



2025 ANNUAL GENERAL MEETING

26 September 2025: Nine Entertainment Co. (ASX:NEC) provides the following documents for its Annual General Meeting to be held on Friday, 7 November 2025 at 10.00am (Sydney time), at 1 Denison Street, North Sydney and virtually:

- Notice of Meeting
- Voting Form
- Virtual Meeting Online Guide
- Question form
- Letter to shareholders who receive a hard copy Voting Form

The Notice of Meeting, Online Guide and Question form will also be available on NEC's website (www.nineforbrands.com.au/investors).

This announcement was authorised for lodgment by the Company Secretary of NEC.

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Notice of Annual General Meeting

— 2025

Nine Entertainment Co.

ABN 60 122 203 892

nineentertainment.com.au

2025 Annual General Meeting

Dear Shareholder

I am pleased to invite you to participate in the 2025 Annual General Meeting (**AGM**) of Nine Entertainment Co. Holdings Limited (**Nine**) on Friday, 7 November 2025, at 10.00am. The AGM will be held both virtually and in person at 1 Denison Street, North Sydney, to provide a variety of ways for shareholders to participate in the meeting.

The Notice of Meeting and Explanatory Statement contain important information about the matters to be considered at the meeting.

I encourage all shareholders who are able to, to participate in the AGM either virtually, via the online platform (<https://meetings.openbriefing.com/nec25>) or by attending in person. Details of how to log in to the meeting are set out in the enclosed Notice of Meeting and Hybrid AGM Guide. Registration opens one hour before the commencement of the meeting for you to log onto the platform. You will need your SRN or HIN (which are on your Voting Form) or proxy holder login which will be provided by MUFG Market Services. You will be able to see the live webcast of directors and the presentations to the AGM, as well as the presentation slides. Shareholders and proxy holders will be able to ask questions during the AGM and to hear the discussion. If you are unable to attend the AGM but wish to vote, you can either appoint a proxy or lodge a direct vote. Details for how to do this are in the attached materials.

If you wish to submit a question to the AGM ahead of the meeting on any matters relating to the management of Nine, there is a link available via Nine's website (nineforbrands.com.au/investors).

I look forward to welcoming you to the AGM on Friday, 7 November 2025

Yours sincerely

Catherine West
Chair



Notice of Meeting

Nine Entertainment Co. Holdings Limited ACN 122 203 892 (**Company**) will hold its Annual General Meeting on Friday, 7 November 2025 at 10.00am (**Sydney time**) at 1 Denison Street, North Sydney to transact the following business referred to in this Notice of Meeting.

Shareholders are able to participate in the AGM by attending in person at 1 Denison Street, North Sydney, virtually via our online AGM platform (<https://meetings.openbriefing.com/nec25>) or via the use of a direct voting form or the appointment of a proxy.

Financial Reports

To receive and consider the financial report of Nine for the year ended 30 June 2025, together with the Directors' Report and the Auditor's Report as set out in the Annual Report of Nine for the year ended 30 June 2025.

Resolution 1: Non Binding Resolution to adopt the Remuneration Report

To adopt the Remuneration Report for the year ended 30 June 2025 as set out in the Annual Report.

Note: The vote on this Resolution is advisory only and does not bind Nine.

Resolution 2: Re-election of Mickie Rosen as a Director

To re-elect Ms Mickie Rosen, who retires in accordance with clause 26.10 of the Constitution and offers herself for re-election, as a Director.

Resolution 3: Election of Timothy Longstaff as a Director

To elect Mr Timothy Longstaff, who retires in accordance with clause 26.6 of the Constitution and offers himself for election, as a Director.

Resolution 4: Election of Peter Tonagh as a Director

To elect Mr Peter Tonagh, who retires in accordance with clause 26.6 of the Constitution and offers himself for election, as a Director.

Resolution 5: Grant of 2025 performance rights to CEO

To approve for all purposes the grant of 879,010 performance rights to the Chief Executive Officer, Mr Matthew Stanton, as described in the Explanatory Statement.

Resolution 6: Grant of 2026 performance rights to CEO

To approve for all purposes the grant of 1,158,077 performance rights to the Chief Executive Officer, Mr Matthew Stanton, as described in the Explanatory Statement.

Resolution 7: Conditional Board Spill resolution

That, subject to and conditional on at least 25% of the votes cast on Resolution 1 (Non-Binding Resolution to Adopt the Remuneration Report) being cast against the adoption of that report:

- a special meeting of Nine's shareholders (**Spill Meeting**) be held within 90 days of the date of the Annual General Meeting;
- all of the non-executive Directors in office at the time when the resolution to make the Directors' Report for the year ended 30 June 2025 was passed and who remain in office at the time of the Spill Meeting, cease to hold office immediately before the end of the Spill Meeting; and
- resolutions to appoint persons to offices that will be vacated immediately before the end of the Spill Meeting be put to the vote at the Spill Meeting.

Note: Resolution 7 will only be put to the AGM if at least 25 per cent of the votes validly cast on Resolution 1 are against Resolution 1. If you want a Spill Meeting to take place, you should vote 'For' Resolution 7. If you do not want a Spill Meeting to take place, you should vote 'Against' Resolution 7.

By order of the Board

Rachel Launders
Company Secretary

Dated: 26 September 2025

Information for Shareholders

Attending in person

The AGM will be held at Nine's office at 1 Denison Street, North Sydney. Please do not attend if you are unwell. In that situation, you will be able to attend the AGM via the online platform.

Accessing the Online Platform

The AGM will be webcast for participation by Shareholders and proxy holders, via the online platform at <https://meetings.openbriefing.com/nec25>. To participate, you will need a desktop computer or mobile/tablet device with internet access. We recommend logging in to our online platform at least 15 minutes prior to the scheduled start time for the Meeting using the instructions below, to check that it works on your device.

Enter (<https://meetings.openbriefing.com/nec25>) into a web browser on your computer or device. To be verified as a shareholder or proxy holder who is eligible to vote and participate in the meeting:

- Shareholders will need their Shareholder Reference Number (**SRN**) or Holder Identification Number (**HIN**) printed at the top of the Voting Form; and
- Proxy holders will need their proxy code which MUFG Market Services will provide via email no later than 48 hours prior to the Meeting.

More information about how to use the AGM platform, including how to vote and ask questions during the meeting is available in the Hybrid AGM Guide, which has been lodged with the ASX and is available on our website (nineforbrands.com.au/investors).

Shareholders who are entitled to vote

You are eligible to attend and vote at the AGM, if you are registered as a Shareholder as at 7.00pm (**Sydney time**) on 5 November 2025.

How to vote

Each resolution considered at the AGM will be conducted by poll, rather than a show of hands. Shareholders may vote by:

- using the online platform during the meeting;
- appointing a proxy; or
- lodging a direct vote before the meeting.

Online voting

A Shareholder who wishes to vote online during the meeting will need to log onto the platform, using the instructions set out above. Online voting will be open between the commencement of the AGM at 10.00am (**Sydney time**) on 7 November 2025 and the time at which the Chair announces voting closure.

Voting by proxy

A Shareholder entitled to attend and vote is entitled to appoint not more than two proxies, by completing the “Appoint a Proxy” section in the enclosed Voting Form. Each proxy will have the right to vote on a poll and to speak at the AGM. The proxy can be either an individual or a body corporate. A proxy need not be a Shareholder.

Where two proxies are appointed by a Shareholder, the appointment of the proxy may specify the proportion or the number of votes that the proxy may exercise. If the appointment does not specify the proportion or number of the Shareholder’s votes which each proxy may exercise, the votes will be divided equally among the proxies.

If a proxy is not directed how to vote on an item of business, the proxy may generally vote, or abstain from voting, as they think fit. Proxy appointments in favour of the Chair that do not contain a direction how to vote will be used, where possible, to support each of the Resolutions other than Resolution 7.

MUFG Market Services will contact all proxy holders at least 24 hours before the AGM to provide them with the login information that they will need to use on the online AGM platform.

Direct voting before the meeting

If a Shareholder is unable to participate in the AGM, they are entitled to vote their shares directly before the meeting, by completing and returning the “Direct Voting” section of the enclosed Voting Form. They will then not need to appoint a proxy. The Shareholder must mark either the “for” or “against” boxes for each item on the Voting Form. If a Shareholder does not give a direction on all the items, or if they complete sections for the Voting Form for both the appointment of a proxy and a direct vote, the Voting Form will be treated as the appointment of the Chair as proxy for the Shareholder.

Submitting a Voting Form

The Voting Form must be signed by the Shareholder or the Shareholder’s attorney and accompanied by an original or certified copy of any Power of Attorney under which it is signed. Voting Forms given by corporations must be executed in accordance with the Corporations Act.

Please lodge the Voting Form online at au.investorcentre.mpms.mufig.com using the instructions on the website or send it in the reply-paid envelope provided to MUFG Corporate Markets (AU) Limited, Locked Bag A14, Sydney South NSW 1235 or by fax to MUFG Market Services Limited on +61 2 9287 0309.

Voting Forms must be received by 10.00am (**Sydney time**) on 5 November 2025.

Submitting questions in advance

Shareholders are invited to submit questions ahead of the meeting on any matters relating to the management of Nine. This can be done via the form which is available on Nine’s website (nineforbrands.com.au/investors). We will endeavour to address the more frequently asked questions during the presentations to the meeting. Questions must be received by Nine or MUFG Market Services by 5.00pm on 5 November 2025.

Submitting questions during the meeting

Shareholders and proxy holders will be given an opportunity to ask questions through the virtual platform.

Explanatory Statement

This Explanatory Statement is intended to provide Shareholders with information to assess the Resolutions contained in the accompanying Notice of Meeting for the AGM.

Financial Reports

The first item of the Notice deals with the presentation of the consolidated annual financial report of Nine for the financial year ended 30 June 2025, together with the Directors' declaration and report in relation to that financial year and the Auditor's Report.

No resolution is required on this item of business. Shareholders will be given a reasonable opportunity at the AGM to ask questions and make comments on the accounts and on the management of Nine. Shareholders will also have a reasonable opportunity to ask a representative of Ernst & Young, Nine's auditor, questions relevant to:

- the conduct of the audit;
- the preparation and content of the independent audit report;
- the accounting policies adopted by Nine in relation to the preparation of the financial statements; and
- the independence of the auditor in relation to the conduct of the audit.

Resolution 1: Adoption of the Remuneration Report

Nine is required to put a resolution to its Shareholders that the Remuneration Report as disclosed in Nine's 2025 Annual Report be adopted. The Remuneration Report is contained in Nine's 2025 Annual Report which is available on Nine's website (nineforbrands.com.au/investors). It provides information relating to the remuneration policy and practices of Nine and the structure and details of remuneration payable to the Directors and certain senior executives of Nine.

The vote on Resolution 1 is advisory only and does not bind Nine. However, the Board will take account of the outcome of the vote on this resolution in reviewing the remuneration practices and policies of Nine.

Shareholders should note that the Chair intends to vote any undirected proxies in favour of Resolution 1. Shareholders may also choose to direct the Chair to vote against Resolution 1 or to abstain from voting.

The Board, acknowledging that each Director has an interest in his or her remuneration as disclosed in the Remuneration Report, recommends that Shareholders vote in favour of Resolution 1.

Voting exclusion statement

Nine will disregard any votes cast in favour of Resolution 1 by or on behalf of a Restricted Voter. However, Nine need not disregard a vote if:

- it is cast by a person as a proxy appointed by writing that specifies how the proxy is to vote on the proposed Resolution; and
- it is not cast on behalf of a Restricted Voter.

Further, a Restricted Voter who is appointed as a proxy will not vote on Resolution 1 unless:

- the appointment specifies the way the proxy is to vote on Resolution 1; or
- the proxy is the Chair and the appointment expressly authorises the Chair to exercise the proxy even though the Resolution is connected directly or indirectly with the remuneration of a member of the Key Management Personnel.

Resolution 2: Re-election of Ms Mickie Rosen as a director

Pursuant to Clause 26.10 of Nine's Constitution, Ms Mickie Rosen retires by way of rotation and, being eligible, offers herself for re-election as a Director.

Ms Rosen served on the Fairfax Board from March 2017, before joining the Nine Board when Nine and Fairfax merged in December 2018. Ms Rosen resides in California and has over three decades of strategy, operating, and advisory experience at the intersection of media, technology and e-commerce.

Ms Rosen currently advises early to growth stage companies and serves on boards in Australia and the United States, including Bank of Queensland Limited, Centurion Acquisition Corp and Fabletics. Prior, she served on the boards of Domain Holdings, Pandora Media, FazeClan and Ascendent Digital Acquisition Corp.

In her operating career, she held key executive roles for companies such as Yahoo, where she led Yahoo's media and e-commerce division worldwide, Fox Interactive Media, where she was instrumental in the formation of Hulu, Tribune, where she was concurrently the President of the Los Angeles Times, The Walt Disney Company and Fandango. She was also a partner with Fuse Capital, a consumer Internet focused venture fund.

Ms Rosen has served as a senior advisor to the Boston Consulting Group and built the foundation of her career with McKinsey & Company. She holds an MBA from Harvard Business School.

Ms Rosen brings to the Board skills which include strategy, the media industry, data and technology, subscription and e-commerce businesses, leading people, culture and change, risk management and M&A.

The Board (Ms Rosen abstaining) recommends that Shareholders vote in favour of Resolution 2.

Resolution 3: Election of Mr Timothy Longstaff as a director

Pursuant to Clause 26.6 of Nine's Constitution, Mr Timothy Longstaff, who was appointed a Director of Nine by the Board on 1 January 2025, is required to seek election as a Director.

A chartered accountant who commenced his career in audit, Mr Longstaff has extensive experience in investment banking from more than 25 years with leading global firms including Deutsche Bank and JP Morgan. He has a strong background in advising Australian and international companies on strategic and transformational M&A projects, and in debt and equity capital markets. After his career in investment banking, Mr Longstaff held a senior role with a Cabinet Minister in the Australian Government in both the Trade, Tourism & Investment portfolio, and the Finance portfolio.

Mr Longstaff is a non-executive director on the Boards of ASX-listed companies Inghams, Perenti and Aurizon, where he serves as chair of the company's Audit, Governance and Risk Management Committee. He is also a Director of the George Institute for Global Health and a member of the Australian Government's Takeovers Panel. Mr Longstaff is a Fellow of the Institute of Chartered Accountants in Australia and New Zealand, a Fellow of the Australian Institute of Company Directors, and a Senior Fellow of the Financial Services Institute of Australia.

Mr Longstaff brings to the Board skills which include financial expertise, strategy, political/regulatory matters, M&A and capital markets.

The Board (Mr Longstaff abstaining) recommends that Shareholders vote in favour of Resolution 3.

Resolution 4: Election of Mr Peter Tonagh as a director

Pursuant to Clause 26.6 of Nine's Constitution, Mr Peter Tonagh, who was appointed a Director of Nine by the Board on 14 January 2025, is required to seek election as a Director.

Mr Tonagh brings extensive leadership experience across Australia's media, technology, and analytics sectors. His career spans key roles at Deloitte, Boston Consulting Group, and Foxtel, where he served as CFO and later CEO. He was also CEO of News Corp Australia and interim CEO of REA Group Limited.

Currently, Mr Tonagh is Chair of Quantum, GTN Limited, Bus Stop Films, and Honey Insurance, and previously served as Deputy Chair of the ABC and as a director of Domain Holdings. He holds a Bachelor of Commerce from UNSW and an MBA from INSEAD, and has completed Harvard's Business Analytics Program.

Mr Tonagh brings to the Board skills which include strategy, the media industry, data and technology, leading people, culture and change and M&A.

The Board (Mr Tonagh abstaining) recommends that Shareholders vote in favour of Resolution 4.

Resolution 5: Grant of 2025 performance rights to CEO

Mr Matthew Stanton was appointed as a director of Nine and Chief Executive Officer on 13 March 2025, after a period as Acting Chief Executive Officer since 30 September 2024. Mr Stanton was Nine’s Chief Financial and Strategy Officer before being appointed as acting Chief Executive Officer. As part of Mr Stanton’s remuneration package, he has been and continues to be entitled to participate in Nine’s Long Term Incentive Plan, so he has already received 320,522 performance rights under the FY25 grant of rights, issued before he became a director of Nine.

Subject to shareholder approval, Nine proposes to issue performance rights to the value of \$1,177,873 which reflects a pro rata allocation of the amount which Mr Stanton is entitled to receive, based on the proportion of FY25 in his current and former roles, less the amount of rights already granted to him. Based on the 10 day VWAP around the release of Nine’s FY24 results of \$1.34, this results in the proposed grant of 879,010 performance rights.

ASX Listing Rule 10.14 requires shareholder approval for Mr Stanton, being a director of Nine and therefore a Listing Rule 10.14.1 party, to be issued securities under an employee incentive plan such as Nine’s Long Term Incentive Plan. The Board intends that no new shares will be issued to Mr Stanton on vesting of the Performance Rights (as any entitlement to shares will be satisfied by the acquisition of shares on market), but obtaining this approval gives Nine flexibility to issue shares on exercise of the Performance Rights if circumstances require at that time. Mr Stanton is the only director who is entitled to participate in the Long Term Incentive Plan. Former Chief Executive Officers, who were directors, were entitled to participate in the Long Term Incentive Plan during their tenure in that role.

If shareholder approval is obtained under ASX Listing Rule 10.14, the grant of these performance rights will then fall within the Listing Rule 7.2 exception 14, with the result that the issue of those securities (which equate to 0.06% of Nine’s issued capital) will not be included in the calculation of Nine’s 15% placement capacity under Listing Rule 7.1. If shareholder approval is not obtained under ASX Listing Rule 10.14, Nine will consider alternatives for compensating Mr Stanton.

Details of Mr Stanton’s remuneration

Mr Stanton’s remuneration package comprises:

- Fixed remuneration (base pay, superannuation, non-monetary benefits) of \$1,600,000 per annum;
- A short term incentive opportunity of 100% of fixed remuneration (at target) and 150% of fixed remuneration (as the maximum opportunity); and
- A long term incentive opportunity of 125% of fixed remuneration (ie \$2,000,000).

Previous grants

Mr Stanton has previously received performance rights issued in each of FY23, FY24 and FY25, totalling 625,571 rights.

Performance Rights

Performance rights are not fully paid ordinary securities. The material terms of the securities are set out below. Performance rights are a commonly used form of security for executive incentive plans, as they can be issued subject to vesting criteria and do not give any rights to the holder (such as voting or dividend rights) before they are vested and exercised, but create alignment between the executives who hold the rights and shareholders.

Details of Nine’s LTI Plan are contained in the Annual Report. Key elements of the plan are summarised below:

What does a Performance Right provide?	If the conditions to vesting are satisfied, each Performance Right will, at Nine’s election, convert to a Share on a one-for-one basis or entitle Mr Stanton to receive cash to the value of a Share. No amount is payable by Mr Stanton for the issue of the Performance Rights or on conversion of the Performance Rights. Mr Stanton does not receive any voting or dividend entitlements before the Performance Rights have vested and been exercised.
Vesting Condition 1– Total Shareholder Return	351,604 of the Performance Rights (40%) are subject to Nine’s Total Shareholder Return (TSR) performance against a comparator group over the 3 year period from 1 July 2024 to 30 June 2027. The comparator group is a subset of ASX listed companies. If Nine’s TSR performance is at the 50th percentile, 50% of these Performance Rights will vest. If TSR exceeds the stretch target of the 75th percentile, 100% of these Performance Rights will vest. Between those two targets, Performance Rights will vest on a straight line basis.
Vesting Condition 2 – Earnings Per Share Growth	351,604 of the Performance Rights (40%) are subject to the achievement of fully diluted earnings per share growth (EPSG) targets over the 3 year period to 30 June 2027. The targets for the 3 year period have been set by the Board. As the target for EPSG is commercially sensitive, Nine will disclose the performance targets when Performance Rights vest. If EPSG over the 3 year period meets the threshold target, 33% of these Performance Rights will vest. If EPSG exceeds the stretch target, 100% of these Performance Rights will vest. Between those two targets, Performance Rights will vest on a straight line basis.

Vesting Condition 3 – Strategic Hurdle	175,802 of the Performance Rights (20%) will vest, based on the Board's assessment of performance against measures set by the Board to accelerate the Nine group's transformation as a digital business over the 3 years to 30 June 2027. This is based on targets relating to matters such as digital revenue growth, growth in non-advertising revenue and the proportion of such revenue compared to Nine's total revenue. The Board will assess Nine's performance against the targets on an aggregated basis, in determining how many of this tranche of Performance Rights will vest.
Cessation of employment (Employment Conditions)	<p>If Mr Stanton ceases to be employed by Nine before 1 July 2027 due to:</p> <ul style="list-style-type: none"> – being summarily dismissed; – resignation (subject to the Board exercising a discretion to allow some or all Performance Rights to be retained); or – terminating his employment agreement otherwise than in accordance with the terms of that agreement, <p>any unvested Performance Rights held at the date of termination will lapse.</p> <p>If Mr Stanton ceases to be employed by Nine in any other circumstances (e.g. redundancy, retirement, ill health), Mr Stanton will retain a pro-rated number of unvested Performance Rights, which will be tested after 1 July 2027, to determine the number of such rights which have vested.</p>
Testing	<p>Performance against each of the vesting conditions will be determined independently.</p> <p>Any Performance Rights which do not vest at the end of the performance period will lapse.</p> <p>Performance rights which vest may be exercised at any time up to 30 June 2029 (subject to Nine's Securities Trading Policy). Any rights which are not exercised before that date will lapse.</p>
Restrictions	<p>Mr Stanton is not permitted to transfer any Performance Rights.</p> <p>Trading in any shares issued to Mr Stanton on exercise of the Performance Rights will be restricted for so long as he remains Chief Executive Officer of Nine, and is subject to Nine's Securities Trading Policy.</p>
Maximum number of shares	The maximum number of shares which Mr Stanton may receive, if vesting conditions are met and the rights exercised, will be 879,010 (subject to any adjustments made under the Long Term Incentive Plan).
Grant of rights	If Shareholders approve this resolution, the rights will be granted to Mr Stanton shortly after the meeting, and within 12 months after the date of this meeting.

There are no loans made in connection with the acquisition of securities under the Long Term Incentive Plan.

Details of any securities issued under the LTI Plan following approval under this resolution will be published in Nine's annual report for the current financial year with a statement that approval of the issue was obtained under ASX Listing Rule 10.14. As Mr Stanton is currently the only person named in this resolution, no other person covered by ASX Listing Rule 10.14 who becomes entitled to participate in an issue of securities under the LTI Plan may do so, until approval is obtained under that rule.

The Board (Mr Stanton abstaining) recommends that Shareholders vote in favour of Resolution 5.

Voting exclusion statement

Nine will disregard any votes cast in favour of Resolution 5:

- by or on behalf of any person referred to in Listing Rule 10.14.1, 10.14.2 or 10.14.3 who is eligible to participate in Nine's LTI Plan or any associate of those persons; or
- by a Restricted Voter as a proxy unless the vote is cast as a proxy for a person who is entitled to vote on the resolution, and:
 - a. the appointment specifies the way the proxy is to vote on Resolution 5; or
 - b. the proxy is the Chair and the appointment expressly authorises the Chair to exercise the proxy.

However, a vote may be cast in favour of the resolution by:

- a person as proxy or attorney for a person who is entitled to vote on the resolution in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- the Chair of the meeting as proxy or attorney for a person who is entitled to vote on the resolution, in accordance with a direction given to the Chair to vote on the resolution as the Chair decides; or
- a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary, provided:
 - a. The beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting and is not an associate of a person excluded from voting on the resolution; and
 - b. The holder votes on the resolution in accordance with directions given by the beneficiary to the holder to vote on that way.

Resolution 6: Grant of 2026 performance rights to CEO

Mr Matthew Stanton was appointed as a director of Nine and Chief Executive Officer on 13 March 2025. The Board has determined, subject to Shareholder approval, to offer Mr Stanton an allocation of Performance Rights, to the value of \$2,000,000 on the terms of Nine’s LTI Plan, which will be tested against vesting conditions for the 3 years to 30 June 2028. Based on the 10 day VWAP around the release of Nine’s financial results for the year to 30 June 2025 of \$1.727, Mr Stanton will be entitled to 1,158,077 Performance Rights.

ASX Listing Rule 10.14 requires shareholder approval for Mr Stanton, being a director of Nine and therefore a Listing Rule 10.14.1 party, to be issued securities under an employee incentive plan such as Nine’s Long Term Incentive Plan. The Board intends that no new shares will be issued to Mr Stanton on vesting of the Performance Rights (as any entitlement to shares will be satisfied by the acquisition of shares on market), but obtaining this approval gives Nine flexibility to issue shares on exercise of the Performance Rights if circumstances require at that time. Mr Stanton is the only director who is entitled to participate in the Long Term Incentive Plan.

If shareholder approval is obtained under ASX Listing Rule 10.14, the grant of these performance rights will then fall within Listing Rule 7.2 exception 14, with the result that the issue of those securities (which equate to 0.07% of Nine’s issued capital) will not be included in the calculation of Nine’s 15% placement capacity under Listing Rule 7.1. If shareholder approval is not obtained under ASX Listing Rule 10.14, Nine will consider alternatives for compensating Mr Stanton.

Details of Mr Stanton’s remuneration

Mr Stanton’s remuneration package comprises:

- Fixed remuneration (base pay, superannuation, non-monetary benefits) of \$1,600,000 per annum;
- A short term incentive opportunity of 100% of fixed remuneration (at target) and 150% of fixed remuneration (as the maximum opportunity); and
- A long term incentive opportunity of 125% of fixed remuneration (ie \$2,000,000).

Previous grants

Mr Stanton has previously received 625,571 performance rights in respect of previous financial years.

Performance Rights

Performance rights are not fully paid ordinary securities. The material terms of the securities are set out above, in relation to Resolution 5 and details of Nine’s LTI Plan are contained in the Annual Report. Key elements of the proposed grant to Mr Stanton are summarised below:

Vesting Condition 1– Total Shareholder Return	463,230 of the Performance Rights (to the value of \$800,000) are subject to Nine’s Total Shareholder Return (TSR) performance against a comparator group over the 3 year period from 1 July 2025 to 30 June 2028. The comparator group is a subset of ASX listed companies. If Nine’s TSR performance is at the 50th percentile, 50% of these Performance Rights will vest. If TSR exceeds the stretch target of the 75th percentile, 100% of these Performance Rights will vest. Between those two targets, Performance Rights will vest on a straight line basis.
Vesting Condition 2 – Earnings Per Share Growth	463,230 of the Performance Rights (to the value of \$800,000) are subject to the achievement of fully diluted earnings per share growth (EPSG) targets over the 3 year period to 30 June 2028. The targets for the 3 year period have been set by the Board. As the target for EPSG is commercially sensitive, Nine will disclose the performance targets when Performance Rights vest. If EPSG over the 3 year period meets the threshold target, 33% of these Performance Rights will vest. If EPSG exceeds the stretch target, 100% of these Performance Rights will vest. Between those two targets, Performance Rights will vest on a straight line basis.
Vesting Condition 3 – Strategic Hurdle	231,617 of the Performance Rights (to the value of \$400,000) will vest, based on the Board’s assessment of performance against measures set by the Board in relation to achievement of strategic, long term priorities for Nine’s business. The Board will assess Nine’s performance against targets on an aggregated basis, in determining how many of this tranche of Performance Rights will vest.
Cessation of employment (Employment Conditions)	If Mr Stanton ceases to be employed by Nine before 1 July 2028 due to: <ul style="list-style-type: none">– being summarily dismissed;– resignation (subject to the Board exercising a discretion to allow some or all Performance Rights to be retained); or– terminating his employment agreement otherwise than in accordance with the terms of that agreement, any unvested Performance Rights held at the date of termination will lapse. If Mr Stanton ceases to be employed by Nine in any other circumstances (e.g. redundancy, retirement, ill health), Mr Stanton will retain a pro-rated number of unvested Performance Rights, which will be tested after 1 July 2028, to determine the number of such rights which have vested.

Testing	Performance against each of the vesting conditions will be determined independently. Any Performance Rights which do not vest at the end of the performance period will lapse. Performance rights which vest may be exercised at any time up to 30 June 2030 (subject to Nine's Securities Trading Policy). Any rights which are not exercised before that date will lapse.
Restrictions	Mr Stanton is not permitted to transfer any Performance Rights. Trading in any shares issued to Mr Stanton on exercise of the Performance Rights will be restricted for so long as he remains Chief Executive Officer of Nine, and is subject to Nine's Securities Trading Policy.
Maximum number of shares	The maximum number of shares which Mr Stanton may receive, if vesting conditions are met and the rights exercised, will be 1,158,077 (subject to any adjustments made under the Long Term Incentive Plan).
Grant of rights	If Shareholders approve this resolution, the rights will be granted to Mr Stanton shortly after the meeting, and within 12 months after the date of this meeting.

There are no loans made in connection with the acquisition of securities under the Long Term Incentive Plan.

Details of any securities issued under the LTI Plan following approval under this resolution will be published in Nine's annual report for the current financial year with a statement that approval of the issue was obtained under ASX Listing Rule 10.14. As Mr Stanton is currently the only person named in this resolution, no other person covered by ASX Listing Rule 10.14 who becomes entitled to participate in an issue of securities under the LTI Plan may do so, until approval is obtained under that rule.

The Board (Mr Stanton abstaining) recommends that Shareholders vote in favour of Resolution 6.

Voting exclusion statement

Nine will disregard any votes cast in favour of Resolution 6:

- by or on behalf of any person referred to in Listing Rule 10.14.1, 10.14.2 or 10.14.3 who is eligible to participate in Nine's LTI Plan or any associate of those persons; or
- by a Restricted Voter as a proxy unless the vote is cast as a proxy for a person who is entitled to vote on the resolution, and:
 - a. the appointment specifies the way the proxy is to vote on Resolution 6; or
 - b. the proxy is the Chair and the appointment expressly authorises the Chair to exercise the proxy.

However, a vote may be cast in favour of the resolution by:

- a person as proxy or attorney for a person who is entitled to vote on the resolution in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- the Chair of the meeting as proxy or attorney for a person who is entitled to vote on the resolution, in accordance with a direction given to the Chair to vote on the resolution as the Chair decides; or
- a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary, provided:
 - a. The beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting and is not an associate of a person excluded from voting on the resolution; and
 - b. The holder votes on the resolution in accordance with directions given by the beneficiary to the holder to vote on that way.

Resolution 7: Conditional Board Spill Resolution

At the Company's 2024 Annual General Meeting, more than 25% of the votes cast on the resolution to adopt the Remuneration Report were cast against adopting the report and so Nine received a "first strike". Resolution 7 is a conditional resolution and will only be put to the meeting if more than 25% of votes cast on Resolution 1 are cast against the resolution to adopt the 2025 Remuneration Report (ie if Nine receives a "second strike").

If Nine is required to put the conditional board spill resolution to the meeting, it will only be passed if more than 50% of the votes validly cast on it are in favour of the resolution.

If the conditional spill meeting resolution is required to be put to the meeting and is passed, an extraordinary meeting of shareholders to consider the composition of the Board (the **Spill Meeting**) must be held within 90 days of the date of the Annual General Meeting. If a Spill Meeting is required, the date of the meeting will be notified to shareholders in due course.

If the Spill Meeting is held, all of the non-executive Directors (Catherine West, Andrew Lancaster, Timothy Longstaff, Mandy Pattinson, Mickie Rosen and Peter Tonagh) being the non-executive Directors who held office when the 2025 Directors Report was approved, will automatically vacate office immediately before the end of the Spill Meeting unless they are re-elected at the Spill Meeting.

Resolutions to appoint individuals to the offices that would be vacated immediately before the end of the Spill Meeting would be put to the vote at the Spill Meeting. Eligibility to stand for election or re-election at the Spill Meeting will be determined in accordance with the Constitution of Nine. Each of the Directors listed above is eligible to stand for re-election at the Spill Meeting, but there is no guarantee they will choose to stand for re-election.

In deciding how to vote on any Spill Resolution put to the AGM, the Directors suggest that shareholders consider the following factors:

- The Board's extensive engagement with external stakeholders regarding the "first strike" at the 2024 AGM, as described in the Annual Report;
- The disruption and uncertainty which would be caused if a Spill Meeting is convened, which the Board believes would not be in the best interests of Nine or its shareholders;
- The possibility of loss of the considerable expertise which Nine's non-executive directors bring;
- Changes in personnel since 1 July 2024, including the appointment of a new Chief Executive Officer and two independent non-executive directors; and
- The substantial expense which holding a Spill Meeting would require.

Shareholders should note that the Chair intends to vote any undirected proxies against Resolution 7. Shareholders may also choose to direct the Chair to vote for Resolution 7 or to abstain from voting.

The Board, acknowledging that each Director has an interest in his or her continued role on the Board, recommends that Shareholders vote against Resolution 7.

Voting exclusion statement

Nine will disregard any votes cast on Resolution 7 by or on behalf of a Restricted Voter.

However, Nine need not disregard a vote if:

- it is cast by a person as a proxy appointed by writing that specifies how the proxy is to vote on the proposed Resolution; and
- it is not cast on behalf of a Restricted Voter.

Further, a Restricted Voter who is appointed as a proxy will not vote on Resolution 7 unless:

- the appointment specifies the way the proxy is to vote on Resolution 7; or
- the proxy is the Chair and the appointment expressly authorises the Chair to exercise the proxy even though the Resolution is connected directly or indirectly with the remuneration of a member of the Key Management Personnel.

Glossary

Term	Definition
Board	means the board of directors of Nine.
Chair	means the individual appointed under the Constitution to chair any meeting of Nine from time to time.
Closely Related Party	has the meaning given to that term in the Corporations Act.
Constitution	means Nine's constitution, as amended from time to time.
Corporations Act	means <i>Corporations Act 2001</i> (Cth).
Explanatory Statement	means this explanatory statement.
Key Management Personnel	has the meaning given to that term in the Accounting Standards.
LTI Plan	means the Long Term Incentive Plan of Nine, described in the Explanatory Statement.
Notice of Meeting	means the notice of meeting accompanying the Explanatory Statement.
Restricted Voter	means Key Management Personnel and their Closely Related Parties.
Shareholder	means a person who is a registered holder of fully paid ordinary shares in the capital of Nine.
VWAP	means volume weighted average price

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LODGE YOUR QUESTIONS

ONLINE
<https://au.investorcentre.mpms.mufg.com>

BY MAIL
Nine Entertainment Co. Holdings Ltd
C/- MUFG Corporate Markets (AU) Limited
Locked Bag A14
Sydney South NSW 1235 Australia

BY FAX
+61 2 9287 0309

BY HAND
MUFG Corporate Markets (AU) Limited
Parramatta Square, Level 22, Tower 6,
10 Darcy Street, Parramatta NSW 2150

ALL ENQUIRIES TO
Telephone: +61 1800 128 092 (free call within Australia)



X99999999999

VOTING FORM

I/We being a member(s) of Nine Entertainment Co. Holdings Limited and entitled to attend and vote hereby appoint:

STEP 1 Please mark either A or B

A VOTE DIRECTLY

☐ elect to lodge my/our
vote(s) directly (mark box)

i in relation to the Annual General Meeting of the Company to be held at **10:00am (Sydney Time) on Friday, 7 November 2025**, and at any adjournment or postponement of the Meeting. You should mark either "for" or "against" for each item. Do not mark the "abstain" box.

OR

B APPOINT A PROXY

☐ the Chair of the Meeting (mark box)

OR if you are **NOT** appointing the Chair of the Meeting as your proxy, please write the name and email of the person or body corporate you are appointing as your proxy

Name

Email

or failing the person or body corporate named, or if no person or body corporate is named, the Chair of the Meeting, as my/our proxy to act on my/our behalf (including to vote in accordance with the following directions or, if no directions have been given and to the extent permitted by the law, as the proxy sees fit) at the Annual General Meeting of the Company to be held at **10:00am (Sydney Time) on Friday, 7 November 2025 (the Meeting)** and at any postponement or adjournment of the Meeting.

The Meeting will be conducted as a hybrid event. You can participate by attending in person at **1 Denison Street, North Sydney** or logging in online at <https://meetings.openbriefing.com/NEC25> (refer to details in the Virtual Annual General Meeting Online Guide). To access the **Notice of Annual General Meeting** this can be viewed and downloaded at the Company's website at <https://www.nineforbrands.com.au/>.

Important for Resolutions 1, 5, 6 & 7: If the Chair of the Meeting is your proxy, either by appointment or by default, and you have not indicated your voting intention below, you expressly authorise the Chair of the Meeting to exercise the proxy in respect of Resolutions 1, 5, 6 & 7, even though the Resolutions are connected directly or indirectly with the remuneration of a member of the Company's Key Management Personnel (KMP).

The Chair of the Meeting intends to vote undirected proxies in favour of items 1 to 6 and against item 7

VOTING DIRECTIONS

Proxies will only be valid and accepted by the Company if they are signed and received no later than 48 hours before the Meeting.

Please read the voting instructions overleaf before marking any boxes with an ☒

Resolutions

1 Non Binding Resolution to adopt the Remuneration Report

For Against Abstain*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

2 Re-election of Mickie Rosen as a Director

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

3 Election of Timothy Longstaff as a Director

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

4 Election of Peter Tonagh as a Director

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

5 Grant of 2025 performance rights to CEO

For Against Abstain*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

6 Grant of 2026 performance rights to CEO

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

7 Conditional Board Spill resolution

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

i * If you mark the Abstain box for a particular Item, you are directing your proxy not to vote on your behalf on a show of hands or on a poll and your votes will not be counted in computing the required majority on a poll.

SIGNATURE OF SHAREHOLDERS – THIS MUST BE COMPLETED

Shareholder 1 (Individual)

Joint Shareholder 2 (Individual)

Joint Shareholder 3 (Individual)

Sole Director and Sole Company Secretary

Director/Company Secretary (Delete one)

Director

This form should be signed by the shareholder. If a joint holding, either shareholder may sign. If signed by the shareholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth).

HOW TO COMPLETE THIS SHAREHOLDER VOTING FORM

YOUR NAME AND ADDRESS

This is your name and address as it appears on the Company's share register. If this information is incorrect, please make the correction on the form. Shareholders sponsored by a broker should advise their broker of any changes. **Please note: you cannot change ownership of your shares using this form.**

VOTING UNDER BOX A

If you ticked the box under Box A you are indicating that you wish to vote directly. Please only mark either **"for"** or **"against"** for each item. Do not mark the **"abstain"** box. If you mark the **"abstain"** box for an item, your vote for that item will be invalid.

If no direction is given on all of the items, or if you complete both Box A and Box B, your vote may be passed to the Chair of the Meeting as your proxy.

Custodians and nominees may, with the Share Registrar's consent, identify on the Voting Form the total number of votes in each of the categories **"for"** and **"against"** and their votes will be valid.

If you have lodged a direct vote, and then you attend the Meeting, your attendance will cancel your direct vote.

The Chair's decision as to whether a direct vote is valid is conclusive.

VOTING UNDER BOX B – APPOINTMENT OF PROXY

If you wish to appoint the Chair of the Meeting as your proxy, mark the box in Step 1. If you wish to appoint someone other than the Chair of the Meeting as your proxy, please write the name and email address of that individual or body corporate in Step 1. A proxy need not be a shareholder of the Company.

DEFAULT TO CHAIR OF THE MEETING

Any directed proxies that are not voted on a poll at the Meeting will default to the Chair of the Meeting, who is required to vote those proxies as directed. Any undirected proxies that default to the Chair of the Meeting will be voted according to the instructions set out in this Voting Form, including where the Resolutions are connected directly or indirectly with the remuneration of KMP, including where the Resolutions are connected directly or indirectly with the remuneration of KMP.

VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT

You may direct your proxy how to vote by placing a mark in one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as he or she chooses. If you mark more than one box on an item your vote on that item will be invalid.

APPOINTMENT OF A SECOND PROXY

You are entitled to appoint up to two persons as proxies to attend the Meeting and vote on a poll. If you wish to appoint a second proxy, an additional Voting Form may be obtained by telephoning the Company's share registry or you may copy this form and return them both together.

To appoint a second proxy you must:

- on each of the first Voting Form and the second Voting Form state the percentage of your voting rights or number of shares applicable to that form. If the appointments do not specify the percentage or number of votes that each proxy may exercise, each proxy may exercise half your votes. Fractions of votes will be disregarded; and
- return both forms together.

SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided:

Individual: where the holding is in one name, the holder must sign.

Joint Holding: where the holding is in more than one name, either shareholder may sign.

Power of Attorney: to sign under Power of Attorney, you must lodge the Power of Attorney with the registry. If you have not previously lodged this document for notation, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the *Corporations Act 2001*) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please indicate the office held by signing in the appropriate place.

CORPORATE REPRESENTATIVES

If a representative of the corporation is to attend the Meeting virtually the appropriate "Certificate of Appointment of Corporate Representative" must be received at support@cm.mpms.mufg.com prior to admission in accordance with the Notice of Annual General Meeting. A form of the certificate may be obtained from the Company's share registry or online at www.mpms.mufg.com/en/mufg-corporate-markets.

LODGEMENT OF A PROXY FORM

This Proxy Form (and any Power of Attorney under which it is signed) must be received at an address given below by **10:00am (Sydney Time) on Wednesday, 5 November 2025**, being not later than 48 hours before the commencement of the Meeting. Any Proxy Form received after that time will not be valid for the scheduled Meeting.

Proxy Forms may be lodged using the reply paid envelope or:



ONLINE

<https://au.investorcentre.mpms.mufg.com>

Login to the Investor Centre using the holding details as shown on the Voting/Proxy Form. Select 'Voting' and follow the prompts to lodge your vote. To use the online lodgement facility, shareholders will need their "Holder Identifier" - Securityholder Reference Number (SRN) or Holder Identification Number (HIN).



BY MOBILE DEVICE

Our voting website is designed specifically for voting online. You can now lodge your vote by scanning the QR code adjacent or enter the voting link

<https://au.investorcentre.mpms.mufg.com> into your mobile device. Log in using the Holder Identifier and postcode for your shareholding.

QR Code



To scan the code you will need a QR code reader application which can be downloaded for free on your mobile device.



BY MAIL

Nine Entertainment Co. Holdings Ltd
C/- MUFG Corporate Markets (AU) Limited
Locked Bag A14
Sydney South NSW 1235
Australia



BY FAX

+61 2 9287 0309



BY HAND

delivering it to MUFG Corporate Markets (AU) Limited*
Parramatta Square
Level 22, Tower 6
10 Darcy Street
Parramatta NSW 2150

*during business hours Monday to Friday (9:00am - 5:00pm)

Online Meeting Guide

Before you begin

Ensure your browser is compatible.
Check your current browser by going to the website: **whatismybrowser.com**

Supported browsers are:

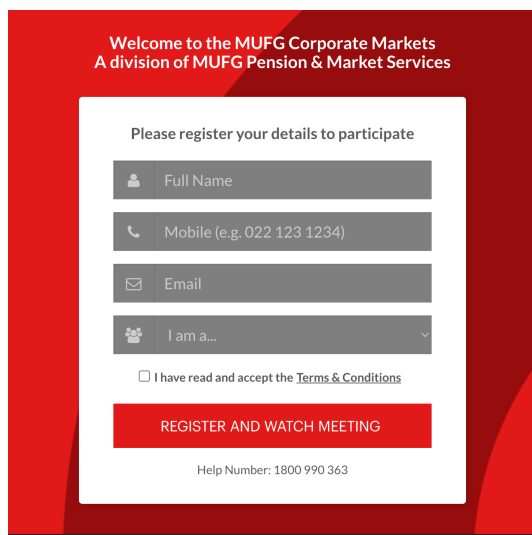
- Chrome – Version 44 & 45 and after
- Edge – 92.0 and up

To attend and vote you must have your shareholder number and postcode.

Appointed Proxy: Your proxy number will be provided by MUFG before the meeting.

Please make sure you have this information before proceeding.

Online Meeting Guide



Welcome to the MUFG Corporate Markets
A division of MUFG Pension & Market Services

Please register your details to participate

Full Name

Mobile (e.g. 022 123 1234)

Email

I am a...

☐ I have read and accept the [Terms & Conditions](#)

REGISTER AND WATCH MEETING

Help Number: 1800 990 363

Step 1

Open your web browser and go to <https://meetings.openbriefing.com/NEC25>

Step 2

Log in to the portal using your full name, mobile number and email address, and participant type

Please read and accept the terms and conditions before clicking on the **'Register and Watch Meeting'** button.

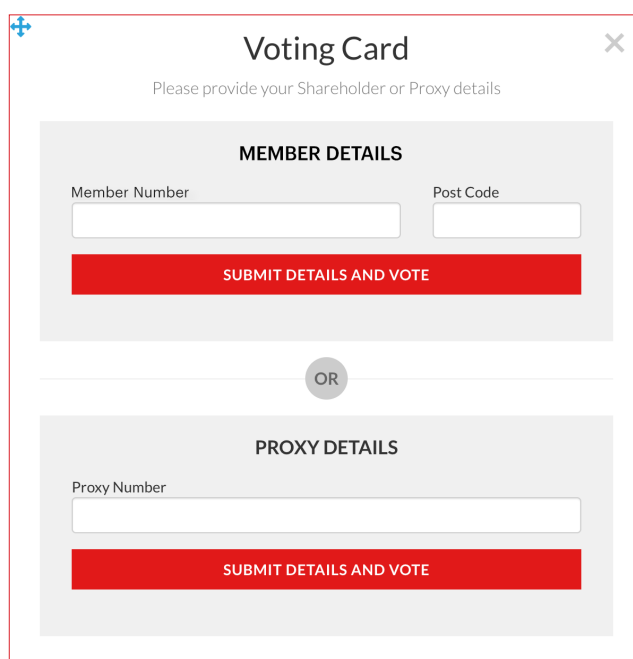
- On the left – a live webcast of the Meeting starts automatically once the meeting has commenced. If the webcast does not start automatically please press the play button and ensure the audio on your computer or device is turned on.
- On the right – the presentation slides that will be addressed during the Meeting
- At the bottom – buttons for 'Get a Voting Card', 'Ask a Question' and a list of company documents to download

Note: If you close your browser, your session will expire and you will need to re-register. If using the same email address, you can request a link to be emailed to you to log back in.

1. Get a Voting Card

To register to vote – click on the 'Get a Voting Card' button.

This will bring up a box which looks like this.



Voting Card

Please provide your Shareholder or Proxy details

MEMBER DETAILS

Member Number Post Code

SUBMIT DETAILS AND VOTE

OR

PROXY DETAILS

Proxy Number

SUBMIT DETAILS AND VOTE

If you are an individual or joint shareholder you will need to register and provide validation by entering your shareholder number and postcode.

If you are an appointed Proxy, please enter the Proxy Number issued by MUFG in the PROXY DETAILS section. Then click the **'SUBMIT DETAILS AND VOTE'** button.

Once you have registered, your voting card will appear with all of the resolutions to be voted on by shareholders at the Meeting (as set out in the Notice of Meeting). You may need to use the scroll bar on the right hand side of the voting card to view all resolutions.

Shareholders and proxies can submit either a Full Vote or Partial Vote.



Get a Voting Card



Ask a Question

Downloads

- Notice of meeting
- Annual report
- Online Guide

SAMPLE

I*****7133



Voting Card

Please complete your vote by selecting the required voting instruction (For, Against or Abstain) for each resolution. If you would like to complete a partial vote, please specify the number of votes for each resolution in the Partial Vote section. Proxy holder votes will only be applied to discretionary (undirected) votes. Directed votes will be applied as per the the shareholder's voting instructions.

Full Vote

Partial Vote

Resolution 1A

☒ For

☐ Against

☐ Abstain

AMENDMENT TO THE CONSTITUTION

SUBMIT VOTE

Full Votes

To submit a full vote on a resolution ensure you are in the **'Full Vote'** tab. Place your vote by clicking on the **'For'**, **'Against'**, or **'Abstain'** voting buttons.

Partial Votes

To submit a partial vote on a resolution ensure you are in the **'Partial Vote'** tab. You can enter the number of votes (for any or all) resolution/s. The total amount of votes that you are entitled to vote for will be listed under each resolution. When you enter the number of votes it will automatically tally how many votes you have left.

Note: If you are submitting a partial vote and do not use all of your entitled votes, the un-voted portion will be submitted as No Instruction and therefore will not be counted.

Once you have finished voting on the resolutions scroll down to the bottom of the box and click on the **'Submit Vote'** or **'Submit Partial Vote'** button.

Note: You can close your voting card without submitting your vote at any time while voting remains open. Any votes you have already made will be saved for the next time you open up the voting card. The voting card will appear on the bottom left corner of the webpage. The message **'Not yet submitted'** will appear at the bottom of the page.

You can edit your voting card at any point while voting is open by clicking on **'Edit Card'**. This will reopen the voting card with any previous votes made.

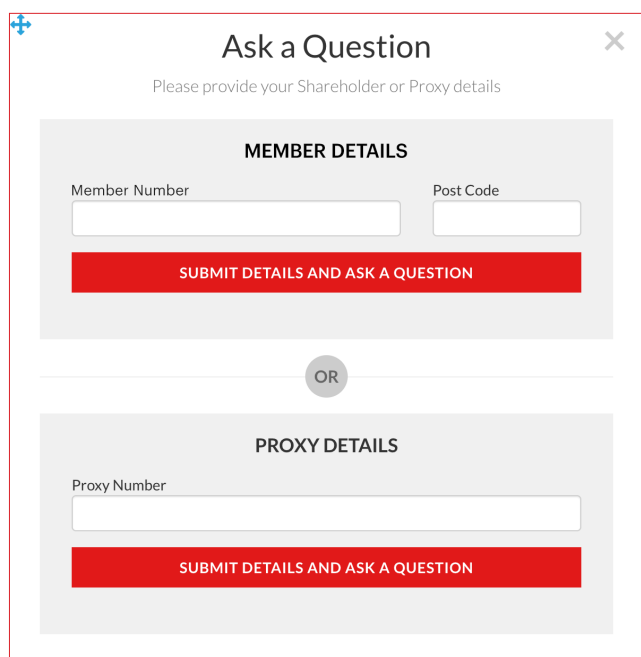
Online Meeting Guide *continued*

2. How to ask a question

Note: Only verified Shareholders, Proxyholders and Corporate Representatives are eligible to ask questions.

If you have yet to obtain a voting card, you will be prompted to enter your shareholder number and postcode or proxy details before you can ask a question. To ask a question, click on the 'Ask a Question' button either at the top or bottom of the webpage.

The 'Ask a Question' box will pop up and you have the option to type in a written question or ask an audio question over the phone line.



The 'Ask a Question' modal form is displayed with a close button (X) in the top right corner. It prompts the user to 'Please provide your Shareholder or Proxy details'. There are two sections: 'MEMBER DETAILS' and 'PROXY DETAILS', separated by an 'OR' button. The 'MEMBER DETAILS' section includes input fields for 'Member Number' and 'Post Code', followed by a red 'SUBMIT DETAILS AND ASK A QUESTION' button. The 'PROXY DETAILS' section includes a 'Proxy Number' input field, followed by a red 'SUBMIT DETAILS AND ASK A QUESTION' button.

In the 'Regarding' section click on the drop down arrow and select the category/resolution for your question.

Click in the 'Question' section and type your question and click on 'Submit'.

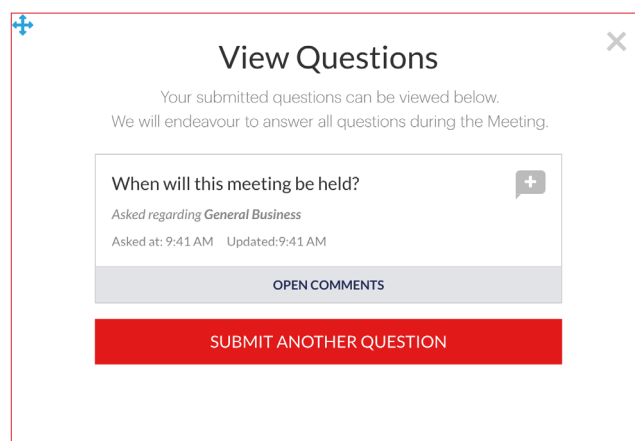
Contact us

Australia
T +61 1800 990 363

A 'View Questions' box will appear where you can view your questions at any point. Only you can see the questions you have asked.

If your question has been answered and you would like to exercise your right of reply, you can submit another question.

Note, the company will do their best to address all questions.



The 'View Questions' modal is shown with a close button (X) in the top right corner. It states: 'Your submitted questions can be viewed below. We will endeavour to answer all questions during the Meeting.' Below this is a card for a question: 'When will this meeting be held?' with a plus icon in a speech bubble. Underneath the question is the text 'Asked regarding General Business' and 'Asked at: 9:41 AM Updated: 9:41 AM'. At the bottom of the card is a grey 'OPEN COMMENTS' button. Below the card is a red 'SUBMIT ANOTHER QUESTION' button.

3. Downloads

View relevant documentation in the Downloads section.

4. Voting closing

Voting will end 5 minutes after the close of the Meeting.

At the conclusion of the Meeting a red bar with a countdown timer will appear at the top of the Webcast and Slide screens advising the remaining voting time. If you have not submitted your vote, you should do so now.

Once voting has been closed all submitted voting cards cannot be changed.



Dear Shareholder

2025 ANNUAL GENERAL MEETING

On behalf of the Board of Directors of Nine Entertainment Co. Holdings Limited (**Nine**), I am pleased to invite you to participate in Nine's 2025 Annual General Meeting (**AGM**) on Friday, 7 November 2025, at 10.00am. The AGM will be held in a hybrid mode, both virtually and at 1 Denison Street, North Sydney.

To download the Notice of Meeting and Explanatory Statement, Annual Report and Online Guide please go to our website (www.nineforbrands.com.au/investors).

Shareholders who are not able to attend in person can participate in the AGM virtually, via the online platform at <https://meetings.openbriefing.com/NEC25>. Details of how to log in to the meeting are set out in the Notice of Meeting and Online Guide. Registration opens 30 minutes before the commencement of the meeting for you to log onto the platform. You will need your SRN or HIN (which are on your Voting Form) or proxyholder login which will be provided by MUFG. You will be able to see the live webcast of directors and the presentations to the AGM, as well as the presentation slides. Shareholders and proxy holders will be able to ask questions during the AGM and to hear the discussion.

If you are unable to attend the AGM but wish to vote, you can either appoint a proxy or lodge a direct vote. Details for how to do this are on the enclosed Voting Form. For the appointment of your proxy to be effective, you will need to complete the online lodgement by 10.00am (AEDT) on Wednesday, 5 November 2025.

We look forward to seeing you on Friday, 7 November 2025.

Kind regards

Rachel Launder
Company Secretary