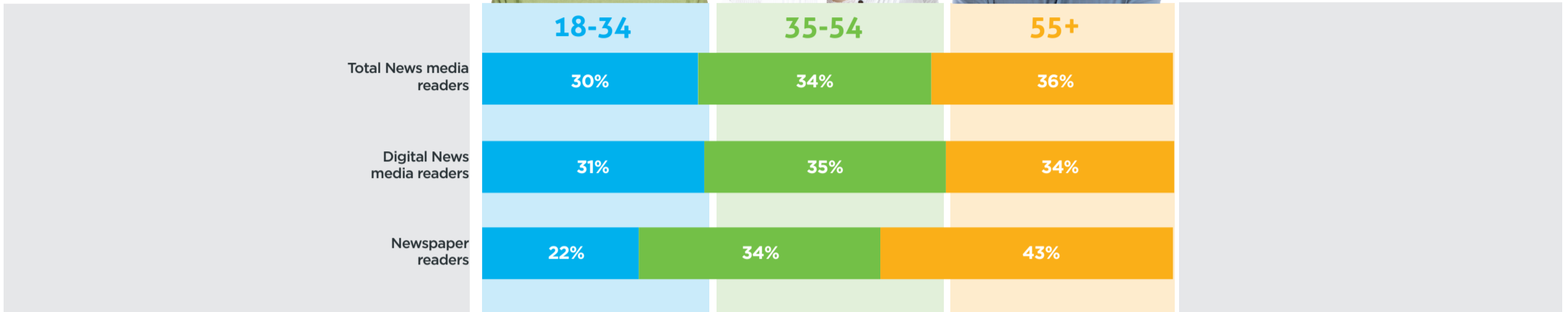


NEWS MEDIA DELIVERS BIG AUDIENCES ACROSS AGE GROUPS*1



WHERE NEWS MEDIA READERS SPEND THEIR MONEY*4



Rent and Mobile phones

- Rent (187ix)
- Public Transport (151ix)
- Mobile Charges (143ix)
- On-Licence Spirits (142ix)
- Takeaway (125ix)
- Parking Fees (124ix)
- Internet Fees (123ix)
- On-Licence Beer (121ix)
- Technology (119ix)
- Soft Drinks (118ix)

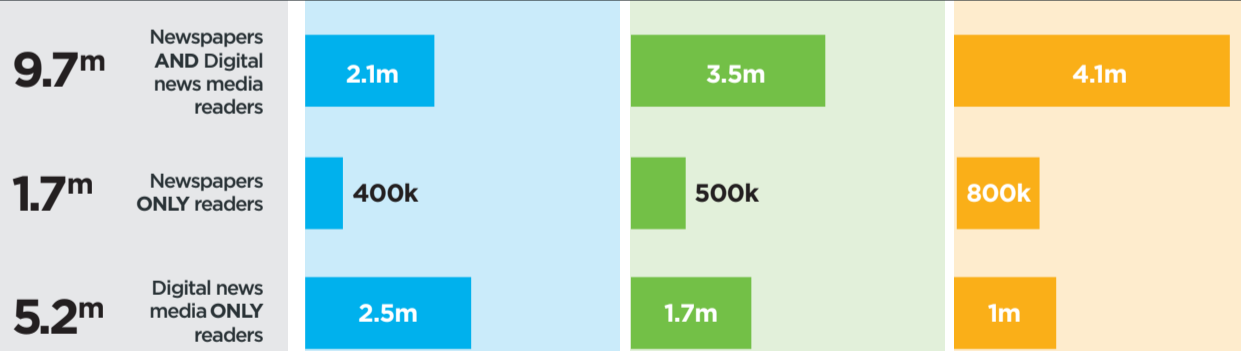
Paying off loans while raising a family

- Interest Repayments (191ix)
- Children's Clothing (168ix)
- Groceries (151ix)
- Council/Water Rates (146ix)
- Home Improvements (140ix)
- House/Contents Insurance (139ix)
- Confectionery (138ix)
- Sports Participation Fees (136ix)
- Electricity/Mains/Gas (135ix)
- Bakery (145ix)

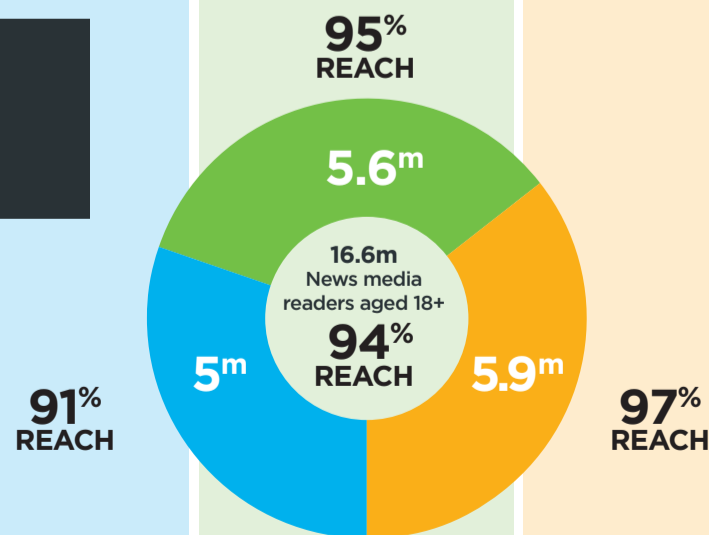
Health and holidays

- Charity donations (150ix)
- Travel Insurance (142ix)
- Medicines & Pharmaceutical (136ix)
- Home Furnishings (133ix)
- Overseas Holidays (133ix)
- Housing Repairs & Maintenance (132ix)
- Gardening Products (131ix)
- On-Licence Wine (130ix)
- Hairdressing (129ix)
- Vehicle Servicing (127ix)

9.7M AUSTRALIANS GET THEIR NEWS FROM BOTH NEWSPAPERS AND DIGITAL NEWS MEDIA*3



NEWS MEDIA HAS OVER 90% REACH TO EACH AGE GROUP*2



NewsMediaWorks

emma

Source: emma™, 12 months to May 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 18+ ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel, 4 weeks to May 2019, people 18+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. *1 For example, 18 to 34 year olds represent 30% of News media readers Aged 18+. *2 5m readers aged 18 to 34 years represents a reach to 91% of all Australians in that age group. *3 For example, 4.1m people aged 55 or more read BOTH Newspapers AND Digital news media, while 900k of them read Newspapers BUT NOT Digital news media; 1m of them read Digital news media BUT NOT newspapers. *4 Big spenders: For example, the percentage of 18 to 34 year old readers that are in the Top 20% of spenders on rent expressed as an index against the percentage of ALL News media readers who are in the Top 20% of spenders on rent = 100ix. 18 to 34 year old readers are 87% (187ix) more likely to be in the Top 20% of spenders on rent. All "big spender" data is from the Household Expenditure Survey (ABS).