

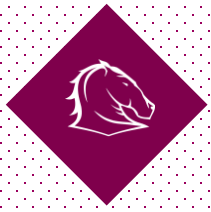


MAJOR PARTNER

Brisbane Broncos Limited
2021 Annual General Meeting
25 May 2021



ACKNOWLEDGEMENT OF COUNTRY



KARL MORRIS
Chairman



TONY JOSEPH
Director



DARREN LOCKYER
Director



NEIL MONAGHAN
Director



VICKI WILSON
Director



DAVE DONAGHY
Chief Executive Officer

2021 AGM

CHAIRMAN'S ADDRESS

CEO'S ADDRESS

FORMAL BUSINESS

- 2020 Financial Statements and Reports
- 2020 Remuneration Report
- Re-election of Director – Mr Tony Joseph AM
- Re-election of Director – Mr Karl Morris AO



CHAIRMAN'S ADDRESS

CEO'S ADDRESS



2020 HIGHLIGHTS



FINANCIAL

- Gross revenue \$34.9m
- EBITDA \$0.7m
- NP(L)AT (\$0.4m)
- Cash balance \$16.0m
- Net assets \$34.7m

OPERATIONAL

- Impacts of Covid-19 on the NRL
- 2020 NRL season
- NRLW premiership
- Ticketed member retention 98% through Covid-19 rollover program
- Kia Motors Australia – first full year
- Asics Australia – new official apparel partner
- Community programs continued expansion

FOOTBALL OPERATIONS



PROGRAM

- Acknowledgement we are not where we want to be
- Focus on maximising 2021 (current 3-8 record) and build into 2022

ROSTER MANAGEMENT

- Roster regeneration taking place (e.g. Adam Reynolds), with long-term sustained performances targeted
- End-to-end model a priority, with the aim of greater retention of young talent
- Investment to be made in resources and data

NRLW

- NRLW program to be integrated into overall football program, overseen by General Manager – Football Operations
- Extended competition likely to be introduced in 2021, with further expansion possible
- Player drain a threat due to likely expansion

BUSINESS OPERATIONS



COMMERCIAL PROGRAM

- Positive consumer support post Covid-19, particularly in ticketing and corporate sales
- Strong ongoing support from commercial partners
- Investment to be made enhancing sales culture and improving systems

OPERATIONS

- Cost management remains a key focus
- Covid-19 situation continues to be monitored, with management of this becoming part of normal operations, involving NRL
- Management focused on maximising opportunities in 2021, with planning aimed to build off this into 2022

COMMUNITY

- Australian Government funding for Indigenous programs extended to 2023
- Queensland Government funding secured for Indigenous girls' program to 2023

FORWARD PLANNING

STRATEGIC PRIORITIES

- Work focusing on leadership, culture, vision, values and connection being undertaken
- Our business strategy and business plans are being reviewed and updated
- Positive and mutually-beneficial relationships with key stakeholders a priority

NRL

- We are working with the NRL and other clubs to optimise rules and guidelines that impact our operations
- NRL on-field rules continue to be adjusted during the season
- There is the possibility of a 17th team being introduced by the NRL

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**THANK
YOU**





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