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AGREEMENTS WITH DIGITAL PLATFORMS

1 June 2021: Nine Entertainment (ASX: NEC, Nine) has signed agreements with Facebook and Google, following the Commonwealth Government's enacting of the News Media Bargaining Code.

The deal with Facebook is for the supply of news video clips and access to digital news articles on Facebook news products, for a term of up to 3 years with a minimum amount payable over the term.

The 5-year agreement with Google includes the supply of news content (excluding video) for Google's News Showcase and other news products. Google will also expand its marketing initiatives across Nine's platforms. The amount payable is a fixed annual fee with modest growth in the early years.

Having regard to the expected net revenue from these Facebook and Google agreements, the impact of the termination of Google's previous sales agreement on programmatic advertising sales revenue from 1 March 2021, as well as the ongoing growth in subscription revenues for Nine's key mast-heads, Nine expects growth in the Publishing division's EBITDA in FY22 (over FY21) in the range of $30m to $40m.

This announcement was authorised for release by the Company Secretary.

Further information:

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