



GTN Limited

Conference Presentation

2 May 2017

Today's presenter



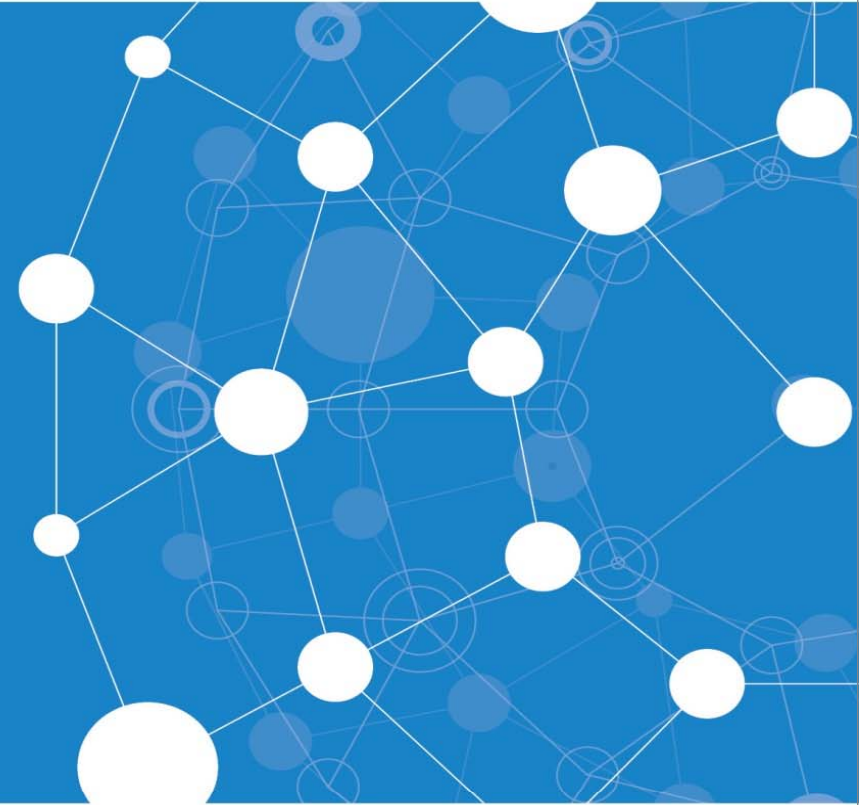
Scott Cody (CFO and COO)

- 29 years experience in the radio and media industry
- Joined GTN in 2005
- Prior to joining GTN, held various positions with Metro Networks, Inc., (including Vice President of Finance and Senior Vice President of Business Development) and Tele-Media Broadcasting Company as Vice President of Finance



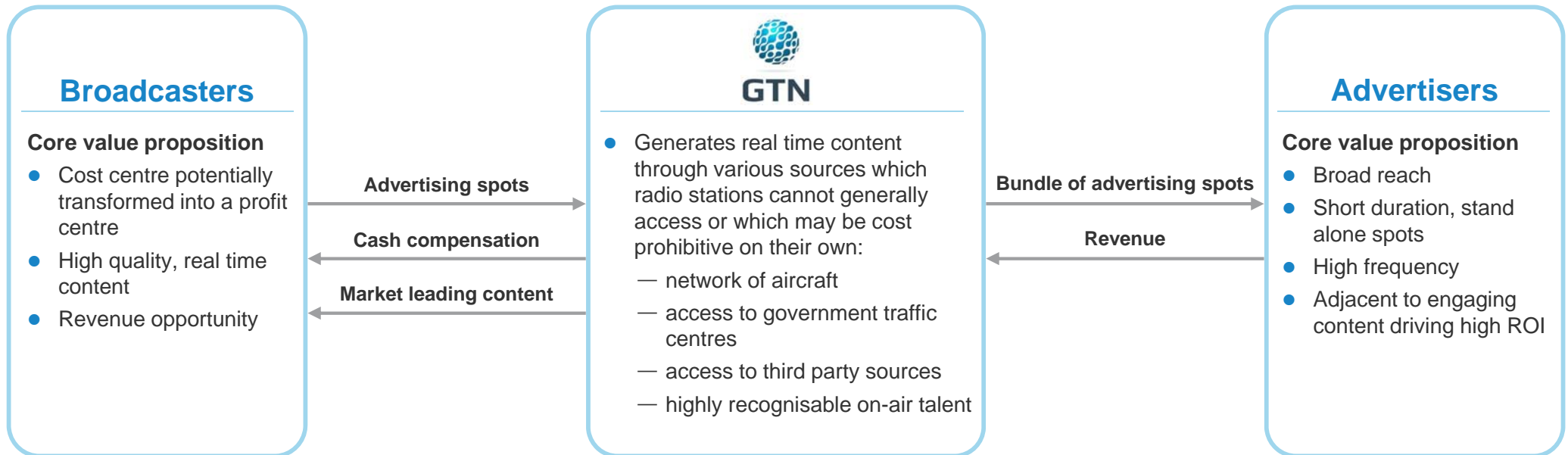
Section 01

Overview of GTN



A unique business model

GTN's unique business model seeks to provide value for both broadcasters and advertisers. GTN has successfully replicated this model in all of its operating jurisdictions



- Provide high-quality reports to broadcasters with accurate and timely information
- Advertising spots are obtained in exchange for information reports and in certain cases, cash compensation
- Advertising is sold on a network basis – spots are bundled together and sold on national, regional or specific-market basis
- GTN's bundled sale across the Affiliate network enables GTN to sell spots at a higher rate than many individual broadcaster could sell the spots themselves

Value for advertisers

Differentiated platform enables advertisers to make a single, cost effective, high impact advertising buy with broad reach

Large platform and effective format designed to maximise advertisers' ROI

1

Broad reach, covering a large number of high value demographics

- Reach large number of high value demographics
- Audience consistency – less exposed to ratings swings
- Primarily aired during morning and afternoon commute period (peak audience)
- Spots sold on a national, regional or specific market basis

2

High audience engagement

- Stand alone advertisements
- Adjacent to engaging reports
- Short duration (typically 10 seconds)
- Read live by well-known personalities

3

Delivers high ROI for advertisers

- Reach, frequency and engagement combine to maximise efficacy of ads
 - Enhance recall
 - Minimise switching

Embedded within broadcasters' business models

GTN becomes embedded in broadcasters' operations, particularly by converting a cost centre into a profit centre, demonstrated by long-standing relationships with a large number of Affiliates

Strong value proposition to broadcasters

- Cost centre potentially transformed into profit centre
 - Elimination of non-core operating cost
 - Stable, recurring cash flow through station compensation
- GTN can sell spots at a higher rate than individual broadcasters
- High quality reports
- Tailored content

Established positions within the operations of Affiliates

- Multi-year affiliate contracts covering all Affiliate stations in the relevant market
- Staggered contract expiries impede prospective competitors from building out a national network to compete

Large Affiliate network

- Consistently grown Affiliate network across its operating geographies
 - ~1,550 radio Affiliates
 - ~75 TV Affiliates

Long term relationships with Affiliates

- Some contracts date back to 1997 and have been renewed multiple times
- Long track record of renewing contracts

Affiliate contract tenure

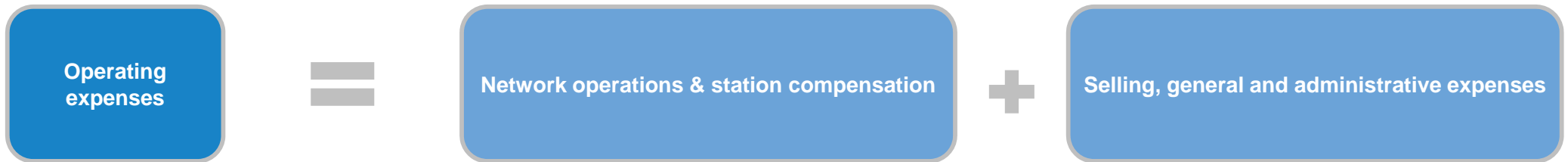
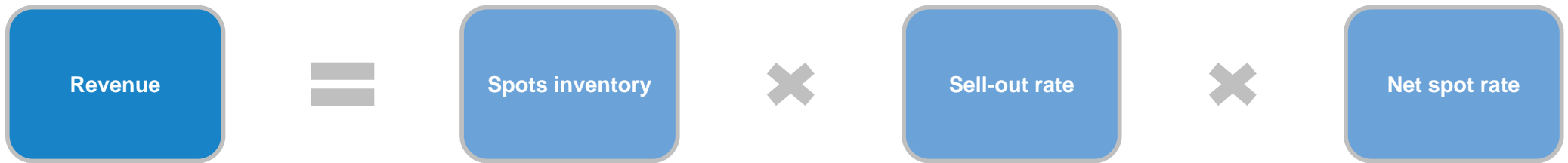
(seven major radio broadcasters globally)

Austereo	10+ years
ARN	10+ years
DMG/Nova	7+ years
Fairfax	10+ years
Global	7+ years
Bauer	10+ years
Corus	10+ years

- Recently secured 30 year affiliate contract with Southern Cross Austereo
- Recently signed 3 year contract with CBS Radio to provide USTN with a high quality national network of stations

GTN business model

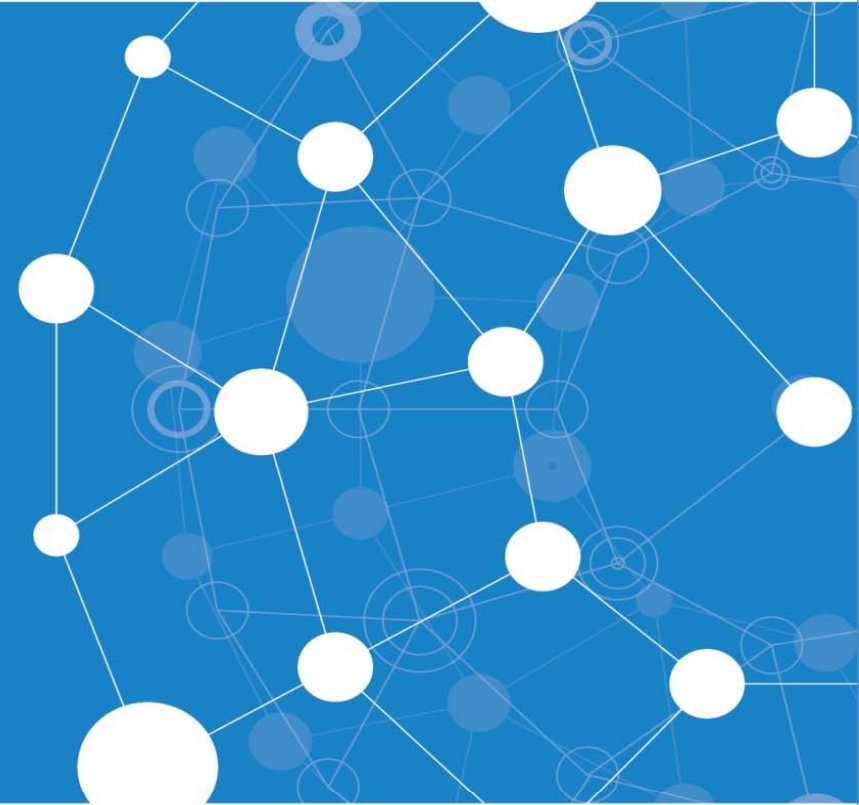
GTN has demonstrated (in multiple geographies) the ability to achieve revenue growth and margin improvement once a national platform is established, whilst maintaining a relatively constant cost base



- Station compensation is payment to affiliates in exchange for inventory
- Network operations includes aviation costs and on air announcers
- Largely fixed in nature
- Selling includes sales and marketing expenses. Includes fixed and variable elements (e.g. commissions and bonuses)
- General and administrative expenses are largely fixed in nature

Section 02

Recap on the 1H17 Result



Key highlights – 1H17

GTN achieved positive revenue growth in each of its existing geographies while successfully completing the acquisition of Radiate Media

Key 1H17 highlights

-  Revenue growth achieved in each of GTN's core geographies (in local currency terms)
-  Revenue growth underpinned by strong operational performance in GTN's core geographies
-  Strong liquidity position with net debt of \$3.4 million including cash of \$96.6 million
-  Successfully completed acquisition of Radiate Media and associated entitlement offer
-  Integration of Radiate Media and establishment of USTN proceeding
-  GTN reaffirms FY17 forecast provided in the IPO prospectus (excluding the impact of USTN)
-  Interim dividend of \$0.056 per share declared. DRP partially underwritten

1H17 results¹

(m)	Actual 1H17	Pro forma 1H16	% chg	Actual 1H17 (ex USTN)	% chg
Revenue	92.5	82.4	+12.3%	88.6	+7.5%
EBITDA	19.5	15.4	+26.1%	20.6	+33.5%
Adjusted EBITDA ²	23.9	15.4	+55.0%	24.8	+60.6%
NPAT	11.1	0.7	+1585%	12.5	+1793%
NPATA	13.6	8.6	+58.0%	14.8	+71.5%

Notes: (1) A reconciliation of the Pro forma to Statutory results is provided in Appendix A. (2) Adjusted EBITDA is defined as EBITDA adding back the non-cash interest income related to the long term prepaid affiliation agreement with Southern Cross Austereo which is treated as a financing transaction, transaction costs related to acquisitions and capital raising and foreign exchange gains or losses.

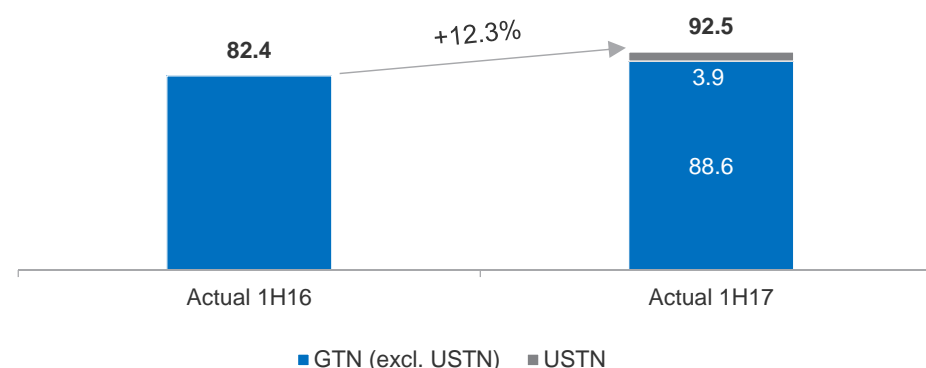
Overview of 1H17 financial performance

GTN achieved growth in all key financial metrics in 1H17 and is on track to deliver the FY17 forecast provided in the IPO prospectus (excl. USTN)

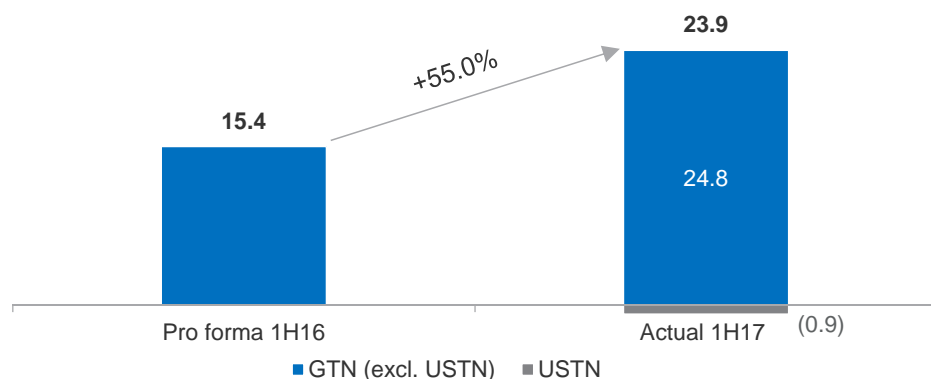
Commentary

- Revenue growth of 12.3% driven by:
 - Strong organic growth in GTN's core operating geographies of +7.5%
 - One month revenue contribution from USTN of \$3.9m
- Strong EBITDA and NPATA growth driven by revenue growth and GTN's high level of operating leverage due to its fixed cost base
- On track to deliver FY17 forecast provided in the IPO prospectus (excl. impact of USTN):
 - 50% of FY17 forecast revenue achieved in 1H17
 - 54% of FY17 forecast Adjusted EBITDA achieved in 1H17
 - 58% of FY17 forecast NPATA achieved in 1H17

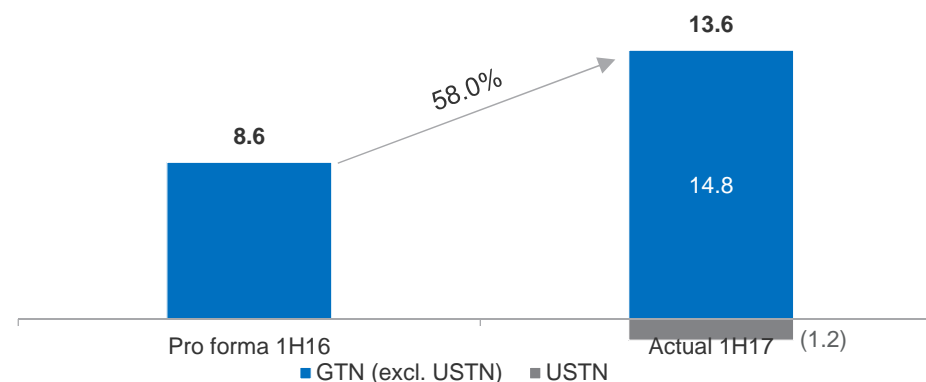
GTN Group revenue



GTN Group Adjusted EBITDA¹



GTN Group NPATA¹

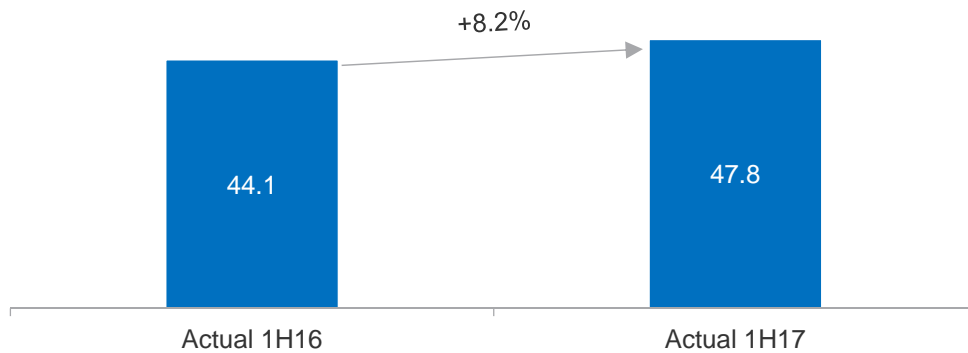


Note 1: Pro forma financial information excludes one off estimated expenses associated with the IPO and certain non-recurring FX losses on inter-company notes. Please see the IPO prospectus for further information.

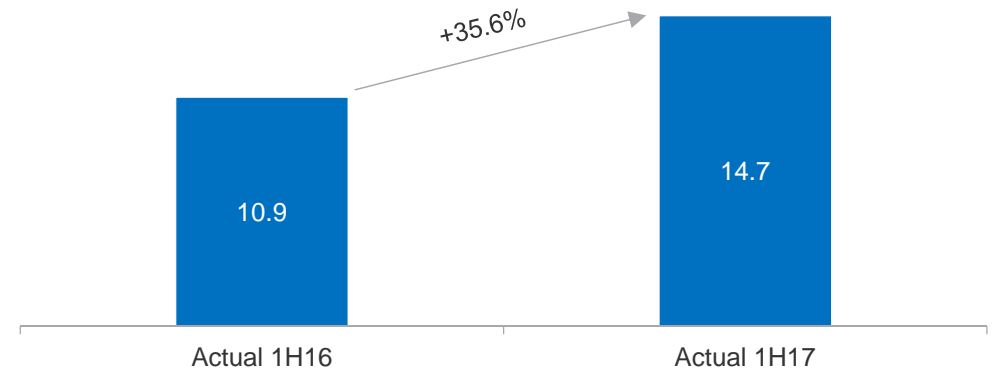
Drivers of 1H17 financial performance - revenue

Strong revenue growth across GTN's core existing geographies underpinned a solid 1H17 result

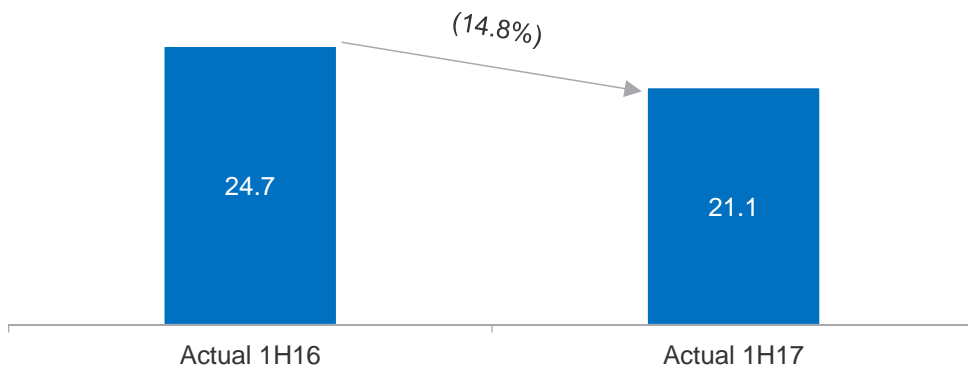
ATN revenue performance



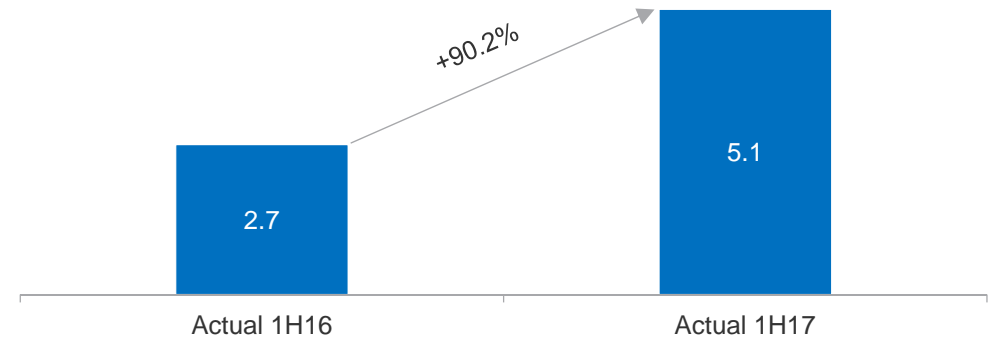
CTN revenue performance



UKTN revenue performance



BTN revenue performance



Drivers of financial performance - KPIs

The revenue result in each of GTN's core geographies was underpinned by strong KPIs

ATN KPIs

	1H16 (Actual)	1H17 (Actual)	% chg
Radio spots inventory ('000s) ¹	386	416	7.8%
Radio sell-out rate (%) ²	81%	80%	(1.0%)
Average radio spot rate (AUD) ³	133	135	1.5%

UKTN KPIs

	1H16 (Actual)	1H17 (Actual)	% chg
Total radio impacts available ('000s) ⁴	9,470	9,558	0.9%
Radio sell-out rate (%) ⁵	93%	99%	6.0%
Average radio net impact rate (GBP) ⁶	1.3	1.3	-%

CTN KPIs

	1H16 (Actual)	1H17 (Actual)	% chg
Radio spots inventory ('000s) ¹	272	295	8.5%
Radio sell-out rate (%) ²	55%	72%	17.0%
Average radio spot rate (CAD) ³	64	66	3.1%

BTN KPIs

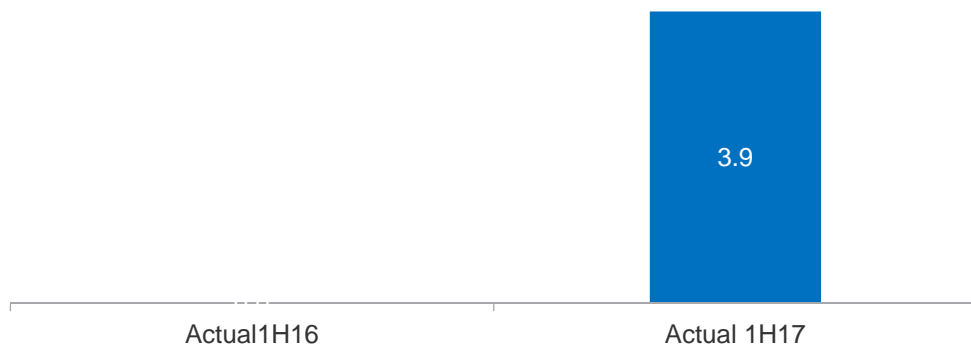
	1H16 (Actual)	1H17 (Actual)	% chg
Radio spots inventory ('000s) ¹	45	76	68.9%
Radio sell-out rate (%) ²	53%	61%	8.0%
Average radio spot rate (BRL) ³	294	274	(6.8%)

Note 1: Available radio advertising spots adjacent to traffic, news and information reports. Note 2: The number of radio spots sold as a percentage of the number of radio spots available. Note 3: Average price per radio spot sold net of agency commission. Note 4: The UK market measures inventory and units sold based on impacts instead of spots. An impact is a thousand listener impressions. Note 5: The number of impressions sold as a percentage of the number of impressions available. Note 6: Average price per radio impact sold net of agency commission.

USTN 1H17 financial performance

USTN contributed one month of revenue to the 1H17 result following completion of the Radiate acquisition in December 2016

USTN revenue performance



USTN KPIs

	1H16 (Actual)	1H17 (Actual)
Radio spots inventory ('000s) ^{(1), (4)}	-	196
Radio sell-out rate (%) ^{(2), (4)}	-	88%
Average radio spot rate (USD) ^{(3), (4)}	-	13

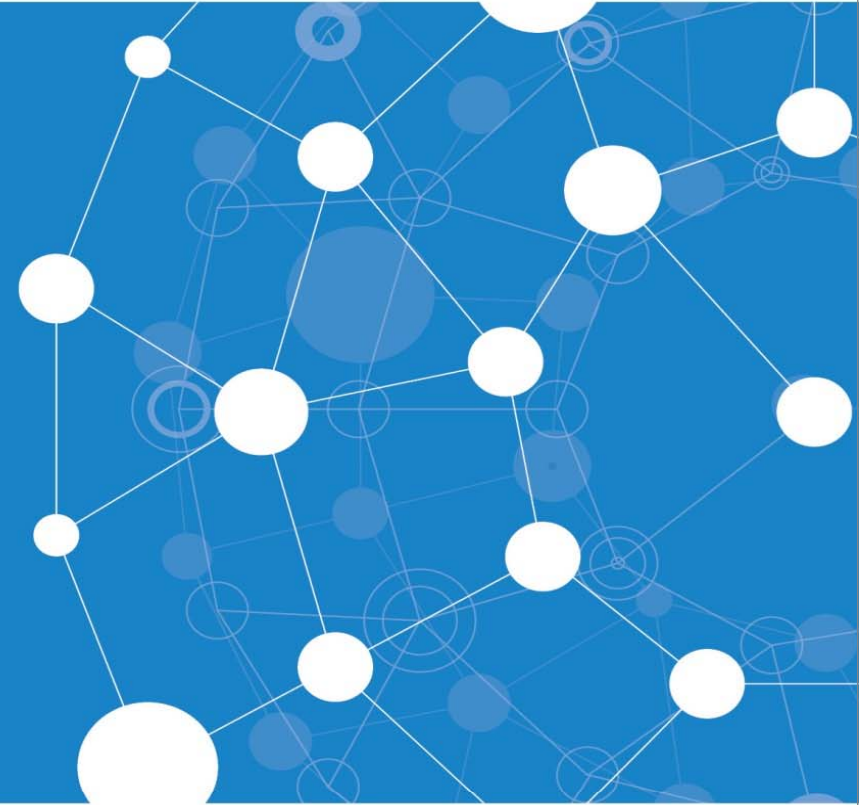
Commentary

- GTN closed the acquisition of Radiate Media in December 2016 and has realised one month of revenue from USTN
 - Revenue does not include the impact of the CBS contract
- Initial KPI's from Radiate business are consistent with GTN's expectations
 - High sell out rate
 - Low average spot rate
- Integration of Radiate Media into the GTN network is progressing as expected
- CBS contract commenced on 1 April
- GTN continues to work on adding affiliates from major U.S. radio groups to the existing USTN network

Notes: (1). Available radio advertising spots adjacent to traffic, news and information reports; (2). The number of radio spots sold as a percentage of the number of radio spots available; (3). Average price per radio spot sold net of agency commission; (4). Information is for the period of GTN's ownership only (December 2016)

Section 04

Update on growth strategy and outlook



GTN's global advertising platform

With the addition of USTN, GTN's global advertising platform is now a combination of established, market leading businesses and large new market opportunities



		ATN	CTN	UKTN	BTN	USTN
Population	m	23.5	35.5	64.5	206.1	350.1
Years of operation	#	20	11	8	5	5 Months
FY 2016 Revenue	A\$m	89.8	23.6	47.5	5.2	-
1H 2017 Revenue	A\$m	47.8	14.7	21.1	5.1	3.9 ⁵
Number of Radio Affiliates¹	#	117	106	240	39	1,054
Number of TV Affiliates¹	#	13	6	-	-	57
GTN Radio Audience	m	12.8 ²	14.5	27.6	13.8	165.0
GTN TV Audience	m	6.2	8.5	-	-	109.5
FY16 spots inventory^{3,4}	m	789	558	1,314	110	-
FY17 forecast spots inventory^{3,4}	m	761	582	N/A	143	3,150

Source: Zenith Optimedia, World Bank. Note 1: GTN's estimate as of February 2017. US figures as at April 2017, including CBS inventory. Note 2: Excludes unrated markets, which are estimated to include over 1.4 million radio listeners. Note 3: UKTN spots estimated since sold based on impacts, which equates to 1,000 radio listener impressions per impact. Note 4: USTN inventory is annualised and based on current weekly inventory. Note 5: represents only 1 month of revenue in 1H17.

Key drivers of growth

Recent success in Canada and Brazil has validated the GTN model in offshore jurisdictions. Canada, Brazil and the US represent substantial growth opportunities for GTN going forward



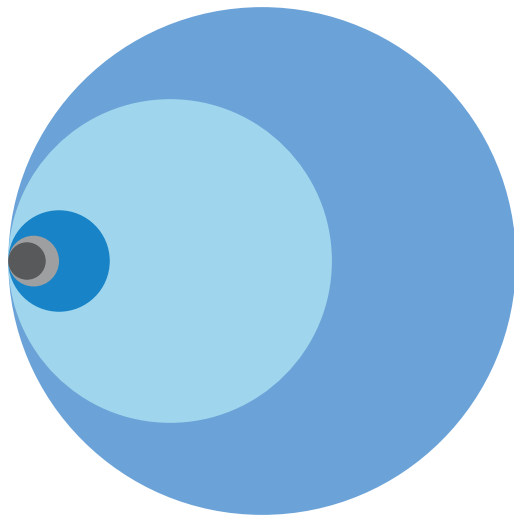
		CTN	BTN	USTN
Years of operation	#	11	5	5 Months
Radio Audience¹	m	14.5	13.8	165.0
Growth stage		<ul style="list-style-type: none"> Established network Significant audience penetration across key population centres 	<ul style="list-style-type: none"> Developing network Low geographic penetration Growing audience penetration in highly fragmented core markets 	<ul style="list-style-type: none"> Established network National network acquired via Radiate acquisition and CBS contract
Growth focus		<ul style="list-style-type: none"> Monetise existing network Increase sales and advertiser base Increase spot yield 	<ul style="list-style-type: none"> Grow network of affiliates to establish national/regional network Grow advertiser base 	<ul style="list-style-type: none"> Monetise existing network Expand advertiser base by re-structuring sales process and expanding sales force Increase spot yield
Revenue growth (1H17 vs 1H16)²		35.6%	90.2%	n/a
EBITDA growth (1H17 vs 1H16)²		+474% from \$557k to \$3.2m	+nfm% from (\$443k) to \$442k	n/a
Key KPIs (1H17 vs 1H16)		Sell out rate of 72% (+17%)	Spots inventory of 76k (+69%)	n/a

Note 1: GTN's estimate as of February 2017. US figures as at April 2017, including CBS inventory. Note 2: See segment information in 1H2017 report.

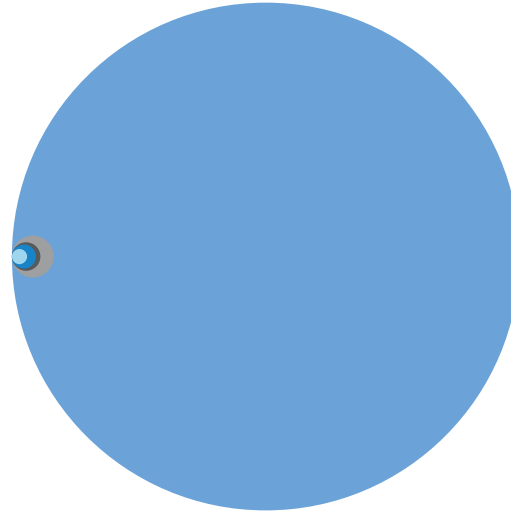
U.S. market is a very large opportunity

U.S. represents a significant market opportunity for GTN. Radiate provides a strong foundation for GTN to build out a national network in the U.S.

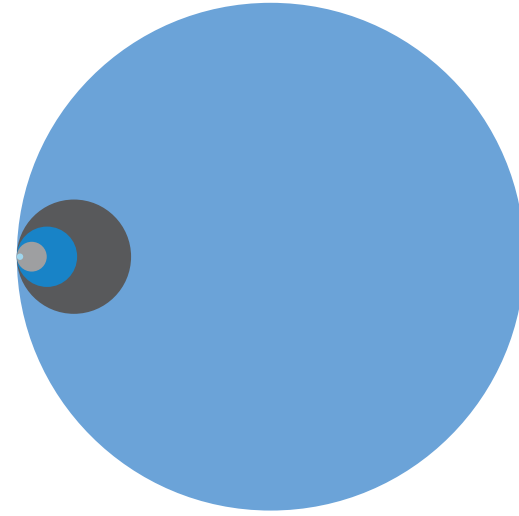
Large population



Significant radio advertising market



Significant addressable market



Country	Population (m)	Radio Advertising Market (\$)	Addressable Market (\$)
U.S.	321.4m	\$23.8b	~\$410-550m
Brazil	207.8m	\$0.8b	\$5.2m
UK	65.1m	\$1.1b	\$47.5m
Canada	35.9m	\$2.0b	\$23.6m
Australia	23.8m	\$1.3b	\$89.8m

~18x (U.S. vs. UK)
 ~5x (U.S. vs. Australia)

Management estimate of the current short form radio advertising market
 GTN's FY2016A revenue

Notes: (1) All figures converted from USD to AUD at the FX rate of 0.73 (AUD/USD).

GTN growth cycle: revenue follows audience

Additional affiliates typically result in a net cost to the business until additional inventory is monetised

Phase 1: Expand affiliate network & audience

- Sign new affiliate
- Receive additional inventory
- Increase audience reach
- Station compensation payable

Phase 2: Monetise network

- Sell additional inventory
- Increase yield by leveraging broader audience
- Improve margins

Illustrative financial profiles

Phase 1: Expand affiliate network (station compensation payable)



■ Cost base ■ Revenue ■ EBITDA

Phase 2: Monetise network (sell inventory and increase yield)



Cost base remains relatively constant (station compensation is a fixed cost)

Grow revenue by increasing sell-out rate and spot rate

U.S. expansion strategy

Acquiring Radiate was the first step in executing GTN's broader United States expansion strategy

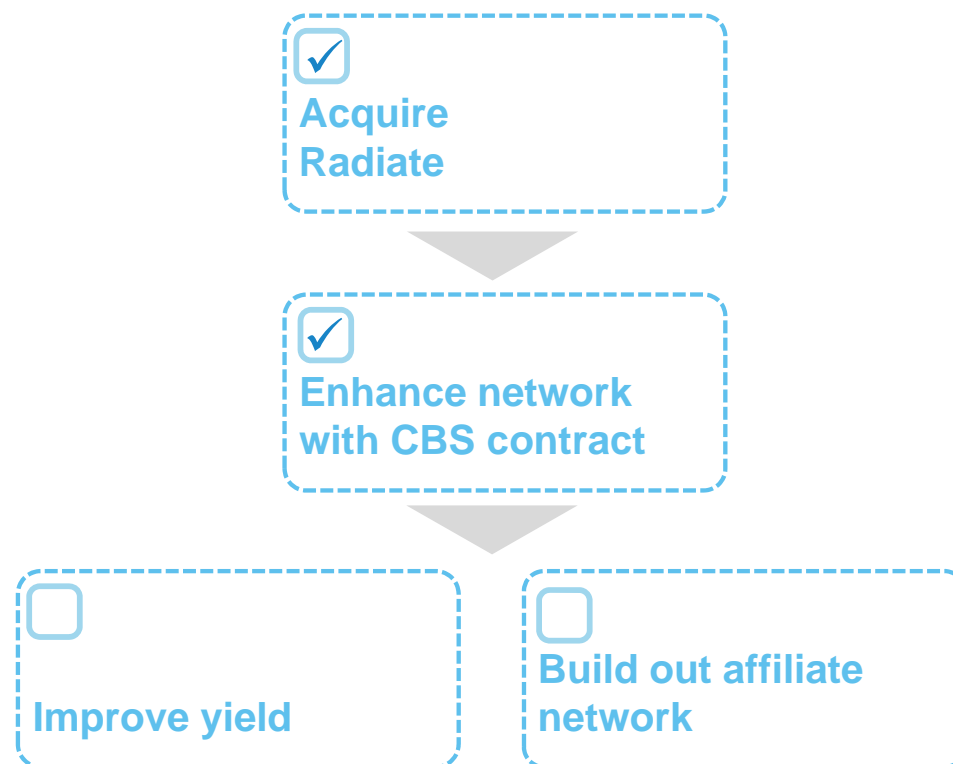
Two key priorities in maximising the US opportunity:

A Increase audience

- Monetise the value of an enlarged network created via addition of CBS and other affiliates
- Continue to build out affiliate network in U.S.
 - Increase spots inventory
 - Increase audience reach, which increases value of network to advertisers

B Improve yield

- Large portion of spots are currently sold at significant discount to traditional radio spots
- Invest in a salesforce that can articulate value proposition on large scale
- Target advertisers directly and articulate premium offering to drive improvements in yield across the portfolio



U.S. growth levers

GTN intends to use a number of levers to grow the USTN business

- 1 Sell spots at premium rates (transition away from 'wholesale' sales)

- 2 Increase spot rates due to larger and high quality network (including CBS)

- 3 Bundle spots as a network to increase rate

- 4 Add new affiliates to expand inventory and audience share to drive higher spot rate

- 5 Add additional inventory from existing stations

Outlook for FY17

GTN is focused on executing its growth strategy in each jurisdiction, including the U.S. following the acquisition of Radiate Media and establishment of USTN

Outlook for FY17

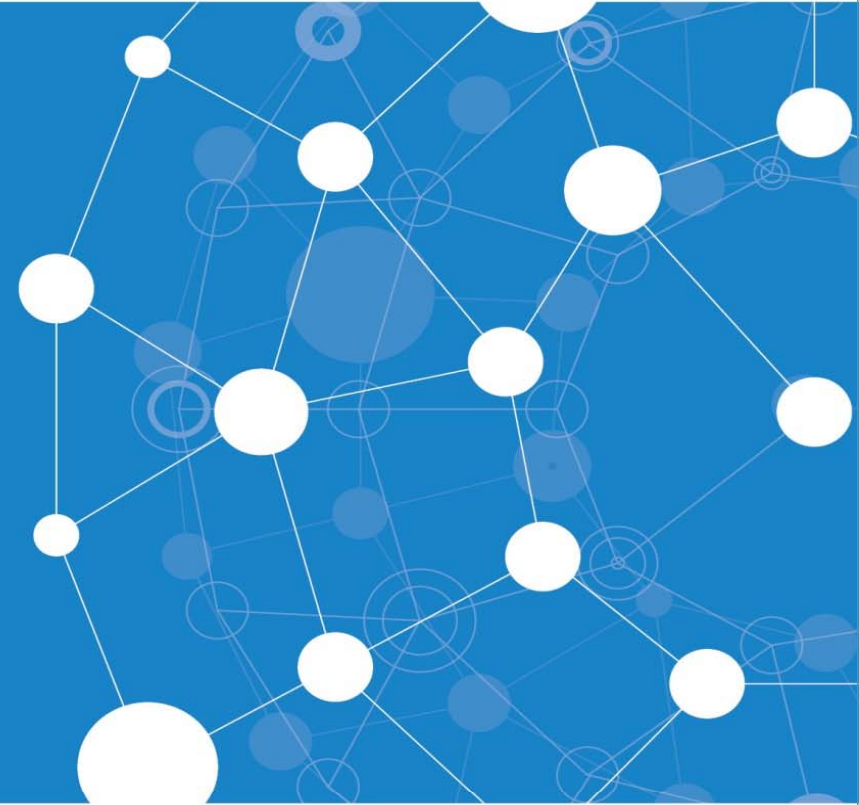
- ➔ GTN reaffirms the FY17 forecast as per its IPO Prospectus excluding any impact of the Radiate Media acquisition and GTN's United States operations and assuming the continuation of current market conditions, including no further adverse movements in FX rates
- ➔ GTN will continue to execute its growth strategy in each of its operating regions, including by continuing to focus on organic growth in each of its four original operating jurisdictions

Update on US expansion strategy

- Acquisition of Radiate Media successfully completed
 - Current operational performance is consistent with GTN's expectations
 - Business re-launched as the United States Traffic Network "**USTN**"
- CBS affiliate agreement has now commenced, with 1 month of operations recorded
- Number of additional stations have been added to the network since 31 December 2016 and negotiations continue with additional station groups
- As stated previously, GTN expects the Radiate Media acquisition and its United States operations to generate a net loss of during FY17
 - Negative contribution of A\$(15m) – (19m) EBITDA and A\$(16m) – (20m) NPATA

Appendix A

Additional financial information



Reconciliation of pro forma to statutory results

Reconciliation of EBITDA and Adjusted EBITDA to Profit before income tax

(\$m)	1H FY2017 Actual	1H FY2016 Pro Forma
Profit before income tax	16.5	1.7
Depreciation and amortization	(4.7)	(11.9)
Finance costs	(2.7)	(2.0)
Interest on bank deposits	0.1	0.2
Interest income on long-term prepaid affiliate contract	4.3	-
EBITDA	19.5	15.4
Interest income on long-term prepaid affiliate contract	4.3	-
Transaction expenses	(0.3)	-
Net F/X gain (losses)	0.1	-
Adjusted EBITDA	23.9	15.4

Reconciliation of Net profit after tax (NPAT) to NPATA

Profit (NPAT)	11.1	0.7
Amortization of intangible assets (tax effected)	2.5	8.0
NPATA	13.6	8.6

Reconciliation of pro forma to statutory results

Pro forma adjustments to the Statutory NPAT

(\$m)	1H FY 2016 Actual
Statutory NPAT	(7.0)
IPO transaction costs expensed	1.1
Public company costs	(0.4)
Net interest adjustment	0.9
Unrealised foreign exchange (gains)/losses	7.5
Offer related remuneration adjustments	(0.2)
Other adjustments	0.3
Tax effect of pro forma adjustments	(1.5)
Pro forma NPAT	0.7

Disclaimer and important information



The information contained in this document is general background information about GTN Limited (ACN 606 841 801) (the “**Company**”) and its activities as at the date of this document. It is in summary form and does not purport to be complete. It should be read in conjunction with the Company’s other periodic and continuous disclosure announcements. It is not financial product advice and does not take into account the investment objectives, financial situation or particular needs of individual investors. These should be considered, with or without professional advice, before deciding if an investment in the Company is appropriate.

The information contained in this document may include information derived from publicly available sources that has not been independently verified. No representation or warranty is made as to the accuracy, completeness or reliability of the information in this document or any assumptions on which it is based.

All amounts are in Australian dollars unless otherwise indicated.

This document may contain forward-looking statements, including the Company’s expectations about the performance of its business. These forward-looking statements may be identified by the use of forward-looking terminology, including the terms “believe”, “estimate”, “plan”, “project”, “anticipate”, “expect”, “intend”, “likely”, “may”, “will”, “could” or “should” or, in each case, their negative or other variations or other similar expressions, or by discussions of strategy, plans, objectives, targets, goals, future events or intentions. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements.

Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company and which may cause actual results to differ materially from those expressed or implied in such statements. Readers are cautioned not to place undue reliance on any forward-looking statements. Actual results or performance may vary from those expressed in, or implied by, any forward-looking statements. Past performance is not necessarily a guide to future performance and no representation or warranty is made by any person as to the likelihood of achievement or reasonableness of any forward-looking statements. The Company does not undertake to update any forward-looking statements contained in this document, to the maximum extent permitted by law.

Certain financial information in this document is prepared on a different basis to the Company’s Annual Financial Report, which is prepared in accordance with Australian Accounting Standards. Where financial information presented within this document does not comply with Australian Accounting Standards, a reconciliation to the statutory information is provided.