



NINE APPOINTS MATTHEW STANTON AS CHIEF EXECUTIVE OFFICER

13 March 2025: Nine Entertainment Co. (ASX: NEC) today announces the appointment of Matthew Stanton as Chief Executive Officer and Managing Director, effective immediately.

The Nine Board confirmed Mr Stanton's appointment after a comprehensive international search process involving a high-calibre field of candidates.

An experienced commercial CEO, Mr Stanton has a strong track record of leading transformation programs across the media, food and beverage and retail sectors. Previously he was Chief Executive Officer of Barambah Organics, Chief Transformation Officer at Woolworths, and Chief Executive Officer of Bauer Media (now Are Media). After joining Nine as Chief Strategy Officer in 2022, Mr Stanton has been Acting Chief Executive Officer since October 2024.

During his time as Acting Chief Executive Officer, Mr Stanton has reset Nine's operating model, refreshed the Executive Team and accelerated the strategic and cultural organisation-wide reform programs underway at Nine.

Nine Chair Catherine West said "The Board is delighted to confirm Matt as the Nine CEO. Following a thorough and competitive recruitment process, Matt was clearly the best credentialled leader to maintain the momentum on our strategic and cultural transformation. He has done an outstanding job as Acting CEO.

"Matt's mix of strategic and commercial acumen, transformation and media experience, strong values, and an open and collaborative approach to leadership, make him the right person to lead Nine. After developing the Group strategy, Matt has a deep understanding of Nine, our priorities, culture and people and has earned the respect of the senior leadership, the broader workforce, the market and the Board."

Nine Chief Executive Officer Matthew Stanton said "It's an honour and a privilege to lead the talented and dedicated team at Nine. Nine is a great Australian company that plays a vital role in the national conversation. We have an exciting future, underpinned by the best people and assets in the media sector. We have moved at pace in recent months to strengthen the Group, and I've been buoyed by the buy-in from people across the company as we progress our ambitious plans to reset and grow the business. I am committed to continuing to reform and strengthen Nine in the interests of all shareholders and our people. "

Authorised for release by the Company Secretary of Nine



Key terms of Employment

In accordance with ASX Listing Rule 3.16.4, the material terms of the Executive Services Agreement between Mr Stanton and the Company are set out below:

Position	Managing Director and Chief Executive Officer
Commencement Date	13 March 2025
Term	Ongoing
Fixed remuneration	\$1,600,000 per annum (inclusive of superannuation)
Short Term Incentive	\$1,600,000 at target and \$2,400,000 at stretch. 33% of any STI is deferred and paid as Nine shares under Nine's STI Plan.
Long Term Incentive	Annual entitlement to a grant of performance rights of \$2,000,000, subject to shareholder approval and on the terms of Nine's Long Term Incentive Plan. Vesting of performance rights is subject to hurdles, tested over a 3-year period: <ul style="list-style-type: none">• A relative TSR hurdle in respect of \$800,000;• An earnings per share growth hurdle in respect of \$800,000; and• A digital strategy hurdle, in respect of \$400,000.
Notice period	12 months notice by either Nine or Mr Stanton (or payment in lieu of notice at Nine's election). Nine may terminate immediately for serious misconduct.
Post-employment restraint	Mr Stanton will be subject to a non-compete and non-solicitation restraint for a period of 12 months after termination of employment.

Further information:

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