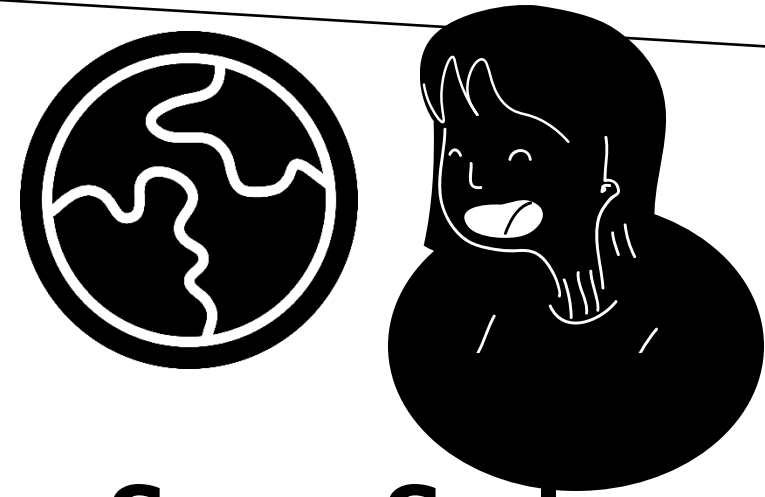
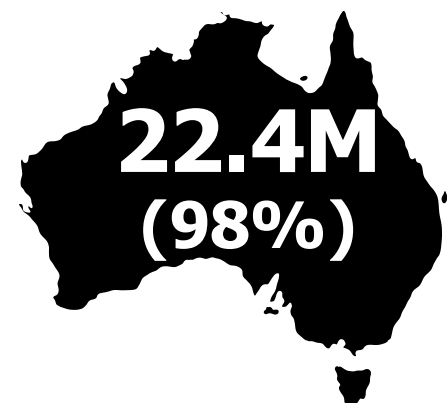


Total News Publishing has power

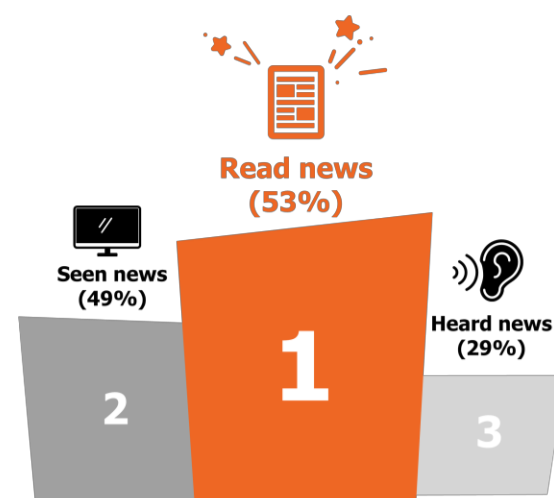


Super Scale



Aussies (aged 14+) read news

More Aussies access and connect to diverse content daily by reading, surpassing listening or watching



Anywhere, anyway

21.9M Australians consume news digitally

1 in 2 Read both digital and print news

2X Homegrown news doubles extended reach beyond the home state



News for everyone

Most sought out categories are:



General News: 96%
Property: 70%
Sport: 61%
Entertainment & Culture: 56%
Lifestyle & Health: 54%
Business & Finance: 46%

55%

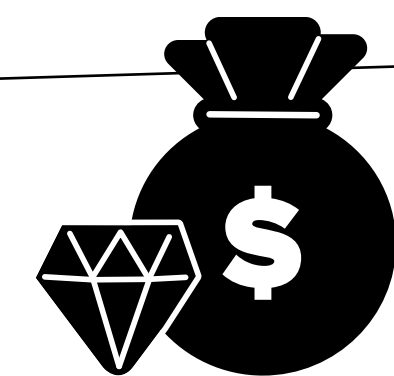
Read 4+ special interest categories on top of general, breaking news



Engaging 'ready to buy' audiences

High end auto intenders trust News Publishing more than any other news source for their decision making

Travel enthusiasts are highly engaged news consumers, not just for travel but overall



Eyes with wallets



High net worth Australians are 28% more likely to read premium news brands

Paying news readers are 26% more likely to be homeowners and 23% more likely to be big spenders.

