



# Annual General Meeting

20  
15



NEWS & MEDIA

APN NEWS & MEDIA LIMITED  
ABN 95 008 637 643

Michael Miller

# APN GROUP HIGHLIGHTS



ADSHL

**LARGEST**  
SCALABLE DIGITAL  
NETWORK IN  
THE COUNTRY

**92%**  
of Australians  
each fortnight

**83%**  
of the New  
Zealand  
population

**ALMOST**  
**20,000**  
ADVERTISING PANELS



Australian Radio  
Network

**LARGEST**  
**AUDIENCE**  
OF ANY METROPOLITAN  
RADIO NETWORK IN  
AUSTRALIA

**#1** FM SYDNEY  
STATION

**#1** ADELAIDE  
STATION

**#1** BRISBANE  
STATION



iHeartRadio

**809,000**  
REGISTERED USERS  
IN AUSTRALIA  
AND NEW ZEALAND

**1.2 MILLION**  
MOBILE DOWNLOADS

**NZ**  
**ME.**

New Zealand Media  
and Entertainment  
NZME

**3.1 MILLION**  
NEW ZEALANDERS  
EACH MONTH

The New Zealand  
Herald is the  
country's

**#1** NEWSPAPER  
PUBLISHER

Newstalk ZB is the  
country's

**#1** RADIO  
STATION

Radio Sport is the  
country's

**#1** DEDICATED  
SPORTS  
STATION

Coast is the  
country's

**#1** MUSIC  
STATION

**LEADING**  
**DEALS SITE**  
(GRABONE)



Australian  
Regional Media

**1.5 MILLION**  
PEOPLE EACH WEEK

**12**  
daily  
newspapers

**60**  
community  
and non-daily  
publications

**#1** MEDIA  
BRANDS

in the regional  
Queensland and  
northern New  
South Wales  
markets they  
operate in

**Buspak**  
CODY

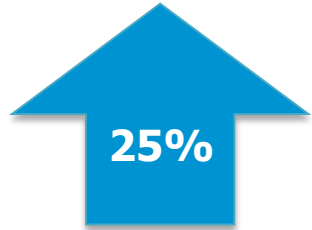
Hong Kong  
Outdoor

**1,200**  
buzplay TV  
installations

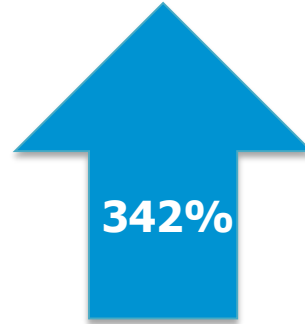
**OVER 160**  
BILLBOARDS

**SIX**  
prime  
locations

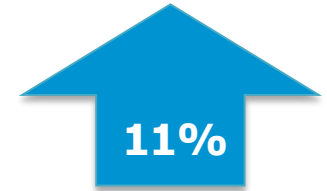
# 2014 FINANCIAL RESULT



Net profit after  
tax before  
exceptional  
items



Statutory net  
profit after tax



Increase in  
digital revenue

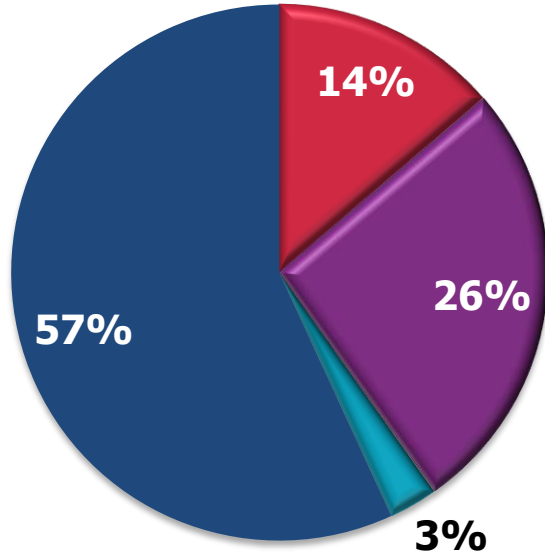
|                                       |                |
|---------------------------------------|----------------|
| <b>Statutory net profit after tax</b> | <b>\$11.5m</b> |
| EBITDA*                               | \$164.1m       |
| NPAT**                                | \$74.7m        |

\* From continuing operations and before exceptional items

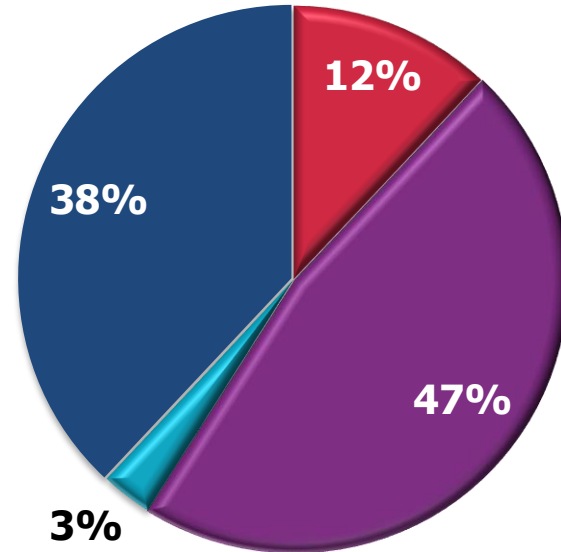
\*\* Before exceptional items

# APN'S EARNINGS 2013 V 2014

Proportionate share of APN earnings (2013)



Proportionate share of APN earnings (2014)



■ Outdoor ■ Radio ■ Other ■ Publishing

■ Outdoor ■ Radio ■ Other ■ Publishing

# APN'S STRATEGY



BRANDS &  
PEOPLE

We will continue to **grow audience engagement** by responding to the changing needs of our consumers and advertisers.

We will continue to **diversify our revenues**, creating new commercial opportunities and building market share through expanding operations.

We will continue to **optimise integration** that results in revenue growth, cost savings and operational synergies.

We will continue to **invest for growth** in initiatives and opportunities that enable us to increase share and outperform the markets we operate in.

A vertical splash of vibrant purple ink on a white background, with intricate, swirling patterns. The ink is contained within a thin purple rectangular border.

# Australian Radio Network

# ARN – 2014 STANDOUT PERFORMER



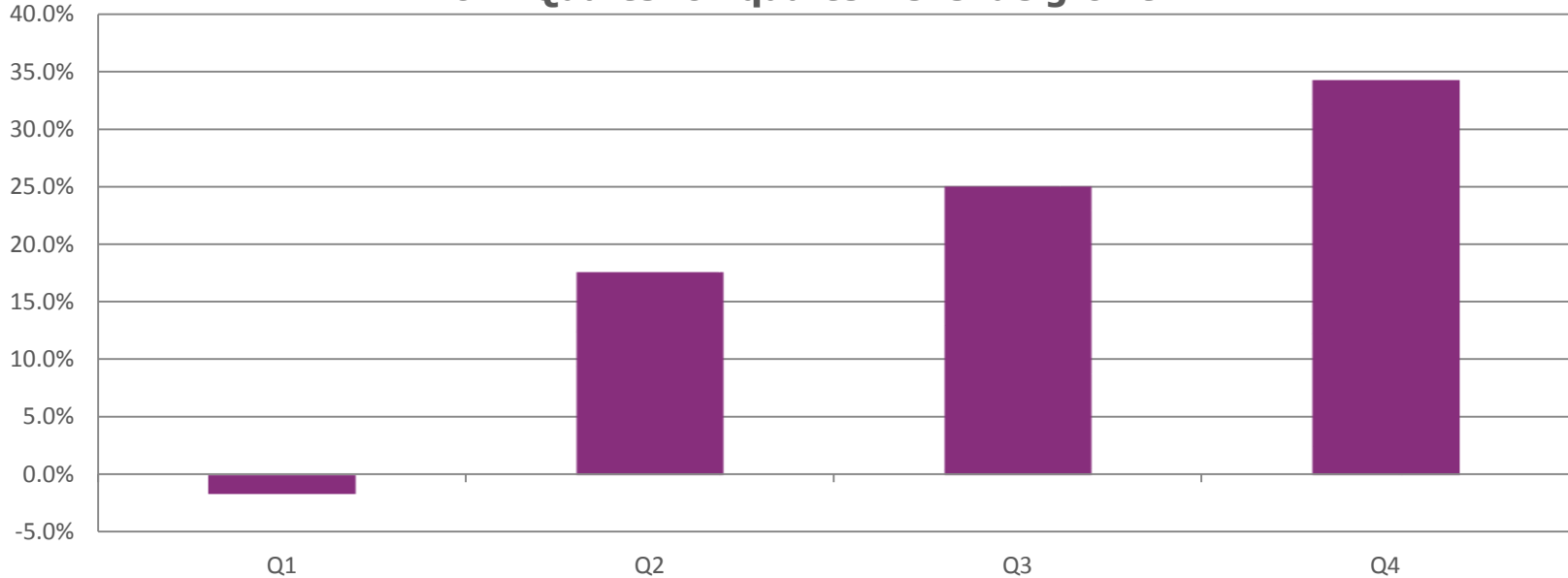
# ARN – 2014 STANDOUT PERFORMER





# STRONG GROWTH FOR RADIO IN 2014

2014 Quarter on quarter revenue growth



# ARN – 2015 INITIATIVES

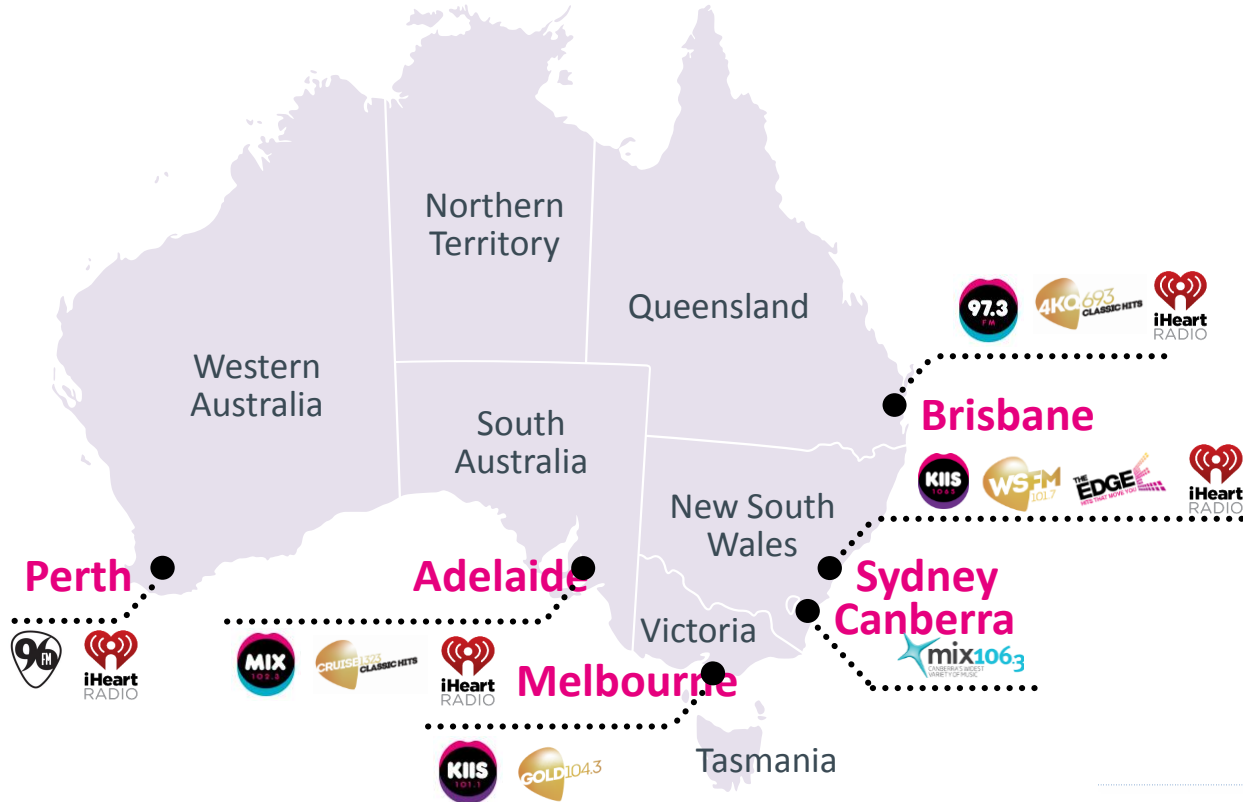


**Launched KIIS in MEL  
Matt Tilley & Jane Hall for  
breakfast**



**Launched national  
Drive show with  
Hughesy & Kate on  
expanded KIIS  
network**

# ARN - THE BIGGEST AUDIENCE OF ANY METRO RADIO NETWORK



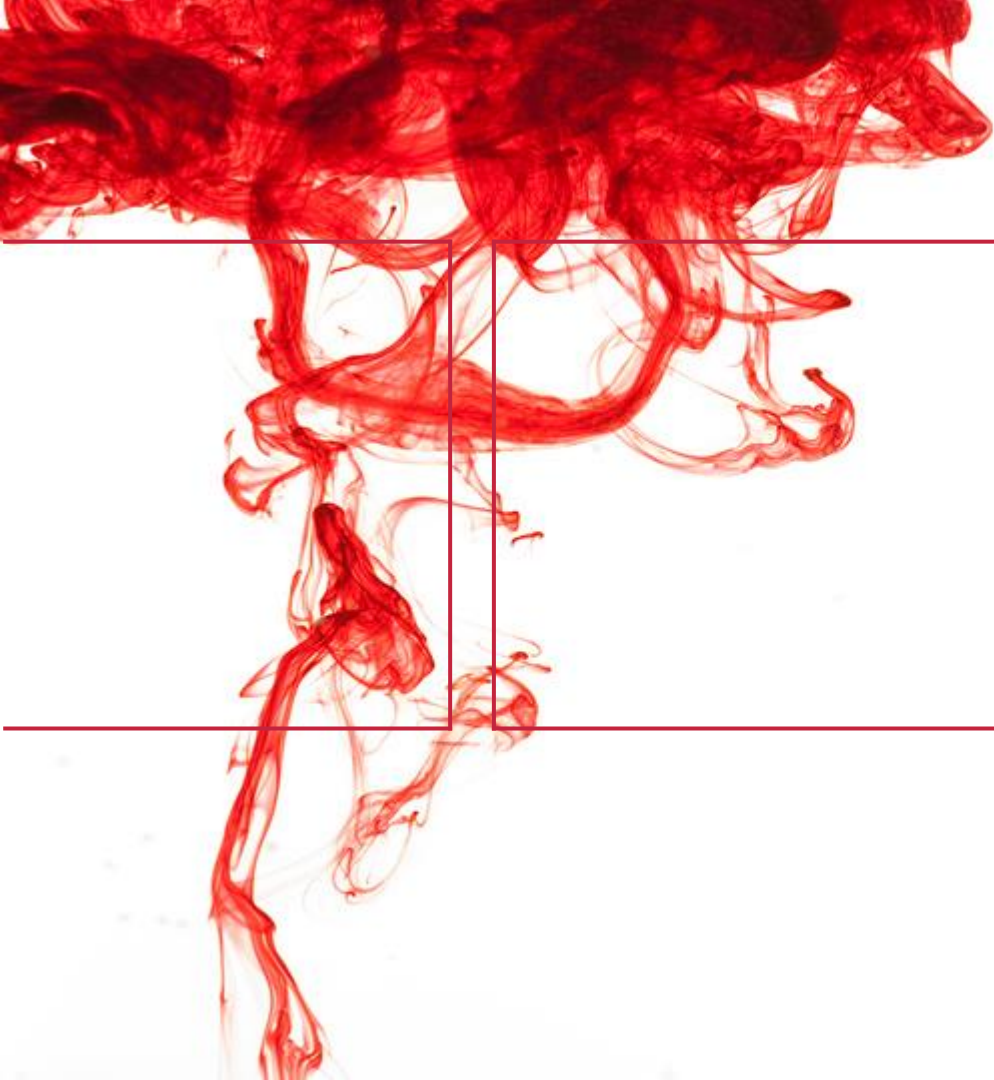
# IHEARTRADIO – CONNECTING ADVERTISERS WITH AN ENGAGED AUDIENCE



**1,196,000**  
mobile  
downloads



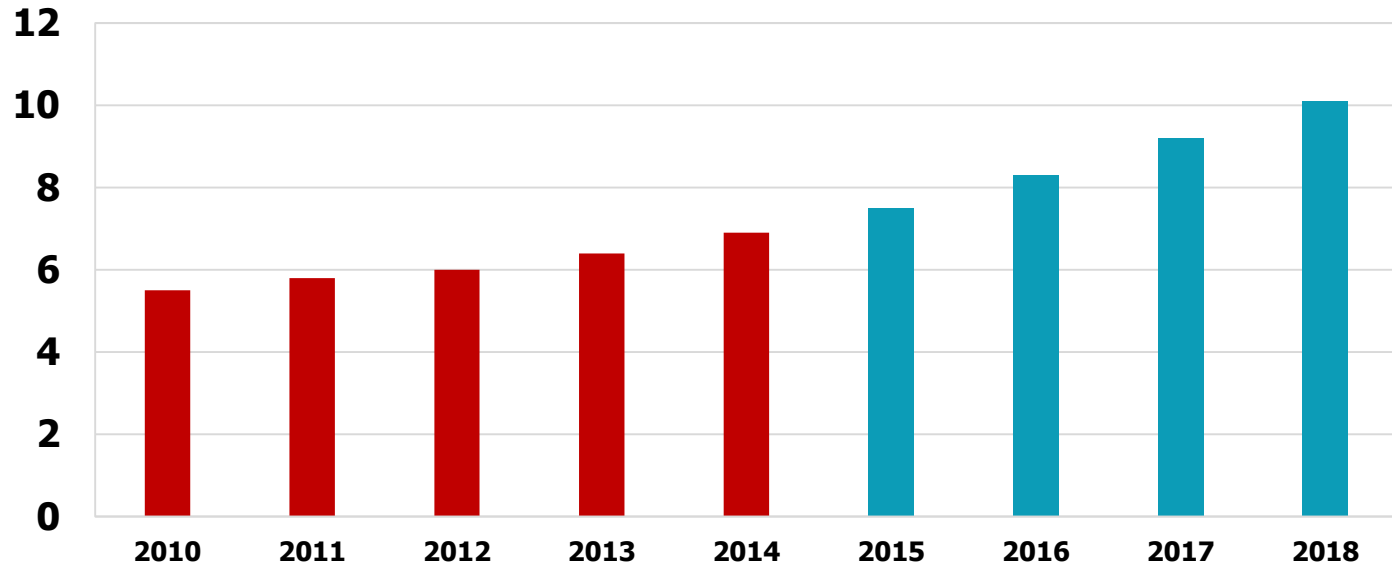
**809,000**  
registered  
users



# Outdoor

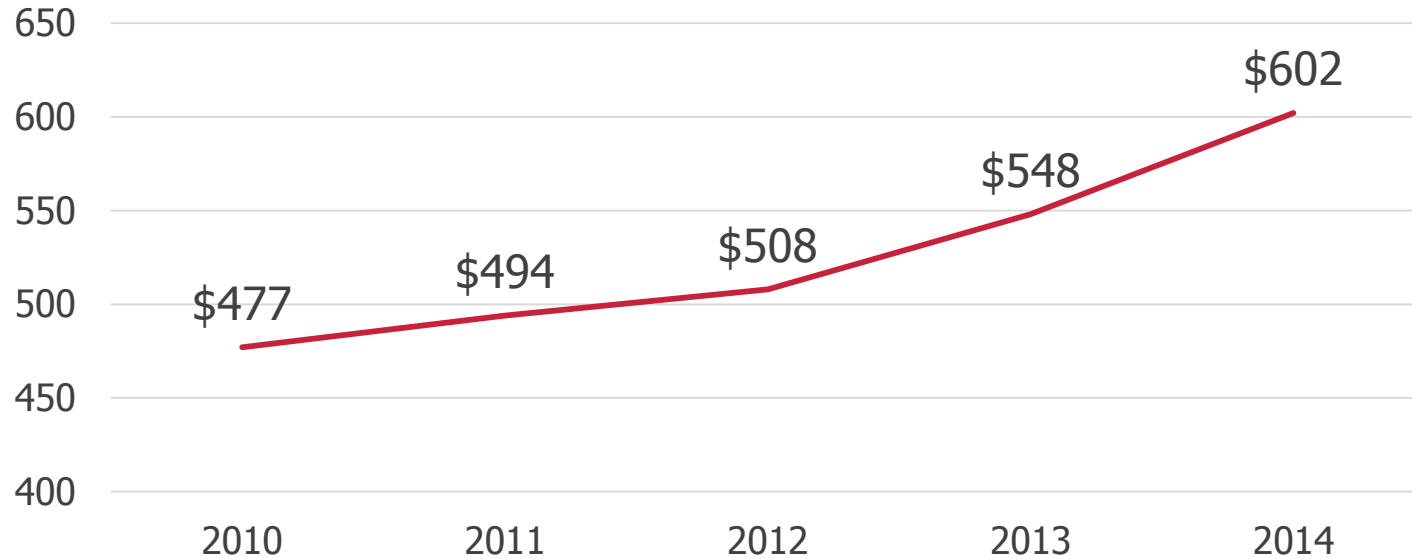
# OOH IN ASIA CONTINUES TO GROW

Ad spend (US\$billions) **Total South East Asia, China and Hong Kong Market Growth**



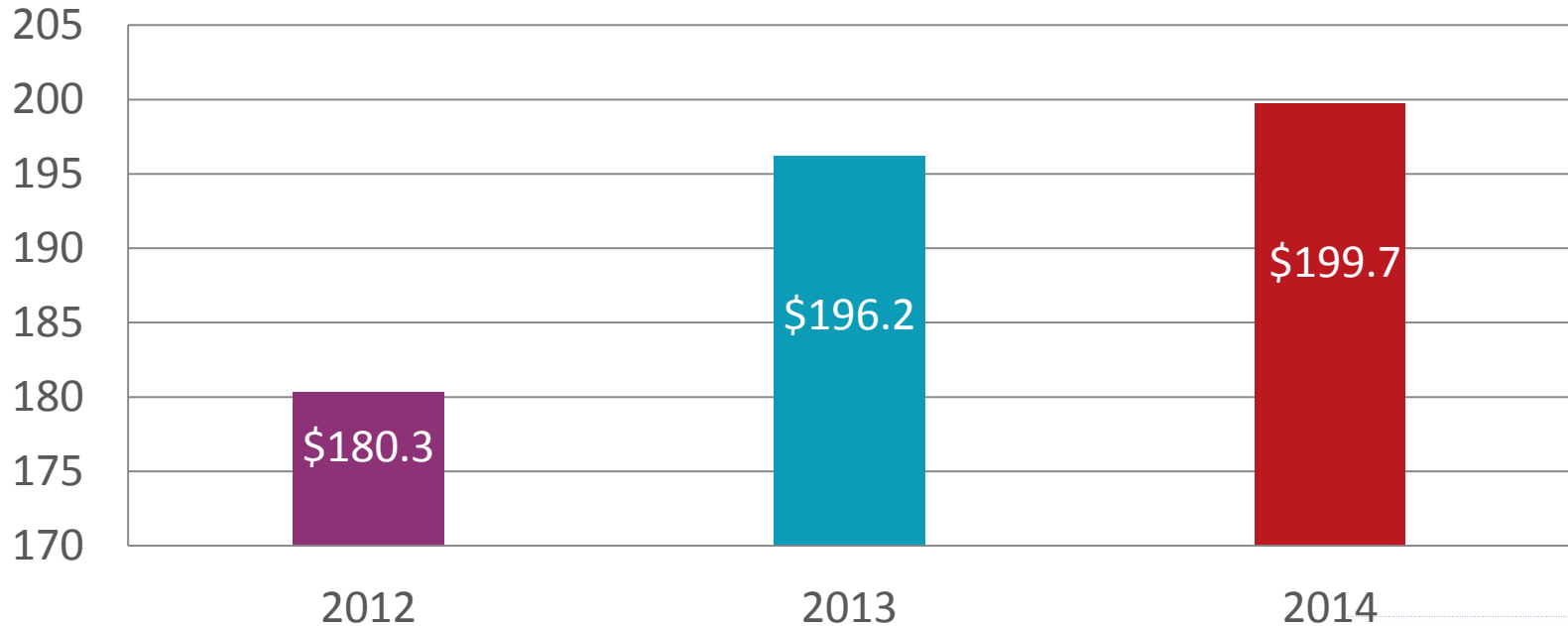
# AUSTRALIAN OOH CONTINUES TO EXPERIENCE STRONG GROWTH

Outdoor advertising industry revenue (\$millions)



# ROADSIDE OOH GROWTH

Roadside (other) revenue growth (\$millions)





# AUSTRALIAN OUTDOOR PUSHES THE BOUNDARIES

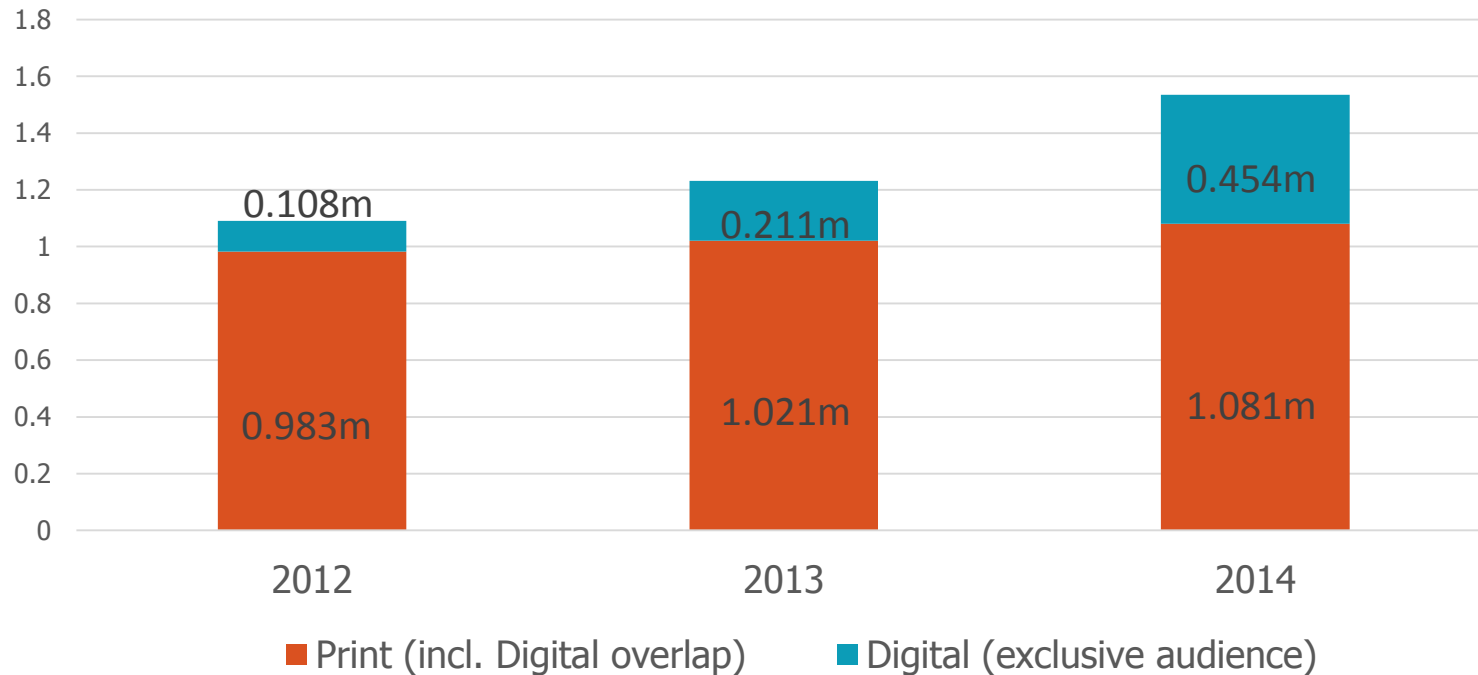




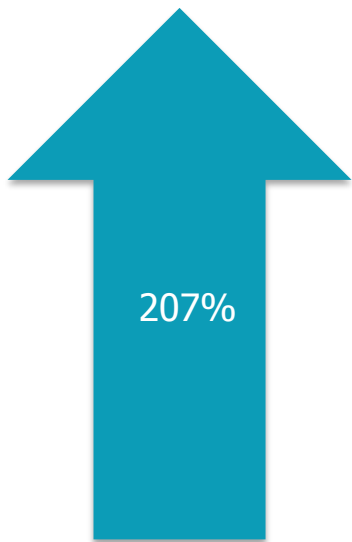
# Australian Regional Media

# ARM AUDIENCE CONTINUES TO GROW

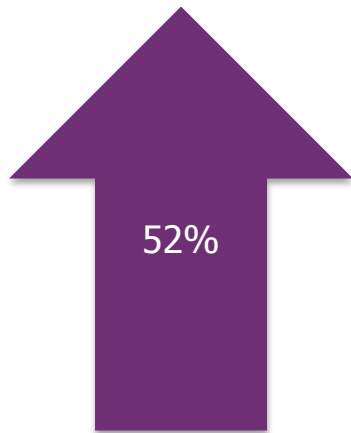
## Weekly ARM audience (Millions)



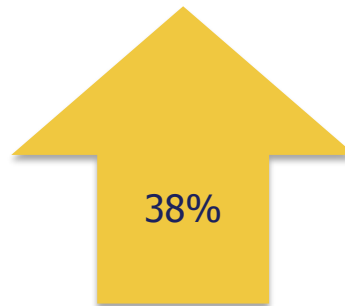
# DIGITAL AUDIENCE GROWTH



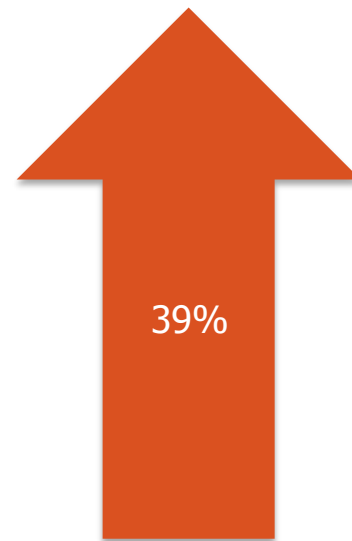
**Mobile audiences**



**Social audiences**

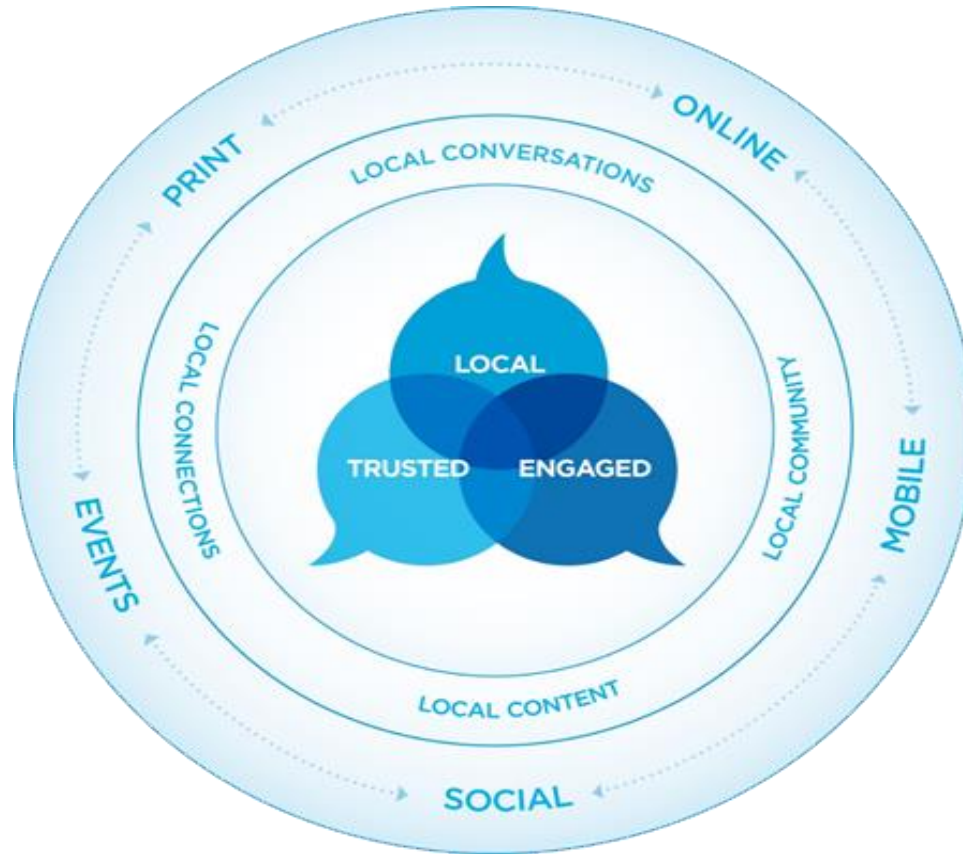


**Online audiences**



**Digital revenue**

# ARM POSITIONING



The background of the slide is a white surface with several abstract, organic shapes in various shades of green, resembling ink splatters or liquid motion. These shapes are scattered across the top and right portions of the frame. A thin green horizontal line runs across the middle of the slide, and a thin green vertical line is positioned to the right of the text. The text 'NZME.' is written in a bold, green, sans-serif font, positioned to the left of the vertical line and below the horizontal line.

**NZME.**

# NZME'S INTEGRATION PROCESS IS ON-TRACK

**NZME.** NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT



Merging three businesses into one



The New Zealand Herald



*radionetw@rk*



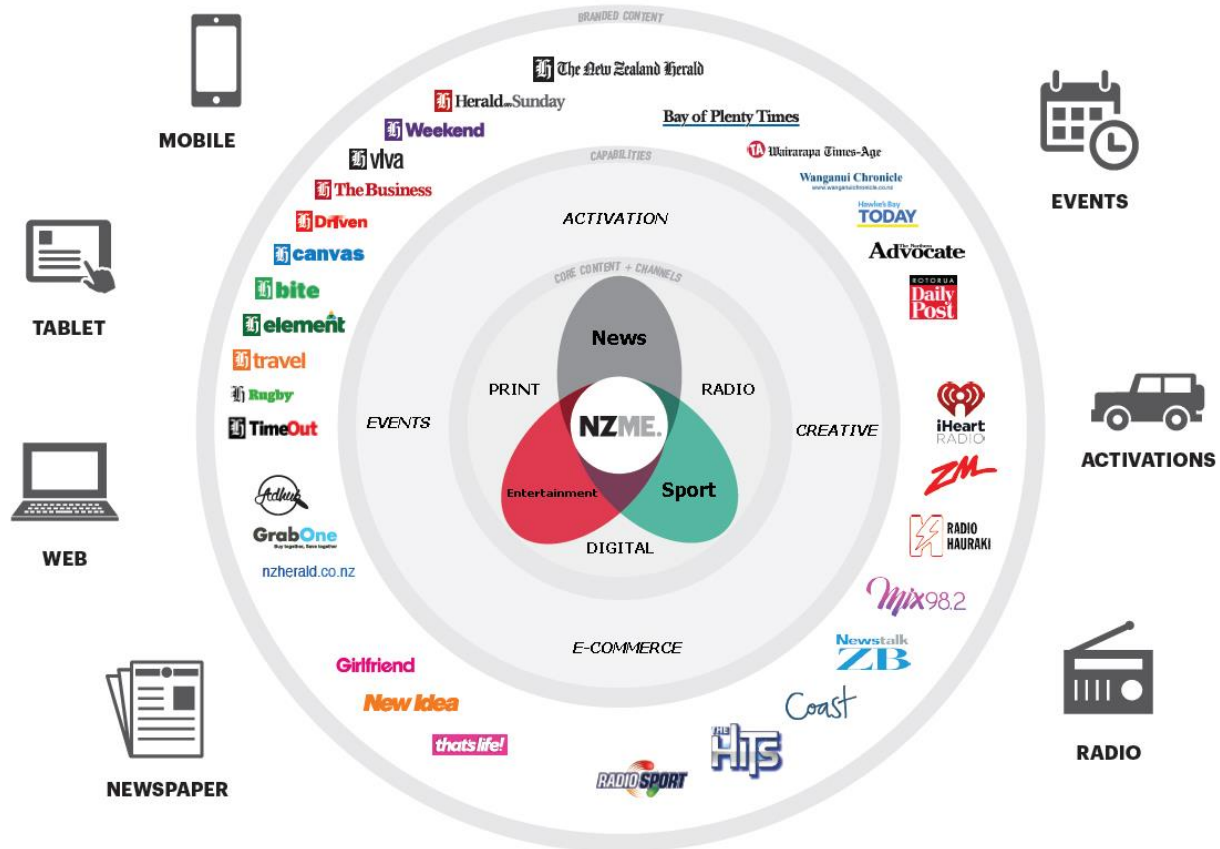
**GrabOne**

# NZME IS MERGING THREE BUSINESSES INTO ONE





# NZME IS MERGING THREE BUSINESSES INTO ONE



# NZME'S INTEGRATION PROCESS IS ON-TRACK

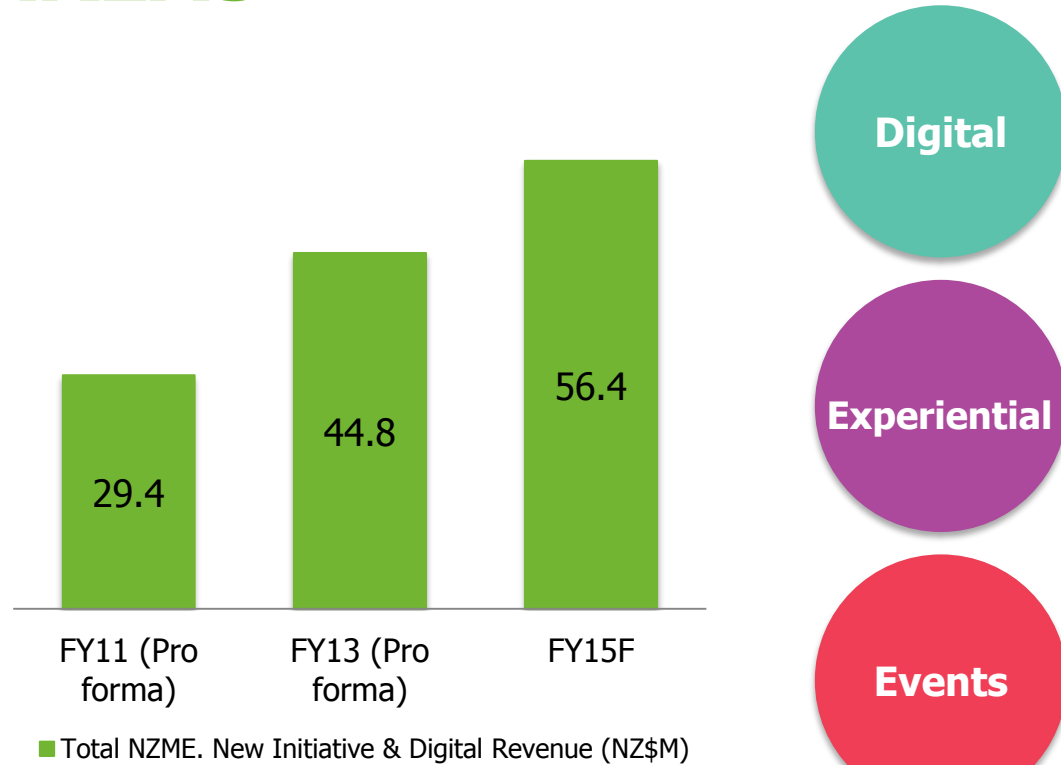


Merging three businesses into one



Actively investing in new revenue areas

# ACTIVELY INVESTING IN NEW REVENUE AREAS



# NZME'S INTEGRATION PROCESS IS ON-TRACK



Merging three businesses into one



Actively investing in new revenue areas



Focus on revenue growth and cost efficiencies

# TRADING UPDATE



In terms of trading, the positive start to 2015 that we reported at the time of our 2014 full year results has continued.

- Group revenues year to date are six per cent ahead of prior year. This includes the additional revenues from the acquisition of Perth's 96FM that completed in late January.
  - Advertising market conditions have softened somewhat in April, and comparatives were improving this time last year. We remain focused on share growth in all our markets.
  - Costs have increased, primarily due to revenue growth in ARN, the acquisition of 96FM, and NZME's integration.
  - Group EBITDA is tracking ahead of last year.
  - NPAT is therefore consistent with prior year, with interest savings from last year's refinancing being offset by increased depreciation and amortisation following 2014 investments, and a higher effective tax rate.
-

A decorative graphic on the left side of the slide, consisting of a blue ink splash or smoke effect that flows downwards and outwards, creating a sense of movement and depth. The splash is composed of various shades of blue, from light to dark, and has a wispy, ethereal quality.

# Thank you