Market Release

17 March 2025

Challenger investor discussion pack – March 2025

Challenger Limited (ASX:CGF) attaches a copy of the presentation that will be provided at the Jefferies Asia Forum from 18 – 19 March 2025.

ENDS

This release has been authorised by Challenger's Continuous Disclosure Committee.

About Challenger

Challenger Limited (Challenger) is an investment management firm focused on providing customers with financial security for a better retirement.

Challenger operates a fiduciary Funds Management division and an APRA-regulated Life division. Challenger Life Company Limited (Challenger Life) is Australia's largest provider of annuities.

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Challenger Limited

Investor discussion pack

M A R C H 2 0 2 5





Overview

Australian retirement market

2 Challenger business overview

Business and strategy update

4 1H25 financial result



1

Australian retirement market



Australian superannuation system

Australians are living longer and demand for financial security is increasing

AGEING **POPULATION**



DEMAND FOR FINANCIAL SECURITY



REGULATORY AND PRUDENTIAL SUPPORT



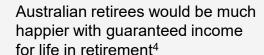
2.5m •

Australians set to retire over next 10 years¹

\$11.2tn •

Australian super assets expected to increase from \$4.0tn² by 2043³

72% 😉



65% 🦫

Australian retirees say cost of living has impacted their financial security⁴

Government focus (C)



- Retirement Income Covenant
- Delivering Better Financial Outcomes
- Retirement phase of superannuation

APRA focus



- Support life insurers to increase the availability of retirement income products
- Improvements to capital settings for annuities



^{1.} Treasury modelling, Retirement phase of superannuation Discussion Paper December 2023.

^{2.} The Australian Prudential Regulation Authority (APRA), as at September 2024.

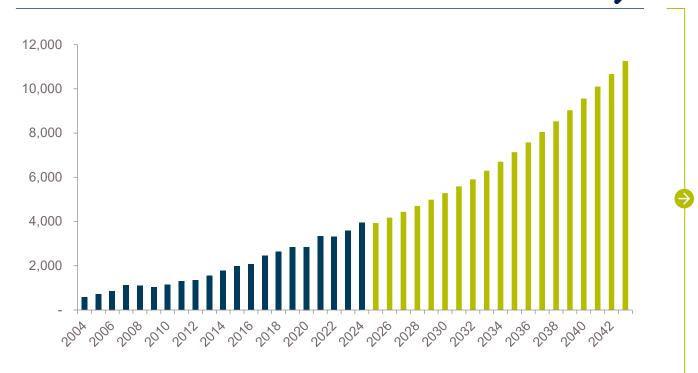
^{3.} Deloitte Superannuation Market Projections Report 2023.

Australian superannuation system

Attractive market with long-term structural drivers

AUSTRALIAN SUPERANNUATION GROWTH^{1,2} (\$BN)





Market growth supported by

- Mandatory and increasing contributions³
- Earnings and contributions compounding
- Population growth and ageing demographics

Resulting in

- 10% CAGR growth over last 20 years⁴
- 4th largest global pension market⁵
- Assets expected to increase from \$4.0 trillion¹ to over \$11.2 trillion by 2043²

- 1. The Australian Prudential Regulation Authority (APRA), as at September 2024.
- 2. Deloitte Superannuation Market Projections Report 2023.
- Superannuation guarantee rate increased to 11.5% on 1 July 2024 and increases by 0.5% p.a. until reaching 12% on 1 July 2025.
- 4. APRA Annual Superannuation Bulletin.
- 5. Thinking Ahead Institute Global Pension Assets Study 2024, as a percentage of GDP.

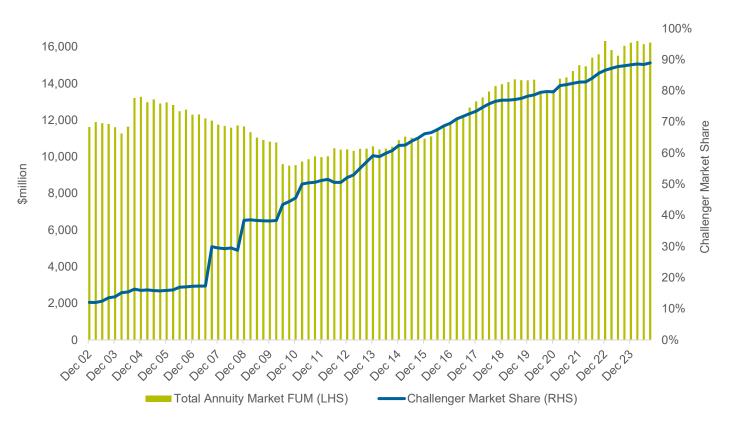


Australian annuities market

Challenger Life is Australia's leading provider of annuities

TOTAL ANNUITY MARKET FUM¹





KEY OBSERVATIONS



- Domestic annuity market size ~\$16bn²
- Challenger dominant market position ~89% market share²
- \$86bn transfer from savings phase of superannuation to retirement phase in 2023³



[.] Source: Plan for Life - September 2024 (note that "Annuity" volumes exclude GSA products).

² Plan for Life – September 2024

Based on Taxation Statistics 2021-22 from Australian Taxation Office.

Regulatory and prudential update

2022

2024

2025

Progressing range of reforms to enhance the retirement phase

July 2022 – Retirement Income Covenant (RIC) comes into effect requiring superannuation trustees to formulate, review regularly and give effect to a retirement income strategy for members in, and approaching retirement

July 2024 – APRA and ASIC urge super funds to strengthen oversight of their retirement income strategy citing a lack of progress being made towards implementing their retirement income strategies

August 2024 – APRA publishes its 2024-2025 Corporate Plan that includes key priorities to support life insurers to increase the availability of retirement products and ensure trustees are taking action to meet the requirements set by the RIC

January 2025 – Superannuation (Objective) Act comes into effect to preserve savings to deliver income for a dignified retirement, alongside government support, in an equitable and sustainable way



July 2024 – First tranche of the Delivering Better Financial Outcomes (DBFO) reform package is passed, which focuses on improving the accessibility and affordability of quality financial advice in Australia

November 2024 – Australian Government issued its response to the Treasury consultation on the retirement phase of superannuation

February 2025 – APRA announces consultation to commence 2Q CY2025 on changes to capital settings for annuity products, with key change proposed being the calculation of the illiquidity premium

RETIREMENT PHASE OF SUPERANNUATION



Enhanced independent guidance

- · Increasing education and awareness on superannuation and retirement options
- Providing better tools, information and guidance to members through the Moneysmart website

Better retirement products

• Improving the income stream regulations to support innovation in retirement products

Best practice principles

• Guiding the superannuation industry in designing retirement income products

Increased transparency

- APRA and ASIC to undertake a Pulse Check report by end of 2025 to monitor superannuation funds' progress in implementing RIC
- Pulse Check report to inform new Retirement Reporting Framework from 2027



2

Challenger business overview



Challenger purpose and strategy

Providing customers with financial security for a better retirement

OUR STRATEGIC PILLARS

Retirement leader



Broaden customer access across multiple channels

Investment excellence

Superior outcomes and financial resilience



Talented team and capability

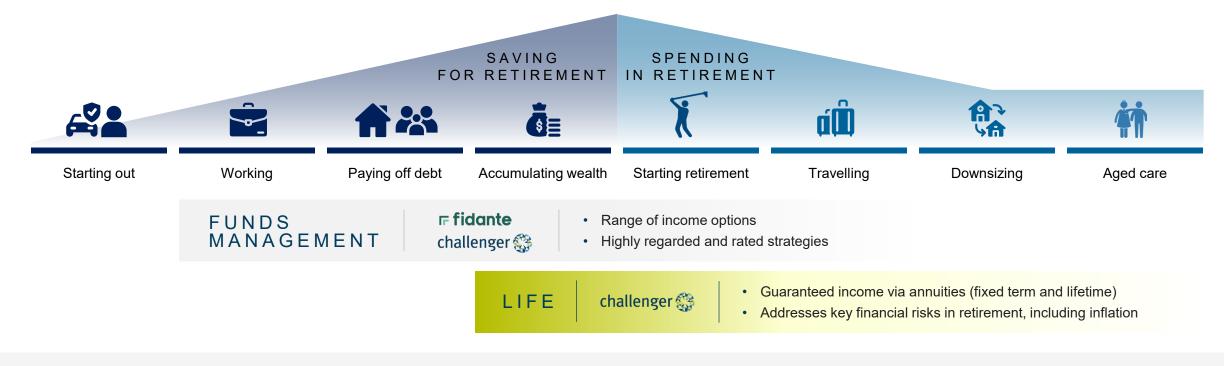


Outstanding skills and ways of working



Challenger overview

Providing customers with financial security for a better retirement



















Life – clear leader in retirement incomes

Strong Challenger reputation within the market

BRAND STRENGTH Leader in Retirement Income 95% 95% 93% 93% 93% 92% 92% 63% 60% 57% 56% 55% 55% 53% Dec-21 Jun-24 Jun-22 Dec-22 Jun-23 Dec-23 Dec-24 Closest Peer ---Challenger

MARKET LEADER IN AUSTRALIAN RETIREMENT INCOMES





Leading annuity provider ~89% market share²



Winner of Money Magazine's 'Longevity Cover Excellence Award'³

^{3.} Plan For Life awards have been rolled into the Money Magazine Awards from 2024. In 2023, Challenger won Plan for Life's 'Overall Longevity Cover Excellence Award' for a fifth consecutive year.



[.] Marketing Pulse Adviser Study December 2024 based on (% agree / strongly agree).

^{2.} Plan for Life – September 2024.

MS&AD strategic relationship

Diversifying and increasing access to Japanese market



Mitsui Sumitomo Primary Life Insurance

Japanese general insurer
#1 market share

MS&AD Mitsui Sumitomo Insurance

MS&AD Aioi Nissay Dowa Insurance

MS&AD Mitsui Direct General Insurance

Japanese life insurer
#9 market share
major foreign currency annuity provider

MS&AD Mitsui Sumitomo Aioi Life Insurance

MS&AD Mitsui Sumitomo Primary Life Insurance

International operations operations in 48 countries #1 ASEAN general insurer









STRATEGIC RELATIONSHIP WITH MS&AD GROUP



MS Primary annuity relationship

- MS Primary (MS&AD subsidiary) leading provider of foreign currency life products in Japan
- Reinsurance agreements with MS Primary covering A\$, US\$ and JPY¥ 20-year term annuity and A\$ lifetime annuity
- Expected to reinsure at least ¥50 billion (~A\$490 million) of A\$, US\$ and JPY¥ annuities with Challenger in FY25¹
- The reinsurance partnership between Challenger and MS Primary was extended for a further five years in May 2024
- MS Primary is a key Challenger strategic partner and the businesses engage extensively across a range of topics, including product development and partnering opportunities

MS&AD shareholding in Challenger

- MS&AD is a significant investor in Challenger and as at 31 December 2024, held ~15% of Challenger's issued capital
- In August 2019, a representative from MS&AD joined the Challenger Limited Board



Funds Management – multiple brands and strategies

Unique multi-asset platform supporting better customer outcomes

INVESTMENT MANAGERS, STRATEGIES AND ASSET CLASSES **Fixed Income** Kapstream ARES AUSTRALIA MANAGEMENT° - ARDEA **№** BENTHAM challenger 🗱 \$45bn¹ WaveStone **∞** alphinity **LENNOX** Australian equities (((•Greencape **▲**eiger capital **Equities** OX CAPITAL Global, regional & ∞ alphinity **NOMURA** EM equities \$73bn¹ Sustainable **∞** alphinity IMPAX Asset Management investments **Alternatives** challenger (APOLLO System Capital PROTERRA Cultiv APOLLO System Capital \$3bn

#2 Domestic active manager²

—

#1 Fixed income manager³

—

STRONG MARKET

POSITION

- 1. Funds Under Management (FUM) as at 31 December 2024.
- 2. Calculated from Rainmaker Roundup, September 2024 data.
- 3. Plan for Life September 2024 based on fund size.



3

Business and strategy update



Strong financial performance and executing strategy

Delivering against targets and investing for future growth

Delivering financial performance

- ✓ Normalised profit & EPS growth
- ✓ ROE above target
- Structural change in cost base
- Strongly capitalised
- Dividend growth
- On track to achieve earnings guidance

Executing strategy

- ✓ Remixed to longer tenor Life book
- Continue to broaden distribution channels
- New UniSuper lifetime annuity relationship
- ✓ New asset origination capability
- ✓ Strengthened brand presence

Building for the future

- Broadening product range and deepening relationships
- Replatforming Life's core customer registry technology
- Modernising investment administration operations platform



Successfully executing strategy

Generating long-term sustainable growth

Life customer technology
Investment administration
partnership

- Customer excellence
- Scalable platforms
- Technology efficiencies



- Leading retirement brand
- Pre- and postretirement products
- Diversified sales channels

New brand campaign
New UniSuper lifetime
annuity relationship

Higher capital and ROE

Dividend growth in line with earnings growth

- Strongly capitalised
- Supports growth
- Strong dividend growth





Life sales

 More sustainable book growth

Longer duration

business

 More valuable business (margin and ROE) Broadened adviser base

Record lifetime and
Japanese annuity sales

Whole loan origination and servicing capability

New affiliate System Capital

- Proven alternative credit platform
- Strategic origination partnerships
- Strong risk management and ALM¹ capability





Building for the future

Supporting long-term growth and generating further efficiency gains

CURRENT STATE



PROBLEM





STRATEGIC BENEFITS



PROGRESS



CUSTOMER TECHNOLOGY Over last three years:

- Significant growth momentum across retail annuity sales (lifetime and term)
- ▶ 3 retirement partnerships
- Largest defined benefit win in Australia

20-year old legacy customer technology cannot support future growth



Replace core registry with Accenture Life Insurance & Annuity Platform (ALIP) and client portals

Make it easier to do business with Challenger and create a seamless user experience

- Simplify new business and accelerate sales
- Expand partner network
- Deliver innovative new products at scale
- Drive productivity gains and operating efficiencies

- Challenger public website upgrade completed
- Salesforce Financial Services Cloud rollout completed
- ALIP Core registry build and testing underway
- Expected to launch mid 2025 calendar year

INVESTMENT ADMINISTRATION TECHNOLOGY

Legacy investment administration system Material uplift required to meet business needs, address increased cost to serve and support growth



Transition investment administration and custody services to global leader in investment services

Support growth across retirement, investment management and asset origination

- Provides highly scalable front to back-office Alpha platform
- Access to advanced technology, capability and ongoing investment
- Ability to scale and grow Life and Funds Management

- Custody and investment operations agreements completed
- ✓ Investment admin operations team transferred 1H25
- Migration of services underway
- Investment administration and custody services expected to complete by end of FY27





1H25 financial highlights¹

Delivering strong growth and shareholder returns

\$ 225m A12% Normalised NPAT

\$ 72m A28% Statutory NPAT

11.6% A120bps Normalised ROE2

32.8cps A12% Normalised EPS

14.5cps A12% Dividend per share

LIFE SALES

\$4.6bn

▼12%

AUM

\$131_{bn}

▲ 3% in 1H25

RETAIL LIFETIME SALES³

\$583m

24%

CLC PCA RATIO

1.61_x

▲ 0.11x⁴



^{1.} All growth rates compare the year ended 31 December 2024 against the year ended 31 December 2023 (the prior corresponding period or pcp), unless otherwise stated

^{2.} Normalised Return On Equity post-tax.

^{3.} Includes CarePlus sales.

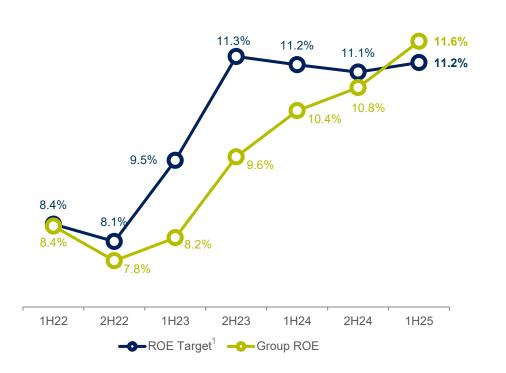
^{4. 1}H25 PCA ratio up 0.11x (1H24 1.50x).

Delivering higher sustainable ROE

ROE above target

NORMALISED GROUP ROE (POST-TAX)
1H25 11.6% +120 BPS





ROE DRIVERS



1H25 drivers

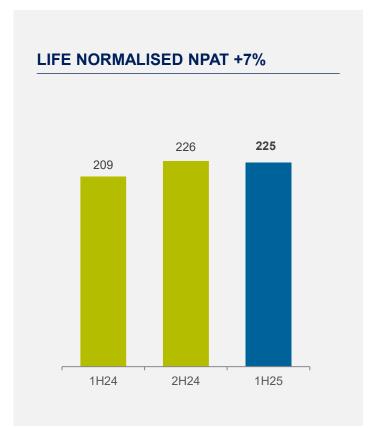
- Continued momentum in Life NCOE
- Higher Funds Management contribution (12% of Normalised NPAT)
- Structural reduction in expense base with cost to income ratio of 32% at bottom end of target range

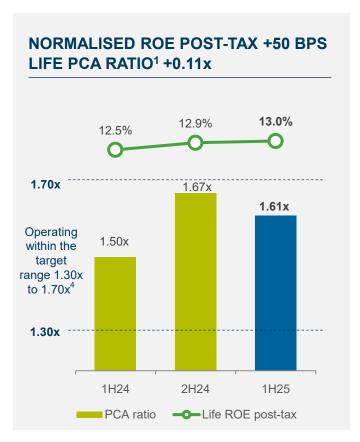


Life performance

Higher earnings driven by NCOE and operating leverage

	1H25	CHANGE
Normalised Cash Operating Earnings (COE)	\$386m	7%
Expenses	(\$60m)	2%
Normalised NPBT	\$327m	8%
Normalised Tax	(\$102m)	11%
Normalised NPAT	\$225m	7%
COE margin	3.11%	7bps
Normalised ROE post-tax	13.0%	50bps
PCA ¹ ratio	1.61x	0.11x
Retail lifetime sales	\$583m	24%
New business annuity sales tenor (years) ²	6.4	(2.5)
Maturity rate ³	15%	(2pp)





^{1.} Challenger Life Company Limited (CLC) PCA ratio represents CLC total Tier 1 and Tier 2 regulatory capital base divided by the Prescribed Capital Amount (PCA). 1H25 PCA up 0.11x (1H24 1.50x).



^{2.} Based on new business annuity sales, including term annuities and Lifetime sales, excluding reinvestments.

Based on annuity maturities and repayments (excluding interest payments) in the year divided by the opening period undiscounted annuity liability balance.

^{4.} Challenger does not target a specific PCA ratio and the target PCA ratio range is a reflection of internal capital models, not an input to them and reflects asset allocation, business mix, capital composition and economic circumstances. The target surplus produced by these internal capital models currently corresponds to a PCA ratio of between 1.30 times to 1.70 times. This range may change over time and different constraints can apply including CET1 requirements.

Life sales

Record lifetime and Japanese annuity sales offset by lower shorter duration sales

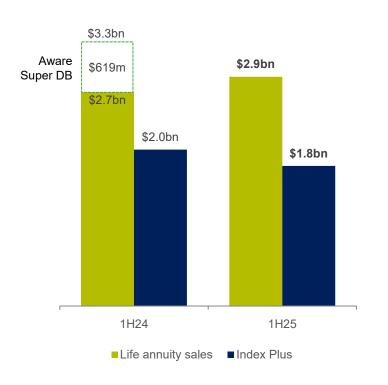
- ✓ Total Life sales \$4.6bn
- ✓ Record retail lifetime annuity sales \$583m (+24%)
- Record Japanese annuity sales \$616m (+78%)
- ✓ Fixed term annuity sales \$1.6bn (-12%) due to inverted yield curve and pricing discipline
- Challenger Index Plus sales \$1.8bn (-10%)

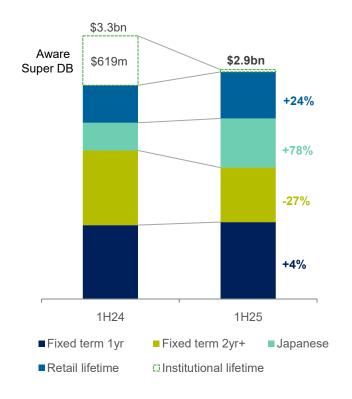
LIFE SALES



ANNUITY SALES









Life sales

Executed sales remix strategy to improve book quality

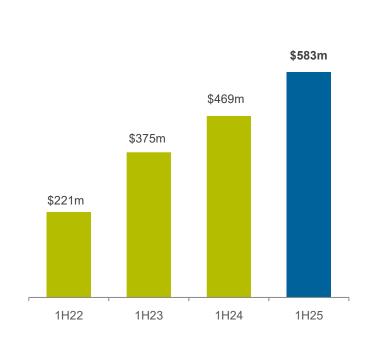
- Continuing to grow longer dated annuity sales
 - Retail lifetime sales +164% compared to 1H22
- Growing adviser base and demand for guaranteed income since 1H22
 - # advisers writing lifetime +67%
 - Quoting levels +91%
- Improving book quality
 - 82% of annuity book >3 years compared to 75% in 1H22

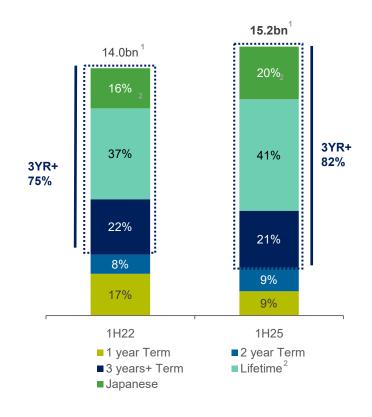
RETAIL LIFETIME SALES



POLICY LIABILITY PROFILE









^{1.} Excludes Life Risk business of 1H22 \$0.1bn and 1H25 \$0.6bn.

^{2.} Includes CarePlus sales.

Life product overview

Providing customers with guaranteed income

DOMESTIC FIXED TERM

30% of total book¹

Provides regular guaranteed payments for a fixed rate, fixed term

Average policy size² ~\$330,000

Guaranteed Annuity

- Guaranteed rate
- Payment frequency options
- Inflation protection options
- Ability to draw capital as part of regular payment
- Tax free income

LONG TERM (INCL. LIFETIME)

46% of total book¹

Provides income for life

Average policy size^{2,3} ~\$270,000

Liquid Lifetime

- Payment options fixed, indexed to inflation, linked to RBA cash rate, or indexed to markets
- Liquidity options
- Tax free income

CarePlus

- · Designed for aged care
- Up to 100% death benefit

MS Primary

OTHER

24% of total book¹

Institutional product providing guaranteed returns

Challenger Index Plus Fund

- Institutional product providing guaranteed excess return above a chosen index
- Index Plus is available on traditional indices and customised indices



^{1.} Based on discounted policy liabilities and excluding Life Risk.

^{2.} Average 1H25 annuity policy size for a retail customer.

^{3.} Average policy size for Liquid Lifetime and CarePlus retail customers and excludes MS Primary.

^{4.} If bought with superannuation money and in retirement phase.

Life ROE and COE margin

11.0%

2.88%

2H23

10.0%

2.76%

1H23

─COE margin

Continue to grow ROE COE margin reflects timing of distributions, tighter credit spreads and lower rental income

COEMARGIN & LIFE ROE

9.1%

2.63%

2H22



13.0%

3.11%

1H25

12.9%

3.20%

2H24

12.5%

3.04%

1H24

─Life ROE post-tax

1H25 COE MARGIN



Investment yield¹	6.71%
Other income	0.27%
Interest & distribution expense	(3.87%)
COE margin	3.11%

COE margin 1H25 to 2H24 -9 bps

- Timing of cat bond distributions: -3bps
- · Property: -3 bps
- Tighter credit spreads -3 bps

Other income (Life Risk) +1bp

Interest and distribution expense -1bp

1H25 performance by asset class (annualised)



- 1. Annualised COE investment yield includes investment yield on policyholder funds and shareholder funds and normalised capital growth.
- 2. Annualised total return includes COE investment yield and asset experience.

9.5%

2.56%

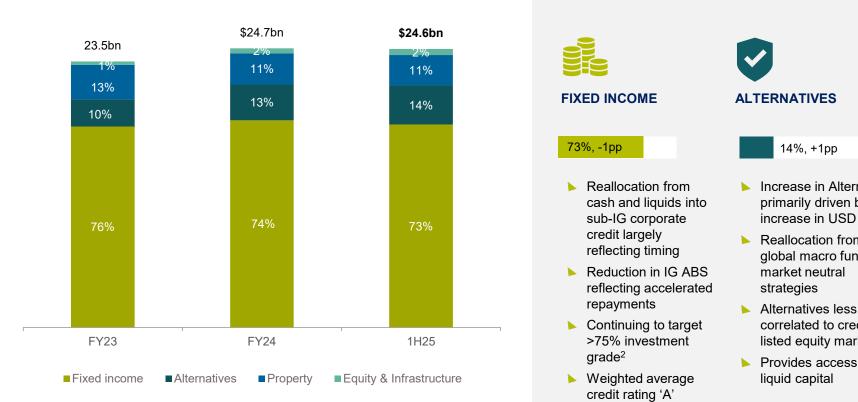
1H22

Life investment portfolio

Diversified balance sheet providing financial resilience No material change to asset allocation expected

LIFE AUM¹





- **PROPERTY**

11%, stable



2%, stable

- Increase in Alternatives primarily driven by
- Reallocation from global macro funds into market neutral
- Alternatives less correlated to credit and listed equity markets
- Provides access to

- Reflects lower valuations driven by Australian office cap rate
- Australian retail properties, with 1 overseas property exchanged for sale
- expansion Sale of 2

challenger 👯

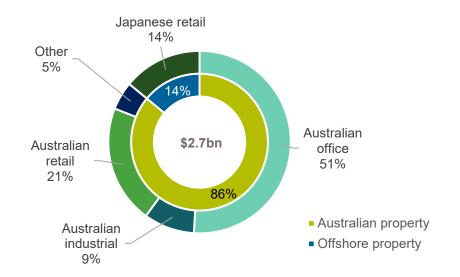
^{1.} All comparisons 1H25 versus 2H24.

^{2.} Investment grade represents BBB- or higher.

Property portfolio

Represents 11% of portfolio Focus on long-term income streams

Property Portfolio¹



- Occupancy rate 91%
- Strong re-leasing activity with increasing rental income
- Long WALE 5.6 years
- 59% leases expiring FY29+

Key Metrics	Australian Office	Australian Retail	Australian Industrial	Japan
# properties	10	6	3	20
% of total portfolio	51%	21%	9%	14%
Rental income	~53% from government tenants	~50% from convenience and essential service- based tenants	-	~50% from supermarkets and pharmacies
WALE ²	5.6 years	5.0 years	4.8 years	6.8 years
Average cap rate	7.1% (+31bps ³)	6.5% (+14bps ³)	5.3% (+13bps) ³	4.8%

- 1. As at 31 December 2024.
- 2. Weighted Average Lease Expiry as at 31 December 2024. Assume tenants do not terminate leases prior to expiry of specified lease terms.
- 3. The movement reflects the change in cap rates between June 2024 and December 2024 excluding properties held for sale.



Capital management

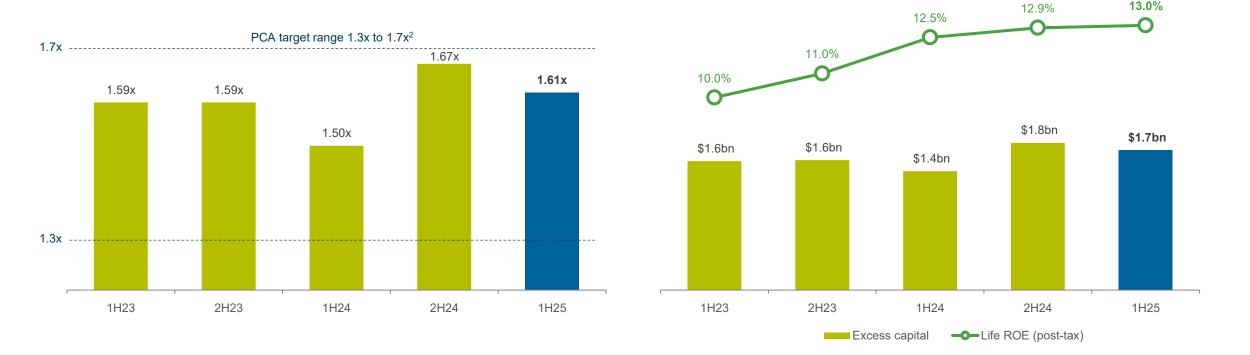
Strongly capitalised and capital resilience

PCA RATIO¹



CAPITAL FLEXIBILITY





^{1.} The PCA ratio represents total Tier 1 and Tier 2 regulatory capital base divided by the Prescribed Capital Amount.



^{2.} Challenger does not target a specific PCA ratio and the target PCA ratio range is a reflection of internal capital models, not an input to them and reflects asset allocation, business mix, capital composition and economic circumstances. The target surplus produced by these internal capital models currently corresponds to a PCA ratio of between 1.30 times to 1.70 times. This range may change over time and different constraints can apply including CET1 requirements.

Funds Management performance

Strong operating leverage driving earnings growth

	1H25	CHANGE
FUM-based income & transaction fees	\$88m	7%
Performance fees	\$7m	35%
Net income	\$95m	9%
Expenses	(\$57m)	(3%)
Normalised NPBT	\$38m	33%
Normalised Tax	(\$11m)	25%
Normalised NPAT	\$27m	37%
FUM-based margin	13.9bps	(1.9bps)
Income margin	15.7bps	(1.7bps)
Normalised ROE post-tax	17.8%	530bps
Cost to income ratio	60.0%	(7.4pp)
Average FUM	\$119.8bn	20%







Challenger Investment Management

Proven alternative credit platform

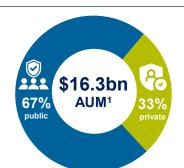
- ✓ A differentiated private lending investment platform
 - Mid-market corporate lending
 - Asset backed finance including whole loans and mortgage servicing capability
 - Non-construction commercial real estate lending
- Generating consistent income with capital stability
- ✓ Fund offerings all delivering strong investment returns
- ✓ Third party funds' FUM +27% in 1H25 (+53% on pcp)
- → >\$5bn in private credit
- ✓ NZ\$560m residential mortgage whole loans investment in December 2024

CIM FIXED INCOME PORTFOLIO¹



Public opportunities

- ✓ Financial Credit
- Securitised Credit
- Investment Grade Corporate Bonds
- ✓ High Yield Bonds

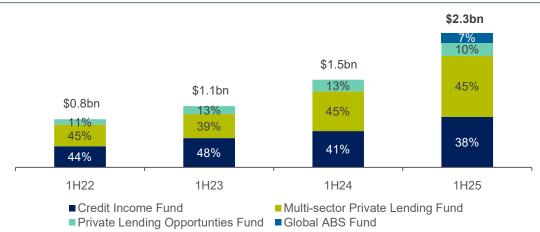


Private opportunities

- Asset Backed Finance
- Commercial Real Estate Lending
- ✓ Leveraged Buyout Debt
- Whole Loan Portfolio Lending

CIM THIRD PARTY FUNDS' FUM²







FY25 guidance and targets

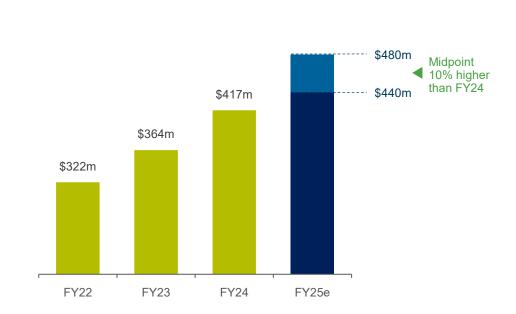
Reaffirming earnings guidance and targets

NORMALISED NPAT GUIDANCE



THROUGH THE CYCLE TARGETS







- 1. Normalised ROE (post-tax) target of 11.2% being the RBA cash rate plus a margin of 12% less tax (equivalent to a Normalised ROE pre-tax target of ~16.4% and assumes tax rate of 31.3% in FY25).
- Normalised dividend payout ratio represents dividend per share divided by normalised earnings per share (basic).
- 3. Dividend subject to market conditions and capital management priorities.

4. Challenger does not target a specific PCA ratio. The target PCA ratio range is a reflection of internal capital models, not an input to them and reflects asset allocation, business mix, capital composition and economic environment. The target surplus produced by these internal capital models currently corresponds to a PCA ratio of between 1.30 times to 1.70 times. This range may change over time and different constraints can apply including CET1 requirements.



IMPORTANT NOTE

The material in this presentation is general background information about Challenger Limited group's activities and is current at the date of this presentation. It is information given in summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered with professional advice when deciding if an investment is appropriate.

Challenger also provides statutory reporting as prescribed under the Corporations Act 2001.

The 2025 Interim Financial Report is available from Challenger's website at www.challenger.com.au/about-us/shareholder-centre.

This presentation is not audited. The statutory net profit after tax has been prepared in accordance with Australian Accounting Standards and the Corporations Act 2001. Challenger's external auditors, Ernst & Young, have reviewed the statutory net profit after tax. Normalised net profit after tax has been prepared in accordance with a normalised profit framework. The normalised profit framework is disclosed in Note 4 Segment Information of Challenger Limited 2025 Interim Financial Report. The normalised profit after tax has been subject to a review performed by Ernst & Young. Any additional financial information in this presentation which is not included in Challenger Limited 2025 Interim Financial Report was not subject to independent review by Ernst & Young.

This document may contain certain 'forward-looking statements'. The words 'forecast', 'expect', 'guidance', 'intend', 'will' and other similar expressions are intended to identify forward-looking statements. Forecasts or indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. You are cautioned not to place undue reliance on forward looking statements. While due care and attention has been used in the preparation of forward-looking statements, forward-looking statements, opinions and estimates provided in this announcement are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Forward-looking statements including projections, guidance on future earnings and estimates are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance and may involve known and unknown risks, uncertainties and other factors, many of which are outside the control of Challenger. Actual results, performance or achievements may vary materially from any forward-looking statements and the assumptions on which statements are based. Challenger disclaims any intent or obligation to update publicly any forward-looking statements, whether as a result of new information, future events or results or otherwise.

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