



BRISBANE BRONCOS LIMITED

**ANNUAL GENERAL MEETING
15 MAY 2018**

2018 Annual General Meeting

- **Welcome**
- **Chairman's Address**
- **CEO's Presentation**
- **Formal Business:**
 - 2017 Financial Statements & Reports
 - Announcement of Proxies
 - Remuneration Report
 - Election of Director - Mr Karl Morris
 - Election of Director - Mr Neil Monaghan
 - Re-election of Director - Mr Anthony Joseph

ACKNOWLEDGEMENT OF COUNTRY



BOARD OF DIRECTORS



Karl Morris
Chairman



Anthony Joseph
Director



Katie Bickford
Director



Darren Lockyer
Director



Neil Monaghan
Director

KEY MANAGEMENT PERSONNEL



Paul White
Chief Executive Officer



Louise Lanigan
Company Secretary
& Salary Cap Manager



Terry Reader
Chief Commercial Officer



Christine Halliwell
General Manager -
Community & Government Programs



Shirley Moro
Chief Financial Officer



Scot Czislawski
General Manager - Football Operations



Tain Drinkwater
General Manager - HR, Risk & Compliance



Steele Tallon
General Manager - Communications & Digital Media



CHAIRMAN'S ADDRESS



CEO'S PRESENTATION

FINANCIAL

- ✓ Gross Revenue \$46.5m
- ✓ EBITDA \$4.45m
- ✓ NPAT \$2.75m
- ✓ Cash balance \$12m
- ✓ Net assets \$33.5m

OPERATING

- ✓ Focused on diversified revenue streams
- ✓ Renewed and significantly expanded the Beyond the Broncos Girls program for a further 2½ years to Dec 2019
- ✓ Key staff involved in multiple whole of game working groups:
 - NRL Pathways
 - NRL Salary Cap
 - State Cup Pathways
 - NRL Women's Comp
 - NRL Digital Platform

STRATEGIC

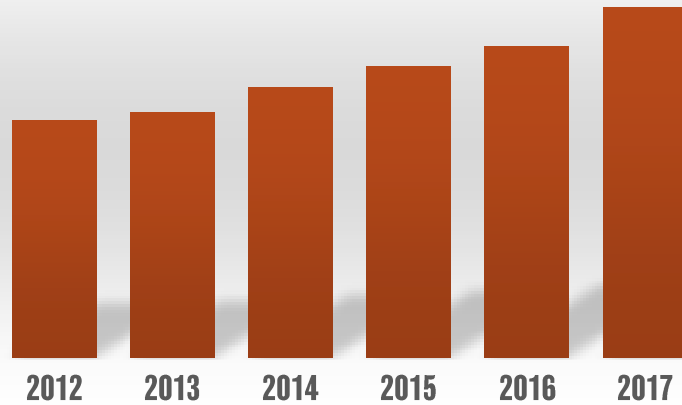
- ✓ Outcomes have consistently mirrored Strategic Plans:
 - 2012 - 2016
 - 2017 - 2019
- ✓ Revenue growth
- ✓ Cost control
- ✓ EBITDA results
- ✓ Profit results
- ✓ In-house merchandise
- ✓ In-house membership
- ✓ Embed community programs
- ✓ Game day investment
- ✓ Junior player pathways
- ✓ New facility

KEY REVENUE AREAS

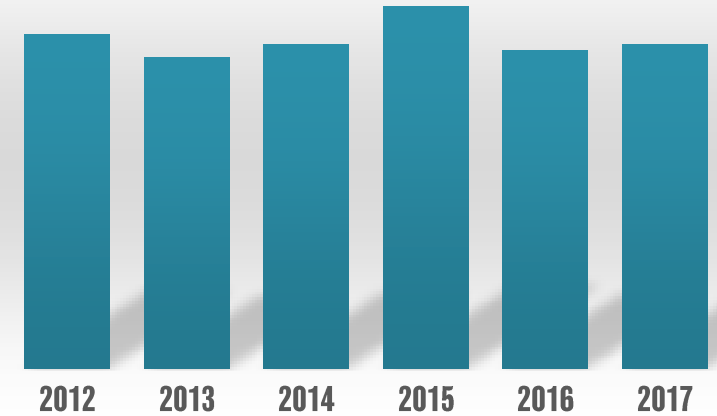


- ✓ **Sponsorship:**
 - Consistent incremental growth
 - Innovative assets created to develop additional partnerships
- ✓ **Merchandise:**
 - Strong growth
 - Further online focus
- ✓ **Corporate Sales:**
 - Holding ground in challenging environment
- ✓ **Membership:**
 - Remains strong
 - Increasingly exposed to risk through NRL draw

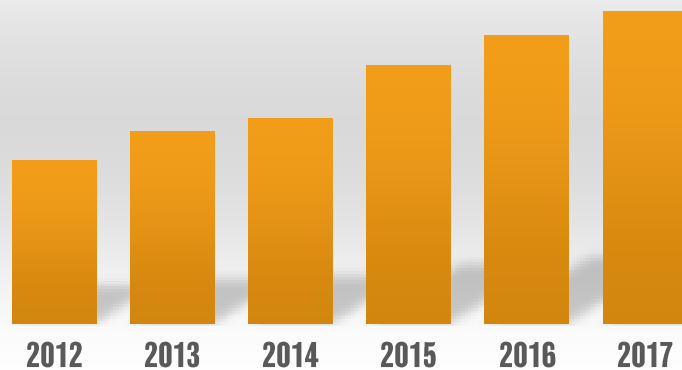
Sponsorship



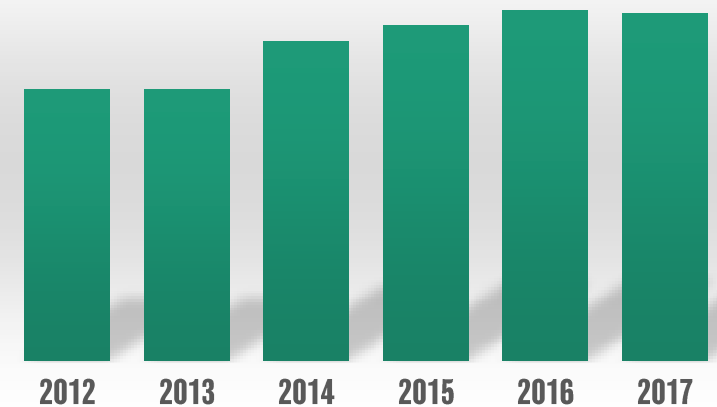
Corporate Sales



Merchandise



Membership & Ticketing





- Five year project from concept to realisation
- Delivered on time, on budget and without borrowings
- Productively worked with three levels of government throughout the project
- Successful fundraising program through ASF
- Integrates all parts of the business in one facility
- Ongoing revenue stream through commercial tenancies
- Community benefits

COMMERCIAL TENANCY PARTNER



- Long-term tenancy
- Strong commercial agreement
- Trusted company
- Long-term business approach
- Business synergy with Broncos



COMMUNICATIONS & DIGITAL INNOVATION



BRONCOS INSIDER

- Reach: 678,000 (Ch9 = 546,000 + Fox Sports 91,000)
- Average viewers: 111,000 per episode up from 49,000 in 2016
- Thursday Night Footy Show averaged 70,000 in same period



BRONCOS PODCAST

- More than 6,000 listens to the podcast since launching on March 6
- Average episode listens = 600
- Consistently ranks in Top 10 “Sports & Recreation” podcasts on iTunes

BRONCOS LIVE

- Reach: 550,000 from 10 episodes on Facebook
- 1350 interactive comments from as far away as Paris, Dublin, Stockholm, Moscow, Jakarta, PNG, Fiji, Colorado, Wigan, Cork, Munich



Strategic focus on the whole-of-game fan experience and innovation.

- Tailored approach for each game and demographic
- Introduction of 'The Paddock Club' at each game
- Live entertainment at every game in multiple areas
- Long-term strategic investment
- Maximise sponsor engagement
- Increased precinct activations
- LED signage installed on North and South perimeter
- Community integration





- Programs commenced with only 3 staff and 40 participants - have grown to 31 staff and 975 participants in 2017
- Step-change approach to how community programs are incorporated into the business model
- Features:
 - Government commitment
 - Geographical spread
 - Opportunities for sponsors to partner with the club
 - Opportunity to approach donors to invest in community-based activities that are making a real difference
 - Resource allocation has been aligned to program growth
 - Focus on program sustainability

NRLW: WOMEN'S COMPETITION



Female participation is currently the fastest growing segment of rugby league



Competition played throughout the NRL Finals Series as the curtain-raiser



New commercial opportunities for partnerships, jersey branding, player access & IP



Dedicated training facilities specifically branded for the Broncos' NRL Women's team



Brisbane Broncos are one of 4 foundation clubs competing in the 2018 NRL Holden Women's Premiership



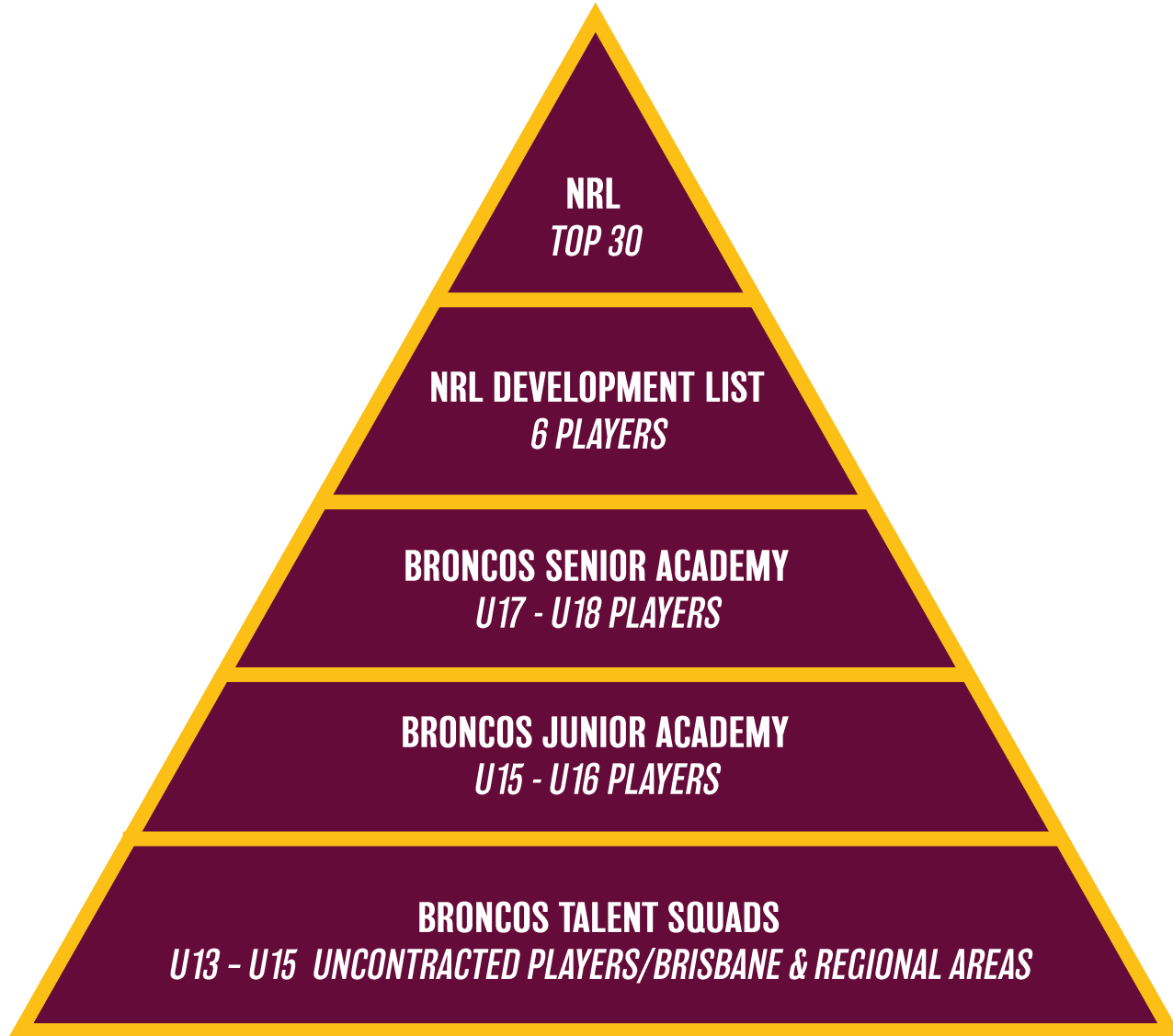
Televised live on Free-to-Air TV in Australia



Career, education and leadership opportunities for players in both professional and community programs



Commitment to female inclusion at all levels of the Club



TEVITA PANGAI JR



JAMAYNE ISAAKO



JAYDN SU'A

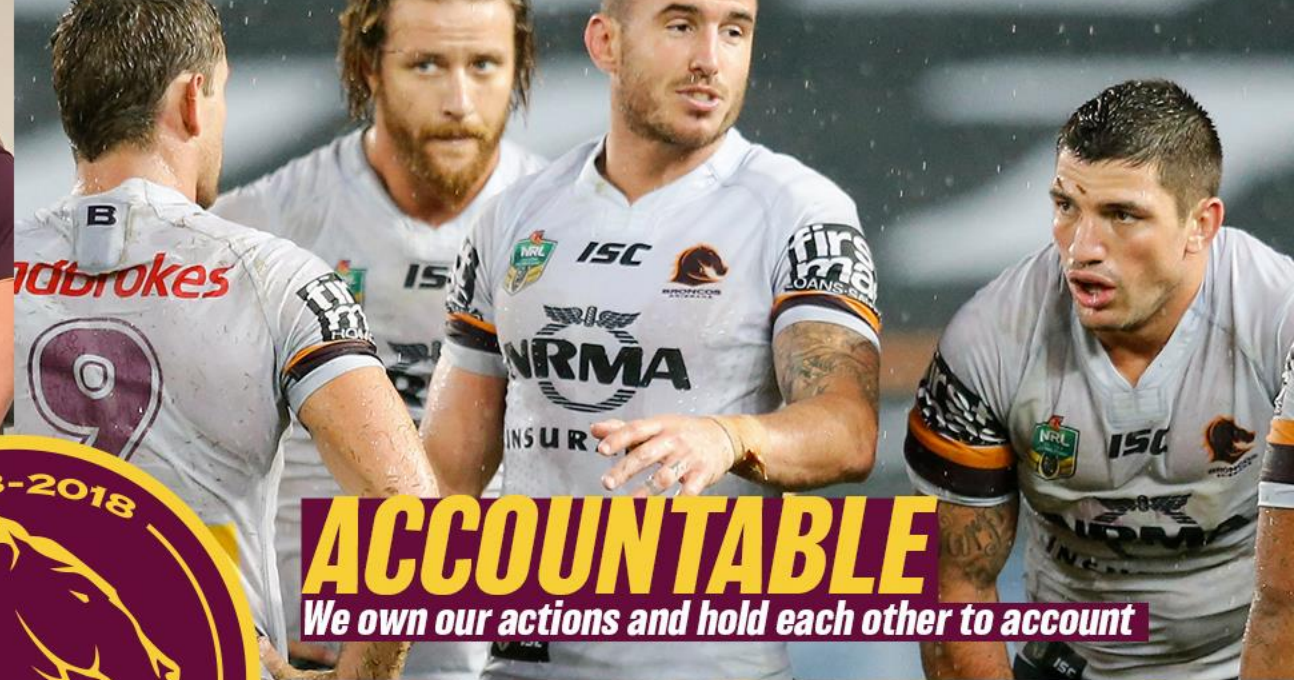


PAYNE HAAS



UNITED

We know each other and we have a shared purpose



ACCOUNTABLE

We own our actions and hold each other to account



RESPECTFUL

We achieve success by supporting each other and our community



GRATEFUL

We remain humble, remember our roots and create our own legacy

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