



NINE COMPLETES SALE OF REGIONAL TV ASSETS

2 June 2026: Nine Entertainment Co. (ASX: NEC, Nine) has today completed the conversion of its regional television assets, NBN (Northern NSW) and Nine Darwin, from wholly owned businesses to affiliates, to be owned and operated by WIN Network (WIN). This follows the receipt of all necessary regulatory approvals, including from the ACCC, and approval from Nine shareholders.

Under the new affiliate agreement, WIN will broadcast Nine's premium content across Northern NSW and Darwin, ensuring viewers in these regions continue to have access to Nine's premium news, sport, and entertainment. By partnering with WIN in the regional markets, Nine retains its national brand reach and advertising scale while reducing the capital intensity and operational complexity of regional broadcast infrastructure.

Total cash consideration for the transaction is \$20.5 million, comprising \$20.0 million for NBN and \$0.5 million for Nine Darwin. Beyond the immediate cash proceeds, the transaction allows Nine to realise significant cash tax benefits through the crystallisation of c\$100m of tax losses associated with these assets.

The move marks the third step in Nine's strategic transformation, initially announced in January 2026. Combined with the recent completion of the broadcast radio sale and the acquisition of QMS Media, these actions reinforce Nine's strategic focus on scale, revenue diversification and expanding its digital footprint. As a result, the Group expects growth businesses to account for more than 60% of total revenue from FY27.

The reshaped portfolio meaningfully enhances Nine's offering to advertisers as a unique cross-platform digital media proposition, combining Nine's premium assets in Streaming and Broadcast, and Publishing with QMS's leading outdoor assets.

Authorised for release: Managing Director

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