NINE EXTENDS PREMIER LEAGUE RIGHTS THROUGH TO 2034

10 September 2026: Nine Entertainment Co. (ASX:NEC, Nine) has today announced the extension of its Australian streaming and broadcast rights agreement for the Premier League for the 2028-29 to 2033-34 seasons (six years).

Nine's agreement covers all Australian streaming and broadcast rights (subscription and free) for football's Premier League which runs across 38 match weeks (across 41 calendar weeks), with 10 matches per week. Whilst it is intended that the product will be primarily available on Stan, Nine expects to use its other broadcast, media and outdoor assets to promote the sport and further grow the audience.

The FY29 rights fee will be broadly in line with FY28, before scaling through the six year period. Across the duration of the contract, this equates to a c3% CAGR, based on end of the current deal to end of the new deal. While the absence of the Optus contributions payable since Nine acquired the rights from Optus in 2025 will increase the cost to Stan, it is expected that this will be covered by the removal of the subscription discount for legacy Optus subscribers, as well as other cost-saving and revenue initiatives.

Securing the Premier League rights gives important certainty to Stan Sport, which has been a key driver of the growth in Stan over the past five years. During this time, Stan's EBITDA has more than doubled from $40m in FY21 to $81m in FY26. Specifically, Premier League has been key to the 50% growth in average Sport subscribers over the past 12 months, while the deal with Optus Sport also supported the $5 per month increase in Sport subscription rates in August 2025.

Nine Entertainment CEO Matt Stanton said: "Football is the ultimate global game, followed with remarkable intensity by millions of fans across Australia. Bringing the Premier League to Stan has been a genuine game-changer for our business, and we are very pleased to be extending the partnership for another 8 years. It sits at the heart of our strategy of premium content, particularly *Sport that Unites*.

"This agreement further strengthens Nine's premium sport offering alongside the NRL and NRLW, all four Tennis Grand Slams, the Olympic Games, Rugby Union, the NBL and WNBL, Netball and more. Together, these partnerships reflect Nine's long-term strategy of investing in premium live sport and delivering the sporting moments that matter most to Australians," Mr Stanton said.

This announcement was authorised for lodgement by the Chief Executive Officer of Nine.

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