

BRISBANE BRONCOS LIMITED

2019 ANNUAL GENERAL
MEETING
14 MAY 2019





AGENDA

2019 ANNUAL GENERAL MEETING

WELCOME

CHAIRMAN'S ADDRESS

CEO'S PRESENTATION

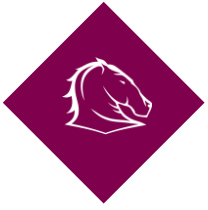
FORMAL BUSINESS:

- **2018 FINANCIAL STATEMENTS & REPORTS**
- **ANNOUNCEMENT OF PROXIES**
- **REMUNERATION REPORT**
- **RE-ELECTION OF DIRECTOR – KATIE BICKFORD**
- **RE-ELECTION OF DIRECTOR – DARREN LOCKYER**



ACKNOWLEDGEMENT OF COUNTRY

Brisbane Broncos Limited
2019 AGM 14 May 2019



KARL MORRIS
Chairman



KATIE BICKFORD
Director



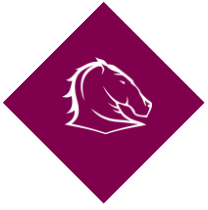
TONY JOSEPH
Director



DARREN LOCKYER
Director



NEIL MONAGHAN
Director



LOUISE LANIGAN
Company Secretary &
Salary Cap Manager



SHIRLEY MORO
Chief Financial Officer



TERRY READER
Chief Strategy Officer



TAIN DRINKWATER
GM – HR, Risk &
Compliance



PETER NOLAN
GM – Football
Operations



PAUL WHITE
Chief Executive Officer



STEELE TALLON
GM – Communications
& Digital Media



CHRISTINE HALLIWELL
GM – Community &
Government Programs



DAN GLASS
Executive Manager
Commercial Partnerships
& Sales



BELINDA FINDLAY
Manager -
Membership &
Merchandise



CATE HURLEY
Finance Manager



CHAIRMAN'S ADDRESS

CEO'S PRESENTATION





GROUP HIGHLIGHTS

**FOCUS ON
CORE
BUSINESS
REVENUE
GROWTH
AND COST
CONTROL**



FINANCIAL

Gross Revenue	\$51.8M
EBITDA	\$4.16M
NPAT	\$2.07M
Cash Balance	\$13.1M
Net Assets	\$34.8M



STRATEGIC

- Successful NRLW participation
- NRL rookies conversion to Top 30 programs on target
- Clive Berghofer Centre providing excellent staff integration and servicing all parts of our business
- Commercial tenancies embedded



OPERATING

- Gross revenue increase 11%
- Sponsorship growth 9.5%
- NRLW Premiership
- Rollout of expanded Beyond the Broncos Girls Academy



FUTURE

- New NRL Head Coach
- Ongoing investment in NRLW team and infrastructure development
- Further community program funding



STRATEGIC FOCUS

Long-term approach

Integrated commercial and football operations planning

Sustainable and disciplined

Measured and considered



COMMERCIAL

Consistent revenue growth

Sponsorship diversification

Multiple revenue streams

Government & community programs

FOOTBALL OPERATIONS

Consistent team performance

Acquisition & retention

Talent pathways & realisation

Elite Player Development (EPD) program

OUTCOMES

Premiership contention
Top 4 finish

Long-term financial stability

Whole of business growth

Community engagement & reach

STRATEGY OVERVIEW

NRL PATHWAYS

OUR AIM IS TO DEVELOP NRL PLAYERS

Recruiting, retaining and realising the talent of our players from Academy to NRL level requires investment and strategy.

1. TALENT SQUADS

Aim: Talent identification across all junior sports, with a particular focus on club rugby league and school competitions.

2. ELITE EMERGING

Aim: Acquisition, development and retention of elite youth players from within our Academy Program.

3. DEVELOPMENT LIST

Aim: Retention and continued development of selected players as they transition to the NRL squad training program.

4. NRL PLAYER

Aim: Competitive advantage through first right of access for Academy members.
Realisation of development and performance.

THE FUTURE



DAVID FIFITA



KOTONI STAGGS



THOMAS FLEGLER



PATRICK CARRIGAN



TOM DEARDEN



GEHAMAT SHIBASAKI



TANNAH BOYD



CORY PAIX



ETHAN BULLEMOR



HERBIE FARNWORTH

MACROECONOMIC HEADWINDS

CHALLENGES THE SPORTING INDUSTRY IS FACING

HOW WE HAVE RESPONDED

SLOWDOWN IN GDP GROWTH

Financial stability and growth have been maintained over an extended period during times of slow economic growth and declining disposable income.

RECORD LEVELS OF HOUSEHOLD DEBT

Sponsorship, membership, ticketing, and corporate sales levels continue to grow and remain profitable - whilst cost control focus is measured for also maintaining the yield in these areas.

LOW WAGE GROWTH

Revenue and profit is reliant on discretionary spending particularly for casual game attendees, members and corporates. We have managed to maintain both levels during this period. Our total membership base is currently in excess of 36,000.

SPORTS CONSUMER CONTENT CONSUMPTION

The increase in digital, mobile and streaming platforms has evolved as a result in the changing landscape for content consumption. We have resourced in these areas to meet demand.

WHOLE OF COMPETITION FINANCIAL SUSTAINABILITY

Appropriate long-term planning is required for the future of the NRL competition to remain sustainable. Individually, the group's Balance Sheet has remained strong with no external debt.

INCREASED COMPETITION FROM RIVAL CODES

The global professional sporting landscape is crowded. Most other corporates and sporting organisations have faced financial pressures during this time also.



FORWARD FOCUS

- Strong focus on operational targets and cost control
- Total business support for new long-term coach and program
- Evolution of Community and Government Programs
- Continual review of current commercial assets
- Business well-positioned to take advantage of emerging opportunities

DISCLAIMER



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