



ACQUISITION OF OPTUS SPORT'S ASSETS

30 June 2025: Nine Entertainment Co. (ASX: NEC, Nine), through its subsidiary, Stan has reached an agreement with Optus to acquire selected Optus Sport assets, including Optus' media rights agreements, subscriber agreements and social media assets from 1 August. Stan will pay Optus Sport an upfront fee of \$20m and a contribution towards the first payment for the next Premier League rights cycle. Optus will make periodic contributions to Nine through to 2028. After taking account of these payments, Nine expects this acquisition to be both EBITDA (estimated in the low single digit \$ms) and cash positive to Stan over the remaining terms of the media rights agreements.

The Optus Sport assets include media rights agreements for the Premier League and the Emirates FA Cup, both through to the conclusion of their 2027/2028 seasons.

Through the due diligence process, Stan has determined that more than half of Optus Sport's subscribers are currently not Stan subscribers.

Optus Sport subscribers will continue to have access to Premier League and Emirates FA Cup content through Stan Sport, under various offers to be made available by Stan based on subscriber eligibility. Optus telecommunications customers who do not currently subscribe to Stan will generally be entitled to the Optus Sports content at their current monthly subscription rates for the new season.

The addition of the Premier League and Emirates FA Cup to Stan Sport's existing UEFA club competition offering delivers compelling content for Australia's 6 million football fans. These additional rights build on Stan Sport's existing portfolio of premium sports across Rugby, Tennis, Motorsport and Combat Sports.

This announcement was authorised for lodgement by the Managing Director.

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