



NINE COMPLETES SALE OF BROADCAST RADIO ASSETS

30 April 2026: Nine Entertainment Co. (ASX: NEC, Nine) has today completed the sale of 100% of Nine's broadcast radio assets - 2GB, 3AW, 4BC, 6PR, 2UE, Magic1278 and 4BH - to the Laundry Family Office for a cash and debt free enterprise value of \$56m, as well as a future cash tax benefit of \$51m, as announced on 30 January 2026.

Nine expects that Laundry will remain a long-term partner of Nine, with the Laundry Group intending to utilise Nine News journalists on radio, showcase Stan Sport through Laundry venues, provide promotion and advertising sales collaboration, as well as increase advertising spend on Nine properties.

Notwithstanding the sale of these radio assets, Nine retains a growing presence in the Digital Audio market, leveraging the Group's video production and distribution capabilities, through podcasts, text-to-audio and vodcast (the convergence of digital audio and video). Nine's asset base will enable distribution both on-platform (through 9Now, Stan and publishing mastheads) and off-platform, with monetisation through Nine's existing sales teams.

The completion of the broadcast radio sale is part of Nine's broader portfolio optimisation, including the acquisition of QMS Media, which completed last month, and the conversion of Nine's TV interests in Northern NSW and Darwin to an affiliate structure (which is subject to Nine shareholder approval and ACCC approval).

Authorised for release: Managing Director

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