is a remarkable accomplishment and reinforces the strength of our Club and the culture being built across all levels of the organisation. Congratulations to our players, coaches and staff on a season that delivered pride and joy to Broncos supporters everywhere.

Off the field, our members, fans and corporate partners once again demonstrated their unwavering support for the Club, with record crowds at Suncorp Stadium creating an atmosphere that underpinned our home performances and reminded us of the special connection this Club has with members and fans. We thank our members and supporters for turning up, in such numbers and for helping make 2025 a historic year for the Broncos.

Our community programs continue to mentor thousands of young Indigenous students through the Beyond the Broncos Girls Academy and Careers Club programs. This important work is delivered by our dedicated and passionate staff, with the valued support of the Federal and State Governments.

The year was positive for the Brisbane Broncos off the field. The premierships and on-field success saw an increase in the commercial and consumer result, through higher average crowds, memberships, ticketing revenue, merchandise, finals incentives and corporate sales. Home game attendance increased 3.3%, with crowds averaging 41,185. Total 2025 membership numbers were 60,541 with ticketed membership numbers increasing to 43,156.



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Sponsorship revenue increased 16.8%, reflecting changes in partnership categories, extended partnerships and the NRL and NRLW team premierships. The support from our corporate partner family over the 2025 season was exceptional.

The Group recorded a net profit after tax for the 31 December 2025 financial year of \$7.8m compared to \$5.7m in 2024. The financial result reflects a strong underlying commercial business for the Group.

Total gross revenue for the 2025 financial year was \$98.3m, a 20.5% increase. Membership, ticketing, corporate sales and game day revenue increased, with home game attendance and ticketed membership numbers. Merchandise sales and NRL merchandise royalty revenue increased, due to expansion of the merchandise program, the 2025 finals series and alternate jersey sales. The grant received from the ARLC increased, in line with the ARLC Club Licence Agreement as well as additional funding for each Club for competition expansion.

Total Group expenditure for 2025 was \$86.9m, an increase of 18.9%. The increase is reflective of the growth in average crowds, as well as the 2025 NRL and NRLW finals series and grand final activity, and resultant increase in costs associated with commercial, consumer and game day activities. Merchandise trading expenses increased in line with merchandise sales. At the end of the season the Broncos launched a new logo and costs incurred are included in 2025.

On 27 February 2026, the Board of Directors declared a final dividend of two cents per share and a special dividend of one cent per share, to reflect the improved results in the 2025 financial year. The dividend was paid on 16 April 2026.

To my fellow Directors, CEO Dave Donaghy, his executive team, staff and players, I thank you for your dedication and contribution throughout 2025.



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