



2012 Full Year Results

21 February 2013



APN leadership

- Peter Cosgrove has been appointed Chairman, effective 19 February 2013
- APN has engaged Heidrick & Struggles to assist with the selection of a CEO and additional Board members
- APN has not appointed an Acting CEO. The Company is being overseen by a leadership team comprised of the Chairman, Deputy Chairman and Chief Financial Officer
- There are strong CEOs in each of the operating businesses
- The request for an extraordinary general meeting has been withdrawn

Focus on debt reduction continues

| AUD million | Dec 2012 | Dec 2011 |
|-----------------|--------------|--------------|
| Gross debt | 485.5 | 669.5 |
| Cash | 20.3 | 23.9 |
| Net debt | 465.2 | 645.6 |

- In 2012, net debt was reduced by \$180m, primarily through APN Outdoor joint venture
- In 2013, net debt will be reduced by a further \$40-\$50m
 - Management focus on cash generation, including publishing cost initiatives
 - Small asset and property sales
 - No final dividend payment for 2012

APN's strategic approach is unchanged

| | |
|--|---|
| Continued focus on debt reduction | <ul style="list-style-type: none">• Focus on organic cash generation• Active management of cost base• Small asset and property sales• No final dividend for 2012 |
| Ongoing restructuring in publishing | <ul style="list-style-type: none">• Continue to progress cost out and print consolidation program in Australia• Sale of Christchurch, Oamaru and Wellington publishing businesses progressing• Major cost out program in the NZM business underway including proposed consolidation of printing operations to a single company owned plant• Continue to centralise or outsource back office services |
| Positioning for growth | <ul style="list-style-type: none">• Australian Radio Network, Adshel and GrabOne have outperformed the market over the last 12 months. When coupled with cost reduction initiatives in the publishing businesses, this provides a good platform on which to grow |
| Digital | <ul style="list-style-type: none">• Primary focus on driving performance in our core ventures• Linking the ventures with each other and other media assets• No significant investments expected in 2013 |

Financial results for 2012

| AUD million | 2012 | 2011 |
|--|---------|---------|
| Revenue | 928.6 | 1,072.4 |
| EBITDA* | 156.0 | 208.9 |
| EBIT* | 122.5 | 171.4 |
| Net profit after tax pre-exceptionals | 54.4 | 78.2 |
| Exceptional items (including impairment) | (510.2) | (123.3) |
| Statutory net loss after tax | (455.8) | (45.1) |

* before exceptional items based on segment reporting

- In line with guidance
- Comparison of 2012 to 2011 is impacted by the formation of the APN Outdoor joint venture with Quadrant and the acquisition of brandsExclusive. Details in the financial section
- Impairment of \$485m announced August 2012. Impairment of \$151m relating to Australian and New Zealand publishing announced February 2013
- Thin capitalisation rules have reduced NPAT by \$7m as previously advised

APN operates a diverse portfolio of media assets

This table shows the actual results of each business for the year, and APN's effective proportionate share based on our ownership percentage

| AUD million (Δ% local currency) | Business revenue | YoY growth | Business EBITDA | YoY growth | Ownership | Proportionate EBITDA |
|------------------------------------|---------------------|---------------|--------------------|---------------|-----------|-------------------------|
| Australian Regional Media | 248.8 | (10%) | 38.7 | (30%) | 100% | 38.7 |
| New Zealand Media | 287.4 | (7%) | 47.8 | (24%) | 100% | 47.8 |
| Publishing Group | 536.1 | (8%) | 86.5 | (27%) | | 86.5 |
| Australian Radio Network | 140.0 | 5% | 50.8 | 7% | 50% | 25.4 |
| The Radio Network (NZ) | 86.7 | (2%) | 15.1 | (12%) | 50% | 7.6 |
| Radio Group | 226.7 | 2% | 65.9 | 2% | | 33.0 |
| GrabOne (NZ) | 14.8 | 93% | 4.4 | 686% | 100% | 4.4 |
| CC Media | 5.2 | 7% | 1.5 | 52% | 79% | 1.2 |
| brandsExclusive (full year) | 57.0 | 13% | (4.2) | (740%) | 82% | (3.4) |
| Other Digital* | 1.1 | (54%) | (4.4) | (23%) | various | (4.4) |
| Digital Group | 78.1 | 20% | (2.7) | 43% | | (2.2) |
| APN Outdoor | 207.6 | (3%) | 30.1 | (19%) | 48% | 14.4 |
| Adshel | 142.7 | 17% | 35.4 | 29% | 50% | 17.7 |
| Hong Kong Outdoor | 38.9 | 17% | 3.7 | (16%) | 50% | 1.8 |
| Outdoor Group | 389.2 | 5% | 69.2 | - | | 33.9 |

* Includes minor digital ventures plus central team which oversees digital ventures and leads APN strategy in technology, digital products and data

This is not the statutory result. Refer slide 25 for reconciliation to APN's reported result



**australian regional
media**

Tough markets offset operational improvements

| AUD million | Revenue | | EBITDA | |
|-----------------|---------|-------|--------|-------|
| ARM 2012 v 2011 | \$248.8 | (10%) | \$38.7 | (30%) |

Revenue

- Deteriorating advertising market had significant effect on ARM's advertising revenue, especially in H2
- Slow down in employment advertising driven by Queensland mining and the decline of federal and state government advertising had the greatest impact. Excluding this impact, the decline in advertising revenue was 4%
- Encouragingly several regions ahead YoY in key advertising categories
- Contraction in commercial printing also had a negative effect
- Product and cost initiatives delivered savings but unable to offset advertising market declines

Operational highlights

- Implementing substantial change agenda
- Overhaul management structure from 20 sites to 5 regions
- Completed product rejuvenation
- Restructuring sales operations
- Restructured editorial teams
- Continued consolidation of print activities
- Reduced headcount by 6% YoY
- Re-launched 30 news websites
- Digital first approach in Coffs Harbour and Tweed; EBITDA improvement of \$2m on a smaller revenue base
- Improved technology platforms and invested in mobility solutions

ARM key initiatives for 2013

Initiatives

- Cost reduction program ongoing
- Continue to streamline commercial operations
- Further centralisation and outsourcing of back office services
- Invest in select products including local digital solutions
- Invest in technology and training to improve performance
- Continue to pursue print consolidation opportunities

2013

- Solid start to 2013 with stabilisation of run rates
- Flood impact currently being assessed



The New Zealand Herald

new zealand media

10.09.12

A new dawn

Welcome to your compact NZ Herald

Souvenir edition

NZM rejuvenation and cost program in weak market

| AUD million ($\Delta\%$ local currency) | Revenue | | EBITDA | |
|--|---------|------|--------|-------|
| NZM 2012 v 2011 | \$287.4 | (7%) | \$47.8 | (24%) |

Revenue

- Weak advertising market impacts advertising revenue down 8%
- Revenue declines mainly in display and employment advertising

Operational highlights

- Major rejuvenation program
 - The New Zealand Herald compact relaunch positively received by readers and advertisers
 - New multi-media sales structure gaining traction
 - Conversion of regional titles to compact and morning delivery increases readership
 - Redesign of nzherald.co.nz generating stronger revenues
 - Launch of Food Hub, a digital vertical with integrated content
- APN titles win Newspaper of the Year at the Canon Media Awards for the fifth consecutive year
- Restructure driving efficiencies in senior management, editorial, online and marketing
- Cost initiatives generated substantial savings
- Strategic decision to focus on North Island publishing assets

New Zealand Media strategic agenda for 2013

Revenue & product initiatives

- Further product rejuvenation – Herald on Sunday, the Weekend Herald
- Accelerate integrated advertising solutions across print, radio, outdoor
- Convert final three regional titles to compact and morning
- Extend digital capabilities and build digital transaction revenue
- Improve yield and inventory management
- Extend data analytics capability to deliver best in class consumer insights

Cost initiatives

- Proposed consolidation of printing operations to a single company owned plant
- Consolidate circulation and logistic management
- Streamline IT infrastructure
- Extend outsourced models

2013

- Revenue declines moderating



radio



mix106.5

Australian Radio Network consistently exceeds market

| AUD million | Revenue | | EBITDA | |
|-----------------|---------|----|--------|----|
| ARN 2012 v 2011 | \$140.0 | 5% | \$50.8 | 7% |

Revenue

- Australian radio market down 1%
- ARN outperformed with revenue up 5% and market share up 7%
- ARN revenue growth exceeded the market for 19 consecutive months (including January 2013)
- Investment in marketing and promotions temper margin growth

Operational highlights

- Highest 25-54 year old ratings for the network in 5 years
- Melbourne's Mix101.1 breakfast show achieved best results since 2004
- Sydney's WSFM strongest result since 2006
- WSFM Jonsey & Amanda achieved their highest rating ever and won Australian Commercial Radio Award for Best On Air Team
- Brisbane's 97.3 regained #1 and delivered best results since 2008
- Mix 102.3 in Adelaide remained #1 for every survey
- Commercially successful digital initiatives including two Australian Commercial Radio Awards

2013

- ARN revenue growth in January strong
- Launch international internet platform iHeartRadio in Australia
- New Mix106.5 breakfast show with Sami and Yumi
- New Mix106.5 and Mix 101.1 drive show with Rosso
- Increased investment in programming and marketing

Rebuilding The Radio Network

| AUD million ($\Delta\%$ local currency) | Revenue | | EBITDA | |
|--|---------|------|--------|-------|
| TRN 2012 v 2011 | \$86.7 | (2%) | \$15.1 | (12%) |

Revenue

- NZ radio market flat, TRN revenue down 2%

Operational highlights

- New CEO Jane Hastings started September 2012 and driving program of change, with restructure of leadership team and sales team already complete
- Radio Sport launched on FM and Easy Mix closed
- New Integrated Solutions team driving new revenue
- Investing in digital capabilities and digital revenue up 26%
- High profile talent Martin Devlin joined Hauraki and Jason Gunn joined Classic Hits
- Newstalk ZB won gold at New York Festival's International Radio Program and Promotion Awards
- Survey 2 results - Newstalk ZB remains #1 station nationally and Coast moves to #1 music station nationally. TRN share of 10+ listeners dropped to 43.3%

2013

- YoY revenue and bookings up more than 10% YTD
- Focus is rebuilding TRN as leading NZ media business
- Content, sales strategy and iHeartRadio all high priority
- More iconic radio talent with Jack Tame and Andrew Mulligan
- Relaunch of Radio Hauraki



1660

Air Condition

EMERGENCY EXIT

FINLANDIA
VODKA OF FINLAND

MADE IN FINLAND
100% GRAIN NEUTRAL SPIRITS
40% ALC/VOL (80 PROOF)

Your judgement pure.
Responsibly.

outdoor

APN Outdoor

| AUD million | Revenue | | EBITDA | |
|------------------|---------|------|--------|-------|
| APNO 2012 v 2011 | \$207.6 | (3%) | \$30.1 | (19%) |

Revenue

- Outdoor market in Australia up 2%, New Zealand market down 19% accentuated by Rugby World Cup comparisons
- Australia market share improving in H2 but decreased overall
- New Zealand market share down

Operational highlights

- Established APN Outdoor as a joint venture with Quadrant Private Equity in May
- Strengthened senior team and created new digital team
- Invested in expanding digital rollout, establishing Brisbane’s first premium large format digital billboard and approval for another two
- Renewed exclusive advertising contracts for bus fleets with NSW State Transit Authority, South Australian Government and the Brisbane City Council
- APN Outdoor secured advertising rights to Virgin Australia’s Brisbane terminal, becoming APN’s fifth airport contract
- Refreshed brand and transit product

2013

- YoY revenues up in January but market remains short
- Significant expansion of digital assets

Adshel delivers outstanding performance

| AUD million | Revenue | | EBITDA | |
|--------------------|---------|-----|--------|-----|
| Adshel 2012 v 2011 | \$142.7 | 17% | \$35.4 | 29% |

Revenue

- Outdoor market in Australia up 2%, New Zealand market down 19% accentuated by Rugby World Cup comparisons
- Australian market share up 3 points
- New Zealand market share up 5 points

Operational highlights

- Strategic contract wins in 2011 driving substantial revenue growth
- Improved sales strategy, market proposition and pricing
- Consumer research proving ROI in Adshel's advertising
- Increased flexibility in advertising cycles enables Adshel to capture share in short markets
- Innovative interactive campaigns for Qantas, Emirates and Expedia
- Winner of Media Sales Team of the Year at Mumbrella Awards

2013

- Early revenue and bookings ahead of 2012
- Relunched brand in February
- New interactive capabilities with consumers via smart phones
- Pursue new environments and geographies
- Increase operational efficiencies

Hong Kong Outdoor

| AUD million ($\Delta\%$ local currency) | Revenue | | EBITDA | |
|--|---------|-----|--------|-------|
| HK 2012 v 2011 | \$38.9 | 17% | \$3.7 | (16%) |

Revenue

- Traditional bus advertising business improved throughout the year after a slow start
- Billboard revenue up 20% YoY

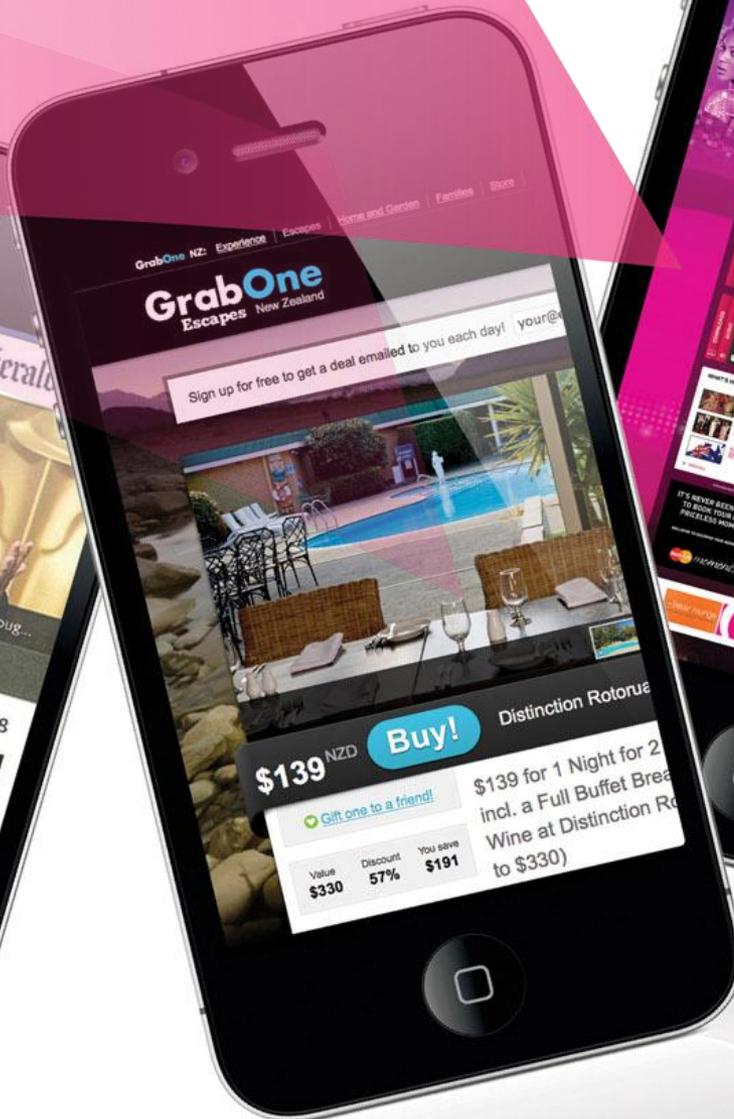
Operational highlights

- Expanded Webus (wifi) initiative to 300 buses. Usage increased 64% YoY, with 45% increase in members. Monetising through advertising and transaction platforms
- Buzplay offering (on board TV) commenced July. Gradual revenue growth month on month, however below expectation
- Tunnels remain key focus while also diversifying billboard portfolio downtown

2013

- Slow start to 2013 due to late contract renewals and Chinese New Year
- Integrated campaigns across wifi, on board TV and bus exterior a key priority for 2013
- Continue to focus on premium billboard

digital



GrabOne NZ achieves exceptional results

| AUD million ($\Delta\%$ local currency) | Revenue | | EBITDA | |
|--|---------|-----|--------|------|
| GrabOneNZ 2012 v 2011 | \$14.8m | 93% | \$4.4m | 686% |

* Full year result

Revenue

- Excellent YoY revenue and EBITDA growth
- Gross coupon sales exceeded \$74m
- Clear leader of New Zealand market with approximately 75% market share

Operational highlights

- Leading group buying business in Australasia
- 40% increase in members with total membership now more than 1m
- 3.1m coupons sold in 2012 representing a 46% increase over 2011 (over 6.1m coupons sold to date)
- More than 15,000 merchants featured

2013

- Launch new product verticals and new platform features
- Continue EBITDA trajectory
- Founding CFO appointed new CEO, implementing strong succession plan

brandsExclusive

| AUD million ($\Delta\%$ local currency) | Revenue | | EBITDA | |
|--|---------|-----|----------|--------|
| brandsExclusive 2012 v 2011* | \$57.0m | 13% | (\$4.2m) | (740%) |

* Full year result

Revenue

- Strong growth in members, bringing total membership to 2.4m
- Solid YoY revenue increase but below original expectations

Operational highlights

- EBITDA loss of \$2.4m since acquisition in late June
- \$3m invested in growth initiatives since acquisition
 - Approximately 500,000 new members acquired in H2 below target cost
 - Launched in New Zealand with strong membership acquisition from GrabOne
 - First to market in Australia to introduce the ability for customers to buy from multiple sales in a single transaction, increasing average spend by 15%
 - APN radio, outdoor, print and digital assets used to build brand and drive sales conversion
- Initiatives to increase sales conversion rates
- Won Deloitte Technology Fast 50 Award

2013

- Confident in substantial revenue and earnings growth following initiatives in 2012
- Primary focus on member retention and conversion
- Continued focus on member acquisition
- Achieve clear #1 in NZ and close the gap to market leader in Australia

CC Media produces solid revenue and earnings

| AUD million ($\Delta\%$ local currency) | Revenue | | EBITDA | |
|--|---------|----|--------|-----|
| CC Media 2012 v 2011* | \$5.2m | 7% | \$1.5m | 52% |

* Full year result

Revenue

- Solid YoY revenue growth
- Consolidated position as the leading online catalogue distributor in Australia

Operational highlights

- Acquired key new customers including David Jones, Ikea and The Good Guys
- Launched in New Zealand
- Expanded mobile offerings with mobile campaigns now accounting for 40% of volume
- Strengthened senior team, bringing in new capabilities and laying the foundations for succession planning

2013

- Diversify product range
- Enhance distribution network with focus on mobile devices
- Drive growth in New Zealand in partnership with NZM sales force
- Deeper integration with APN businesses, particularly focusing on sales force opportunities and data synergies



2012 Financials



Business performance

APN's 2012 results have been impacted by the formation of the APNO joint venture with Quadrant and the acquisition of brandsExclusive. This table and the following slides reconcile business performance with APN's reported results in 2012.

| AUD million (Δ% local currency) | Business revenue | YoY growth | Business EBITDA | YoY growth | Ownership | Accounting treatment | APN revenue | Contribution to APN EBITDA |
|------------------------------------|---------------------|---------------|--------------------|---------------|-----------|-------------------------|----------------|-------------------------------|
| Australian Regional Media | 248.8 | (10%) | 38.7 | (30%) | 100% | Consolidated | 248.8 | 38.7 |
| New Zealand Media | 287.4 | (7%) | 47.8 | (24%) | 100% | Consolidated | 287.4 | 47.8 |
| Publishing Group | 536.1 | (8%) | 86.5 | (27%) | | | 536.1 | 86.5 |
| Australian Radio Network | 140.0 | 5% | 50.8 | 7% | 50% | Consolidated | 140.0 | 50.8 |
| The Radio Network (NZ) | 86.7 | (2%) | 15.1 | (12%) | 50% | Consolidated | 86.7 | 15.1 |
| Radio Group | 226.7 | 2% | 65.9 | 2% | | | 226.7 | 65.9 |
| GrabOne (NZ) | 14.8 | 93% | 4.4 | 686% | 100% | Consolidated | 14.8 | 4.4 |
| CC Media | 5.2 | 7% | 1.5 | 52% | 79% | Consolidated | 5.2 | 1.5 |
| brandsExclusive (full year) | 57.0 | 13% | (4.2) | (740%) | 82% | Consolidated | 34.1 | (2.4) |
| Other Digital* | 1.1 | (54%) | (4.4) | (23%) | various | Consolidated | 1.1 | (4.4) |
| Digital Group | 78.1 | 20% | (2.7) | 43% | | | 55.3 | (0.8) |
| APN Outdoor | 207.6 | (3%) | 30.1 | (19%) | 48% | Slide 36 | 71.5 | 6.9 |
| Adshel | 142.7 | 17% | 35.4 | 29% | 50% | Associate | - | 9.0 |
| Hong Kong Outdoor | 38.9 | 17% | 3.7 | (16%) | 50% | Consolidated | 38.9 | 3.7 |
| Outdoor Group | 389.2 | 5% | 69.2 | - | | | 110.5 | 19.6 |
| | | | | | | | 928.6 | 171.2 |
| | | | | | | Corporate | | (15.2) |
| | | | | | | APN Result | 928.6 | 156.0 |

* Includes minor digital ventures plus central team which oversees digital ventures and leads APN strategy in technology, digital products and data

Appendix includes a table that reconciles between segment and statutory results

Divisional performance

SEGMENT RESULT

| AUD million (YoY growth %) | Revenue | | | EBITDA | | |
|----------------------------|--------------|----------------|--------------|--------------|----------------|--------------|
| | 2012 | Local currency | As reported | 2012 | Local currency | As reported |
| Australian Regional Media | 248.8 | (10%) | (10%) | 38.7 | (30%) | (30%) |
| New Zealand Media | 287.4 | (7%) | (5%) | 47.8 | (24%) | (23%) |
| Australian Radio Network | 140.0 | 5% | 5% | 50.8 | 7% | 7% |
| The Radio Network (NZ) | 86.7 | (2%) | (0%) | 15.1 | (12%) | (11%) |
| Outdoor Group | 110.5 | (58%) | (58%) | 19.6 | (57%) | (57%) |
| Digital Group | 55.3 | 367% | 374% | (0.8) | 82% | 82% |
| Corporate | - | - | - | (15.2) | (7%) | (7%) |
| Total | 928.6 | (14%) | (13%) | 156.0 | (26%) | (25%) |

Detailed breakdown of the APN Outdoor Group result on slide 36

Free cash flow

| AUD million | Dec 2012 | Dec 2011 |
|---|----------|----------|
| EBITDA (pre exceptional items) | 156.0 | 208.9 |
| Operating cash flow (pre exceptional items) | 164.1 | 211.1 |
| % of EBITDA | 105% | 101% |
| Adjusted for associates | 112% | 104% |

- Confirms strong cash conversion
- Closely controlling investment to ensure operating cash flow is available for debt servicing

Cash flow

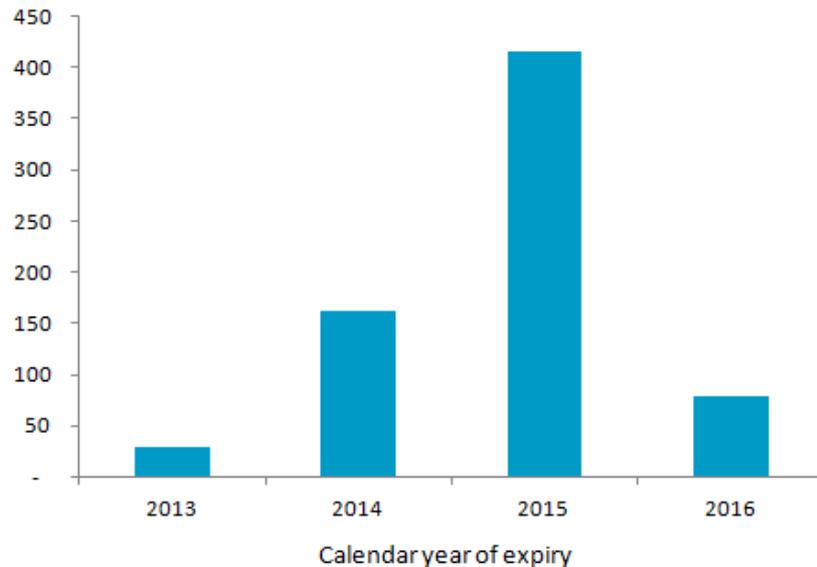
| AUD million | 2012 | 2011 |
|---|--------------|-------------|
| Operating cash flow (pre-exceptional items) | 164.1 | 211.1 |
| Net payments related to exceptional items | (18.7) | (15.2) |
| Net interest paid | (43.7) | (51.5) |
| Net tax paid | (14.5) | (22.6) |
| Capital expenditure | (23.2) | (34.0) |
| Payments related to investments | (35.2) | (13.5) |
| Net proceeds on formation of APNO joint venture | 174.2 | - |
| Asset sales | 27.8 | 3.0 |
| Other | 5.5 | 6.0 |
| Total cash inflow before financing | 236.3 | 83.3 |
| Dividends | (22.0) | (36.0) |
| Payments to non-controlling interests | (21.6) | (23.1) |
| Foreign exchange impact | (12.3) | (2.9) |
| Net debt reduction | 180.4 | 21.3 |

Exceptional Items

| AUD million | 2012 | 2011 |
|--|----------------|----------------|
| Net gain on formation of APNO joint venture | 74.2 | 0.0 |
| One off gains | 1.5 | 21.0 |
| Redundancies and associated costs | (8.4) | (17.3) |
| Asset write downs and business closures | (7.3) | (18.3) |
| Impairment of intangibles | (638.4) | (159.5) |
| New Zealand Herald relaunch costs | (2.9) | - |
| | (581.4) | (174.1) |
| Income tax credit | 71.1 | 53.5 |
| Non controlling interests | 0.1 | (2.8) |
| Exceptional items, net of tax and non controlling interests | (510.2) | (123.3) |

Credit profile

DEBT FACILITIES MATURITY PROFILE



- Net debt to LTM EBITDA 3x
- Undrawn facilities of circa \$150m
- Undrawn facilities sufficient to cover maturities until 2015 refinance

| AUD million | Dec 2012 | Dec 2011 |
|-----------------|--------------|--------------|
| Gross debt | 485.5 | 669.5 |
| Cash | 20.3 | 23.9 |
| Net debt | 465.2 | 645.6 |

Non APN debt at 31 December 2012

- Radio: \$5.3m due 2013 (included in above)
- APN Outdoor: Net debt of \$98.2m due May 2017 (not included above)
- No net debt in any other division

Outlook statement

Trading has been positive in the early part of 2013. Revenue declines have moderated in publishing, and the identified cost reduction programme is being implemented. The impact of the recent Queensland floods is still being assessed but is expected to be lower than in 2011. Revenue in all other divisions is ahead of prior year.



Appendices



Reconciliation of segment results to statutory results

| AUD million | Segment result | | Exceptional items | | Discontinued operations | | Statutory result | |
|--|----------------|--------------|-------------------|----------------|-------------------------|---------------|------------------|---------------|
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 |
| Revenue before finance income | 928.6 | 1,072.4 | - | - | (71.4) | (230.3) | 857.2 | 842.1 |
| Other income | 2.4 | 2.2 | 86.1 | 21.0 | (82.3) | 1.2 | 6.3 | 24.5 |
| Share of associate profits | 9.1 | 5.8 | - | - | 0.1 | - | 9.2 | 5.8 |
| Costs | (784.1) | (871.5) | (667.5) | (195.1) | 72.6 | 193.1 | (1,379.0) | (873.5) |
| EBITDA | 156.0 | 208.9 | (581.4) | (174.1) | (81.0) | (36.0) | (506.4) | (1.1) |
| Depreciation/amortisation | (33.5) | (37.5) | - | - | 2.5 | 7.2 | (31.0) | (30.3) |
| EBIT | 122.5 | 171.4 | (581.4) | (174.1) | (78.5) | (28.7) | (537.4) | (31.4) |
| Net interest | (40.5) | (55.9) | - | - | - | - | (40.5) | (55.9) |
| Tax | (3.7) | (13.9) | 71.1 | 53.5 | 1.0 | 9.0 | 68.4 | 48.7 |
| Profit/(loss) for continuing operations | 78.3 | 101.6 | (510.3) | (120.5) | (77.5) | (19.7) | (509.5) | (38.6) |
| Profit from discontinued operations | - | - | - | - | 77.5 | 19.7 | 77.5 | 19.7 |
| Non controlling interests | (23.9) | (23.4) | 0.1 | (2.8) | - | - | (23.8) | (26.1) |
| Net profit/(loss) after tax | 54.4 | 78.2 | (510.2) | (123.3) | - | - | (455.8) | (45.1) |

Financial Summary

This slide shows the impact of the APN Outdoor joint venture on APN's continuing results as reported

| AUD million | Segment result | | | Result from continuing operations | | |
|--|----------------|---------------|---------------|-----------------------------------|---------------|-------------|
| | 2012 | 2011 | YoY growth | 2012 | 2011 | YoY growth |
| Revenue | 928.6 | 1,072.4 | (13%) | 857.2 | 842.1 | 2% |
| EBITDA* | 156.0 | 208.9 | (25%) | 149.2 | 173 | (14%) |
| EBIT* | 122.5 | 171.4 | (29%) | 118.2 | 142.7 | (17%) |
| Net profit after tax pre-exceptionals | 54.4 | 78.2 | (30%) | 51.8 | 58.5 | (11%) |
| Exceptional items (including impairment) | (510.2) | (123.3) | 314% | (585.1) | (123.3) | 375% |
| Statutory net loss after tax | (455.8) | (45.1) | (911%) | (533.3) | (64.8) | 723% |

*before exceptional items based on segment reporting

EBITDA to EBIT reconciliation

| AUD million | 2012 | | | 2011 | | |
|---------------------------|--------------|---------------|--------------|--------------|---------------|--------------|
| | EBITDA | D&A | EBIT | EBITDA | D&A | EBIT |
| Australian Regional Media | 38.7 | (10.7) | 28.0 | 55.1 | (11.3) | 43.8 |
| New Zealand Media | 47.8 | (10.1) | 37.7 | 61.9 | (10.3) | 51.5 |
| Australian Radio Network | 50.8 | (2.9) | 47.9 | 47.5 | (2.6) | 44.9 |
| The Radio Network (NZ) | 15.1 | (4.8) | 10.3 | 16.9 | (4.4) | 12.5 |
| Outdoor Group | 19.6 | (3.0) | 16.6 | 45.8 | (7.8) | 38.0 |
| Digital Group | (0.8) | (1.3) | (2.1) | (4.1) | (0.8) | (4.9) |
| Corporate | (15.2) | (0.6) | (15.8) | (14.2) | (0.3) | (14.5) |
| Total | 156.0 | (33.5) | 122.5 | 208.9 | (37.5) | 171.4 |

Outdoor Group

This slide reconciles the results for the APN Outdoor Group to the segment result on slide 26

| Outdoor Group AUD million | Period | Accounting treatment | APN Revenue | APN EBITDA |
|------------------------------|-----------|----------------------|--------------|-------------|
| APN Outdoor | Jan-April | Consolidated | 71.5 | 6.8 |
| APNO JV | May-Dec | Associate | - | 0.1 |
| APN Outdoor | | | 71.5 | 6.9 |
| Adshel | Jan-Dec | Associate | - | 9.0 |
| Hong Kong | Jan-Dec | Consolidated | 38.9 | 3.7 |
| Total Outdoor Group | | | 110.4 | 19.6 |

- APN Outdoor capitalised with \$180m in external debt facilities of which \$115m was drawn at inception. Non recourse to APN
- Capital structure includes equity and shareholder loans
- Accounting uplift to fair value on formation of the APNO JV has increased D&A expense
- Result for May-December reflects APN's share of NPAT taking the above into account

Currency and tax

| | AUD / NZD | | AUD / HKD | |
|-------------------|--------------|-------|--------------|-------|
| | 2012 | 2011 | 2012 | 2011 |
| June half average | 1.284 | 1.335 | 8.022 | 8.108 |
| Full year average | 1.278 | 1.306 | 8.038 | 8.041 |
| Period end rate | 1.259 | 1.314 | 8.139 | 7.934 |

| | | |
|---------------------------------------|------|-----|
| Effective tax rate (pre exceptionals) | 2012 | 5% |
| | 2011 | 12% |

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