

BRISBANE BRONCOS LIMITED

Annual General Meeting – Tuesday 29 April 2014

Board of Directors



Dennis Watt Chairman



Katie
Bickford
Director



Jeff Harvie Director



Tony
Joseph
Director



Darren Lockyer Director



Senior Executive Team



Paul White
Chief
Executive
Officer



Louise
Lanigan
Company
Secretary &
Salary Cap
Manager



Terry Reader
General
Manager,
Marketing &
Commercial
Operations



Andrew Gee
General
Manager,
Football
Operations



Jeff Van
Groningen
General
Manager,
External
Relations &
Corporate
Strategy



Shirley Moro
Chief
Financial
Officer



Agenda

2014 Annual General Meeting

- Welcome & Introductions
- Chairman's Address
- 2013 Annual General Meeting Minutes
- Tabling Financial Statements & Reports
- Announce Proxies
- Remuneration Report
- Board changes since 2013 AGM:
 - Lawrence Brindle retired as Chairman
 - Dennis Watt appointed as new Chairman
 - New Directors welcomed: Jeff Harvie & Darren Lockyer
- Re-election of Director *Mr Anthony Joseph*
- Election of Director *Mr Jeff Harvie*
- Election of Director Mr Darren Lockyer
- 2014 Annual General Meeting Minutes
- Chief Executive Officer's Address





CHAIRMAN'S ADDRESS

FY13 Results

| Financial Performance | 2013 | 2012 | Change |
|-----------------------|------|------|---------|
| | \$M | \$M | |
| Revenue | 35.0 | 32.9 | 6.4% |
| Net profit before tax | 3.01 | 3.17 | (5.3)% |
| NPBT Margin | 8.6% | 9.7% | (11.0)% |
| Profit after tax | 2.03 | 2.15 | (5.5)% |

| KPIs | 2013 | 2012 | Change |
|-----------------------|--------|--------|--------|
| | Number | Number | |
| Home crowds (average) | 30,258 | 32,235 | (6.1)% |
| Memberships | 26,366 | 26,216 | 0.1 % |



2014 Brisbane Broncos Sponsor Hierarchy

Principal Sponsor NRMA Insurance

Premier Sponsors

XXXX, Nike, Firstmac, Sportingbet, Arrow Energy, Pirtek, Coca-Cola Amatil

Platinum Sponsors

Broncos Leagues Club, News Queensland, Deadly Choices, Nova 106.9FM, Hyundai, Channel 9, Brisclean

Associate Sponsors

Anglo American, Streets, Jacob's Creek, Four'n Twenty, HOSTPLUS, Radio 4BC, Telstra

Support Sponsors

Optimum Nutrition, Hog's Breath Café, Hans, Yellow Cabs, Canon, Event Cinemas

Official Suppliers

Bundaberg Rum, Gambaro's, Crystal Media, Jim Beam, Elastoplast, Accor Hotels, Advanced Adsignz, Top Cut Meats, HART Sport, AlphaSport, Cha Cha Char Bar & Grill, Jellyfish Restaurant, Il Centro.



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CHAIRMAN'S ADDRESS

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2014 AGM Formal Business

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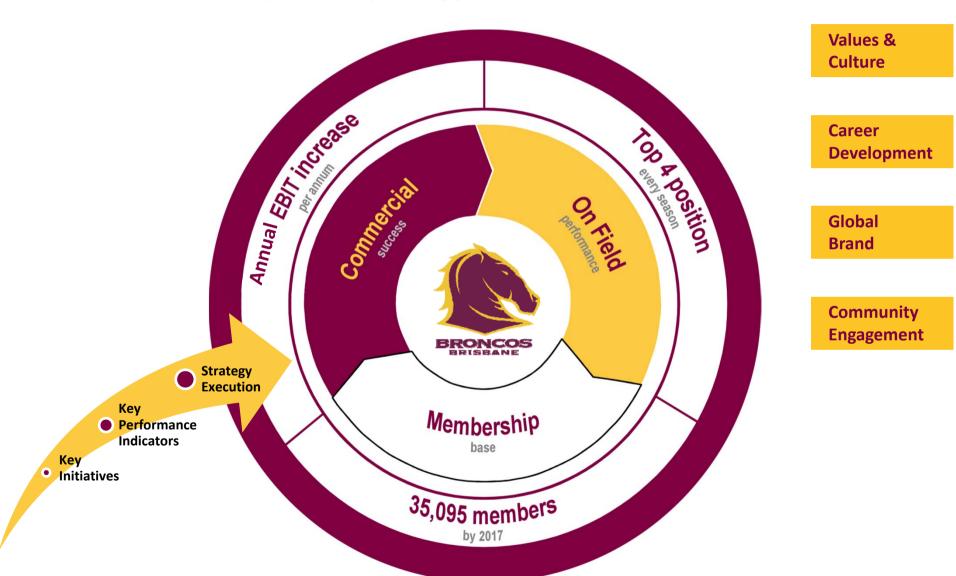




CHIEF EXECUTIVE OFFICER'S ADDRESS

2012 – 2017 Brisbane Broncos Strategic Plan

To become Australia's premier sporting franchise



New membership & supporter initiatives

Membership Department now in 2nd full year

- Each annual membership drive mid-August to mid-August
- 6 x full-time staff
- Personalised member services dedicated email & hotline
- Direct member promotions plus NRL & club sponsor offers

2013 members: 26,366

Ticketed: 18,326 / Non-ticketed: 8,040

2014 members: 26,901 & growing as at 24/4/14

Ticketed: 17,795 / Non-ticketed: 9,106









Building our membership & supporter base



4-GAME MEMBERS: 29% GROWTH



NRL WOMEN IN LEAGUE ROUND 10: FILLIES MEMBERSHIP



PUBLIC SEASON LAUNCH – Friday 28 February



MEMBER-ONLY FAN DAY – Saturday 18 January



Building our membership & supporter base

REGIONAL MEMBERS DINNER SERIES: GLADSTONE, ROMA, ROCKHAMPTON







BELOW THE BORDER SYDNEY MEMBERS: BRONCOS v BULLDOGS AWAY MATCH



BELOW THE BORDER MELBOURNE MEMBERS: BRONCOS v STORM AWAY MATCH









SUNCORP STADIUM

JUNE 2003: FIRST TENANT TO COMMIT

10 YEARS ON...













Continuing professionalisation of sport

Other elite sporting clubs

Collingwood Magpies

Melbourne Storm

Canterbury Bulldogs







Broncos current Red Hill training facilities

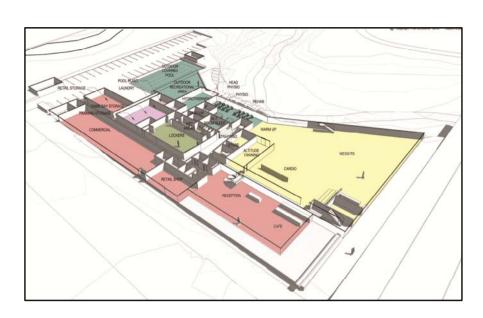


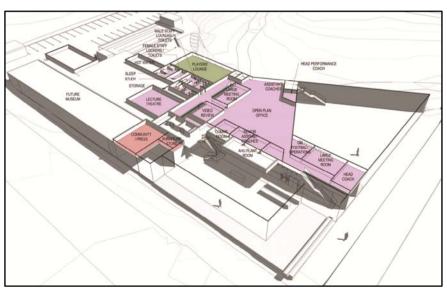






Proposed new training & administration facility...





KEY OBJECTIVES:

- Modern and professional NRL training facility with leading best practice features and design concepts.
- Optimise the output and morale of playing, coaching and administration staff.
- To act as a recruitment tool for future players, coaches and administration staff.
- To strengthen the relationship with the Broncos Leagues Club creating an even stronger Broncos identity at Red Hill.
- Bringing the football and administration departments together.
- Engage with the local community and the larger Broncos fan base.



Restructured Football Dept & increased recruitment investment





The Power of the Brisbane Broncos

MOST WATCHED Australian football team across the regular season on free-to-air TV of all codes in 2013 (Repucom, 2013)

#1

MOST WATCHED Australian club team in 5 of the last 7 seasons (Repucom, 2013)

#1

Australia's MOST WIDELY SUPPORTED sporting club with 1.284 million fans composed of 612,000 avid fans (Roy Morgan, 2011)



More than 1.3 million online page views p/mth (2nd) Over 253,300 unique browsers p/mth (1st) (NRL, March 2014)



420,000+ Likes. Highest in Australian club sport & 38th biggest Facebook brand in Australia



Over 42,900 followers on Twitter (NRL: 3rd)
Over 19,840 followers on Instagram (NRL: 3rd)



71,386 smartphone app downloads from mid-2011 to end-2013 (NRL: 2nd)



2012 avg FTA TV audience 917,000 2013 avg FTA TV audience 951,198 94%

of fans believe the Broncos stand for 'professionalism' and 'success'



30,258: 2013 average home game crowd

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