

**SPORTS
ENTERTAINMENT
GROUP LIMITED**

2021 ANNUAL GENERAL MEETING

**CHAIRMAN'S & CHIEF
EXECUTIVE OFFICER'S
ADDRESS**

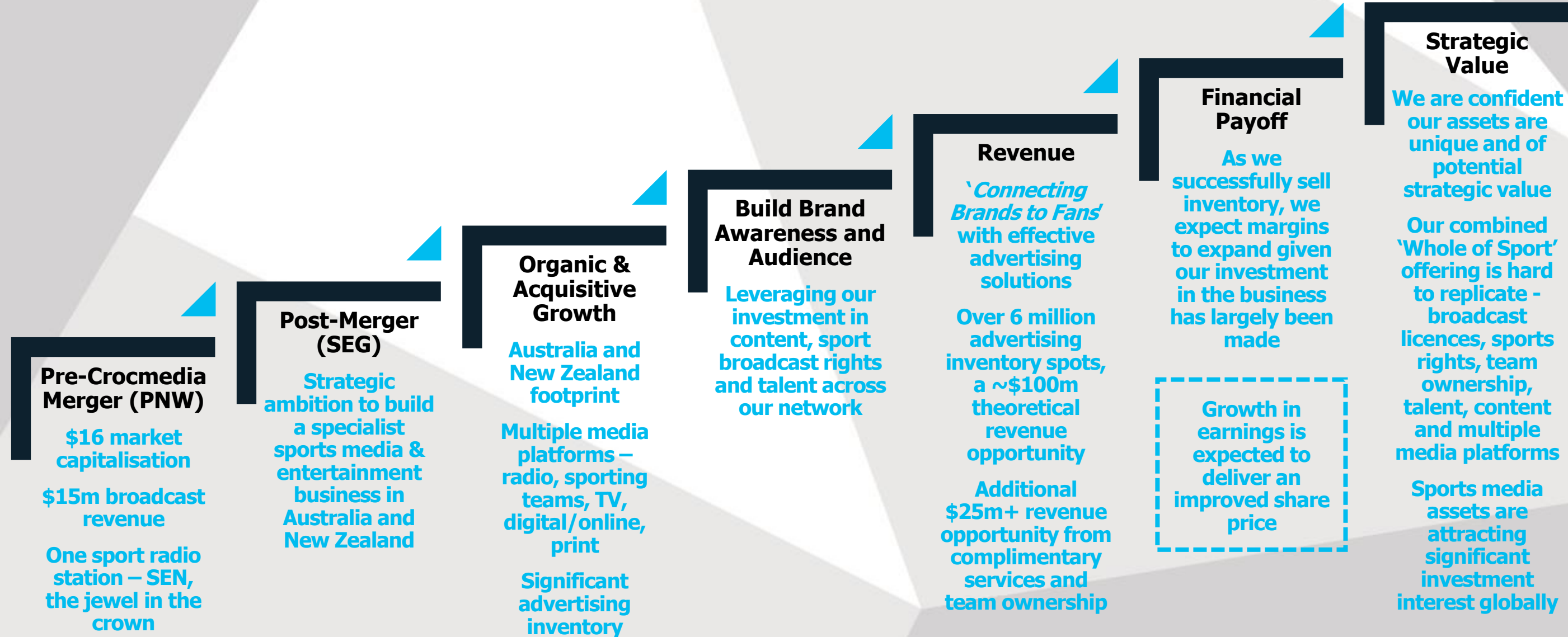
25 NOVEMBER 2021

CHAIRMAN'S ADDRESS.

STRATEGY AND PAYOFF.

How our 'Invest to Grow' strategy pays off over time

Strategic ambition to build a specialist sports media and entertainment business in Australia and New Zealand



CHIEF EXECUTIVE OFFICER'S ADDRESS.

IT'S BEEN A HUGE 18 MONTHS FOR SPORTS ENTERTAINMENT GROUP

**SPORTS
ENTERTAINMENT
NETWORK.**

- SEN Track Melbourne launch
- AFL Record in digital format
- Secure metro commercial AM radio rights to Tokyo Olympic Games



- Rebrand to Sports Entertainment Network
- SEN Track Brisbane launch
- SEN Track Gold Coast launch
- Secure Spring Racing Broadcast Rights with VRC



- Quaddie App launch
- SEN Stadium LIVE launch
- SEN Gold Coast rebrand
- SEN Track Kingaroy launch
- SEN Track Griffith launch
- SEN Track Latrobe Valley launch



Melbourne United wins 2020-21 NBL Championship

**FY21:
Revenue \$73.7M
EBITDA \$9.4M**

2020

Mar > Apr > May > Jun > Jul > Aug > Sept > Oct > Nov > Dec > Jan > Feb > Mar > Apr > May > Jun > Jul

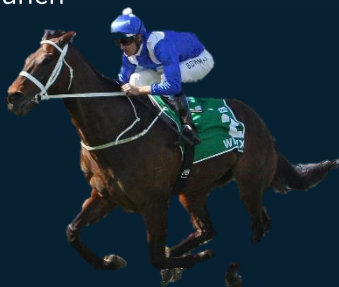
2021

- SEN Spirit South West launch

SEN Track Darling Downs launch

SEN Track Sydney launch

- SEN Track Perth launch
- SEN Track Wollongong launch
- SEN Track Atherton launch
- SEN Track Ingham launch
- SEN Track Gosford launch



- 1170 SEN Sydney launched
- 2CH Sydney moves to DAB+
- SEN Track Mildura launched
- Secure exclusive AM commercial metro city radio rights to broadcast International and KFC Big Bash League cricket



- Secure NBL Cup broadcast rights
- SEN Peel DAB+ launch



- SENZ launch
- SEN Track Northern Tasmania launch
- Acquire Perth Wildcats Basketball Team
- SEN broadcast 2020 Tokyo Olympics

Adam Gilchrist joins SEN Perth to co-host Breakfast



OUR AUDIO DISTRIBUTION FOOTPRINT

Our Coverage Is Unique And Unmatched



 Syndicated markets distribution

 Owned markets distribution

- VICTORIA**

 - Melbourne
 - Melbourne
 - Sunraysia/Mildura
 - La Trobe Valley
 - South West
 - Gippsland
 - Melbourne
 - Bendigo
 - Ballarat
 - Geelong
- NEW SOUTH WALES**

 - Sydney
 - Sydney
 - Sydney
 - Illawarra
 - Central Coast
 - Griffith
- SOUTH AUSTRALIA**

 - Adelaide
 - Mt Gambier
- QUEENSLAND**

 - Gold Coast
 - Brisbane
 - Atherton
 - Ingham
 - Kingaroy
 - Darling Downs
- WESTERN AUSTRALIA**

 - Perth
 - Bunbury
 - SEN WA
 - SEN Peel Mandurah
- TASMANIA**

 - Hobart
 - Northern TAS
- NORTHERN TERRITORY**

 - Darwin
- SEN 1116AM & DAB+
SENTrack 1593am & DAB+
SENTrack 89.1FM
SENTrack 91.9FM
SENTrack 91.3FM – **NEW!**
SEN Fanatic & DAB +

App Channel
App Channel
App Channel

SEN 1170AM & DAB+
2CH DAB+
SENTrack 1539AM & DAB+
SENTrack 1575am
SENTrack 801am
SENTrack 90.3FM

SEN SA 1629am
SEN Mt Gambier 1629am

SEN 1620AM
SENTrack 1053AM
SENTrack 99.1
SENTrack 96.9
SENTrack 96.3FM
SENTrack 91.5FM

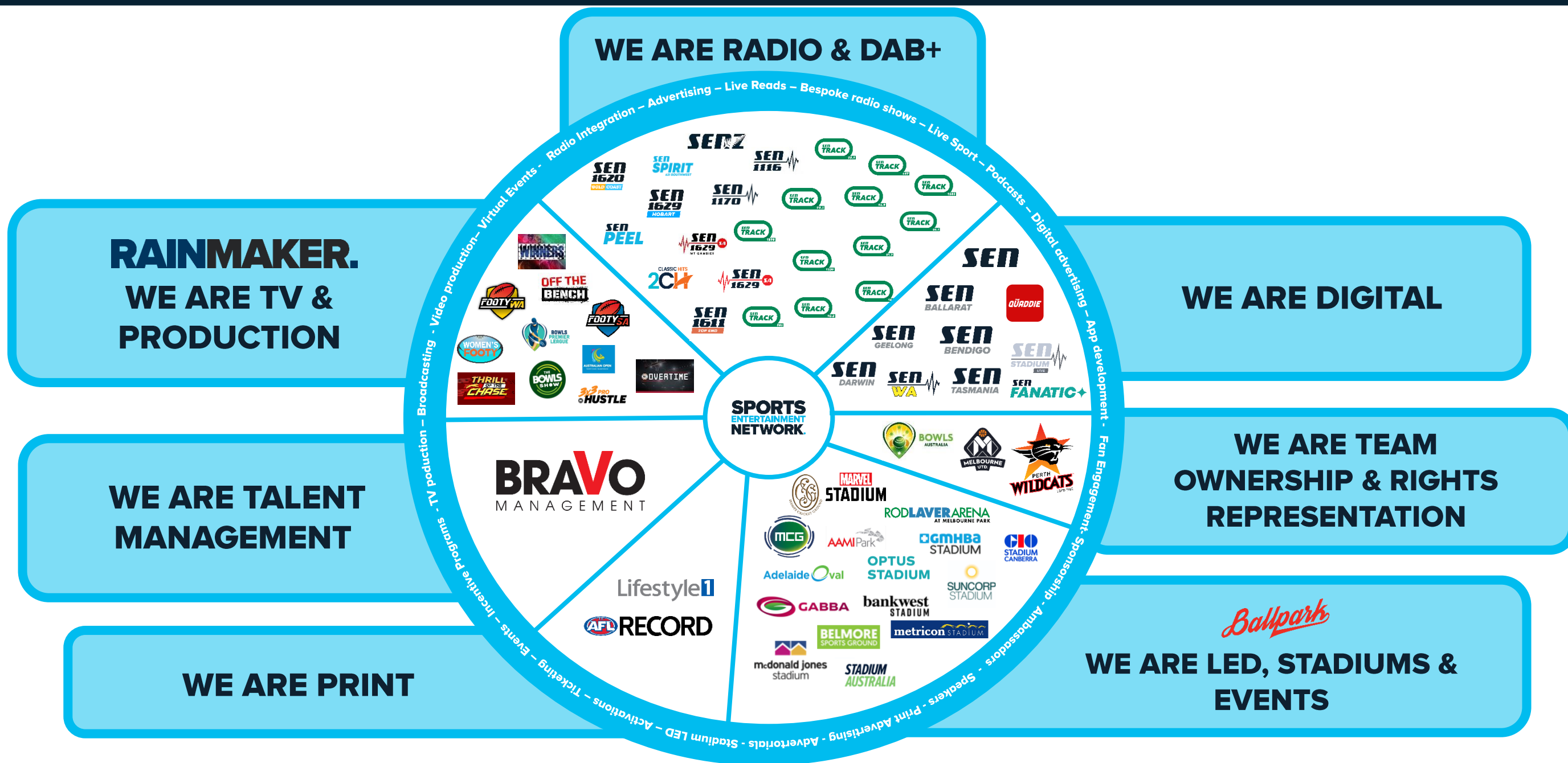
SENTrack 657am
SEN Spirit 621
App Channel
DAB+

SEN 1629am
SENTrack 1611am

SEN Top End 1611am – **NEW!**
- The map of Australia displays the audio distribution footprint of the Sports Entertainment Network. Grey shaded regions indicate syndicated markets distribution, while blue shaded regions indicate owned markets distribution. Various SEN logos are placed across the map, including SEN 1611 TOP END, SEN 1620 GOLD COAST, SEN 1170 SYDNEY'S HAND OF SPORT, SEN WA, SEN 1629 SA, SEN 1116, SEN 1629 MORBART, and SEN TRACK. Numerous city names are marked on the map, such as Darwin, Melbourne, Sydney, Brisbane, Perth, and Hobart.
- The map of New Zealand displays the audio distribution footprint of the Sports Entertainment Network. Blue dots indicate owned markets distribution. Various SEN logos are placed on the map, including SEN 1476AM, SEN 954AM, SEN 1548AM, SEN 873AM, SEN 96.1FM, SEN 1485AM, SEN 97.2FM, SEN 93.5FM, SEN 828AM, SEN 91.1FM, SEN 711AM, SEN 1260AM, SEN 1071AM, SEN 1242AM, SEN 104.7FM, SEN 89.6FM & 89.8FM, SEN 1206AM, and SEN 1224AM (COMING SOON). Numerous city names are marked on the map, such as Auckland, Hamilton, Rotorua, Tauranga, Whakatane, Gisborne, Hastings, Palmerston North, Masterton, Wellington, Christchurch, Ashburton, Timaru, Alexandra, Oamaru, Dunedin, Invercargill, Wanaka, Queenstown, Westport, Greymouth, Hokitika, and Whakaroa.
- Source: GfK Radio Ratings Survey 6, 2021, SEN Listening Estimates, Syndicated Programming includes AFL Nation, Drivers Seat, Great Australian Lives, Off The Bench, Reel Adventures, Sportsday, Sportzone, Inspiring Stories, NRL Nation

Extensive coverage on multiple platforms. “Making a sports fan’s day”.

**SPORTS
ENTERTAINMENT
NETWORK**



LIVE SPORT ALL YEAR ROUND

Radio and visual broadcasting

SPORTS
ENTERTAINMENT
NETWORK.

SEN own the radio rights to the biggest Australian and international sporting events.



Rainmaker is the TV/production partner of multiple sporting organisations, delivering hundreds of hours of streamed sports content each year.



OUR UNFAIR ADVANTAGE.

High profile talent advocating for brands is a key strength.



Ian Healy



Tim Watson



Israel Dagg



Tim Gossage



Adam Gilchrist



Matty Johns



Katie Brown



Kane Cornes



Ian Smith



Bryan Fletcher



Andrew Bensley



Gerard Whateley



Cameron Smith



Brendon McCullum



Andy Maher



Matt White



Garry Lyon



Scott Sattler



Malcolm Blight



Daisy Pearce



Dwayne Russell



Campbell Brown



Andrew Voss



Stephanie Brantz

OUR DIGITAL ASSETS

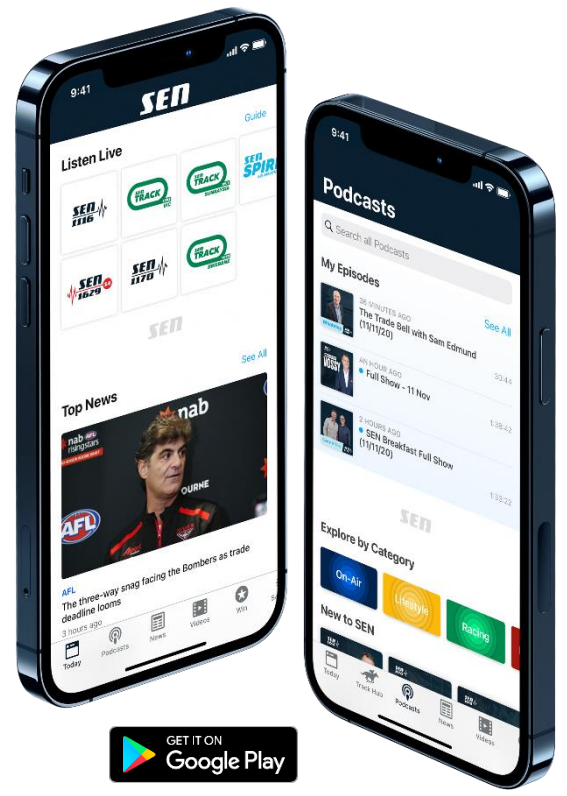
A suite of app, web and social platforms, delivering sports content, on demand



Sports Entertainment Network are the #1 publisher of sports content, in the country, and our digital platforms are focused on audio access live and via podcasts, daily video content, news, tips and user interaction, for sports fans to access 24/7.

SEN App

325k Downloads



Social Media



141.7k Followers @116sen



110k Followers @SEN116



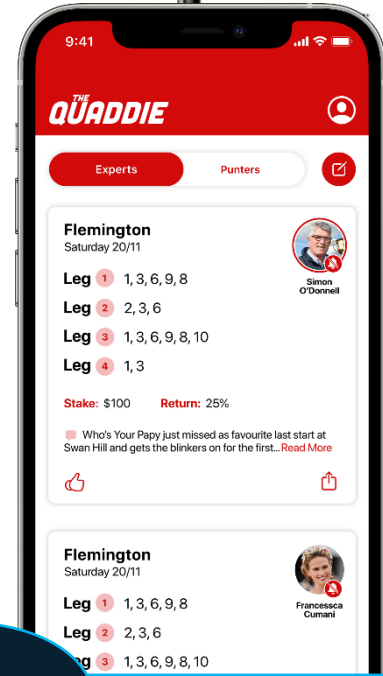
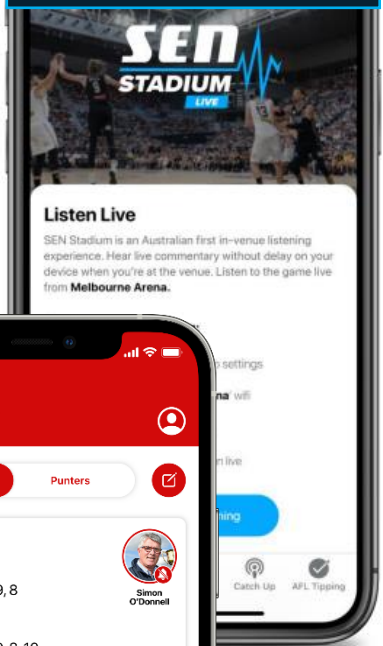
7.8M News Article Reads*

1.3M Unique Web Users*



SEN Website

SEN Stadium Live App



14k Downloads

The Quaddie App

Source: Google Analytics (1/10/21-31/10/21).

2021 SO FAR!

DIGITAL HIGHLIGHTS - Compared to last year

SPORTS
ENTERTAINMENT
NETWORK.

MASSIVE GROWTH FROM THIS TIME LAST YEAR



9.2 MILLION
UNIQUE WEB USERS
UP 112%



80 MILLION
PAGE & APP SCREEN VIEWS
UP 66%



29.2 MILLION
PODCAST LISTENS
UP 41%

49.9 MILLION
WEB NEWS ARTICLE VIEWS
UP 80%



61 MILLION
WEB & APP VIDEO VIEWS
UP 205%



- **10 National Basketball League (NBL) Championships – more than any other!**
- **5 Championships in the last 7 years**
- **2019/20 NBL Champions**
- **World Record 34 years of consecutive finals appearances**
- **2020 & 2018 League's and Club Most Valuable Player – Bryce Cotton**
- **2019 League's Best Defensive Player (6 times) and Captain Damian Martin**
- **2020 & 2019 All NBL First Team – Bryce Cotton & Nick Kay**
- **2019 & 2017 RAC Western Australian Sports Team of the Year**



34 CONSECUTIVE PLAYOFFS



PERTH WILDCATS.

Possibly the World's Best non-NBA Team & Club.



SPORTS
ENTERTAINMENT
NETWORK.



#1
IN MEMBERSHIP
IN THE NBL
11,995
season members 2019



#1
IN GAME
ATTENDANCE
13,040



51% MALE
DEMOGRAPHIC
49% FEMALE
DEMOGRAPHIC



FANS RATED THEIR
GAME EXPERIENCE
8.9/10



#1
IN SOCIAL MEDIA
IN THE NBL



#1
RATING TEAM ON TV
(VIEWERSHIP)



39%
ATTEND WITH THEIR
FAMILY



44%
OF FANS HAD AN
ANNUAL HOUSEHOLD
INCOME
OVER **\$100,000**

Our ability to 'connect a brand to a fan' using our 'Whole of Sport' strategy, via radio, television, print, stadium, digital, events and team ownership remains a strength during volatile media advertising markets

- Trading in 1Q22 has trended profitably and positively
- 1Q22 broadcasting revenue was 40% up compared to the pcip (in a radio advertising spend environment up 16%¹)
- 1Q22 complementary services revenue was up 78% compared to the pcip on a like-for-like basis driven by the AFL Grand Final being played in front of a sold-out Optus Stadium in Perth
- Conditions are improving as the Australian eastern seaboard comes out of lockdowns with vaccination rates on target. Tight cost control measures remain in place, balanced with continued investment (cost) in the expanding Australian network and New Zealand
- Budgeting a positive FY22 EBITDA result but remains subject to no material changes in economic and COVID-19 pandemic conditions
- Working capital levels remain healthy with headroom in the Group's debt facility which was extended until August 2024

1. Commercial Radio Australia figures compiled by Deloitte