



BRISBANE BRONCOS LIMITED 2025 ANNUAL GENERAL MEETING

20 May 2025



ACKNOWLEDGEMENT OF COUNTRY

DIRECTORS



KARL MORRIS AO
Chairman



DARREN LOCKYER
Director



NEIL MONAGHAN
Director



VICKI WILSON OAM
Director



ANDREW FRASER
Director



DAVID ASPLIN
Director



DAVE DONAGHY
Chief Executive Officer

2025 AGM

➤ CHAIRMAN'S ADDRESS

➤ CEO'S ADDRESS

➤ FORMAL BUSINESS OF MEETING

- 2024 Financial Statements and Reports
- 2024 Remuneration Report
- Re-election of Director – Mr David Asplin
- Re-election of Director – Mr Andrew Fraser

The background of the slide is a photograph of a large stadium, likely for a football match. The stands are filled with spectators. Banners are visible along the top of the stands, featuring the text 'THAT @ING FEELIN'' repeated. The stadium's roof structure is visible at the top. The entire image is overlaid with a dark red gradient, which is lighter on the right side. The title 'CHAIRMAN'S ADDRESS' is centered in white, bold, sans-serif capital letters. Below the title is a horizontal orange line.

CHAIRMAN'S ADDRESS

The background of the slide is a photograph of a large stadium, likely for a football match. The stands are filled with spectators. Banners are visible along the top of the stands, featuring the text '@ING FEELIN' and 'THAT @ING FEELIN'. The stadium's roof structure is visible at the top. The entire image is overlaid with a dark red gradient, which is lighter on the right side. A large, semi-transparent white shape, resembling a stylized 'C' or a bracket, is positioned on the right side of the slide, partially obscuring the stadium image.

CEO'S ADDRESS

2024 HIGHLIGHTS

FINANCIAL PERFORMANCE & POSITION – 31 DECEMBER 2024

• Gross revenue	\$81.6m
• EBITDA	\$8.4m
• NPAT	\$5.7m
• Cash balance	\$26.7m
• Net assets	\$47.8m

OPERATIONAL

- The 2024 season brought both historic moments and significant decisions for the Broncos.
- We took our brand, NRL program and valued partners to the United States for the first time, taking part in the inaugural Rugby League round in Las Vegas.
- The NRL team finished with a 10-14 win-loss record.
- The NRLW team won the Minor Premiership and reached the Semi-Final in 2024.
- Largest membership base in the NRL, with record corporates and merchandise sales.
- More than 20 million people tuned in to watch Broncos games on television.
- Community footprint remains a proud cornerstone through the Beyond the Broncos programs, Game Development programs, and Brisbane Broncos Sports Business Institute, in partnership with TAFE Queensland.



FOOTBALL OPERATIONS



NRL PROGRAM

- While the NRL team started the year positively, we did not finish well.
- Academy and pathways graduation into the NRL squad continues to remain a focus.
- Key personnel changes made in Q4.

NRLW

- NRLW team claimed fifth minor premiership and some individual accolades for players and staff, including Scott Prince being named NRLW Coach of the Year.
- Strong retention and recruitment focus in the off-season, competitive 2025 squad.
- The Broncos continue to invest in female academy and pathways, as well as grass roots school and junior club-based initiatives.

BUSINESS OPERATIONS

CONSUMER & COMMERCIAL PROGRAMS

- Sponsorship revenue increased 5.6%, reflecting new and extended partnerships.
- Total 2024 membership number of 61,280 (29.4% growth from 2023).
- Average 2024 home crowd of 39,873 (18.0% growth from 2023).
- Merchandise revenue increased 17.9% due to investment in marketing automation and improved supply chain conditions.

OPERATIONS

- Investments were made across marketing, brand and data and technology in 2024.
- Continued expansion of the NRL's first Brisbane Broncos Sports Business Institute in conjunction with TAFE Queensland.
- Cost management across consumer, commercial and game day operations remains a key focus.
- Facilities investment at the Clive Berghofer Centre and Cyril Connell Performance Centre.

COMMUNITY

- Continued involvement of the Beyond the Broncos Girls Academy and Careers Club programs.
- More than 3,500 students benefited from the Broncos First Nations programs and almost 10,000 students have participated in the program since 2016.
- Over the course of 2024, 78 young people in Broncos Community programs held leadership positions within 34 schools.



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THANK
YOU



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