



NINE TO ACQUIRE RUGBY UNION RIGHTS, LAUNCHES STAN SPORTS

9 November 2020: Nine Entertainment (ASX:NEC) has reached an in-principle agreement with Rugby Australia (subject to final approval by SANZAAR) for all rights to all Wallabies and Wallaroos test matches, the premier domestic and trans-Tasman competitions (including the Trans-Tasman competition, Super W, Super Rugby Australia and Super Rugby Aotearoa (for 2021), Shute Shield and Hospital Cup), international matches featuring New Zealand, South Africa and Argentina, and the New Zealand and South African domestic competitions. The three-year deal, based around both live free-to-air and subscription coverage, is worth approximately \$100m in cash and contra, and includes a two year option for Nine to extend.

On the back of this deal, Nine is announcing the launch of Stan Sports, a live and on-demand premium sports package to be offered as a bundle to Stan's streaming customers from 2021.

The launch of Stan Sports will enable Nine to adopt a total television approach to sports as it offers extensive live and on-demand coverage, available to subscribers to Stan Sports, as well as some select premium events on Nine's FTA television channels. Further to Rugby Union, Nine is progressing opportunities to invest in additional exclusive sports rights, to be distributed on either a pay or cross-platform basis, focusing on driving its long term subscriber growth and profitability objectives.

Authorised for release: Nine's Chief Executive Officer

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